

THE EDITOR AND PUBLISHER

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5 Cents a Copy

BOSTON THE MECCA.

DELEGATES FROM ALL OVER COUNTRY HURRYING TO BIG AD CONVENTION.

More Than Three Thousand Expected to Assemble in Hub Next Tuesday—Will Be the Greatest Gathering of Advertising Men the World Ever Saw—Clubs Scattering Advertising Literature En Route.

Delegates from more than sixty advertising clubs, representing almost as many different cities, are traveling toward Boston by special carloads, by special trains and even by special steamboats, to attend the national convention which opens in that city on next Tuesday morning. Reports from all parts of the country indicate that every club has sent its full quota and many boosters besides and it is believed that there will be assembled at Boston the largest gathering of advertising men the world ever saw.

The various clubs are planning numerous stunts to stir staid and respectable New England, one of which will be the singing of "Dixie" in Faneuil Hall by the Georgia delegation.

The spectacle of 500 citizens of the State of Georgia marching into Faneuil Hall singing "Dixie" to the music of two full military bands, backed up by the Boston quintet and the Pilgrim Publicity Association Glee Club, will furnish one of the big thrills of the convention. The idea is that of the Atlanta Ad Men's Club, which will bring one of the largest delegations.

TRAINLOAD FROM IOWA.

Iowa, which was the first State in the Union to have a State organization, will send an entire train load of delegates. Des Moines, Cedar Rapids, Waterloo, Muscatine, Clinton and other cities will be well represented. The itinerary of the Hawkeye delegation includes stops at Detroit, Battle Creek, Mich.; and Niagara Falls.

The Des Moines Club will enter the contest for the Boston mileage banner, offered by the Pilgrim Publicity Association to reward the club which shall make the greatest effort to send a liberal delegation to the Boston convention, and the basis of the award will be attendance, distance traveled and effort made.

THE TEXAS BOOMERS.

The Texas party, three hundred strong, and representing Dallas, Houston, San Antonio, Galveston, Waco, Abilene, Wichita Falls, Fort Worth and other cities and towns, is traveling by a special train composed of New York Central equipment. Stops of five hours will be made at Chicago, seven hours at Detroit, eight and a half at Niagara Falls, six at Buffalo, one at Albany and five at New York. The special train of fifteen cars will arrive in Boston at 9 o'clock Monday morning, July 31. The delegates will be met at the station by the First Corps Cadets' Band and escorted to their headquarters at the Hotel Westminster. The "Wild West" Texas sombrero has been adopted as the official headgear of the party.

Dallas has secured an entire floor

(Continued on page 4.)



S. C. DOBBS,

PRESIDENT OF THE ASSOCIATED ADVERTISING CLUBS OF AMERICA.

RECIPROCITY PASSES.

CANADIAN PACT GOES THROUGH WITHOUT A SINGLE AMENDMENT.

Measure Not Effective Until Dominion Parliament Acts—Paper Schedule in Force Following Signature of President—Norris Believes Measure Will Restore Competitive Conditions to Newsprint Market.

By a majority of fifty-three to twenty-seven, the United States Senate, on last Saturday, passed the Reciprocity bill without amendment and in exactly the same form as it came from the House of Representatives to the Senate three months ago. The measure was signed by the President this week. It will not become operative, however, until the Canadian Parliament takes the necessary action to make the agreement reciprocal.

Thirteen roll calls were demanded by those who wanted to amend the measure before the bill was permitted to go to its final passage. Other amendments were defeated without the formality of roll calls.

John Norris, chairman of the Committee on Paper, of the American Newspaper Publishers' Association, in a statement issued following the passage of the measure, said:

"The paper section of the bill becomes effective immediately upon approval by the President, and paper made from timber cut on privately owned lands will come in free without awaiting any Canadian action. In that respect it differs from the general reciprocity section, which will not go into effect until the President shall proclaim that Canada has reduced its duties in accordance with the agreement between the United States and Canada."

EFFECT ON PAPER TRADE.

Setting forth what Mr. Norris believes will be the effect of the paper section of the bill, the statement says:

"An important factor in the situation is the removal of uncertainty respecting the tariff on pulp and paper which has for at least four years deterred investment in paper enterprises. Hitherto the existing United States mills have been comparatively free from fear of competition because the timber areas tributary to available water power in the United States had been acquired for speculative holdings.

"The shaping of timber values in the United States is also a factor in the situation. The opening of large pulp wood areas in the Canadian provinces should break the artificially inflated price of pulp wood stumpage in the United States.

"The daily output of news print paper averages 4,000 tons. Within two years new installations should add approximately 1,600 tons per day to the supply. Such an addition ought to restore competitive conditions."

LA FOLLETTE ATTACKS PRESS.

In his final speech in opposition to the reciprocity bill, on Friday, Senator La Follette, of Wisconsin, bitterly arraigned the newspapers of the country. He alleged that the newspapers which advocated the passage of the measure

MAGAZINE TRUST SUIT ENDS.

Court Refuses to Grant Order to Examine P. C. H. Treasurer.

Justice Lehman, in the New York Supreme Court, has vacated an order for the examination of Charles D. Lanier as treasurer of the Periodical Clearing House in a suit brought by John Thomas Wood, a magazine subscription agent, for \$100,000 damages, on the ground that the magazine publishers who are members of the association conspired to injure his business.

Justice Lehman refuses to permit an examination to permit the plaintiff to discover whether he had any cause for action or to obtain evidence for use at the trial, saying:

"A careful reading of the petition has convinced me that the plaintiff has not been acting in good faith, but is seeking a license for a fishing excursion to determine whether he has cause for a action against certain unnamed parties."

Date of McNamara's Trial Fixed.

The trial of John J. McNamara, in the Los Angeles Times dynating case, has been fixed for October 11.

COMMERCIAL TRIBUNE SOLD.

Old Cincinnati Daily Purchased at Auction by Baltimore Lawyer.

The Cincinnati Commercial Tribune was sold last Saturday at sheriff's sale for 420,000 to satisfy claims aggregating \$446,500. The purchaser was Francis T. Homer, an attorney of Baltimore, who said he represented himself.

It is reported that Homer represented John R. McLean, owner of the Cincinnati Enquirer. If this is the case, McLean will have a complete monopoly of the morning newspapers in Cincinnati.

The only other bidder was Attorney Richard P. Ernst, who stopped bidding after offering \$415,000. He declined to say whom he represented.

The sale followed a judgment obtained by the Union Savings Bank and Trust Co., of this city, as trustee, for \$250,000, and one by Mr. Homer for \$196,000. The property was appraised at \$350,000.

Editor Gonzales Injured.

Captain W. E. Gonzales, editor of the Columbia (S. C.) State, was painfully injured in an automobile accident near Fountain Inn, last week.

were influenced by their desire to obtain free print paper.

"It is pretty difficult," said the Senator, "to oppose legislation for which the press is practically united. That is so now. I think, more markedly than it will be later. I believe, Mr. President, that the attitude of the press of this country upon this reciprocity measure will ultimately tend in a very considerable and marked degree to lessen the influence of the press.

"I am inclined to say that the press of the country has failed with regard to this measure in its duty to the public. I believe that the press of the country will suffer very greatly in the public estimation as a result of the attitude which it has taken upon a piece of legislation in which it has a direct money interest.

NEWSPAPERS FINANCIALLY INTERESTED.

"A false impression has gone forth with respect to this legislation—gone forth all over the country because the press of the country has a direct money interest in it. The press may be said to have an interest in this legislation ranging anywhere from \$25,000 to \$600,000 annually. I say those papers should never hereafter criticize any member of the Senate or any member of the House for voting on legislation in which he has a direct pecuniary interest. We have on this floor Senators who are bankers, Senators who are woolen manufacturers, Senators who are cotton manufacturers, Senators interested in mines, Senators interested in lumber. Let no newspaper hereafter assail any Senator because he supports legislation directly in his own pecuniary interest."

President Taft sent the following telegram to the editor of the New York American expressing his thanks for the work of the Hearst papers in helping to spread the gospel of reciprocity. The President's Cottage, Beverly, Mass., July 23, 1911.

Editor New York American:

I wish to express my high appreciation of the energetic work of the seven Hearst papers and of the members of your staff for their earnest and useful effort to spread the gospel of reciprocity, and I congratulate them on the success that has attended the evangel.

WILLIAM H. TAFT.

R. R. WHITMAN INJURED.

Publisher of Boston American Falls Thirty-five Feet in a Ravine.

Russel R. Whitman, publisher of the Boston American, was seriously injured last Tuesday at "Ravenhurst," the country estate of John Shepard, Jr., near Chapinville, Conn., where he had been a guest.

Mr. Whitman started out to view Sage's Ravine, which runs through the estate, when he slipped from a moss-covered rock and fell, striking on his back thirty-five feet below. Two ribs were broken and his back badly bruised.

HAND, KNOX & COMPANY

Newspaper Representatives

with offices in

NEW YORK ATLANTA CHICAGO

We will be glad to call on or correspond with manufacturers with a view of aiding them in the solution of their advertising problems. Our twenty years of experience in this field has given us a knowledge that may make you money.

WASHINGTON NEWS.

WHAT NEWSPAPER WRITERS AND CORRESPONDENTS ARE DOING THESE DAYS.

(Special Correspondence.)

WASHINGTON, D. C., July 26.—Fred A. Emery, for many years with the Associated Press, including a long service as night manager of its Washington Bureau, and who was for some years a regular contributor to Collier's Weekly and other magazines, has taken charge of the Congressional service of the Associated Press.

Horace H. Smith, formerly Washington correspondent of the New York World, and now of New York City, has just completed a new book to gather materials for which he spent some time recently in Cuba. The book, "Dynamite Johnny," is a clever one and follows closely upon Mr. Smith's "The War-maker," a splendid story of piratical wanderlust, whose trail leads around the world. Mr. Smith is one of the most brilliant and clean-cut newspaper men that ever made Washington a habit.

Ray Stannard Baker, the magazine writer, once referred to as the best newspaper reporter in the United States, and who is a Woodrow Wilson boomer, is now in the city.

Charles M. Willoughby, for several years with the Washington Post and for two years its financial writer, has resigned to join the staff of the Washington Times.

William Warwick Corcoran, of the Washington Post, is on a two weeks' vacation, part of which has been spent at a house party at Pittsburg.

Ben Allen, of San Francisco, who has been here a fortnight, has left for his new post in the foreign news service at London.

Theodore H. Tiller, of the Munsey service, and E. R. Sartwell, of the United Press, hurried to Richmond, Va., upon receiving news of the Beattie murder case, and wrote the feature stories of the case for those organizations.

William Worth Bailey, editor of the Johnstown (Pa.) Democrat, is in Washington pow-wowing over Pennsylvania and Presidential politics. He is a rock-ribbed champion of the Princeton entry in the Presidential contest.

W. L. Dunne, of San Antonio, Tex., a former newspaper man, now in business in Mexico, has been here discussing conditions down across the Gringo border. He scents danger in the continued activity of the perpetual revolutionists and says it needs only a spark to "start something."

Francis E. Leupp, for many years Washington correspondent of the New York Evening Post, but now a leisurely literateur, is spending the summer at his country place in Tyringham Valley, near Lenox, Mass.

David Barry, of the Providence Journal, erstwhile of the New York Sun, sighing "O Tempus, O Mores," has figured out that the United States Senate is not what it is cracked up to be, and that the ordinary statesman of moderate means gets lost in the shuffle in that body.

The Washington delegates to the convention of the Associated Ad Clubs of America, at Boston, beginning August 1, are going thither in automobiles. John E. Shoemaker, Granville M. Hunt, Henry L. West, H. C. Stiles, L. W. Herron and E. C. Rogers are among them.

John R. McCormick, formerly of Washington and owner of the Maryland Reporter, publisher at Hyattsville, Md., a Washington suburb, died this week.

PICTURES CAUSE SUIT.

Newspaper Photograph Brings Action Against Newport Cottager for Assault.

Wade Mountford, Jr., photographer for the American Press Association, has filed suit against Whitney Warren, of Newport and New York, for \$1,000 damages, alleging assault and battery July 8 at Bailey's Beach.

Mountford had been taking pictures of the summer residents about Bailey's Beach. According to report, Mrs. Warren and Mrs. French Vanderbilt complained to Mr. Warren, and he and the photographer had some words. The latter alleges that Mr. Warren assaulted him. On the other hand, it is reported Mr. Warren demanded the plates, took hold of the camera and both men struggled.

The Superior Court at Newport recently awarded Richard Sears, a Boston newspaper photographer, \$100 damages in a similar case.

CLEARING HOUSE DEFENDED.

John A. Sleicher, of the Leslie-Judge Co., and H. W. Lanier, of Doubleday, Page & Co. recently made statements in defense of the Periodical Clearing House. Mr. Sleicher said:

"The Clearing House Association was organized to put trade on an even basis, and not to restrain it. It was intended to prevent cut throat prices by agents and dealers and to make business fair for all concerned. It is just as if the publisher of a newspaper were to instruct the dealer to sell his paper for a certain price—not a combination or a cut price. That's all the clearing house does, and if that is treason, let the government make the most of it."

Mr. Lanier said concerning the association:

"It has been very hard in the past to determine the exact meaning of the Sherman anti-trust act. We do not think that we have done anything illegal, but if we have this company intends to correct it. The organization of the Clearing House procedure to promote good business and an attempt to carry out the law. We did not know the law, but we do not think Association was a very usual business we have violated it."

Boston Press Club to Have Tourney.

A big golf tournament will be held next week under the auspices of the Boston Press Club, on the course of the Wollaston Golf Club, at Montclair. Much interest has been aroused in the event, inasmuch as it will be the first competition held by the club in its twenty-five years of existence. The tournament will not be confined to members of the club, but will be open to all professional men, including newspaper men, lawyers, doctors, clergymen and others identified with recognized professions.

Old Indiana Daily Leased.

The Noblesville (Ind.) Daily and Semi-Weekly Ledger, one of the oldest Republican newspapers in the State, has been leased for a term of years to Vern Wicker and Walter Essington. Mr. Essington has been business manager of the paper for two years, and Mr. Wicker has been city editor of the Daily Ledger for twenty years.

Huntington Herald Sold.

A controlling interest in the Huntington (Ind.) Herald and News Express Co., publishers of the Morning Herald and Evening Herald, has been purchased by George B. Lockwood, of Marion, and others.

Judgment against the Columbus News Co., publishers of the Columbus (O.) News, in the sum of \$298.17, was granted last week to the American Ink Co.

CHANGE IN KNOX, HAND & CO.

C. M. Palmer, F. I. Thompson and F. K. Kauffman Acquire an Interest.

The most important news in the special representative field in New York this week is the announcement of a change in the ownership of the Hand Knox & Co. agency.

C. M. Palmer, the newspaper broker and chief owner of the St. Joseph News-Press; Frederick I. Thompson, principal owner of the Mobile (Ala.) Register and formerly of the special agency firm of Smith & Thompson, and F. K. Kauffman, Mr. Palmer's confidential financial agent, have purchased a substantial interest in the agency.

Adrian Knox, one of the founders of Hand, Knox & Co., disposed of his interest to his partner, T. S. Hand, several months ago, but still retained his connection with it until the present deal was perfected.

Under the new deal John Woodman and A. F. Lorenzen, who were employed in the western office of the agency, with headquarters in Chicago, and who each owned one share of stock in order to qualify as directors of the company, retire. Mr. Kauffman will become actively connected with the corporation as treasurer and financial manager. Mr. Knox, who retires from the agency, will spend a month abroad.

In an interview with a representative of THE EDITOR AND PUBLISHER MR. HAND, who is president of Hand, Knox & Co., in speaking of the reorganization of the agency, said:

"Several futile attempts have been made in the past to secure possession of the special agency of Hand, Knox & Co., all of the stock of which I owned individually. These recently culminated in an application for a receivership, which our attorney advises us is based on shallow grounds and which, he asserts, will be defeated.

"The situation prompted me to take into financial association Charles M. Palmer, Frederick I. Thompson and F. K. Kauffman. Mr. Kauffman, who is to have the financial management of the organization, is to receive what additional help it is thought may be needed, with the idea of having it maintain its position in its field.

"The agency of Hand, Knox & Co., which is one of the most substantial concerns of its character in the country, has secured during its career advertising for the newspapers it represents amounting to over \$10,000,000, and has never defaulted in a single instance in the payment of this money to the newspapers or failed to meet its payments promptly. The agency is and has always been solvent, has always paid its bills with regularity, and is now stronger than ever before.

"I think that this statement is due the fraternity in view of the attempts that have been made to injure this agency by an application for receivership on the part of former employees."

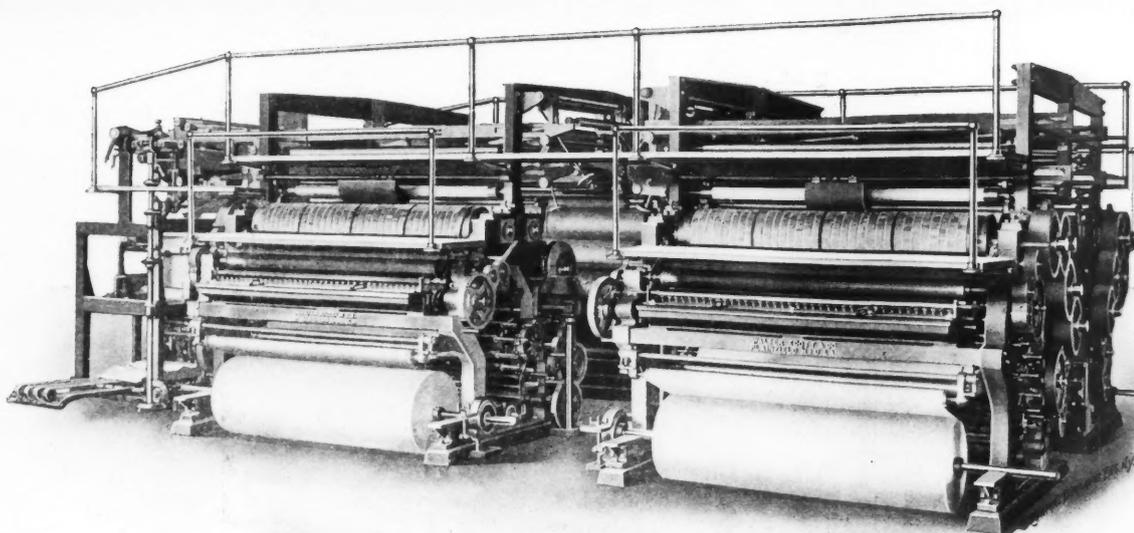
Greatest Gain on Sunday

In June the Sunday edition of The New York Times published 199,116 lines of advertisements, a gain of 30,505 lines compared with the same month last year, and nearly twice the combined gains of the only two other New York morning newspapers making a gain on Sunday.

Sunday's New York Times enters the homes of thousands of families with the means and desire to purchase, and this buying ability is unsurpassed by any other newspaper or combination of newspapers in the United States.

The
SCOTT
Multi-
Unit
Press

Double-
Quadruple
Combination
Octuple
Pattern



Send for new
descriptive
Circular

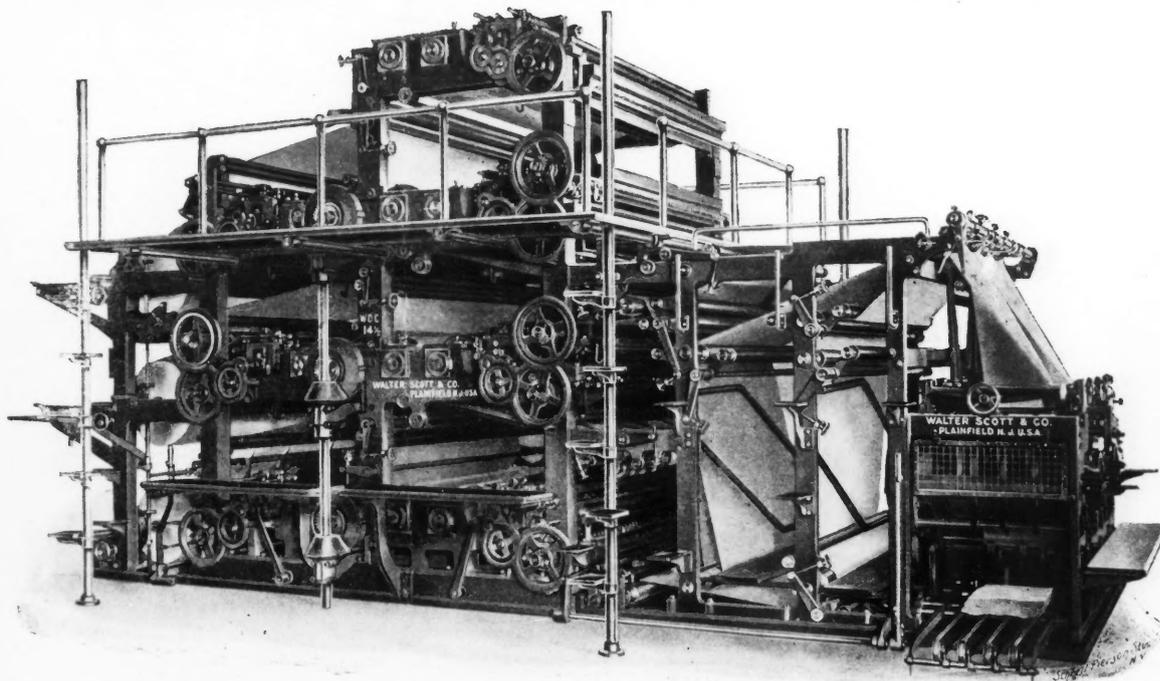
A DIRECTOR OF THE ASSOCIATED PRESS

MR. V. S. McCLATCHY (Publisher of the Sacramento Bee)

HAS ORDERED

A DUPLICATE OF THE ABOVE MACHINE

“QUALITY COUNTS” — WE NEVER SACRIFICE IT
ON ACCOUNT OF PRICE



The
SCOTT
High
Speed
Color
Sextuple
PRESS

Send for
Complete
Capacity
Sheet and
Full
Information

Catalogues and descriptive circular will be promptly furnished upon application to

WALTER SCOTT & COMPANY

PLAINFIELD, N. J., U. S. A.

NEW YORK—41 PARK ROW

CHICAGO OFFICE—MONADNOCK BLOCK

CHICAGO HAPPENINGS.

MICHAELIS HEIRS AGAIN AT WAR OVER STOCK OF STAATS-ZEITUNG.

(Special Correspondence.)

CHICAGO, July 25.—Mrs. Clara Michaelis, widow of Richard Michaelis, late editor of the Staats Zeitung and executrix of his will, filed injunction proceedings against Mrs. Mathilde R. Michaelis, widow of Walter R. Michaelis, general manager of the Illinois Publishing Co., in the Superior Court to restrain the officers of the company from paying dividends on the stock owned by Walter Michaelis to his widow, as the administratrix of his estate. During the lifetime of Richard Michaelis, who was the father of Walter Michaelis, he loaned his son \$32,500 and after his death the estate loaned him \$24,000. Twenty-five hundred shares of stock in the company owned by the son were pledged as collateral security for the notes. It is claimed that the estate of the elder Michaelis is entitled to obtain dividends on the stock which are now being paid to the son's widow. An accounting of the money received by the defendant since the stock was pledged is also asked for in the suit.

The United Publishing Co. has acquired Morrison's Monthly Magazine. A new weekly publication along unique lines is projected. Harry L. Bird will be its managing editor.

The missing autographed drawings of the late well-known newspaper cartoonist, Frank Holme, which comprised studies in pen and ink of such celebrities as Barnhardt, Irving, Chevalier, Lillian Russell, and others have been found. They were hidden in a drawer of one of the members of the Chicago Athletic Club. The suit for \$1,000 which Mrs. Holme brought against Witt K. Cochrane, of the athletic association—the man to whom she says she entrusted the missing pictures—has been dismissed and the whole incident is ended.

The Chicago American will run through excursions to Waukegan on the Chicago & Milwaukee Electric Railroad five days a week, commencing August 7 and ending September 11. Arrangements have been completed for the accommodation of 1,200 passengers daily. The rate will be 35 cents and six coupons from the paper. Last year the paper gave these excursions to Aurora and they were very popular. The paper will not run steamer excursions to Waukegan as formerly. The Chicago Journal will give trolley excursions to Kankakee.

Mrs. L. G. Abrahamson, wife of Dr. L. G. Abrahamson, editor of Augustana Synod, is lying in Augustana Hospital in a critical condition as the result of burns received a few days ago by the explosion of a gasoline stove in the



GEORGE W. COLEMAN,
PRESIDENT PILGRIM PUBLICITY ASSOCIATION OF BOSTON.

Abrahamson summer cottage at Macataw, Mich.

Chicago & Northwestern Railroad officials and employers have been recalling recently memories of "Bud" Fisher, the famous cartoonist, creator of the classic "Mutt and Jeff" pictures, who was once a Chicago & Northwestern Railroad freight fireman. Up to four years ago, according to employees of the Northwestern, Fisher was shoveling coal on Galena division freight trains. He showed some talent with the pencil while drawing the meager wages of a railroad locomotive coal heaver, ornamenting the cabs and cabooses of many a freight train with his work, it is said, by those who knew him.

Watterson to Speak in Indiana.

Col. Henry Watterson, the distinguished editor of the Louisville Courier-Journal, has accepted an invitation to be the principal speaker at the second annual banquet of the Indiana Associated Press newspapers, which will be held in Indianapolis on the evening of Sept. 21. At a meeting of the association in Indianapolis, June 28, it was decided to invite Col. Watterson and word has been received of his acceptance, accompanied by a statement that he would be delighted to meet the Associated Press editors of Indiana and their friends on this occasion. F. A. Miller, editor of the South Bend Tribune, will act as toastmaster.

Church advertising, including the use of newspapers, will be the principle topic for discussion during Church Problems Week at Chautauqua, New York, August 20 to 27.

SECULAR PRESS UPHELD.

Portland Divine Deplores so Much Hostility Towards Newspapers.

In an address on "The Secular Press" at the Epworth Methodist Church, Portland, Ore., last week, the Rev. Charles T. McPherson, declared that the press of the country generally was deserving of the warmest support. He said, among other things:

"The daily and secular press give to the public as much religious information and high moral sentiment as does the weekly religious press. There is too much indiscriminate hostility against the secular press. All newspapers should not be denounced because there happens to be one vile sheet. There are shysters and quacks in all professions and walks of life. Gutenberg, who invented the art of printing, came near destroying his types and extinguishing the art, because it was suggested to him that printing might be used in the service of the devil. He finally decided the right use of it would more than overcome the evil use of it, and we all know what that decision meant to future generations."

New Morning Paper for Waco.

Murphy & Tupper, owners of the San Angelo (Tex.) Standard, are preparing to start a morning paper in Waco to be known as the Waco Morning News. It is said the initial number will be issued in less than thirty days. It is understood that a rush order was placed some time ago for a press and modern mechanical equipment will be used throughout.

BOSTON THE MECCA.

(Continued from page 1.)

of one of the largest hotels and plans to make such an exhibition of Texas enterprises and Texas products as to make sure of the convention for 1912.

Baltimore will also try for the next convention. The advertising men of that city have engaged a steamship. They will not only advertise Baltimore in Boston, but will set afloat hundreds of bottles containing municipal advertising matter all along the route.

The Advertising Association of San Francisco is sending two special cars across the continent. The delegates will feature California products for the purpose of advertising the State.

The Nebraska delegation is rapidly traveling eastward by a special train chartered by the State Publicity League. Omaha has seven authorized delegates on board and a large number of boosters, other cities and towns being represented proportionately. In common with delegations from other States, the Nebraskans are busily advertising the State en route.

Indianapolis, the home town of P. S. Flore, the national secretary, will be well represented, the delegation traveling to Boston by automobiles. The city holds a distinctive position in the world of advertising, as its business concerns spend more than \$2,000,000 annually in national advertising.

ST. LOUIS PUSHING SAWYER.

It requires a big special train to carry the delegates from St. Louis and the Southwest, who are determined to elect L. H. Sawyer, of St. Louis, as the next president of the associated clubs. His name is woven into a slogan that is yelled as follows:

"We say, we saw, we Sawyer!" It is to be "Sawyer here, Sawyer there, and Sawyer, Sawyer everywhere." The delegates plan to rouse such enthusiasm for their candidate that it will be unwise for any other to show his head.

The Town Criers' Club, of St. Paul, and the Minneapolis Publicity Club are both sending strong delegations; in fact, it requires a special train to accommodate the Twin City ad men. St. Paul will make strenuous efforts to secure the convention for 1912.

The New Haven Publicity Club will be out in force and has secured a large parlor at the Hotel Lenox as headquarters. This will be elaborately decorated and there will be plenty of literature on hand telling about New Haven.

Prize for Best Definition of Satire.

Satire, the new weekly journal of wit and humor, recently announced for publication in the fall by Walter Pulitzer, offers a prize of \$10 a word for the best original definition of "satire," to be used as a permanent motto for the magazine. The management has just moved into handsome offices on Broadway—1358. The editor says he wants to discover an American Gilbert or Chesterton.

ANNOUNCEMENT

We control exclusively the work of Homer Davenport. The publication of the great new feature

DAVENPORT'S Who's Who in Public Life

commences August 6th in leading newspapers throughout the United States. The first in the series is President Taft.

Edward Marsha '1 is no longer connected with this syndicate.

HOMER DAVENPORT SYNDICATE
133 East 16th Street NEW YORK

Are you using an up-to-date service of

NEWS PHOTOGRAPHS

We can serve you more promptly, and with a wider range of subjects, than any other service. We cover, up to the minute,

General News, Sports, Foreign—Everything

that is worth illustrating, either in newspaper or magazine. For particulars and samples write to

International News Service

800 William St., New York City.
(Please mention this paper.)



P. S. FLOREA,

SECRETARY OF THE ASSOCIATED ADVERTISING CLUBS OF AMERICA.



HENRY B. HUMPHREY,

CHAIRMAN BOARD OF DIRECTORS OF THE PILGRIM PUBLICITY ASSOCIATION OF BOSTON.

PROPOSE CHANGES.

INSURGENT MEMBERS OF NATIONAL PRESS ASSOCIATION PLAN INNOVATIONS.

The coming year will see a number of radical changes in the National Press Association of America, formerly the National Editorial Association, according to statements made by the so-called "insurgent" members following the annual convention at Detroit last week.

There seems to be a decided sentiment that the association must enlist the cooperation of a much larger number of the newspapers of the country in order to be successful. In the past it has been the custom to promote the officers, and a movement was started to elect some independents in order to get a new broom working, but this was finally given up after the "insurgents" served

notice that next year's convention would see a complete change.

DOWDELL IS PRESIDENT.

Former Vice-President R. E. Dowdell, Artesian, S. Dak., was chosen president. The other officers selected were: First vice-president, A. D. Moffett, Elwood, Ind.; secretary, W. F. Parrott, Waterloo, Ia.; treasurer, W. R. Hedges, Sleepy Eye, Minn. The matter of selecting the city for next year's convention was left to the national council.

At the final session the convention adopted the report of the committee on resolutions, the chief features of which were as follows: Indorsement of Dr. Harvey W. Wiley, chief chemist of the Department of Agriculture, and urging President Taft and Secretary Wilson to stand firmly behind him in his fight for pure food.

DENOUNCE PENNY POSTAGE.

Proposed penny postage plan denounced as a scheme of the express companies to secure a deficit in the Post Office Department and thus hamper the establishment of the parcels post.

Indorsement of the movement to secure world's peace and the conservation of natural resources.

Press agents condemned and strict integrity demanded in news and advertising columns.

Indorsement of the Bell bill in Congress permitting the exchange of advertising and transportation between newspapers and railroads.

At the closing of the morning session Frank Y. Norris, of Chicago, gave an instructive talk on "Cost Finding," showing

the advantages that accrue from being able to know something about costs in every department.

Ovid Bell, of the Fulton (Mo.) Gazette, discussed the "Country Weekly," and among other things said: "I know of no field of endeavor where a man can accomplish more for the world while accumulating a reasonable competence for himself than in publishing a country newspaper in a good country town.

"To honor his work a man ought to guard his own and his people's rights zealously and use his power justly. He ought to avoid smallness and selfishness. He ought to be strong but forbearing, fearless but sympathetic. He ought to be every inch a man, true to his profession and his God."

New Home for Courier Journal.

The old post office building at Third and Green streets, Louisville, Ky., will be thoroughly remodeled into a modern home for the Courier Journal and the Louisville Times. The entire structure, from basement to the top floor, will be reconstructed at an estimated cost of \$100,000. When completed the building will be absolutely fireproof. The floors will be arranged in a way that the greatest efficiency may be secured with an economy of space. Modern equipment will be installed throughout.

Fraudulent advertising was condemned at the annual convention of the Michigan Jewelers' Association, held at Detroit last week.

YOUR PAPER IS INVALUABLE.

The Iowa Homestead.
Des Moines, Ia., July 10, 1911.

EDITOR AND PUBLISHER:

Enclosed herewith find a check for \$1 for which please renew my subscription for one year from June 26. The cashier here has permanent instructions to mail you a check whenever it is due, as the paper is considered invaluable in this office. Sincerely yours,

FRANK G. MOORHEAD.

Big Loss to Pulp Industry.

The forest fires which raged in northern Ontario recently have dealt a severe blow to the pulp and paper industry in Canada, according to lumbermen who have returned from that district. Accounts agree that the timber destroyed has been nearly all spruce and jack pine.

The Los Angeles RECORD

guarantees 10,000 more city circulation daily than the daily Los Angeles Examiner. The Record offers a half page ad free to the first advertiser who can prove this is not so.

THE EUREKA HERALD

OF EUREKA, CALIFORNIA

NET PAID CIRCULATION, 5,200 DAILY, AND GROWING LIKE A WEED

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

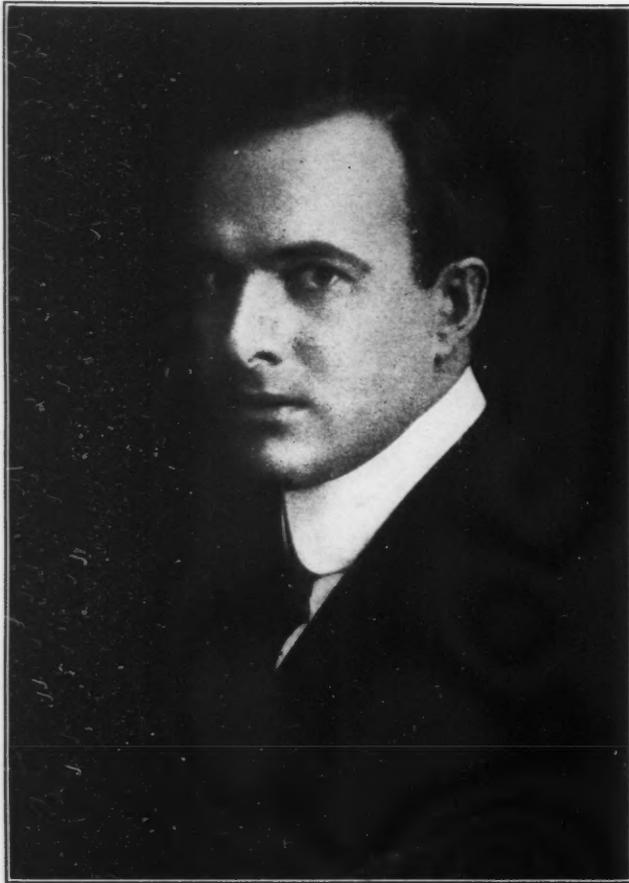
Largest circulation in Eureka of any newspaper, morning or evening, by fully 100% over its nearest competitor. Circulation Guaranteed by \$5,000.00 in Gold.

Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD

EUREKA, CALIFORNIA

A. K. STONE, Editor and General Manager. S. G. LINDENSTEIN, INC., Special Representative, New York & Chicago



GEORGE B. VAN CLEVE,
PRESIDENT OF THE SPHINX CLUB, NEW YORK.



CARROLL J. SWAN,
SECRETARY OF THE PILGRIM PUBLICITY ASSOCIATION OF BOSTON.

DOINGS AT THE HUB.

THE ADVERTISING CLANS WILL GATHER FOR A GRAND POW- WOW ON TUESDAY.

Splendid Program Prepared for the Seventh Annual Convention— Meetings to Be Held in Many Halls—Some of the Diversions Arranged by the Pilgrim Publicity Association.

The seventh annual convention of the Associated Advertising Clubs of America will be held in Boston beginning next Tuesday morning, August 1, and continuing until Friday, August 4. The opening general session on Tuesday will take place at Faneuil Hall at 10.30 a. m. and the afternoon session at Ford Hall at 2 o'clock. Wednesday will be given over to departmental sessions held in various halls. On Thursday morning a general session of the association will convene at Ford Hall; in the afternoon at the Boston Opera House a public mass meeting will take place. Friday morning will be devoted to departmental sessions and the afternoon to the closing general session, at which officers for the ensuing year will be chosen.

The Pilgrim Publicity Association, which will act as host to the visiting

delegates, has been at work for months getting things ready for the convention. Committees covering every possible subject were appointed long enough ago to give them plenty of time to perfect the arrangements.

It is doubtful if any club members ever tackled a convention with such enthusiasm. Although they are all busy men they gave hours and even days to the task. They hustled so hard that even staid old Boston caught their enthusiasm and took a hand in the matter. The merchants went down into their pockets and dug out \$25,000 to pay the expenses of entertaining the advertising host that will descend on the city next week.

The work of the Pilgrims is now about completed. They have arranged the best program on advertising topics ever prepared for a convention of this kind. They have hired halls, engaged hands, made arrangements with hotels and transportation lines, provided outings and entertainments, engaged speakers and sent out letters, circulars and other printed matter by the cord, etc.

From present advices we are convinced that the delegates who attend the convention next week will have the time of their lives. The address to which they will listen will be filled with valuable suggestions and experiences, and the entertainments provided will be of such a novel, varied and attractive character that it cannot fail to please them. Boston is a delightful city to visit, and in its immediate vicinity are located some of the most charming summer resorts on the Atlantic Coast.

Delegates from Western cities will take special delight in the salt water bathing, the fishing and the sailing to be had within a few minutes' ride of

Faneuil Hall. Boston is full of historic places that are worthy of attention. The old South Church, Boston Commons, the State House, Faneuil Hall, the Public Gardens, the Public Library and many other objects of interest are well worth visiting.

The entertainments provided consist of a trip around Boston Harbor, a visit to President Taft at Beverly—if he can leave Washington—a genuine New England clambake for which the Georgia will furnish a carload of the finest Georgia melons. A banquet in Symphony Hall and sight-seeing trips about town.

Special entertainment features for the women who accompany the delegates to Boston.

ASSOCIATION OFFICERS.

The officers of the association are as follows:

President, S. C. Dobbs, the Coca-Cola Co., Atlanta, Ga.; vice-presidents I. H. Sawyer, Brown Shoe Co., St. Louis; Smith B. Queal, Woman's Home Companion, Chicago; S. N. Spotts, Capper Publications, Kansas City, Mo.; J. B. Runyan, Mandelbaum's, Des Moines, Ia.; W. F. Parkhurst, Atlanta, Ga.; Henry B. Humphrey, Humphrey Advertising Agency, Boston; secretary, P. S. Florea, editor of the Voice, Indianapolis, Ind.; treasurer, Mr. MacMartin,

MacMartin Advertising Co., Minneapolis, Minn.; sergeant-at-arms, J. R. Woltz, Farm Life Publishing Co., Chicago, Ill.

Executive Committee—Herbert S. Houston, Doubleday-Page Co., New York; Lewellyn E. Pratt, American Art Works, New York; J. Montgomery Brown, The Fair, Fort Worth, Texas; Douglas N. Greaves, Boston; Frederick E. Scotford, Pacific Railways Advertising Co., San Francisco, Cal., and Merritt J. Osborn, White Auto Trucks, St. Paul, Minn.

DISTRICT ORGANIZATIONS.

CENTRAL DIVISION (Ohio, Indiana, Michigan, Illinois and Wisconsin). President, S. V. Queal, Woman's Home Companion, Chicago; secretary, A. M. Candee, Milwaukee, Wis.

SOUTHWESTERN DIVISION (Missouri, Arkansas, Kansas, Oklahoma, Texas, Louisiana, Colorado and New Mexico). President, S. N. Spotts, Capper Publications, Kansas City, Mo.; secretary, John Covey, Covey & Martin, Fort Worth, Texas.

NORTHWESTERN DIVISION (Minnesota, Iowa, Arkansas, North Dakota, South Dakota, Wyoming, Montana and Idaho). President, J. B. Runyan, Mandelbaum's, Des Moines, Ia.; secretary, M. M. Eldred, Mitchell Advertising Co., Des Moines, Ia.

SOUTHEASTERN DIVISION (Virginia,

GET THE BEST ALWAYS!

The Pittsburg Dispatch Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE
Brunswick Bldg.
New York

HORACE M. FORD
Peoples Gas Bldg.
Chicago

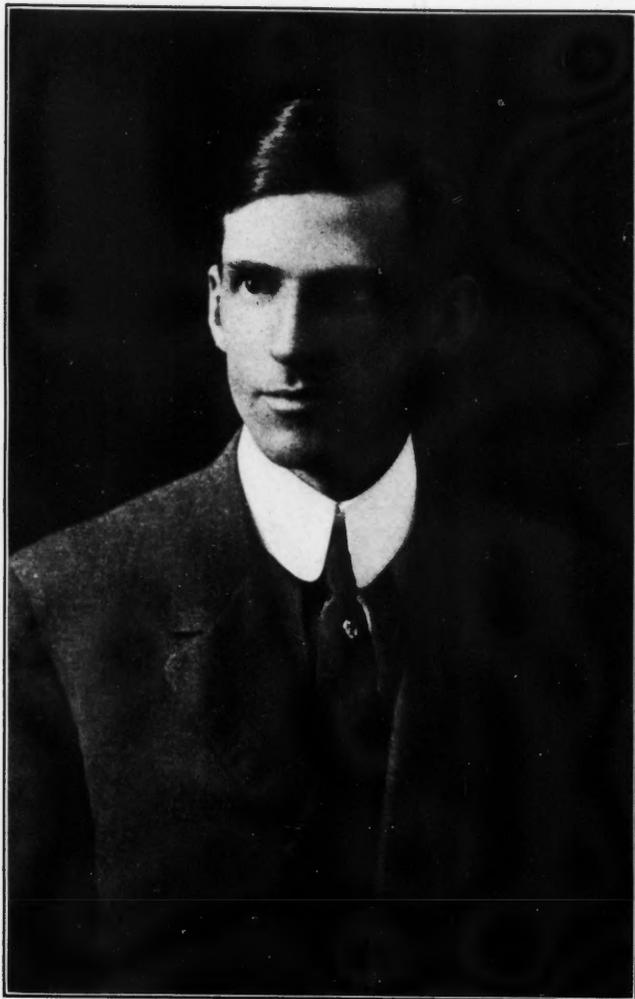
The Greensburg Tribune

Has Largest Circulation in Westmoreland County, Pennsylvania

FLAT DISPLAY RATES	
Set matter, per inch.....	164
Plate Matter, per inch.....	124
Matrices at Plate rate.....	124

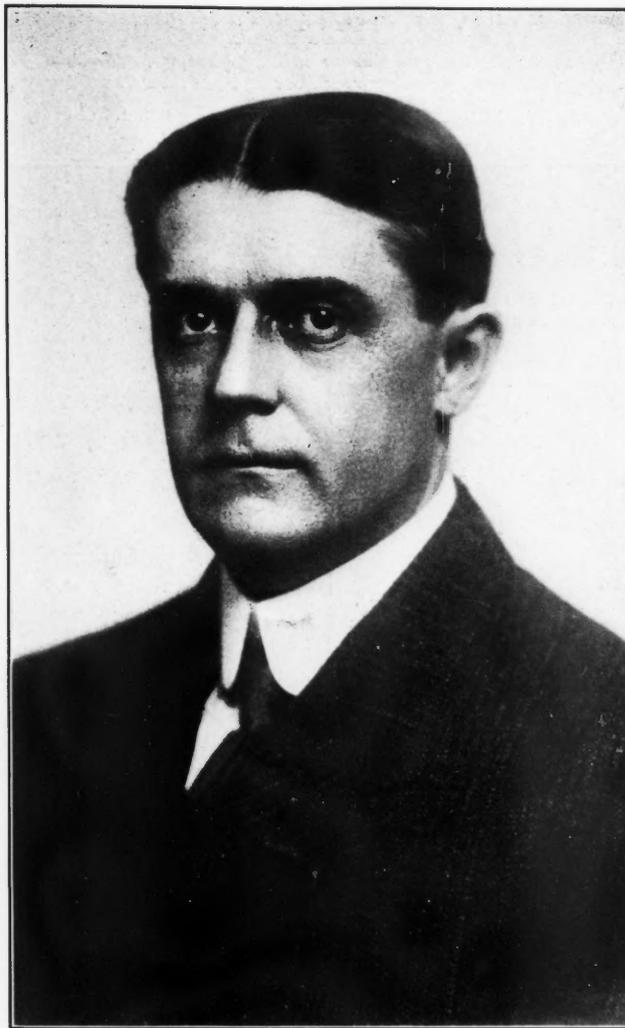
No Special Representatives

R. W. HERBERT, President.



WILLIAM H. INGERSOLL,

PRESIDENT ADVERTISING MEN'S LEAGUE OF NEW YORK.



DAVID D. LEE,

PRESIDENT REPRESENTATIVES CLUB, NEW YORK.

West Virginia, Kentucky, North Carolina, South Carolina, Georgia, Alabama and Florida). President, William F. Parkhurst, Atlanta, Ga.; secretary, A. W. MacKend, Charleston, S. C.

EASTERN DISTRICT (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Maryland, District of Columbia). President, Henry B. Humphrey, Humphrey Advertising Co., Boston; secretary, Richard H. Waldo, Good Housekeeping, New York.

DEPARTMENTS.

GENERAL AGENTS. Chairman, Frank Presbrey, Frank Presbrey Co., New York.

NATIONAL ADVERTISING MANAGERS. Chairman, E. St. Elmo Lewis, Bur-

roughs Adding Machine Co., Detroit, Mich.

DAILY NEWSPAPERS. Chairman, Louis Waley, Times, New York.

PERIODICALS. Chairman, David G. Evans, Success Magazine, New York.

AGRICULTURAL PUBLICATIONS. Chairman, T. W. La Quatte, Jr., Successful Farming, Des Moines, Ia.

BUSINESS LITERATURE. Chairman, F. E. Johnston, Johnston Advertising Co., Dallas, Texas.

OUTDOOR ADVERTISING. Chairman, Edward C. Donnelly John Donnelly & Sons, Boston, Mass.

ADVERTISING SPECIALTIES. Chairman, L. C. Pratt, the American Art Works.

STATE AND MUNICIPAL PUBLICITY. Chairman, Thomas F. Anderson, Boston, Mass.

RETAIL ADVERTISERS. Chairman, Francis W. Tully, William Filene Sons Co., Boston, Mass.

TRADE PRESS. Chairman, Henry G. Lord, Federation of Trade Press Associations, Boston, Mass.

Arkansas Democrat on Deck.

The Arkansas Democrat, of Little Rock, on July 10 started a circulation voting contest, among the winners of which it will distribute prizes aggregating \$8,270 in value. In its issue of July 14 the Democrat published a four-page display advertisement of the Leader, Little Rock's big department store. The Democrat's news columns contain mighty interesting reading.

AVIATION NOTES.

In the elimination balloon race for the James Gordon Bennett Cup, which started from Kansas City July 10, the winner was St. Louis IV., which landed at Lapaz Junction, Ind., at 4.15 July 11. The unofficial distance was 525 miles.

The New York Times has presented Harry N. Atwood, the plucky aviator who recently made the journey from Boston in an aeroplane, a beautiful trophy in recognition of his feat.

Nine Happy School Boys.

The Middletown (N. Y.) Times-Press has just closed one of the most successful voting contests in its history. Nine bicycles were offered to the nine most popular school boys in town. The prizes took every boy's fancy in Middletown, and the way the youngsters worked for votes was surprising. When the ballots were counted it was found that the nine winners had received a total of 176,601 votes.

LOUISVILLE NEWS.

(Special Correspondence.)

Aubrey Cossar, city editor of the Louisville Herald for the past seven months, has resigned to become night editor of the Associated Press. Members of the Herald staff tendered Mr. Cossar a farewell dinner at the Old Inn, July 22. Another recent change in the Herald's editorial force was the promotion of Roger H. Burlingame to the position of night news editor.

A strong delegation of Louisville boosters, representatives of the Louisville Advertisers' Club, will attend the big Ad Club convention in Boston next month. While the personnel of the local delegation has not been completed, it is practically certain that the following ad men will be with the local boosters: E. H. Bacon, Charles Heinzy, T. L. E. Basham, John S. Withee, William Klingman, W. H. Delph, R. F. Frazier, H. H. Legg, Hugh Ellis, Edward Cohn and Charles Koch. R. MONTGOMERY.

40% NET

Highest class trade Magazine in its field can be bought on unusually attractive terms. Now doing \$30,000 gross business. Can be published at total cost of less than \$20,000 per annum.

\$10,000 Cash

Balance on easy terms. Will take over this gilt-edge property.

HARWELL & CANNON

Brokers in Newspaper and Magazine Properties
200 Fifth Ave. (Cor. 23d St.)
NEW YORK.

Our properties can be reached only through this firm.

Let the American Ink Co. of New York City be your 4-cent inkman.

CONVENTION PROGRAM.

Seventh Annual Session Associated Advertising Clubs of America, Boston, August 1, 2, 3 and 4.

TUESDAY, AUGUST 1.

- 10.30 A. M.—Opening session. Faneuil Hall (Cradle of Liberty). Addresses of Welcome: For the Pilgrim Publicity Association—President George W. Coleman. For the Commonwealth of Massachusetts—Gov. Eugene N. Foss. For the City of Boston—Mayor John F. Fitzgerald. For all New England—Gov. Robert P. Bass, of New Hampshire. Responses by President Samuel C. Dobbis and three others. Music—Band and P. P. A. Glee Club.
- 12.30 P. M.—Luncheon.
- 2 P. M.—General Session at Ford Hall. Organization, etc. Address—"Ethics of Advertising," by Bert M. Moses, of New York. Discussion for one hour. Address—"Newspapers and Their Advertisers," by John Schermerhorn, of the Detroit Times.
- 5.30 P. M.—Harbor trip. Supper on board. Music, band. Return at 8.30 p. m.

WEDNESDAY, AUGUST 2,

- DEPARTMENTAL SESSIONS.
Kingsley Hall, Ford Building.
National Advertising Managers, E. St. Elmo Lewis, Chairman.
- 9.30 A. M.—Opening.
- 9.45 A. M.—Should investigations of circulation be made by organizations of advertisers through paid auditors at the expense of the advertiser; or, should the circulation statements be obtained through a certified public accountant, acting on the initiative and at the expense of the publishers, and required to give his findings on a certain stipulated form, to be devised by the Associated Advertising Clubs, or this division, covering the kind of information the advertiser should have; or, should we expect the advertising agencies to do this work? If this work is to be undertaken, do you think the advertisers of this country should, by co-operation, insist that a publication submit to such an investigation of its circulation as will be sure to place the exact truth about the copies printed, its sphere of influence, etc., as a necessary preliminary to getting an advertising rating?
General discussion:
- 1—The unsatisfactory methods now in force in determining circulation and influence.
 - 2—What does the advertiser want to know about circulation and influence?
 - 3—How can he get it?
 - 4—What shall this conference do to get the information to which every advertiser is entitled?

ASK John D. Gold, Publisher The Times, Wilson, N. C. **ABOUT US**

☛ We added 876 new subscribers to The Daily Times and 1,016 new subscribers to the Semi-Weekly Times and took in a total of \$4,063.

☛ Look up the population of Wilson, N. C.

Bank references furnished
Write to-day

The United Contest Company
(Incorporated)

"Not the cheapest, but the best"
Citizens Bldg. Cleveland, O.

- 11.45 A. M.—Appointment of committee to report a resolution expressing the views of the conference at Friday morning's session.

SPECIALTY ADVERTISING, Pilgrim Hall.

- L. E. Pratt, New York, Chairman.
- 9.30 A. M.—Opening.
- 9.45 A. M.—"When Space and When Specialties," by Dr. H. S. Bunting, Chicago, publisher Novelty News. Discussion.
- 10.30 A. M.—"Premium Advertising," by John Hall Jones, of the Sperry & Hutchinson Co., New York. Discussion.
- 11.15 A. M.—"The Publicity Value of the Calendar," by Marquis Regan, New York, formerly advertising manager Yawman & Erbe Co. Discussion.

PRINTING, ENGRAVING AND BUSINESS LITERATURE, Social Hall, Tremont Temple.

- F. E. Johnston, Dallas, Tex., Chairman.
- 9.30 A. M.—Opening.
- 9.45 A. M.—"Printing as Related to the Creation of Advertising." Fifteen-minute lecture on Theory, by MacMartin, president MacMartin Advertising Co., Minneapolis, Minn. Fifteen minute lecture on Practice, by Thos. E. Basham, secretary, Advertisers' Club of Louisville, Louisville, Ky. General discussion of Dummy, Copy, Typography, Color Values and Effects, led by W. G. Hastings, of the Johnson-Dallas Advertising Agency, Atlanta, Ga.
- 10.45 A. M.—"Engraving as Related to the Creation of Advertising." Fifteen-minute lecture on Theory, by Louis H. Flader, Director of Publicity, Barnes-Crosby Co., Chicago, Ill. Fifteen minutes' discussion. Fifteen-minute lecture on Practice, by L. D. Hicks, manager booklet department, Massengale Advertising Agency, Atlanta, Ga. Ten minutes' discussion.
- General discussion on Sales Idea, Good Copy, Color Effects, Strongest Illustrations, Highlight Reproductions, Photogravures.

TECHNICAL, TRADE AND CLASS PUBLICATIONS, Wesleyan Hall, 26 Bromfield St.

- H. G. Lord, Boston, Chairman.
- 9.30 A. M.—Opening.
- 9.45 A. M.—"Advertising Trade Paper Advertising." Methods that might be employed and plans that have been employed. Subject introduced by Leroy Fairman, editor of Advertising and Selling. Other speakers expected to participate are E. R. Shaw, president of the Chicago Trade Press Association, and J. Newton Nind, of Grand Rapids.
- 10.20 A. M.—"Some Problems of the Trade Paper Advertising Manager." Should advertisers be charged with extras, such as special drawings, photographs, special cuts? How much more is cover space worth than ordinary white pages? What per cent. higher rates than ordinary white pages should be charged for colored inserts or colored printing over the actual increased cost of same? Where should the line be drawn in supervising advertising copy? When is copy objectionable? What about comments on competitors and notices of infringement and suits and warnings? Should

solid reverse plates (white lettering on black background) be permitted, and if so should additional charge be made? The classified index. Should it be considered from the standpoint of the subscriber or the advertiser? Introduced by J. Clyde Oswald, editor and publisher of the American Printer.

- 11.00 A. M.—"Advertising Terms and Contracts and How Enforced. Would a uniform standard advertising contract for trade papers be desirable? Introduced by W. H. Taylor, president of the David Williams Co., New York.
- 11.30 A. M.—"The Maximum Buying Power for Advertisers from Trade Paper Readers." Getting the trade paper into the minds of its readers who should be interested in its advertising. How can it be so thoroughly done as to get for advertisers the maximum buying power possessed by readers? Introduced by O. P. Byxbee, publisher of the Inland Storekeeper, Chicago.

AGRICULTURAL PUBLICATIONS, Gilbert Hall.

- T. W. LeQuatte, Des Moines, Ia., Chairman.
- 9.30 A. M.—Opening.
- 9.45 A. M.—"A Square Deal as Between the Manufacturer, the Dealer, the Mail Order Man and the Consumer." by F. J. Merriam, editor Southern Ruralist. Discussion.
- 10.45 A. M.—"The Best Methods of Getting the Co-operation of the Dealer in Farm Paper Campaigns," by S. R. McKelvey, of the Nebraska Farmer, Lincoln, Neb. Discussion.
- 11.30 A. M.—"What Farmers Say. Based on Recent Statistics," by P. V. Collins, of the Northwestern Agriculturist. Discussion.

DAILY NEWSPAPERS, 76 Tremont St.

- Louis Wiley, New York, Chairman.
- 9.30 A. M.—Opening.
- 10.00 A. M.—"Advertising As the Editor Sees It," by Will Irwin, of Collier's Weekly. Discussion.
- 11.00 A. M.—"Clean Advertising," by William C. Freeman, New York. Discussion.

OUTDOOR ADVERTISING, City Club, 9 Beacon St.

- E. C. Donnelly, Boston, Chairman.
- 9.30 A. M.—Opening.
- 9.45 A. M.—"Bill Posting," by E. Allen Frost, attorney for the Associated Billposters of the United States and Canada.
- 10.15 A. M.—"Billposting," by E. F. Trefts, advertising counselor, Promotion Bureau of the Associated Billposters of the United States and Canada.
- 10.45 A. M.—Discussion.
- 11.15 A. M.—"Poster Printing," by Albert DeMontluzin, manager of the United States Lithograph Co., Cincinnati, O.
- 11.30 A. M.—"Poster Printing," by H. S. Morgan, manager of Poster Department of the Forbes Lithograph Co.

PERIODICALS, Chipman Hall.

- David G. Evans, New York Chairman.
- 9.30 A. M.—Opening.
- 9.45 A. M.—"The National Advertiser and His Responsibility for the Sins of Advertising." General discussion, three minute speeches,

- 10.30 A. M.—"Financial Advertising in the Magazines," by H. D. Robbins, advertising manager, N. W. Halsey & Co., New York, and Herbert Houston, vice-president, Doubleday-Page Co., New York. Fifteen-minute discussion.

RETAIL ADVERTISING, Elks' Hall.

- F. W. Tully, Boston, Chairman.
- 9.30 A. M.—Opening.
- 9.45 A. M.—"The Principles of Merchandising and Retail Advertising," by A. A. Christian, Gimbel Bros., Philadelphia, Pa.
- 10.30 A. M.—Discussion.
- 10.55 A. M.—Adjournment.
- SECOND SESSION.
- 11.00 A. M.—"Publicity Fundamentals On Opening a New Store or a New Department," by George Hough Perry, New York City.
- 11.35 A. M.—Discussion.
- 12.00 M.—Adjournment.

MUNICIPAL AND STATE PUBLICITY, Twentieth Century Club, Jay St.

- Thomas F. Anderson, Boston, Chairman.
- 9.30 A. M.—Opening.
- 9.45 A. M.—Experience meeting. Address by A. W. McKeand, secretary Chamber of Commerce, Charleston, S. C. Address by Ernest L. Waitt, industrial secretary Board of Trade and Merchants' Association, Fitchburg, Mass. General discussion.

ALL DEPARTMENTS.

- 12.00 M.—Luncheon.
- 2.00 P. M.—Delegates leave on an automobile trip along the North Shore to call on President Taft at Beverly, Mass.
- 4.00 P. M.—General session at Beverly. Address—President of the United States. By some foreign visitor. Advertising and civic announcement, by John Barrett.
- 6.00 P. M.—Return to Boston in automobiles.

GENERAL ADVERTISING AGENTS, Ford Hall.

- Frank Presbrey, New York, Chairman.
- 9.30 A. M.—Opening. General discussion.
- 9.45 A. M.—"Are Agents Justified in Publishing House Organs or Newspaper Directories?" by John Lee Makin, of Chicago.
- 10.15 A. M.—"Is the Advertising Agent a Professional or a Business Man?"
- 10.45 A. M.—"Should Advertising Expenditures Be Charged as an Investment or Expense?" Discussion opened by E. W. Sells, of Haskin & Sells, public accountants, New York.
- 11.15 A. M.—"The Co-operation Between Trade Papers and Advertising Agents." Discussion opened by a representative of the trade press on the one side and by a general agent for the other.

Ask the
New York Times
what they think of
Wildes' Refined Metals
Thomas Wildes' Son
NEW YORK

THURSDAY, AUGUST 3.

- 9.30 A. M.—General session at Ford Hall.
Address—"Advertising and Rural Standards of Living," by Charles F. Jenkins, publisher of Farm Journal, of Philadelphia.
Address—"Advertising and Human Nature," by the Rev. George Wood Anderson.
Address—"Advertising and Export Trade," by Harriet Chalmers Adams, of Washington.
12.30 P. M.—Luncheon.
2.30 P. M.—General session at Boston Opera House.
Address—"Advertising and Public Morals," Rabbi Charles Fleischer.
Address—"Advertising and Daily Bread," by Mrs. Helen Mar Shaw-Thomson.
Address—"Advertising and Civic Advancement," by Prof. Charles Zueblin, of Boston.
5.30 P. M.—Clambake at Revere Beach, Point of Pines. Evening—Revere Boulevard, Wonderland, fireworks.

FRIDAY, AUGUST 4.

- NATIONAL ADVERTISING MANAGERS,
Kingsley Hall, Ford Bldg.
E. St. Elmo Lewis, Chairman.
9.30 A. M.—Opening.
Presentation of resolutions of committee's appointed Wednesday, August 2.
9.45 A. M.—Round-table discussion of committees' resolutions.
12.00 M.—Adjournment.
SPECIALTY ADVERTISING,
Pilgrim Hall.
L. E. Pratt, Chairman.
9.30 A. M.—Opening.
9.45 A. M.—"Trade-Marks and Unfair Competition from a Lawyer's Point of View," by Clowry Chapman, of New York.
Discussion.
10.30 A. M.—"The Place of the Novelty in Advertising." Speaker to be announced. Discussion.
11.15 A. M.—"Am I My Buyer's Keeper?" (The Responsibility of the Specialty Salesman to the Advertiser), by L. H. Bulkeley, of the American Art Works, Columbus, O.
Discussion.
PRINTING, ENGRAVING AND BUSINESS LITERATURE,
Social Hall, Ford Bldg.
F. E. Johnston, Dallas, Chairman.
9.30 A. M.—Opening.

The Evening Wisconsin

Home Circulation not Street Sales is what counts in making advertising profitable.

THE EVENING WISCONSIN MILWAUKEE'S POPULAR HOME PAPER is admittedly the HOME paper of Milwaukee. Every paper goes direct into the HOME of a buyer. Milwaukee is the most prosperous city in the country, and its well-paid artisans have the money wherewith to buy, and they believe in the honesty and integrity of The Evening Wisconsin.

What have you to offer?

Rigid examination of circulation completed by the Association of American Advertisers, Oct. 3, 1910.

JOHN W. CAMPSIE, Business Manager.
CHAS. H. EDDY, Foreign Representative.
New York Office, 1 Madison Ave.
Chicago Office: 180 Michigan Ave.
(Robt. J. Virtue, Mgr.)

- 9.45 A. M.—Business literature.
Twenty-minute lecture—"Purpose," by E. St. Elmo Lewis, Burroughs Adding Machine Co., Detroit, Mich.
Fifteen-minute lecture—"Custom," by W. T. Frisbie, advertising manager L. C. Smith & Bros., Syracuse, N. Y.
Fifteen-minute lecture—"Abuse," by C. R. Lippman, special writer, New York City.
Ten-minute lecture—"The Appealing Communication," by W. V. Crawford, advertising manager Sanger Bros., Waco, Texas.
General discussion on System, Follow-up, Acknowledgment, Mailing Lists, etc., led by K. L. Murray, advertising manager Beatrice Creamery Co., Lincoln, Neb.

TECHNICAL, TRADE AND CLASS PUBLICATIONS,
Wesleyan Hall.

- H. G. Lord, Boston, Chairman.
9.30 A. M.—Opening.
9.45 A. M.—"Some Problems of the Trade Paper Advertisers," by F. R. Davis, advertising department, General Electric Co., Schenectady, N. Y. Discussed by the advertising managers of several large trade paper advertisers.
10.30 A. M.—"Co-operative Advertising Plans for Papers in the Same Class." Dr. E. Edwin Lewis, President of the associated medical papers and editor of American Medicine, will speak for the associated medical press, and it is expected that W. H. Ukers, of the Tea and Coffee Trade Journal, will speak for the associated grocers' press, and Wallace Richardson, of New York, for the farm journals. The speakers are expected to tell what has been done in these lines and the benefits that have accrued.
11.20 A. M.—"Directory Advertising." This subject is in charge of the Association of American Directory Publishers, and the discussion will be led by W. O. Foote, of Atlanta, Ga., who will read a paper.

AGRICULTURAL PUBLICATIONS,
Gilbert Hall.

- T. W. LeQuatte, Des Moines, Ia., Chairman.
9.30 A. M.—Opening.
9.45 A. M.—"Advertising from the Dealer's Standpoint," by G. B. Sharp, advertising manager De Laval Separator Co.
Discussion.
10.45 A. M.—"The Effect of Advertising Upon the Farmer Himself," by Walter D. Ross, Ross Bros., Worcester, Mass.
Discussion.
11.30 A. M.—"The Importance of the Farmer to the Agricultural Advertiser," by Dr. C. Wm. Burkett, editor American Agriculturist.
Discussion.

DAILY NEWSPAPERS,
76 Tremont St.

- Lafayette Young, Des Moines, Ia., Chairman.
9.30 A. M.—Opening.
10.00 A. M.—"How to Improve Newspaper Advertising," by Charles H. Grasty, publisher the Baltimore Sun.
Discussion.
11.00 A. M.—"Newspaper Advertising," by Louis Wiley, New York Times.
11.30 A. M.—"Newspapers vs. Magazines," by Thos. E. Dockrell, advertising counsel, New York.
OUTDOOR ADVERTISING,
City Club, No. 9 Beacon St.
E. C. Donnelly, Boston, Chairman.
9.30 A. M.—Opening.

- 9.45 A. M.—"Bulletin Sign Advertising," by O. J. Gude, of New York.
10.15 A. M.—"Street Car Advertising," by A. E. MacBee, vice-president Street Railroad Advertising Co., of New York.
10.45 A. M.—Discussion.
11.15 A. M.—"Electric Advertising Signs," by L. D. Gibbs, advertising manager of the Edison Electric Illuminating Co., of Boston, Mass.

PERIODICALS.

- Chipman Hall, Tremont Temple.
David G. Evans, New York, Chairman.
9.30 A. M.—Opening.
9.45 A. M.—"The Publisher and His Responsibility for the Sins of Advertising."
General discussion, three-minute speeches.
10.30 A. M.—"Improving the Position of the National Advertiser with the Consumer and the Trade," by George C. Hobbs, advertising manager United States Tire Co., and Charles M. Wessels, advertising counsel.

RETAIL ADVERTISING,

- Elks' Hall, No. 10 Somerset St.
F. W. Tully, Boston, Chairman.
9.30 A. M.—Opening.
9.45 A. M.—"Creative Imagination Applied to Retail Advertising," by Joseph H. Appel, John Wanamaker, Philadelphia, Pa.
10.20 A. M.—Discussion.
10.55 A. M.—Adjournment.

SECOND SESSION.

- 11.00 A. M.—"The New Thought in Retail Organization."
"The Advertising Manager the Sole Manager," by C. Edward Brett, the Wm. Hengere Co., Buffalo, N. Y.
11.20 A. M.—Discussion.
11.30 A. M.—Organization for next convention.
12.00 M.—Final adjournment.

MUNICIPAL AND STATE PUBLICITY,
Twentieth Century Club, No. 3 Jay St.

- Thomas F. Anderson, Boston, Chairman.
9.30 A. M.—Opening.
9.45 A. M.—Address by George S. Lenhart, secretary and director the Atlantic City Publicity Bureau.
Address by Granville M. Hunt, chairman Conventions Committee, Washington, D. C.
Discussion.

ALL DEPARTMENTS.

- 12.00 M.—Special lunches provided by individuals and organizations.
3.00 P. M.—Closing session, Ford Hall. Election. Choice of convention city, etc.
Convention adjourns.
7.00 P. M.—Banquet to the delegates by the P. P. A. at Symphony Hall.
"Advertising and Historic Reputations," by John Kendrick Bangs.
"Advertising and Popular Credulity," by Eibert Hubbard.
"Advertising to Sway Public Opinion," by William G. McAdoo, of New York.

Newspaperman Killed.

George Brown, of New York City, a newspaper circulation promoter, was killed, Carl H. Thalimer, sporting editor, and Fred Doubleday, reporter on the Washington Record, and J. Cephus Guthrie, chauffeur of an automobile company at Washington, Pa., were hurt at Cannonsburg, Pa., on July 6, by the overturning of the touring car in which they were riding. The car was a prize in a newspaper contest and was being tested.

LIST OF MEMBERS.

The Association of Advertising Clubs of America is composed of the following individual clubs:

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FORT WORTH, TEX.—ADVERTISING MEN'S CLUB. President, Ernest Andrews, Monnig Dry Goods Co.; secretary (corresponding), A. L. Shuman, Star-Tele-

How the Big Stores of Philadelphia Sell Things to Germans

It's interesting to know that the great department stores of Wanamaker, Gimbel Bros., Strawbridge & Clothier, Snel-lenburg's and Lit Bros. use over two million lines a year to tell their merchandise stories in the

German Gazette

The Leading German paper in a city with 60,000 German homes. This paper carries the advertising of all the progressive houses. The

Evening Democrat
Sunday Gazette Weekly Gazette

Also reach certain exclusive fields and prove their value to the advertiser. The German Gazette stands second among the morning newspapers of Philadelphia.

The following table shows the volume of display advertising printed in each of the Philadelphia morning newspapers from March 1 to March 31, 1911:

First Newspaper	404,495 Lines
GAZETTE	382,119 "
Third Newspaper	348,740 "
Fourth Newspaper	339,805 "
Fifth Newspaper	257,790 "
Sixth Newspaper	225,950 "

The German Gazette Publishing Co.
PHILADELPHIA

gram; secretary (recording), David Ungar, Western Engraving Co.

GRAND RAPIDS, MICH.—GRAND RAPIDS ADVERTISING CLUB. President, P. F. Steketeer, Steketeer & Sons; secretary, E. J. Slemmons, The Evening Press.

HARTLEY, IA.—THE HARTLEY AD-MEN'S CLUB. President, Julius Krebs; secretary, Eugene B. Peck.

HUNTINGTON, W. VA.—HUNTINGTON AD CLUB. President, R. F. Adams; secretary, Dennis McNeil.

HOUSTON, TEX.—HOUSTON AIRCRAFT CLUB. President, Oscar Wells, Commercial National Bank; secretary, C. L. Sykes, Galveston-Houston Interurban.

INDIANAPOLIS, IND.—ADSCRIPT CLUB OF INDIANA. President, W. W. Hudson, the Waverly Co.; secretary, H. J. Pomeroy, the Starr Piano Co.

IOWA CITY, IA.—AD CLUB. President, George S. Banta, Banta Advertising Service; secretary, Morris Lichtenstein, Wilbur Bros.

JERSEY CITY, N. J.—JERSEY CITY AD-MEN'S CLUB. President, J. F. O'Mealia, Jersey City B. P. Co., 104 Greene street; secretary, T. C. Whiteman.

KANSAS CITY, MO.—KANSAS CITY ADVERTISING CLUB. President, Lewis H. Scurlock, Provident Land Co.; secretary, S. N. Spotts, Capper Publications.

LEAVENWORTH, KAN.—LEAVENWORTH AD CLUB. President, C. F. Mensing, 311 Delaware street; secretary, W. H. Bowman, 415 Delaware street.

LINCOLN, NEB.—LINCOLN AD CLUB. President, S. R. McKelvie, Nebraska Farmer; secretary, William Hyte, Lincoln Paper Co.

LOUISVILLE, KY.—ADVERTISERS' CLUB OF LOUISVILLE. President, E. A. Jones, Louisville Times; secretary, Thomas E. Basham, 300 Commercial Building.

THE ADVERTISING CLUB, UNIVERSITY OF WISCONSIN. President, Edwin Kohl, University of Wisconsin; secretary, Karl M. Mann, 614 Langdon street, Madison, Wis.

MART, TEX.—MART AD CLUB. President, J. L. Spencer, Adv. Mgr. Wilson D. G. Co.; secretary, J. E. Surratt, Commercial Club.

MILWAUKEE, WIS.—THE ADVERTISERS' CLUB OF MILWAUKEE, 132-134 Third street. President, A. M. Candee, 360 Kane street; secretary, A. R. Wellington, Wilbur Stock Food Co.

MINNEAPOLIS, MINN.—THE PUBLICITY CLUB. President, G. Roy Harris; secretary, Alexis Caswell, 833 Plymouth Building.

MUSCATINE, IA.—MUSCATINE AD CLUB. President, F. W. Eichoff; secretary, F. D. Throop.

NEOSHO, MO.—NEOSHO AD CLUB. President, H. S. Sturgis; secretary, Jno. W. Robison.

NEWTON, IA.—NEWTON ADVERTISING CLUB. President James R. Rhodes; secretary, Fred A. Jones.

NEW YORK CITY, N. Y.—ADVERTISING MEN'S LEAGUE. President, W. H.



FORD HALL,

By courtesy Graphic Arts, Boston.

OFFICIAL HEADQUARTERS OF THE SEVENTH ANNUAL CONVENTION ASSOCIATED ADVERTISING CLUBS OF AMERICA.

Ingersoll, 313 Fourth avenue; secretary, G. A. Dennison, 373 De Kalb avenue, Brooklyn.

THE DAILY NEWSPAPER CLUB, 803 World Building. President, Louis Wiley, care New York Times; general manager, F. W. Allen.

QUOIN CLUB. President, Charles D. Spalding, McCall's Magazine; secretary, Russell Doubleday, Doubleday, Page & Co.

REPRESENTATIVES CLUB. President, David D. Lee, care Suburban Life, 334 Fourth avenue; secretary, M. G. Simonson, Good Housekeeping, 381 Fourth avenue.

OKLAHOMA CITY, OKLA.—OKLAHOMA CITY AD CLUB. President, William Taylor, care Scott Braden Co.; secretary, H. C. Martin, the Classen Co.

OMAHA, NEB.—OMAHA AD CLUB. President, Henry R. Gering, care Henry R. Gering Co.; secretary, A. L. Gale, Darlow Adv. Agency, 230 Bee Building.

PITTSBURG, PA.—THE MANUFACTURERS' PUBLICITY ASSOCIATION. President, Colver Gordon, H. J. Heinz Co.; secretary, Chas. W. Brooke, 912 Machesney Building.

PORTLAND, ORE.—AD CLUB. President, David N. Mosessohn, care Mosessohn Adv. Agency; secretary, H. Waters Johnston, Schmidt Lithograph Co.

PROVIDENCE, R. I.—TOWN CRIERS' CLUB OF RHODE ISLAND. Chief crier, Frederick W. Aldred, B. H. Gladding Dry Goods Co.; scrivener, W. E. Binford.

ROSWELL, N. M.—ROSWELL AD CLUB. President, Joe Cato, care Morrison Bros.; secretary, N. O. Shanks, Stine Shoe Co.

ST. JOSEPH, MO.—ST. JOSEPH AD CLUB. President, Ernest M. Lindsay; secretary, Frank R. Rose, 111½ South Seventh street.

ST. LOUIS, MO.—ADVERTISING MEN'S LEAGUE. President, I. H. Sawyer, care of the Brown Shoe Co.; secretary, Harry Meyer, care Dittmann Shoe Co.

ST. PAUL, MINN.—TOWN CRIERS CLUB. President, Jesse H. Neal, secretary St. Paul Roofing Cornice & Ornament Co.; secretary, Harry M. Breslin, advertising manager Fairbanks-Morse Co.

SALT LAKE CITY, UTAH.—SALT LAKE AD CLUB. President, T. F. Thomas; secretary, John D. Giles, Giles Adv. Agency.

SAN FRANCISCO, CAL.—ADVERTISING ASSOCIATION OF SAN FRANCISCO. President, Wm. Woodhead, 313 Battery street; secretary, Frederic S. Nelson, 121 Post street.

SEATTLE, WASH.—PUBLICITY CLUB. President, Jos. Blethen, care the Times; secretary, A. J. Izzard, 1604 Fourth avenue.

SIOUX CITY, IA.—SIOUX CITY AD CLUB. President, Geo. C. Scott; secretary, I. W. Johnston, Sioux City Brewery.

SIOUX FALLS, S. D.—THE AD CLUB. President, E. J. Mannix, the Commercial News; secretary, A. J. Beck.

SPRINGFIELD, MASS.—THE PUBLICITY CLUB. President, Chas. A. Stein, J. Stevens Arms & Tool Co., Chicopee Falls, Mass.; secretary, E. H. Marsh, Besse Building.

SYRACUSE, N. Y.—SYRACUSE ADVERTISING MEN'S CLUB. President, Walter B. Cherry, Merrell-Soule Co.; secre-

tary, Leo C. Harte, Newman Chase Co. **TOLEDO, O.**—TOLEDO ADVERTISING CLUB. President, Chas. W. Dowd; secretary, H. H. Stalker.

TOPEKA, KANS.—TOPEKA ADVERTISING CLUB. President, N. B. Burge, New England Building; secretary, R. P. Locke, The State Journal.

TRAVERSE CITY, MICH.—TRAVERSE CITY AD CLUB. President, Jens C. Petersen; secretary, Charles J. Helm.

WASHINGTON, D. C.—ADVERTISING LEAGUE. President, John E. Shoemaker, Washington Bill Posting Co.; secretary, H. B. Hoffman, Coca-Cola Co.

WICHITA FALLS, TEX.—WICHITA FALLS AD CLUB. President, Marvin Smith, manager W. B. McClurkan & Co.; secretary, F. Happy Day, Chamber of Commerce.

WINNIPEG, MAN.—WINNIPEG ADVERTISING CLUB. President, John J. Foot, McClary Mfg. Co.; secretary, Chas. O. Smith, McConnell & Ferguson Adv. Agency.

MISCELLANEOUS.—ASSOCIATED BILLPOSTERS' ADVERTISING CLUB. President, P. J. McAlincy, St. Louis Bill Posting Co., St. Louis Mo.; secretary, Edward F. Trefz, 1620 Steger Building, Chicago, Ill.

ASSOCIATION OF AMERICAN DIRECTORY PUBLISHERS. President, A. V. Williams, box 225, Cincinnati, O.; secretary, Wm. H. Bates, 202 East Twelfth street, New York.

NATIONAL ASSOCIATION OF ADVERTISING NOVELTY MANUFACTURERS. President, H. B. Hardenburg, H. B. Hardenburg Co., New York City; secretary, F. A. Geiger, 44 North Grove street, Irvington, N. J.

FARM PRESS CLUB. President, C. C. Rosewater, Twentieth Century Farmer, Omaha, Neb.; secretary, W. G. Campbell, the Fruit Grower, St. Joseph, Mo.

Court Protects Publishers.

Taking a paper out of the Post Office makes the recipient liable for the bill. O. D. Austin, a Butler, Mo., publisher, sent his paper to Charles Burge. The latter paid for it twice and then refused to pay again. He said he ordered it stopped. But the Court of Appeals holds that mere acceptance of the paper created a liability. It adds:

"The preparation and publication of a newspaper involves much mental and physical labor as well as an outlay of money. One who accepts the paper by continuously taking it from the Post Office receives a benefit and pleasure arising from such labor and expenditure as fully as if he had appropriated any other product of another's labor, and by such act he must be held liable for the subscription price."

The Indian Journal, published at Eu-
faula, is the oldest newspaper in Okla-
homa. It was established about 1870
as the organ of the Creek Indian nation.
Dr. R. B. Bufford is the editor and
publisher.

Mr. Lovejoy Says:

H. F. Henrichs, Newspaper Broker, Litchfield, Ill.:

Mr. Henrichs—I want to say your agency is a good one, as I did not expect so quick a deal when I listed the plant with you a month ago.

V. H. LOVEJOY, Jefferson, Ia.

"GOTHAM GOSSIP"

is the newest, snappiest, breeziest and brightest weekly review of life in New York. Makes a crackjack feature for both daily and weekly newspapers. Only one paper in a town.

National News Service
9 E. 26th Street, New York, N. Y.

THE UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices:
World Building, New York

NORTHWESTERN NEWS.

What the Authors and Newspapers Are Doing—Pullman News Sold to William Goodyear—Wedding Bells Ring in Spokane—Inland Herald Receiver Discharged.

(Special Correspondence.)

Spokane, Wash., July 24.—Mrs. Robert E. Strahorn, of Spokane, wife of the vice-president of the third division of the Oregon-Washington Railroad & Navigation Co., is the author of "Fifteen Thousand Miles by Stage," a volume of 700 pages, issued by the Putnam Publishing Co., of New York. The work, which is embellished with 300 illustrations, 100 of which are from drawings by Charles Russell, occupied six years in preparation and is the story of the Strahorn's wedding trip across the western country in 1877, before a railroad had been built in the Far West. She was the first white woman to traverse what is now the Yellowstone National Park. Every page breathes the true western spirit and pictures the growth of hamlets to important cities. Mrs. Strahorn has written extensively for the press. Her husband was war correspondent for the Chicago Tribune and the Rocky Mountain News during the Indian outbreak, in which General Custer and his men were massacred by the reds.

Harold Morton Kramer, formerly editor of the Frankfort (Ind.) Times, who was a newspaper writer in Spokane in the early days, has a book in press which will be issued in September called "The Rugged Way," and deals with events in eastern Washington and northern Idaho. Mr. Kramer is the first novelist to make use of the fires which swept the Idaho forests last summer, entailing the loss of the lives of 100 rangers and property losses estimated at hundreds of thousands of dollars. Lothrop, Lee & Shepard, Boston, are the publishers of "The Rugged Way."

John H. Williams, formerly a newspaper man in Spokane, who wrote "The Mountain that was God," a scenic book that has served the State of Washington in an unique and valuable way, has received an offer from the Sierra Club of California, through John Muir, to prepare a similar work on Yosemite and the Sierras.

Lewiston (Idaho) Evening Teller, one of the oldest newspapers in the Northwest, has suspended publication as a daily and will hereafter appear as a weekly, issued on Saturday afternoon. It will resume as a daily as soon as business conditions warrant the change. The Teller was established as a weekly paper in 1876 by Alonzo Leland, father of Charles Leland, controller of Lewiston, who went to north Idaho during the Florence mining camp excitement in 1861. He and his sons ran the publication until 1891, when they sold it to C. A. Foresman, who made it a semi-weekly and eventually converted it into a

The Motion Picture Story Magazine

A unique Magazine of large National circulation covering a field not reached by the other monthlies.

General advertisers can not afford to over look the field covered by this Magazine.

The M. P. Publishing Co.
26 Court St., Brooklyn, N. Y.

Only 3 Cities in France

Paris, Marseilles and Lyons

exceed in numbers the French population of Montreal.

Montreal's 400,000 prosperous French-speaking citizens can only be reached through the columns of papers printed in their own language.

La Presse covers the French Canadian field thoroughly. Its local circulation in Montreal is greater than the number of French homes in greater Montreal, and larger by about 60,000 copies than any other French daily in Canada.

The quality of this circulation may be judged by the fact that it carries the advertising of the largest American and Canadian firms advertising in the French Canadian field.

It will pay you to look into this matter further if you are in search of new pastures. Ask for information.

LA PRESSE

MONTREAL, CANADA

Largest daily circulation in Canada without exception.



Sworn daily average circulation for June, 1911,
104,002
Special United States Representatives
WM. J. MORTON COMPANY
Brunswick Bldg. Hartford Bldg.
New York Chicago



daily. It was acquired by the Commercial Trust Co. four years ago, and it has been under its management until its suspension.

William Goodyear, editor and publisher of the Colfax (Wash.) Commoner, the Pullman (Wash.) Herald and the Pacific Farmers' Union, has bought the plant of the Pullman News, which is to be consolidated with the Pullman Herald and its printing plant merged with that of the Herald and Union. He also will print the Evergreen, a college weekly, and the Agriculturist, a monthly publication issued by the Department of Agriculture of the State College of Washington. W. O. Thomason, who was editor of the News, will engage in the practice of law in Okanogan County. The News was organized by J. J. Murray and sold a year ago to Mr. Thomason.

Edward Reitzel, a former lessee of the Idaho Press, and Thomas McCabe, formerly of the Wallace National Bank, have purchased the Wallace (Idaho) Miner, one of the oldest weeklies in the Coeur d' Alene district, from George F. Stoney and W. H. Herrick. Mr. Reitzel will be editor, Mr. McCabe taking charge of the business end. Messrs. Stoney and Herrick will devote their attention to mining.

George Varnell, sporting editor of the Spokane Chronicle, and Miss Elizabeth Winston were married at the home of

the bride a few days ago. Mr. Varnell is a graduate of the University of Kentucky and attended the University of Chicago. He is one of the best known athletes in the Northwest, playing on the S. A. A. C. teams. He also officiated in most of the northwest intercollege games last fall.

George H. Armitage, formerly courthouse reporter for The Spokesman Review, and Miss Laura E. Beltz, of St. Louis, Mo., were married at the home of Rev. B. C. Preston, in Spokane, on July 14. Mr. Armitage is associated with the law firm of Nuzum & Nuzum. He saw service in the Philippines and has a wide acquaintance among newspapers in the Middle West.

Fred H. Sammis, receiver for the Inland Herald Publishing Co., organized in Spokane by Allen Haynes, has been discharged by Judge W. A. Huneke, of the Spokane County Superior Court, thus closing a newspaper venture which cost the stock and bondholders about \$500,000. The final report, which was approved, shows the stockholders will not receive a penny. The receiver's fees amounted to \$3,000. A battery of nine machines has been returned to the Mergenthaler Co. AUGUST WOLF.

Beginning with Aug. 1 the West Virginia Farm Journal, published for several years at Fairmount, will be moved to Parkersburg.

CLUBS AND ASSOCIATIONS.

The Alabama Press Association held its fortieth annual session at Montgomery July 11.

An increase of twenty-five per cent. or more is expected within the next year in the membership of the Southern California Editorial Association, which already is said to be the strongest in the State. With the prospective additions, the organization will take rank as one of the largest on the Pacific coast. The total membership now approximates 170. It is hoped to reach the 250 mark within the next twelve months.

Fifteen members of the Chicago Advertisers' Association were the guests of the Rockford (Ill.) Ad Club at an outing and barbecue last Tuesday. A ball game was a feature, which was won by Chicago, with a score of 12 to 8.

Members of the Minnesota Editorial Association will enjoy another excursion on the Great Lakes this year. A party limited to seventy-five will take passage on the steamer Hamonic at Duluth, Aug. 19, and go as far as Detroit, returning by the same boat and reaching Duluth Aug. 26, a tour of 1,600 miles on Lakes Superior and Huron. Stops will be made at Port Arthur, Sault Ste. Marie, Sarnia and Detroit. The party will be limited to members of the association and their families.

The annual outing of the Pennsylvania Editorial Association came to a close last Saturday. This year's itinerary included Philadelphia, Baltimore, Norfolk, Old Point Comfort, Hampton Roads, Narragansett Pier, Newport and Boston.

Calls Weekly Paper Official Bible.

C. W. McMurrin, the well known New York newspaper man, author and globe trotter, recently paid high compliment to the Hightstown (N. J.) Gazette upon the occasion of the sixty-third anniversary of the founding of that paper. Hightstown is Mr. McMurrin's birthplace and the Gazette occupies a warm spot in his heart. Writing in a recent issue of that paper he says in part:

The Gazette becomes the official bible of the town, as weekly are recorded the births, marriages, deaths and the doings of the families in and about the town. The Gazette is to Hightstown one of its most important and potent factors. The newspaper of any town or city, becomes the commercial looking glass. The value of the Gazette to Hightstown is in its unsoiled reputation, its probity and justice, its coming out strong and fearlessly for what is right and honorable, at all times, which is beneficial and uplifting to the community.

The Columbian - Sterling Publishing Co.

Publishers of

Hampton's Magazine
Columbian Magazine
Sterling Magazine
Home Magazine
Orff's Farm Review
American Woman's Review

HUGH KAPP, Advertising Director

66 West 35th St., New York
2807 Locust Street, ST. LOUIS
510 Barrister's Hall, BOSTON
741 Marquette Bldg., CHICAGO

ONE OPERATOR, IN ONE O

COMPOSED the following specimen ad. During the operation he did not leave his seat nor stop the machine for any exchange of magazines, matrices, molds, or liners. The copy was taken from an ad in a New York Daily. Note the variety and yet pleasing uniformity of STYLE in this Linotype setting.

50,000 GARMENTS AT ONE-HALF OFF REGULAR PRICES

This sale presents the surplus stocks of several of the foremost underwear makers. We have added thousands of our own garments, at prices that will make them eagerly sought for.

1,000 Pairs Women's Drawers. Kinds that retail regularly at 39c. Cambric, French band, embroidery trimmed. No mail orders filled. 29c	900 Women's Combinations. \$1.00 and \$1.25 are the regular prices. Fine nainsooks, full circular drawer or skirt with cover. Embroidery or lace trimmed. 79c
---	---

Night Gowns. Being samples, there are only one or two of a kind. Fine nainsooks, trimmed with neat embroideries or fine laces, beading and wash ribbons. Regular values \$1.50 and \$1.75, at. . . \$1.00	Combinations. Fine nainsooks, crepons, or crossbar lawns in cover and drawer or skirt, with medallions, laces, and ribbons, or embroidery trimmed, beading and ribbons. Regularly \$1.39, at. . . \$1.00	Combinations. Of nainsook, lace or ribbon trimmed. Value \$2.00, at. \$1.50
Combinations. Of nainsook, princess, or French models, trimmed with embroidery and laces. Value \$2.50, at. \$1.98	Night Gowns. Of nainsooks, prettily trimmed with laces, embroidery, and ribbons. Value \$2.00, at. \$1.50	Combinations. Of nainsooks elaborated with embroidery, laces, and ribbons. Value \$4, at. . . \$2.95
		Night Gowns. Nainsooks elaborately trimmed with medallions, laces, ribbons, and fine embroidery. Values \$4.00 and \$4.50, at. . . \$2.95

900 Women's Night Gowns. Regularly retailed at 75c. Nainsook or Cambric, trimmed with laces or embroidery and ribbon. No mail orders filled. 59c	1,000 Women's Corset Covers. Kinds regularly retailed at 50c. Fine nainsook, trimmed with embroidery, laces, beading, and ribbon. No mail orders filled. 29c
--	--

This Sale Should Appeal to the Women Who Appreciate Bargains in Dainty Underwear

FACES USED

1st Magazine—8 pt. Century Expanded with Century Bold
2d Magazine—10 pt. Century Expanded with Century Bold
3d Magazine—14 pt. Century Expanded with Century Bold
4th Magazine—18 and 30 pt. Gothic Condensed No. 2
18 and 24 pt. Advertising Figures

4 Body Sizes

3 Measures

8 Text Faces

2 Sizes Ad Figures

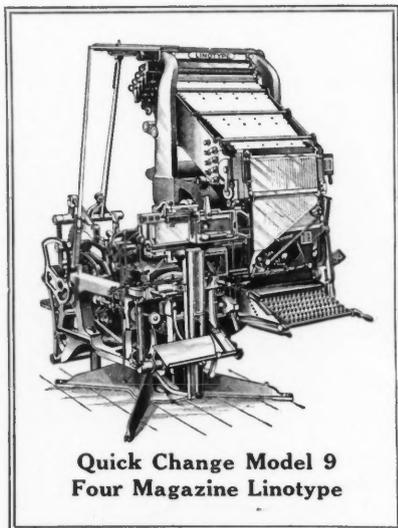
IT IS IMPOSSIBLE TO DUPLICATE THIS WORK OF ONE LINOTYPE
produced by several distinct units of differing operations in the hand
"THE LINOTYPE WA"

OTHER QUICK CHANGE MODELS:

Model 5, Single Magazine Linotype Model 4, Double Magazine Linotype
Model 8, Three Magazine Linotype

OPERATION, ON ONE MODEL 9

THE KEYNOTE to scientific management in composing rooms, as elsewhere, is STANDARDIZATION. There is but ONE WAY to standardize methods profitably in the newspaper composing room and that is



Quick Change Model 9
Four Magazine Linotype

The Linotype Way

THE LINOTYPE is the only composing machine on which department store ad work like this sample can be produced by ONE MAN in a single operation from ONE MACHINE.

MIXING METHODS and particularly mixing methods UNNECESSARILY, is neither in tune with scientific management nor with GOOD SENSE.

AND ONE OPERATOR by any other machine-set method unless sections of it are of two or more operators and corrections made at the case by hand.

IS THE ONLY WAY"

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO

SAN FRANCISCO

NEW ORLEANS

TORONTO: CANADIAN LINOTYPE LIMITED

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

J. B. SHALE, Editor FRANK L. BLANCHARD, Managing Editor R. M. BONIFIELD, News Editor

BY THE EDITOR AND PUBLISHER COMPANY

13 to 21 Park Row, New York City.

Telephone, 7446 Cortland

Issued every Saturday. Subscription, \$1.00 per year. Foreign, \$2.00 per year.

THE JOURNALIST Established 1884.

THE EDITOR AND PUBLISHER 1901

J. B. SHALE, President T. J. KEENAN, Vice-President F. L. BLANCHARD, Secretary
GEO. P. LEFFLER, Treasurer and Business Manager

ADVERTISING RATES

Display, 15 cents per agate line
Classified, 1 cent per word

Reading Notices, 25 cents per agate line
Liberal discount for time contracts.

NEW YORK, SATURDAY, JULY 29, 1911

THE BIG CONVENTION.

Conventions are only profitable to those who attend when they have been carefully planned, when the subjects discussed are of vital importance and when the delegates belong to the progressive element of the business, profession or organization represented.

Many conventions are failures because their officers are incompetent or have devoted too little time or study to the preparatory work; because the speakers selected to deliver formal addresses fail to handle their subjects in an intelligent manner, or because too much time was frittered away in the discussion of unimportant matters or in taking sight-seeing trips.

It is not an easy task to plan and successfully carry out important conventions. Trade organizations are composed of active business men who have little time to spend in association work, and yet their officers, if they perform their duties as they should, must be willing to devote many days to their interests. No convention ever amounted to anything that did not represent a lot of preliminary hard work. The officers must be in intimate touch with the members—know what they want and what will interest them. They must have a clear idea of the business problems that are vexing the trade and be able to secure addresses from men who are competent to discuss them. They must arrange a program that will appeal to a majority of the members and will offend none. They must see that the delegates are provided with suitable hotel accommodations, that the convention hall is large enough to seat every one, and that the transportation lines give the usual reduction in fare, etc. If they do their work well the chances are that when the conventions at last assemble they will be successful.

A careful examination of the arrangements made for the great gathering of advertising men in Boston next week shows that it will undoubtedly be the most important and profitable convention of the kind ever held in America—profitable to the members, profitable to the industry it represents and profitable to the city in which it is held.

The speakers are men of national reputation; the topics to be discussed are

timely and appropriate; the diversions arranged for by the entertainment committee are attractive, and the convention city itself is one of the most interesting on the continent.

There is, therefore, every reason to believe that those who attend will get more out of it in the way of new ideas and helpful suggestions than from any other in which they have participated. The banquet hall is ready; the feast is spread, and it only remains for the guests to sit down and partake of the good things that have been prepared for their nourishment and entertainment.

DID MAYOR GAYNOR SPEAK THE TRUTH?

Gaynor Should Name Them.

Mayor Gaynor, of New York, like a certain famous parrot, talks too much and too often. No one has ever accused him of being a silent, shrinking or retiring man. He has positive opinions on many subjects that do not relate to municipal government and neglects no opportunity to make them public in the form of addresses or letters. Although the Mayor is a learned man and a great reader, he cannot and does not know everything. Moreover, like all persons who talk too much, he makes statements that he cannot always substantiate.

Mayor Gaynor does not love the newspaper men of New York, for they sometimes write articles about him that get onto his nerves. Nervous people, as is well known, dislike criticism. They have little patience with those who do not agree with them.

Therefore when the Mayor gets any kind of a chance to whack those newspapers that have opposed him in any way he does it. During the past week, when the members of the Georgia Weekly Press Association called upon him, he took occasion to make this remarkable statement:

"I am sorry to say that here in this city we have some newspaper proprietors who are absolutely corrupt—there is no other word to express it—who do not hesitate in saying any falsehood or entering any home or uttering any falsehood with regard to those in office, without scruple. I may say that we have newspaper proprietors here who lie awake nights and invent what they can say in the way of falsehood the next morning."

Mayor Gaynor has no right to make such a charge without presenting adequate proof in its support. Who are

these newspaper proprietors "who are absolutely corrupt" and who lie awake nights inventing falsehoods to utter the next morning? Let us have their names so that they may be shouted from the housetops and emblazoned on every billboard and printed in every daily and weekly newspaper.

If the Mayor possesses proof of his statement, why does he not produce it? If there is one newspaper proprietor in the city who sells his editorial influence to the highest bidder, or who deliberately lies about anything or anybody, or who is in any way betraying the confidence imposed in him by the public, he should be shown up at once and driven out of business. If there are several, the sooner their names are made known the better it will be for decent journalism.

We do not personally believe, however, that Mayor Gaynor spoke the truth when he said that there are "some newspaper proprietors in New York who are absolutely corrupt." We would want mighty good proof to convince us that there is a single reputable newspaper in New York whose owner is not playing fair with the public.

DECEPTION NOT POPULAR.

Concealed advertising at any price is no longer popular with daily newspaper publishers, and even the country weekly editors who were formerly supposed to publish anything that was not positively immoral, provided it was paid for at the usual rates, are putting up the bars against it. The newspaper conscience has been quickened. To masquerade under false colors is no longer considered permissible.

The conviction has been growing for some time that the owners of newspaper properties while conducting them as commercial enterprises, nevertheless sustain toward the public a moral responsibility that cannot be evaded. Editors are more careful than formerly as to what they print. Their readers look to them for reliable news, for intelligent and unbiased opinions upon public questions, and for leadership and support in reform movements. If they deceive them how can they expect to retain the respect or support of the community? They cannot, and they know it.

To allow consciousnessless rascals to use their columns to rob the men and women who trust them is about as honorable as it would be to invite friends to your house and then send word to a gang of burglars to come and steal their jewelry and pocket-books while they were asleep.

From the above it must not be concluded that concealed advertising is always vicious, because it is not. Under any circumstances, however, it is deceptive and should not be admitted to any newspaper.

The editors during the past few years have cleaned up their news columns amazingly, and the good work now being done by the publisher in purifying the advertising columns leads us to con-

clude that journalism never occupied a higher plane than it does at present.

EDITORIAL COMMENT.

Every newspaper man in the country who is not a hidebound partisan or a blind protectionist is glad that President Taft has won out with his Canadian reciprocity measure. He has fought for it early and late. On nearly every occasion when he has delivered a speech he has either alluded to the desirability of a trade agreement with our neighbors across the border, or has made it the sole subject of his remarks. His arguments were forceful and appealing, his language at all times plain and temperate, and the facts he presented were accurate and pertinent. Nothing the President has done since he came into office has so thoroughly demonstrated his ability, or his fitness for the high office he holds, than the campaign for Canadian reciprocity which has ended so successfully.

Delegates to the Boston convention should not return home without partaking of New England's characteristic dish—baked pork and beans. While the high-toned restaurants of the Hub may not have them on their bills of fare every popular-priced restaurant will. Of course, you can get baked beans in other cities, but they never taste as they do when prepared by Down East Yankee cooks. What magic there is in their art no one can tell. The chefs of other States and countries have cooked beans according to their recipes, but the product did not have the same delicious flavor. Boston baked beans are sui generis, and you can get the real thing nowhere else save in New England.

THIS IS SIMPLY DELICIOUS.

In an editorial headed "This Is Simply Shocking," dealing with the charge of "conspiracy in restraint of trade," recently brought against the Periodical Clearing House, the Chicago Inter-Ocean, after giving the names of the magazine publishers who are members, says:

"In a word, here are about all our most Popular Uplift magazines—the chosen literary vehicles of all our most distinguished Reformers—the magazines whose editors continually do cry about 'special interests' and whose great avowed aim in life is to 'bust the trusts,' haled into court for forming a 'trust,' a combination in restraint of trade, a conspiracy to stifle competition!

"All these foes of the 'malefactors of great wealth'—all these relentless exponents of 'the plain people'—engaged in a conspiracy 'in restraint of trade' and to 'rob the people' by keeping up the prices of the most popular magazines!

"Words fail us. Our emotions overpower us. We can do nothing but record the horrible facts and let it go at that."

If you are connected in any way with the newspaper, magazine or advertising business you ought to keep in touch with what is going on in your own line of work by reading THE EDITOR AND PUBLISHER. A year's subscription costs only \$1.

PERSONAL.

Ray Stannard Baker, the well-known author and political writer and former newspaper man, is visiting in Washington.

W. M. Stone, business manager of the Chattanooga Times is in Jacksonville, Fla., where he was called by the serious illness of his mother, Mrs. Rachel Stone.

Ralph D. Paine, one of the Saturday Evening Post's popular contributors, is the author of a new book entitled "The Book of Buried Treasure," dealing, as its title indicates, with pirates' hoards, wrecks of gold-laden ships, etc. The Sturgis & Walter Co. are the publishers.

Jeannette Gilder will shortly publish "The Heart of Youth," containing poems gay and grave for young people.

Jason Rodgers, publisher of the New York Globe, returned this week from a vacation trip at Cape God, Mass.

Earle S. Goodrich, first editor of the St. Paul Daily Pioneer and St. Paul's oldest journalist, celebrated his eight-fourth birthday last week. Mr. Goodrich received many congratulatory messages.

Crombie Allen, president of the Western Pennsylvania Associated Dailies and first vice-president of the Pennsylvania State Editorial Association, is in San Francisco en route home from the Philippine Islands.

Peter H. Haan, late manager of the Scranton Tribune, plans to conduct a large printing establishment in Philadelphia.

Will G. MacRae, formerly a member of the Portland Oregonian staff and one of the members of the board of trustees of the Portland Press Club, is spending some time at Laramie, Wyo., where he hopes to regain his health.

Harrison Baldwin, a member of the editorial staff of the Philadelphia Ledger, has returned to his work following a four weeks' vacation spent with his parents in Erie, Pa.

Frank T. Reynolds, known throughout the State of Georgia as "Good Roads" Reynolds, because he was one of the first editors in the country to advocate building good roads, has been made editor of the Dalton Argus.

J. W. Vincent, editor of the Linn Creek Reveille, more than paid his expenses to the recent meeting of the Missouri Press Association by writing a two-column appreciation of Joplin. The Commercial Club awarded him a prize of \$50.

H. D. Smalley, editor of the Sioux City (Ia.) Live Stock Record, has resigned, effective August 1, and will remove to Perham, Minn., where he has purchased the Enterprise.

A. L. Cavell, for several years editor of the Stockton (Cal.) Mail and a candidate for Congress on the Democratic ticket, at the last election, has purchased an interest in the Modesto (Cal.) News, and will make that city his future home.

Wm. J. Mason, night editor of the Oneonta (N. Y.) Star, who recently underwent a serious operation at Hahnemann Hospital, New York City, has re-

turned to his home much improved in health.

Elmer L. Schuyler, for some time past city editor of the Williamsport (Pa.) Gazette and Bulletin, was last week made managing editor of that paper, succeeding W. R. Talbot, who resigned.

Judson H. Carter, business manager of the Tacoma (Wash.) Tribune, who has been in New York for a few days, left on Monday for Chicago. Previous to his departure he appointed D. J. Randall, of 225 Fifth avenue, special Eastern representative of the Tribune.

L. W. Harrison, who has been general manager of the Springfield (O.) Sun for several years, has resigned. Under Mr. Harrison's direction the Sun has made rapid progress. It is now one of the best papers in its section of the State.

Frank E. Rowe, for the past eighteen years connected with the business office of the Akron (O.) Beacon-Journal, has tendered his resignation, effective August 1.

Fred A. Emery, for many years with the Associated Press, has taken charge of the Congressional work of that organization.

ALONG PARK ROW.

Martin Green, of the New York Evening World editorial staff, and wife, have returned from a six weeks' trip abroad, witnessing the coronation and later visiting Paris.

Erwin Cobb, star rewrite man of the Evening World and well known as a writer of humorous stories, has resigned to join the staff of the Saturday Evening Post.

J. C. Dayton, advertising manager of the Evening Journal, has gone abroad for a month.

J. H. Tennant, managing editor of the Evening World, has fully recovered from a serious operation which he underwent last month and which laid him up for four weeks.

Burton S. Brown, automobile editor of the New York Globe, is back on the job, following a two weeks' vacation spent at Brown's summer home at Atlantic Highlands.

George McCormick, well known as a sporting writer and identified with various New York papers for many years, died at Saranac Lake, Monday following a long illness.

John T. Parkerson of the Evening World staff, left Friday for an extended visit with his folks, who live in New Orleans.

W. P. McLoughlin, of Wurra Wurra fame, is tenderly nursing the finest case of sunburn ever seen on Park Row, which he contracted while out fishing a few days ago with Judge T. P. Dinnean of the Municipal Court. He hopes to have a new coat of skin by next Christmas.

Roy Howard, general manager of the United Press Association, left this week on an extended trip to the Pacific Coast.

Arthur Clark, long connected with the Evening World in various capacities,

and who has just returned from Europe, has been made city editor of the Morning World, succeeding Sherman Morse, who has been assigned to important special work.

H. A. Murray, publisher and general manager of the New York Morgen Journal is off for a month's vacation.

\$20,000 Cash

Balance deferred, buys Southern daily, now paying good dividend on price asked. Fine climate, locality and prospects. Three linotype machines and perfecting press. Cash receipts past six months \$17,219.01, no job printing. Leading paper in city in circulation and advertising. Unusual reasons for selling. Address Opportunity, care The Editor and Publisher.

\$60,000 cash

buys western daily newspaper property which has annual business of over \$100,000. Property can also be acquired at a higher total price for \$30,000 cash, balance deferred. Well equipped. A growing proposition worthy of serious consideration. Proposition B.C.

C. M. PALMER

Newspaper Broker, 277 Broadway, N. Y.

Portraits of Beautiful Women

A new service just established. We want to send you one good portrait of a beautiful woman each day (except Sundays and holidays) with text to make it timely as well as decorative. Of course you can have this feature as a part of our Daily Illustrated News Service at a proportionately less rate. Make your woman's page good to look at.
BAIN NEWS SERVICE, 32 Union Square, N. Y. City

NEW YORK HERALD SYNDICATE

Cable and Feature Service
Address
Herald Square New York City
Canadian Branch
Desbarres Bldg., Montreal

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

The largest Morning and Sunday Newspaper west of New York, and the great Home Medium of the Middle West.

NEW YORK.

THE BUFFALO EVENING NEWS

is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

WASHINGTON

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,741; Sunday, 84,203—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

Mr. I. L. SHOWEM

A New Daily Comic Series
By RYAN WALKER, the well-known Cartoonist
Begins Publication August 21st
Better Let Us Enter Your Order Now.
THE INTERNATIONAL SYNDICATE
BALTIMORE Established 1899 MARYLAND

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word.

PRESSMAN WANTS POSITION.

WANTED: Position as Duplex pressman, twenty years' experience as erector and pressman for Duplex Company. Would accept reasonable salary. Can do outside work on ads. and news. Address A. P. Warner, 118 E. Main St., Battle Creek, Michigan.

SPORTING EDITOR

with long experience in East, desires to locate in Middle West. He is familiar with every branch of this department, and can deliver the goods. Address "SPORTING EDITOR," care THE EDITOR AND PUBLISHER.

EXPERIENCED BUSINESS

and advertising manager now in charge advertising of daily in city of over 200,000 desires to make change for personal reasons. Has made good on two dailies, owners of both will tell how he doubled advertising net earnings first year. Best references gladly furnished. Knows each department thoroughly. Address F. J. B., care EDITOR AND PUBLISHER.

POSITION WANTED

as advertising or business manager of good daily by young man of experience and proven ability. Investigation invited. Address "MATHEWS," care THE EDITOR AND PUBLISHER.

CIRCULATION MANAGER

with practical insight of all departments of modern newspaper, 12 years as circulation manager, is open for position. Wide experience in circulation building, contests, schemes, premiums, blank forms, systems, etc. Address "CIRCULATION," care THE EDITOR AND PUBLISHER.

HELP WANTED.

POSITIONS OPEN

In all departments of advertising, publishing and printing houses, east, south and west; high grade service; registration free; terms moderate; established 1898; no branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

BUS. OPPORTUNITIES

AN EXPERIENCED

advertising man, well acquainted in foreign field who can control two good papers, would consider buying interest with some live special agent who has good list. References exchanged, if desired. Address C. E. M., care EDITOR AND PUBLISHER.

MISCELLANEOUS

DAILY NEWS.

Reports for evening papers, advance news, mail service, special and Chicago news. YARD'S NEWS BUREAU, 160 Washington St., Chicago, Ill.

FOR SALE

LINOTYPE BARGAINS.

Model 1 converted into Model 3; high serial number, extra magazine, any brand new mats desired; fully equipped; fine order; great bargain. Model 2, double magazine machine; six sets mats, four extra magazines, extra lot of supplies; used six months, like new; great value. Model 3, serial number over 8,000; fully equipped; also, electric motor; all in excellent condition; low price. Rigid inspection invited. Immediate shipment. All exceptional values. WILLIAM B. BOYD, 1328 Broadway, New York. Established eight years.

FOR SALE—MACHINERY

bargains: 60-inch Sheridan Auto, New Model, \$750; Dexter Press Feeder, \$750; Seybold Book Trimmer, \$1,500; 27x40 Universal Cutter and Creaser, \$550; 28-inch Fuchs & Lang Embosser, \$500; 89x52 Huber, \$1,500; 15x21 Golding Jobber, \$500. WANNER MACHINERY CO., 215-223 West Congress St., Chicago, Ill.

FOR SALE—MICHIGAN

daily and weekly; established 52 years; independent in politics; in city of 6,000, where business men are liberal advertisers; invoices \$7,350. Price \$5,500. Full particulars from BYRNE & COMPANY, 1226 Masonic Temple, Chicago, Ill.

FOR SALE—COUNTY

seat weekly in Texas; no competition, only paper in county; circulation 1,200; town of 2,000, county of 17,459; owner has other interests requiring his time. This is a rare opening in a growing community. Price \$4,750. Write BYRNE & COMPANY, 1226 Masonic Temple, Chicago, Ill.

THE FIRST AD CLUB.

Little Gathering in Detroit in 1890
Beginning of What Has Become a
World Wide Movement—D. J.
McDonald President of Pioneer
Organization—Other Offi-
cers and Directors.

On the eve of the Boston convention a bit of early history as to the organization of what was probably the first ad writers' club, and possibly the first step in the movement which has grown to such a widespread importance in the increase of advertising clubs throughout the entire country, will prove interesting.

In August, 1890, Mabley & Co., of Detroit, at the instance of their advertising manager, D. J. McDonald, invited a number of advertising writers to that city for a three days' visit. Their time was largely spent in seeing the sights and having a general good time, but upon the suggestion of Byron W. Orr, of Louisville, it was determined to form a permanent organization with aims of a more beneficial tendency for the men who earn their living by writing advertisements, or who are recognized as producers of legitimate advertising—with endeavor to turn the association to practical account for the interchange of ideas.

The election of officers for the first year was as follows: President, D. J. McDonald, of Mabley & Co., Detroit; secretary, George P. Gardner, Mabley & Co., Baltimore; treasurer, Col. Henry Curtin, Mabley & Carew, Cincinnati; board of directors, Byron W. Orr, chairman, Mammoth Shoe and Clothing Co., Louisville; Hugh Capper, artist, Detroit, and W. M. Bradley, Hull & Dutton, Cleveland.

It was decided to hold the next annual meeting in Cincinnati, and an effort was made to bring together a larger gathering of professional ad writers for the development of the new born association.

It was several years, however, before this nucleus of pioneers saw the full realization of their first step towards an organization of advertising men which to-day has developed into a national association.

Mr. Orr continued as an active worker in the movement, and later served four years as secretary of the St. Louis Ad Men's League, two years as national secretary of the Associated Advertising Clubs of America and is counted as one of the organizers of the National Association, being with the delegates from St. Louis who met in Chicago when the national body was launched in that city some seven years ago.

Mr. Orr served another year as member of the executive committee and was appointed director of the southeastern division of the A. A. C. of A. at the Louisville convention, assisted in organizing the Advertisers' Club of Washington, D. C., and served as chairman of its press committee. His active work in

Press Clippings

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

BURRELLE

45 Lafayette Street, New York City
ESTABLISHED A QUARTER OF A CENTURY

Eight Thousand Times

During last year, news-wise editors on 557 different newspapers clipped from the columns of *The Christian Herald* and republished in their own papers eight thousand separate items. They knew these articles would interest *their* readers.

This shows the popular appeal of the editorial matter in *The Christian Herald*.

Yet even this total of 313,643 lines of quoted matter constitutes but a small fraction of the interesting reading it regularly contains.

The whole editorial policy of *The Christian Herald* is to satisfy the desire of these clear-minded progressive people who want to keep informed concerning significant events throughout the world.

To continue to grip the interest of such people, *The Christian Herald* has a correspondent in every civilized country in the world, men and women whose articles are accepted as authoritative.

Is it any wonder its editorial matter attracts the worth-while element in every community?

Toledo with the Toledo Ad Club this year indicates that he still believes in the benefits arising from the co-operation of advertising men in clubs and associations.

Reorganizing School of Journalism.

The reorganization of the department of journalism of the University of Kansas, with the object of making the course more practical, is now actively under way. As a preliminary step the board of regents has provided an advisory board of twelve members. Each member of this body is to be a practical Kansas newspaper man. Charles M. Harger, present director of the department, will be chairman of the board. The primary object of the regents is to make the work more practical—to prepare students to take charge of country weeklies and dailies, to make them competent to do anything from "sticking type" and oiling the "jobber" to making up the forms to go to press.

Had Nothing on Him.

Rabbi Joseph Silverman, the noted Jewish pastor of New York, tells an amusing anecdote of an Englishman and a Scotchman who were bragging in loud tones.
"Me man," said the Britisher, "tain't hofsten a person his tookten fer royalty, but I've been mistook fer th' Prince o' Wales in me younger days."
"Hooi, man," answered the Scot, "I, myself, have been called th' Duke of Argyll."
The man selling collar buttons paused to listen. "Dat's nuttin'," said he, with a depreca-

tory gesture; "I vas meetin' ah friendt in Ravingten strit, an' he shoutet, 'Oh, Holy Moses, is it you?'"

PROSPERITY AT WAYCROSS.

The Waycross Journal has purchased the First National Bank building, a handsome two-story stone structure, which it will occupy as its home after September 1. The consideration was \$10,000.

For the past two years the Journal, a daily and weekly newspaper, of which L. Volney Williams is editor and publisher, has had a wonderful growth in business, and its present quarters were found to be entirely too small to accommodate the new equipment that has been purchased. Waycross made a larger per cent. gain the last decade than any city in its class in the South, the gain being 144.7 per cent., and it would appear that the Journal is keeping pace with the growth of the city.

Waterman in Brazil Times.

Lee T. Waterman, of Indianapolis, has purchased a controlling interest in the Henkel Publishing Co., publishers of the Brazil (Ind.) Daily and Weekly Times, and has become the manager of the company. Robert Henkel and Roy Shattuck, members of the Henkel Publishing Co., retain an interest in the concern. The deal was made through the agency of H. F. Henrichs, newspaper broker, Litchfield, Ill.

AFTER BOSTON—WHAT?

Fight to Capture Next Year's Convention Promises to Be a Hot One

The contest among the several clubs to capture the convention for 1912 promises to be full of ginger. At least a dozen cities will make strenuous efforts to land the prize. From the following list of cities in which the annual sessions have been held it will be noted that only once—this year—has the East been favored:

1905—Chicago. 1909—Louisville.
1906—St. Louis. 1910—Omaha.
1907—Cincinnati. 1911—Boston.
1908—Kansas City. 1912—?

The leaders in the field, at present writing, seem to be Dallas, Texas; Des Moines, Ia., and Chicago. Of these Dallas' claims carry considerable weight. In the first place no convention has hitherto been held in that section of the country. As Texas is an empire in itself—rich, fertile, prosperous and scratching gravel for business as actively as any State in the Union, the ad men down there believe it would do the members of the association a world of good and open their eyes to the tremendous possibilities of Texas, to visit it next year.

The ad clubs of the State will send a special trainload of delegates and another trainload of agricultural and other products, just to let the Bostonese and their visitors see what Texas can do when she tries. If Dallas and her cohorts do not convince the convention that Texas is the most proper place in which to meet next year it will not be through lack of hustle.

Des Moines will show her Iowa grit in campaigning for next year's meeting. Her delegates have prepared plans, which will be carried into effect early in the week, for placing her claims before each member who attends. One of her booster's arguments will be that the city is now near the center of population.

Chicago will want to capture the convention date because Chicago wants everything she can get and usually gets what she wants. Chicago was the birthplace of the A. A. C. of A. and for that reason thinks her lusty child ought next year to go back home.

St. Paul seems to entertain the idea that the convention of 1912 is going to be held in that enterprising city. Some of her husky sons have asserted that it's a cinch that all other places will be out of the running when they get started on their campaign.

Cincinnati will make no effort to secure next year's meeting, but will lay its pipes to capture the convention for 1913. The Cincinnati Commercial Association is working in harmony with the Ad Club and will send 1,500 copies of the "Cincinnati song" to be used at the Boston convention. The United States Lithograph Co. will donate 1,000 packages of playing cards, on the back of which will appear this motto: "Come and play and sing with us in 1913."

We Are
CHIEF
IN
NEWSPAPER WORK

The Chestnut Street
Engraving Co.
Philadelphia, Pa.

WRITE FOR PRICES

GEORGIA EDITORS.

Visit New York and See the Sights— Call on Mayor Gaynor and Hear Him Arraign Part of the New York Press—Enjoy Themselves at Coney as Guests of Georgian Society.

Georgia editors to the number of sixty-one arrived in New York City last Saturday for five days' sightseeing. The visitors are members of the Georgia Weekly Press Association, which held its annual convention at Cartersville last week. Interesting features of their stay in the city included a trip to Coney Island as the guests of a number of New York business men who formerly lived in Georgia, and a visit to Mayor Gaynor at City Hall.

"I am sorry to say that we have here in the city some newspaper proprietors who are absolutely corrupt. There is no other way to express it—who do not hesitate in saying any falsehood or entering any home or uttering any falsehood with regard to those in office without any scruple. I may say that we have newspaper proprietors here who lie awake nights and invent what they can say in the way of falsehood next morning. But that does not include the whole press here by any means. We have a very respectable press here in the city of New York.

NOT ALL BAD.

"Those whom I have mentioned do not belong in the city of New York. They came from elsewhere. The press here is generally moderate in tone. I think down in your country they have to be moderate in tone also. At all events, they have to refrain from lying and scandalizing or they might have to answer for it on the street corner. It may be that that will have to come to pass here in the North before we get rid of some of the ruffians who have come into the press here.

"I hate to use the word in connection with anybody on the press here, because the tone of so many of our New York papers is so excellent and the management of them is so discreet. I have particularly noticed the tone of the papers throughout the South, and also, I am glad to say, throughout the West. I went across the continent two years ago and I was agreeably surprised to see the even tone and loftiness of sentiment, if I may say so, that prevailed very generally in the press throughout the country.

THINKS THERE IS HOPE STILL.

"Here, owing to a few exceptions, the press has been dragged down to the lowest depths ever known on this continent; but we shall be able to outlive it. And, strange to say, the chiefest of those who have scandalized or dragged it down think that they are fit to hold any office in this country from the highest down. But the people are able to take care of that, I can tell you."

Following an inspection of the various amusements at Coney the visitors sat down to a shore dinner at Stauch's as the guests of the Georgia Society of New York. Among those who were indefatigable in looking after the entertainment of the visitors was Robert Adamson, secretary to Mayor Gaynor and former member of the New York World staff.

MEMBERS OF THE PARTY.

The visitors included A. S. Hardy, of the Gainesville Herald; Benjamin T. Moseley, of the Danielsville Monitor; Mrs. Maude Bondurant, of the McDon-

SO FAR, SO GOOD

During the first half of 1911 The Chicago Record-Herald has passed all previous advertising records for this period since the paper was established. Here are the figures of gains and losses in advertising of all the Chicago morning papers as compared with the first six months of 1910:

Table with 2 columns: Paper Name and Change. The Record-Herald - Gain 1205 Columns; The Tribune - Gain 476; The Examiner - Gain 585; The Inter Ocean - Loss 147.

These comparisons are made from statements prepared by the Washington Press, an independent audit company.

In other words, The Record-Herald gained in six months 144 columns more than the combined gain of two of its competitors, while the third morning paper lost 147 columns. What is more, advertising in The Record-Herald in June, 1911, exceeded the amount printed in the paper in any previous June in its history, and the gain, 261 columns, over June, 1910, was greater than in any other Chicago morning paper.

SWORN NET PAID CIRCULATION

From Jan. 1, 1911, to June 30, 1911

Daily average, exceeding - 200,000
Sunday average, exceeding 216,000

The Association of American Advertisers has recently examined and certified to the circulation of The Chicago Record-Herald.

The Chicago Record-Herald

J. B. WOODWARD, Eastern Representative, 710 Times Building, New York

PROVING CIRCULATIONS.

Jason Rogers Commends the Work of the A. A. A.

Jason Rogers, publisher of the New York Globe and Commercial Advertiser, in writing to the Association of American Advertisers requesting that it make a second annual examination of its circulation, says:

On May 1, 1910, when I assumed the duties of publisher of this newspaper I determined to do my part in breaking down the practice among so many publishers in the East, of selling mysteries, generalities and (what is often worse) imaginary figures instead of definite known circulation. At the end of six months we invited your association to examine our records, which you did early in October.

It seems to me that the work of your association in providing a fair examination, not only for the benefit of the body of large advertising space buyers comprising your organization, but for the benefit of every man who spends a dollar in advertising, should be heartily encouraged by all advertisers and publishers who want to do business on business principles. It is hardly fair that circulation should be the only business commodity not generally sold on an absolute quantity basis. It is easy to gage the quality of a newspaper by a glance at its columns, but in the absence of actual figures, showing a definite quantity of circulation, the advertiser is at sea when buying space.

Your association, made up as it is by the large general advertisers of the country, should be considered the supreme court of circulation values, and I believe that it can make its excellent influence felt in every quarter if all its members will insist upon definite proof of circulation before doing business with any publisher.

Murray at Lake Champlain.

John A. Murray, advertising manager of The Ave Maria, is spending his vacation at the Catholic Summer School, whose grounds adjoin those of the Champlain Hotel, on Lake Champlain. The Catholic Summer School has accommodations for 2,000 persons. Outdoor recreations are provided in abundance, in addition to the courses of lectures. The school's golf links are particularly attractive to Mr. Murray, who is making rapid progress in the game, this being his first season at swinging the clubs.

Lewiston Teller Suspends as a Daily.

The Lewiston (Idaho) Evening Teller, one of the oldest newspapers in the Northwest, has suspended publication as a daily after an existence of thirty-five years. It will hereafter appear as a weekly each Saturday afternoon.

WHAT RYAN THINKS ABOUT THE E. AND P.

Ryan Walker
605 West 141st Street
New York
Telephone 2965 Audubon

Handwritten notes and signatures including 'July 11, 1911', 'Editor of Editor & Publisher', 'Please find enclosed \$1.00 for per enclosed statement', and 'I always stop working & read the E & P when it comes out'. Includes a signature 'Ryan Walker' and a stamp 'EDITOR AND PUBLISHER'.

ough Herald; W. S. Coleman, of the Cedartown Standard; B. F. Heartville, of the Dalton Arus; Miss Corrine Riley, G. S. Chapman, of Sanderville; J. A. Hall, of Calhoun; J. H. Graham, of the Canton Advance; H. M. Stanley, of the Dublin Courier-Despatch; B. A. Perry, of the Cartersville Tribune; W. F. Bankston, of the West Point News; Miss Mollie Toole, of the Miller County Liberal; Miss Retha Purcell, of the Carnsville Advance; Mrs. J. C. Bryan, of the Catoosa Record; Miss Minnie Dumlup, O. F. McRae, of the Telfair Enterprise, and M. N. Dodson, of the Bremen Gateway.

Death of Stephen B. Smith.

Stephen B. Smith, one of the oldest and best known special agents in New York, died on Friday at his home in that city. Mr. Smith during the past few years devoted his entire attention to the representation of the Boston Globe. He possessed a kindly nature and numbered among his friends many of the leading advertisers of the country. He was an active member of the Sphinx Club and occasionally took part in its debates.

The Detroit Free Press has opened its Fresh Air Camp at Sylvan Lake, where it expects to entertain 400 persons during the season.

RECOGNIZED AGENTS

COMPLETE LIST COMPILED BY THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.

Below is printed a complete list of the advertising agents of the United States and Canada, reorganized by the American Newspaper Publishers' Association. It is revised and corrected down to date:

- A.
- Alden, Edwin Co., 131 E. 4th St., Cincinnati, O.
- Allen, Advt. Agency (Inc.), 45 W. 34th St., N. Y. City.
- American Sports Public Co. (Inc.), 21 Warren St., N. Y. City.
- Amsterdam Adv. Agency (Inc.), 1178 Broadway, N. Y. City.
- Armstrong, Collin, Adv. Co. (Inc.), 25 Broad St., N. Y. City.
- Anfeinger, Louis E., Holland Bldg., St. Louis, Mo.
- Ayer, N. W., & Son, 300 Chestnut St., Philadelphia, Pa.; Fifth Ave. Bldg., N. Y. City.
- Ayres, H. E., & Co., 164 Feder. St., Boston, Mass.
- Arkenberg-Machen Co. (Inc.), The Uasty, Toledo, O.
- B.
- Ballard & Alvord (Inc.), 1328 Broadway, N. Y. City.
- Bankers and Merchants Agency Co. (Inc.), 6 Wall St., N. Y. City.
- Barber, J. W., Adv. Agency (Inc.), 258 Washington St., Boston, Mass.
- Bates Adv. Co. (Inc.), 15 Spruce St., N. Y. City.
- Bates, J. D., Adv. Agency, 292 Main St., Springfield, Mass.
- Batten, Geo. Co. (Inc.), Fourth Ave. Bldg., N. Y. City.
- Benson & Easton, Corn Exchange Bank Bldg., Chicago, Ill.
- Blackman-Ross Co. (Inc.), 10 E. 33d St., N. Y. City.
- Blaine-Thompson Co. (Inc.), Fourth Nat. Bank Bldg., Cincinnati, O.
- Blum, Charles, 807 Chestnut St., Philadelphia, Pa.
- Bond, Arthur T., 16 Central St., Boston, Mass.
- Boston Financial News Adv. Agency, 109 State St., Boston, Mass.
- Boston News Bureau, 17 Exchange Pl., Boston, Mass.
- Broomfield, P. B., Fifth Ave. Bldg., N. Y. City.
- Burkitt & Co., Old Colony Bldg., Chicago, Ill.
- Blumenstock Bros., Adv. Agency (Inc.), Chemical Bldg., St. Louis, Mo.
- C.
- Calkins & Holden (Inc.), 250 Fifth Ave., N. Y. City.
- Carpenter & Corcoran, 26 Cortlandt St., N. Y. City.
- Chambers Agency, Godchaux Bldg., New Orleans, La.
- Chapman Adv. Co. (Inc.), Third and Oak Sts., Portland, Ore.
- Charles Adv. Service, 23-25 E. 26th St., N. Y. City.
- Cheltenham Adv. Service, 150 Fifth Ave., N. Y. City.
- Chesman, Nelson & Co. (Inc.), 1127 Pine St., St. Louis, Mo.; Trude Bldg., Chicago, Ill.; Brunswick Bldg., N. Y. City; Times Bldg., Chattanooga, Tenn.
- Clague-Paimier-Jones Co. (Inc.), First Nat. Bank Bldg., Chicago, Ill.
- Clark, Geo. K., 972 Chestnut St., Philadelphia, Pa.
- Clarke, E. H., Adv. Agency (Inc.), 112 Dearborn St., Chicago, Ill.
- Cochrane, Witt K., Adv. Agency, Boyce Bldg., Chicago, Ill.
- Colton, Wendell P., 220 Broadway, N. Y. City.
- Cone, Andrew, Gen. Adv. Agency (Inc.), Tribune Bldg., N. Y. City.
- Constantine Adv. Co., Globe Bldg., Seattle, Wash.
- Cooper Adv. Co. (Inc.), Umbens Bldg., San Francisco, Cal.
- Corning Adv. Agency, Dispatch Bldg., St. Paul, Minn.
- Cowen Co. (Inc.), John Hancock Bldg., Boston, Mass.
- Cramer-Krasselt Co. (Inc.), 354 Milwaukee St., Milwaukee, Wis.
- Crockett Agency, Maison-Blanche Bldg., New Orleans, La.
- Crosby-Chicago, Pullman Bldg., Chicago, Ill.
- Cross-Gilchrist Adv. Co. (Inc.), Columbia Bldg., Cleveland, O.
- D.
- Dake Adv. Agency (Inc.), 12 Geary St., San Francisco, Cal.
- Darlow Adv. Agency (Inc.), Bee Bldg., Omaha, Neb.
- Danielson & Son, 96 Westminster St., Providence, R. I.
- D'Arcy Adv. Co. (Inc.), Fullerton Bldg., St. Louis, Mo.

Chicago Examiner

Chicago Homes - - - 400,000

EXAMINER'S Chicago Circulation - - - 280,000

60% Reached by EXAMINER

Illinois and Contiguous States, Homes - - - 4,000,000

EXAMINER'S Circulation in this Territory - - - 621,000

1/7 of all Homes Reached by EXAMINER

The CHICAGO EXAMINER, July 7th, posted a \$5,000 forfeit in a challenge to the *Chicago Tribune* and *Record-Herald* that it has, Daily and Sunday, more city circulation than these two papers combined. Its challenge has not been accepted.

The Great Merchandising Force of the Middle West is the

Chicago Examiner

NEW YORK
23 East 26th Street

CHICAGO
10 South Franklin Street

- Dauchy Co. (Inc.), 9 Murray St., N. Y. City.
- Deimel, Adolph, 735 Bushwick Ave., Brooklyn, N. Y.
- Decker, Henry, Ltd., Fuller Bldg., N. Y. City.
- Debevoise, Foster, Co. (Inc.), 15 W. 35th St., N. Y. City.
- Desharats Adv. Agency, Ltd., 42 Victoria Sq., Montreal, P. Q.
- Dobbs, William F., Danbury, Conn.
- Dollenmayer Adv. Agency (Inc.), Lincoln Bldg., Minneapolis, Minn.
- Doremus & Co. (Inc.), 44 Broad St., N. Y. City.
- Doremus & Morse Adv. Agency, 50 Pine St., N. Y. City.
- Dorland Adv. Agency, Atlantic City, N. J.
- Doughty, Chas. L., 519 Main St., Cincinnati, O.
- Dukelow & Walker, 246 Washington St., Boston, Mass.
- Dunne, Desmond Co. (Inc.), 176 Montague St., Brooklyn, N. Y.
- Dyer, Geo. L., Co. (Inc.), 42 Broadway, N. Y. City.
- Dunlap-Ward Adv. Co. (Inc.), Hartford Bldg., Chicago, Ill.
- Dietz, Ottomar, Adv. Bureau (E. E. Neugebauer), 140 Nassau St., N. Y. City.
- Davis, J. W., Railway Exchange Bldg., Chicago, Ill.
- Donovan & Armstrong, Commonwealth Bldg., Philadelphia, Pa.
- E.
- Eddy, Louis O., Marshall Field Bldg., Chicago, Ill.
- Elliott, A. R. (Inc.), 62 W. Broadway, N. Y. City.
- Ellis, A. W., Agency, 10 High St., Boston, Mass.
- Erickson, A. W., Adv. Agency (Inc.), Fourth Ave. Bldg., N. Y. City.
- Erickson, E. N., Adv. Agency, 21 Park Row, N. Y. City.
- F.
- Ferry-Hanly Adv. Agency, Gloyd Bldg., Kansas City, Mo.
- Fairfax, H. W., World Bldg., N. Y. City.
- Finch, L. J., 1364 Broadway, N. Y. City.
- Foley, Richard A., Adv. Agency, Bulletin Bldg., Philadelphia, Pa.
- Fowler-Simpson Co. (Inc.), 500 Schofield Bldg., Cleveland, O.
- Frank, Albert, & Co. (Inc.), 26 Beaver St., N. Y. City.

- Frowert, Percival K., Stephen Girard Bldg., Philadelphia, Pa.
- Fuller, Chas. H., Co. (Inc.), 378-88 Wabash Ave., Chicago, Ill.; Morgan Bldg., Buffalo, N. Y.
- Fuller & Smith, Engineers' Bldg., Cleveland, O.
- G.
- Gardner Adv. Co. (Inc.), Kinloch Bldg., St. Louis, Mo.
- Gould, M. P., Co., 21 E. 22d St., N. Y. City.
- Guilston, Ernest J., 18 Tremont St., Boston, Mass.
- Gratz, Alfred, 1001 Chestnut St., Philadelphia, Pa.
- Gray, F. A., Adv. Co., Dwight Bldg., Kansas City, Mo.
- Guenther-Bradford Co. (Inc.), 109 Randolph St., Chicago, Ill.
- Guenther, R., 115 Broadway, N. Y. City.
- Gundlach Adv. Co. (Inc.), People's Gas Bldg., Chicago, Ill.
- Greve, S., Adv. Agency, Oppenheim Bldg., St. Paul, Minn.
- Green, Carl M., Co. (Inc.), Penobscot Bldg., Detroit, Mich.
- H.
- Hamblyn, W. F., & Co. (Inc.), Fifth Ave. Bldg., N. Y. City.
- Hartzell, J. H., Co., Bulletin Bldg., Philadelphia, Pa.
- Haulenbeck, G. H., Adv. Agency (Inc.), 31 Union Sq., N. Y. City.
- Hays Adv. Agency, 196 Main St., Burlington, Vt.
- Hedge, Homer W., Co. (Inc.), 366 Fifth Ave., N. Y. City.
- Hibson & Bro., 229 Broadway, N. Y. City.
- Hicks Adv. Agency (Inc.), 132 Nassau St., N. Y. City.
- Hill, W. S., Co. (Inc.), 323 Fourth Ave. Pittsburg, Pa.
- Hill & Tryon, May Bldg., Pittsburg, Pa.
- Hlong Adv. Service, 177 Post St., San Francisco, Cal.
- Hoopes, E. M., 516 Market St., Wilmington, Del.
- Horn-Baker Adv. Co. (Inc.), Commerce Bldg., Kansas City, Mo.
- Hornberger, H. L., Adv. Agency, Fidelity Mutual Life Bldg., Philadelphia, Pa.
- Houghton, Walter L., 828 Broad St., Newark, N. J., and 225 Fifth Ave., N. Y. City.
- Howard, E. T., Tribune Bldg., N. Y. City.

- Howard Adv. Co. (Inc.), Stock Exchange Bldg., Chicago, Ill.
- Howland, H. S., Adv. Agency, 20 Broad St., N. Y. City.
- Hull, W. H. H., & Co. (Inc.), Tribune Bldg., N. Y. City.
- Hoyt, Chas. W., 25 Elm St., New Haven, Conn.
- Holmes, Frances, 521 S. Spring St., Los Angeles, Cal.
- Humphrey, H. B., Co. (Inc.), 44 Federal St., Boston, Mass.
- I.
- Ireland Adv. Agency (Inc.), 925 Chestnut St., Philadelphia, Pa.
- Ironmonger, C., 18-20 Vesey St., N. Y. City.
- J.
- Johnson-Dallas Adv. Co., Empire Bldg., Atlanta, Ga.
- Jones, Wylie B., Adv. Agency (Inc.), Binghamton, N. Y.
- K.
- Kastor, H. W., & Sons Adv. Co. (Inc.), Equitable Bldg., St. Louis, Mo.; Steger Bldg., Chicago, Ill.; Gumbel Bldg., Kansas City, Mo.
- Keane, N. W., 99 Nassau St., N. Y. City.
- Kiernan, Frank, & Co., 156 Broadway, N. Y. City.
- Klein, Chas. T., 151 W. 90th St., N. Y. City.
- Koch, Otto J., Adv. Agency (Inc.), University Bldg., Milwaukee, Wis.
- Kollock, Edward D., 201 Devonshire St., Boston, Mass.
- L.
- Lawyers' Adv. Co. (Inc.), 128 Broadway, N. Y. City.
- Lesan, H. E., Adv. Agency (Inc.), Fourth Ave. Bldg., N. Y. City; Old Colony Bldg., Chicago, Ill.
- Levin & Bradt, 1269 Broadway, N. Y. City.
- Levey, H. H., Marbridge Bldg., N. Y. City.
- Lewis, Louis, Adv. Agency, 220 Broadway, N. Y. City.
- Lewis, Walter C., Co., Equitable Bldg., Boston, Mass.
- Lord & Thomas (Inc.), Trude Bldg., Chicago, Ill.
- Lyddon & Hanford Co. (Inc.), Granite Bldg., Main and St. Paul Sts., Rochester, N. Y.
- M.
- McJunkin, Wm. D., Adv. Agency, 167 Dearborn St., Chicago, Ill.
- McKim, A., Ltd., Star Bldg., Montreal, P. Q.
- McMullen, Robert M., Co. (Inc.), Cambridge Bldg., N. Y. City.
- MacManus Co. (Inc.), Ford Bldg., Detroit, Mich.; Nicholas Bldg., Toledo, O.
- Mahin Adv. Co. (Inc.), 123 Monroe St., Chicago, Ill.
- Mallory & Mitchell (Inc.), 160 Washington St., Chicago, Ill.
- Manufacturers' Publicity Corp. (Inc.), 30 Church St., N. Y. City.
- Massengale Adv. Agency (Inc.), Candler Bldg., Atlanta, Ga.
- Mathews, R. A., Agency, Marquette Bldg., Chicago, Ill.
- Mead, Geo. H., Marquette Bldg., Chicago, Ill.
- Metropolitan Adv. Co. (Inc.), 6 Wall St., N. Y. City.
- Meyen & Co., Tribune Bldg., N. Y. City.
- Miller Adv. Co. (Inc.), The Nasby, Toledo, O.
- Mitchell, Geo. L., & Staff (Inc.), 421 Chestnut St., Philadelphia, Pa.
- Morgan, J. W., Adv. Agency, 44 E. 23d St., N. Y. City.
- Morris, Herbert M., Adv. Agency, 400 Chestnut St., Philadelphia, Pa.
- Morse Adv. Agency, 35 Milwaukee Ave., West Detroit, Mich.
- Morse International Agency (Inc.), Dodd-Mead Bldg., N. Y. City.
- Muller, J. P., & Co. (Inc.), 1570 Broadway, N. Y. City.
- Mumm-Romer Co. (Inc.), Spahr Bldg., Columbus, O.
- Murray Hill Adv. Agency, 650 Third Ave., N. Y. City.
- Moss-Chase Co. (Inc.), 110 Franklin St., Buffalo, N. Y.; Post-Standard Bldg., Syracuse, N. Y.
- N.
- National Adv. Co. (Inc.), 423 Quincy Bldg., Denver, Colo.
- Newitt Adv. Co., 314 W. First St., Los Angeles, Cal.
- Nichols-Finn Adv. Co. (Inc.), Kesner Bldg., Chicago, Ill.
- Noble Adv. Agency (Ltd.), Molson's Bank Bldg., Vancouver, B. C.

(Continued on page 22.)

The Elizabeth Daily Journal

ELIZABETH, NEW JERSEY

Population of Elizabeth, 1910, 73,409; of Union County, 140,197.

The Paid Circulation is Three Times as large as that of any other Elizabeth or Union County Paper

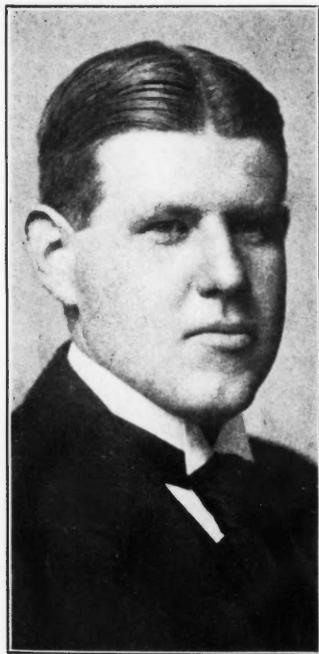
Growth of Circulation	
1903.....	4,707
1904.....	5,522
1905.....	6,518
1906.....	7,347
1907.....	8,313
1908.....	9,690
1909.....	9,882
1910.....	10,881
1911 (first 6 months).....	11,518

Amount of Advertising Carried in 1910
5,416,362 Agate Lines

FRANK R. NORTHROP,
Special Representative

225 Fifth Avenue New York Tribune Building Chicago

OUR GLOSS BOOK NEWS
at 10c. per lb.
IS THE BEST
SEND FOR SAMPLE
F. E. OKIE CO.
Manufacturers Fine Printing Inks
PHILADELPHIA, PA.



ARTHUR B. HARLOW,
Second Vice-President Pilgrim Publicity Association.

ADAMS ON THE JOB.

James W. Adams, who recently succeeded E. J. Preston as manager of the Daily Newspaper Club, has assumed charge of his duties in a way that bids fair to fulfill the prediction of his friends that the job and the man are well met.

Mr. Adams is thirty-one years old and belongs to one of the oldest and most prominent Massachusetts families. He is a Harvard man and following his graduation he took up newspaper work, later becoming a special writer for the New York World. He also found time to contribute much to the magazines. For the past two years he has been connected with the American Newspaper Publishers Association in the capacity of assistant to Manager Lincoln B. Palmer and was largely responsible for much of the free publicity matter issued from time to time by the association.



J. W. ADAMS,
Manager Daily Newspaper Club, New York.

OKLAHOMA AT ATLANTIC CITY.

How Updike and the Muskogee Dailies Whooped It Up for the New State.

One of the interesting features of the Elks' Grand Lodge meeting, recently held at Atlantic City, was the publication of a special daily edition of the Muskogee (Okla.) Times-Democrat. This is the first time in the history of the Order that an out-of-town newspaper has issued an edition of this kind during convention week.

H. L. Marshall, manager of the Times-Democrat, assisted by a staff of



GROUP OF NEWSBOYS WHO SOLD OKLAHOMA PAPERS AT ELKS' CONVENTION AT ATLANTIC CITY.

writers, was in charge of the special edition. Copies of the Phoenix, Muskogee's morning paper, were also distributed. Both publications were received with marked evidences of approval by the Elks, who, being live business men, appreciate enterprise wherever and whenever manifested.

The Muskogee daily newspapers were not the only Oklahoma publications that displayed enterprise at Atlantic City. Manly B. Updike, manager of the Oklahoma Information Bureau, sought to impress on the Elks, who came from every part of the country, the business and agricultural advantages and possibilities of Oklahoma. Accordingly, Mr. Updike turned loose a hundred newsboys with copies of the Oklahoma Bulletin and the Wild West, the two official papers of the Bureau, the first giving development news of the State, and the other a literary monthly published in Western style and containing real Western stories, written by C. J. Phillips, its editor, an old side partner of Kit Carson, Col. Bill Cody, Pawnee Bill and other famous scouts.

If there was anybody in Atlantic City at the end of convention week who had not been enthused by Updike's literature and by Muskogee's newspapers, he must have been deaf and blind.

Editor and Wife Die Together.

Edward D. Crans, formerly editor of the Middletown (N. Y.) Daily Press, and his wife were both found dead in bed at their home in that city late last Sunday afternoon. They were attired in their wedding clothes. Two glasses containing dregs of what had apparently been carboic acid stood on a table beside the bed. Letters found near the bodies disclosed a suicide agreement. Fear of approaching poverty is believed to have been the cause.

The Fargo (N. D.) Courier-News recently closed a circulation contest, in which, it is said, over 3,200 new paid-advance subscriptions were secured.

Pastor Believes in Advertising.

Rev. R. N. Merrill, pastor of the Mahoningtown (Pa.) Methodist Episcopal Church, is a believer in newspaper advertising. Instead of having cards printed, announcing the regular and special church meetings, he has decided to carry advertising in a local daily each Friday and Saturday, as an aid in bringing people to church.

The Publicity Bureau of the Buffalo Chamber of Commerce and Manufacturers' Club is still reporting the receipt of many inquiries as to Buffalo's advantages as an industrial site.



T. W. LE QUATTE,
President Des Moines (Ia.) Ad Men's Club.

Nebraska's New House Organ.

"Imprint" is the name of a typographically neat looking house organ issued by the Woodruff Bank Note Co., of Lincoln, Neb., which has just made its initial appearance. The publishers do not make the mistake of crowding its pages with their own advertising. On the contrary, you would hardly know that it was designed to interest the public in the work of the company. It is filled with original and selected matter bearing upon the printing, engraving and lithographing industry, and because of its artistic appearance is certain to make friends and customers.

A press club has been organized at Chautauqua, N. Y., with a membership of thirty-seven and representing many States.

The Name
"BECKWITH"
And What It Stands For

It means something to build a name and reputation in newspaper advertising.

It meant pioneering, courage, good service and fair dealing many years ago when the S. C. Beckwith Special Agency was first started.

But many others started too, and are no more. What is it that can keep and carry an old name triumphantly on into the new times, with the same predominance of reputation and service as in the old times?

The name "Beckwith" to-day is as good as its lasting reputation for fair dealing and vigorous business policy. In service and scope it is far better, because of its widened and improved organization. Organized effort means success.

The name "Beckwith" as representing any newspaper is a sterling stamp of that paper's worth, and an assurance that its claims will get cordial and respectful consideration on all possible counts, with advertisers and agents.

No advertiser or agent can know intimately all newspapers, their policies, good points and weaknesses in detail. Reliance upon the honorable and progressive special agent is a practical necessity.

Service, information, courtesy, prompt action and care in details are worth-while qualities when you are placing newspaper advertising. They are at their prime in this organization. Service is our winning hand.

The S. C. Beckwith Special Agency

Tribune Building
New York

Reliance Building
Kansas City

Tribune Building
Chicago

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGER.

The Beers Advertising Agency, Havana, Cuba, is placing orders in various papers in Cuba and Porto Rico for the Hotel Plaza, New York. This agency is also sending out orders to Cuba and Porto Rico papers for Dr. T. Frank Lyntott, of Chicago.

The Blackman-Ross Co., 10 East Thirty-third street, New York, is sending out orders on a trade basis for the Hoffman House, New York.

Leven & Bradt, 1269 Broadway, New York, is placing orders for the Hotel Breslin, New York, on a trade basis.

Taylor-Critchfield Co., Brooks Building, Chicago, is now placing the advertising of the National Cash Register Co., Dayton, O.

The A. R. Elliott Agency, 62 West Broadway, New York, is sending out orders for fifteen inches eighteen times to southwestern papers.

The Wyckoff Advertising Agency, 25 East Twenty-sixth street, New York, is placing orders for fifteen times with southwestern papers for the Kulux Co., Syracuse, N. Y.

The Felton Agency, Chicago, is sending out orders for 500 lines for the Neal Institute, Utah.

Nelson Chesman & Co., Trude Building, Chicago, is making contracts for 5,000 lines with southern papers for the Reo Chemical Co.

Walter Baker & Co., 55 Broad street, Boston, is making renewal contracts.

N. W. Ayres & Son, Philadelphia, are sending out orders generally for 896 inches for the National Biscuit Co.

Danehy & Co., 9 Murray street, New York City, are placing contracts for the advertising of Mother Gray and Allen's Foot Ease.

The Keystone Advertising Agency, Scranton, Pa., is asking for rates on business to be placed next fall.

Levin & Bradt, advertising agents, 1265 Broadway, New York City, are placing advertising throughout the country generally for the Hotel Breslin, New York City.

The Siegfried Co., of New York, reports new business including: Burham Razor Co., New York; R. and L. Co. (the Garford Automobile), New York; Hygienic Cigarette Co., New York; Alpha Portland Cement Co., Easton, Pa.; Franklin Escher, book advertising, New York; Frank L. Holt, suburban

real estate, New York; Osage Realty Co., New York; and the James M. MacDonald Co., for Eaz-All Foot Ease, New York.

The Ireland Advertising Agency, Philadelphia, will use additional newspapers for Fels Naphtha Soap advertising.

The J. Walter Thompson Co., New York City, are sending out new orders for Horlick's Malted Milk.

The Morse International Agency, New York City, are placing contracts in newspapers for the E. R. Thomas Motor Car Co., in cities where that concern has agencies.

The Switzer Stackhouse & Co. Agency, City National Bank Building, Utica, N. Y., is asking for rates in New York state newspapers.

The Allen Advertising Agency, 62 West 34th street, New York City, are sending out orders for the Marvett Laboratories.

NEWS OF THE AD CLUBS.

A nautical aviation meet will be one of the features introduced at the Detroit Adcrafters' annual "Star Light" on July 31. Numbers of gaily decorated toy balloons will be released from the dancing floor and each "aviator" will endeavor to keep his "airship" going the longest. It is expected that many of the advertising men from the West will stop for the "Star Light" on their way to the national convention.

The Columbia (S. C.) Advertising Club was permanently organized at a meeting of a number of business men of the city last week. Officers were elected as follows: James G. Holmes, president; S. B. McMaster, vice-president; A. McP. Hamby, secretary and treasurer. The members of the executive committee are: F. C. Withers, E. F. McGivney, H. E. Gooding and H. Walker Powell.

At the regular meeting of the Baltimore Advertising Club last week it was announced that the club would formulate plans for the organization of a retail merchants' association, with the object in view of protecting the members thereof from unprofitable advertising, etc.

The McKinney (Tex.) Advertising Club has been organized with these officers: Angus Hunter, president; J. H. Montgomery, vice president; Pat Mays, secretary-treasurer. Directors: Joe Leonard, B. F. Johnson, Ben Cole, W. B. Wilson, A. W. White.

Resolutions have been passed by the club indorsing Dallas for the national convention of the Associated Advertising Clubs of America in 1912.

Permanent organization was effected at a meeting of the Advertising Club, of Columbus, O., last week. H. Harrison Kress was elected president. Other officers are: First vice-president, Charles C. Jones; second vice-president, Joseph R. Hague; secretary, Ernest S. Jaros; treasurer, Charles S. Anderson; recorder, S. L. Scofield; librarian, H. L. Hopper.

The Wynary (Sask.) Advance will be launched on August 1 by S. Oddson.

ROLL OF HONOR

List of 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.

ALABAMA.	NORTH DAKOTA.
ITEM Mobile	NORMANDEN .. (Cir. 9,450) .. Grand Forks
ARIZONA.	OHIO.
GAZETTEPhoenix	PLAIN DEALERCleveland (June D. 98,288—S. 126,408)
CALIFORNIA.	VINDICATORYoungstown
INDEPENDENTSanta Barbara	PENNSYLVANIA.
BULLETINSan Francisco	TIMESChester
CALLSan Francisco	DAILY DEMOCRATJohnstown
EXAMINERSan Francisco	JOURNALJohnstown
FLORIDA.	DISPATCHPittsburg
METROPOLISJacksonville	GERMAN GAZETTE ..Philadelphia
GEORGIA.	PRESSPittsburg
ATLANTA JOURNAL ..(Cir. 53,163) Atlanta	TIMES LEADERWilkes-Barre
CHRONICLEAugusta	GAZETTEYork
HERALDAugusta	SOUTH CAROLINA.
LEDGERColumbus	DAILY MAILAnderson
ILLINOIS.	DAILY RECORDColumbia
POLISH DAILY ZGODA...Chicago	THE STATEColumbia (Cir. D. 16,272—S. 16,811)
SKANDINAVENChicago	TENNESSEE.
WOMAN'S WORLDChicago	NEWS-SCIMITARMemphis
HERALDJoliet	HANNERNashville
HERALD-TRANSCRIPT ..Peoria	TEXAS.
JOURNALPeoria	RECORD.....Fort Worth
INDIANA.	CHRONICLEHouston
NEWS-TRIBUNEMarion	TIMES-HERALDWaco
TRIBUNETerre Haute	WASHINGTON.
THE AVE MARIANotre Dame	POST-INTELLIGENCER.....Seattle
IOWA.	WISCONSIN.
EVENING GAZETTE ...Burlington	EVENING WISCONSIN...Milwaukee
CAPITALDes Moines	SENTINELMilwaukee
REGISTER & LEADER Des Moines	CANADA
THE TIMES-JOURNAL ...Dubuque	ALBERTA.
KANSAS.	HERALDCalgary
CAPITALTopeka	BRITISH COLUMBIA.
KENTUCKY.	WORLDVancouver
COURIER-JOURNALLouisville	ONTARIO.
TIMESLouisville	EXAMINERPeterborough
LOUISIANA.	FREE PRESSLondon
ITEMNew Orleans	SENTINEL.....Milwaukee
TIMES DEMOCRAT...New Orleans	QUEBEC.
MAINE.	LA PRESSE Cir. June, 1911, 104,002 Montreal
JOURNALLewiston	BUSINESS OFFICE NOTES.
MARYLAND.	The Arizona Gazette, published at Phoenix, has recently made a house to house canvass of the city, not including the business section, the R. F. D. routes of Mica City, Temple and Buckeye, the result of which showed that the Gazette led its nearest rival by 883 copies.
THE SUN .. Paid for in Cash Cir. .. Baltimore	Walter Pulitzer's Satire is now located in commodious quarters at 1358 Broadway, New York.
Morn. and Eve. 111,561 .. Sun., 60,702	
MICHIGAN.	
PATRIOT.(1910) D.10,720; S. 11,619.Jackson	
MINNESOTA.	
TRIBUNE.....Morn. and Eve.....Minneapolis	
MISSOURI.	
DAILY AND SUNDAY GLOBE, Joplin	
POST-DISPATCH.....St. Louis	
MONTANA.	
MINERButte	
NEBRASKA.	
FREIE PRESSE .. (Cir. 142,440) .. Lincoln	
NEW JERSEY.	
PRESS.....Asbury Park	
JOURNALElizabeth	
TIMESElizabeth	
COURIER-NEWSPlatfield	
NEW MEXICO.	
MORNING JOURNAL ..Albuquerque	
NEW YORK.	
BUFFALO EVENING NEWS ..Buffalo	
BOLLETTINO DELLA SARA ... New York	
LESLIE'S WEEKLY (Cir. 330,000)	
New York	
MESSANGER OF THE SACRED	
HEART..New York	
RECORDTroy	

THE ||
New Orleans Item

Leads New Orleans papers in advertising, circulation and influence, and the lead is increasing. The most clearly expressed circulation statement has just been prepared by THE ITEM and will be sent upon request. A map of New Orleans shows exactly how the city is covered, and an itemized list of country towns shows how they are reached.

THE JOHN BUDD COMPANY
Advertising Representatives
NEW YORK CHICAGO ST. LOUIS

Another Increase.

THE DAILY STATES has received another increase in its circulation by the closing of The Daily News, a small evening paper which had been published for some years in New Orleans. THE STATES arranged to take over the subscribers and this addition places its circulation around the 30,000 mark.

Our challenge to all competitors for a showdown on circulation remains unanswered—there is a very good reason. THE DAILY STATES is first in circulation and carries more local business than any other paper in the City of New Orleans.

Foreign Advertisers Please Note
DAILY STATES, NEW ORLEANS, LA.
The S. C. Beckwith Special Agency
Sole Agents—Foreign Advertising
New York Chicago Kansas City

WHITING ALLEN DEAD.

Widely-Known Press Agent Succumbs to Heart Disease.

Whiting Allen, former newspaper man and said to be the best known press agent in the United States, died in Chicago Thursday of heart disease, following an attack of acute indigestion.

Mr. Allen was known to newspaper men all over the country and was connected with advertising departments of circuses for more than thirty years. While a reporter on a Louisville paper he was engaged by P. T. Barnum as a press agent, and later went on the world tour with the Barnum show. He continued in the circus business after the death of Barnum, and was connected with the Barnum & Bailey shows. Between times he worked on newspapers in New York, Chicago, and Philadelphia, and about three years ago was dramatic editor of the Philadelphia North American. Two years ago he was press agent for the Metropolitan Opera Co.

It is said that he probably knew more newspaper men than any living press agent with the possible exception of "Tody" Hamilton and Major John Burke.

Death of Tommy Nolan

Thomas J. Nolan, for fifteen years connected with the New Orleans Picayune, died June 29 at Jackson, Miss. No newspaper man in New Orleans had a wider acquaintance than "Tommy" Nolan. His first newspaper work was done for the News, an afternoon paper. He next took a fly in theatricals, but returned to New Orleans, working for the Daily City Item for two or three years. He next became city editor of the Evening Truth. In 1895 he became a member of the local staff of the Picayune, handling the City Hall assignments. His special work attracted considerable attention. Among his brightest features were the "Drummer's Column" and "McDonogh Has His Eye on the Hall."

OBITUARY NOTES.

Eugene M. Herr, pioneer Indiana newspaper man, died in South Bend last week. He was sixty-two years old. He formerly published papers in both South Bend and Goshen, and later served as superintendent of the South Bend Tribune Printing Co.'s plant. Mr. Herr was first connected with the Goshen Democrat, and later with the Elkhart Review. With H. S. Fassett and J. D. Osborn he bought the South Bend Union from Edward Molloy, present publisher of the Laporte Herald, and a

few years later Mr. Herr became part owner of the St. Joseph Valley Register, the oldest newspaper in northern Indiana.

Walter P. Reddall, for over a quarter of a century a proofreader on the World, died recently of tuberculosis at the home of his wife's father in Bayshore, L. I.

Dr. Hugh Pitcairn, president of the Altoona (Pa.) Tribune Co. and former United States Consul General at Hamburg, Germany, died in Hamburg last Tuesday, to which city he had gone last May in search of health.

Frank B. McQuiston, for twenty-one years a prominent Pittsburg newspaper man, died at his home in that city Sunday from complications following a nervous breakdown. He was forty-four years old.

John R. Mattingly, one of the best known newspaper men in Salt Lake City, died last week following an operation performed for appendicitis.

Joseph Clark, veteran Kansas editor and at one time proprietor of the Leavenworth Times, died at Hays City, Kan., last week after a long illness.

Largest Circulation that Counts in MILWAUKEE

READERS WITH MONEY TO BUY—THE GREAT PROSPEROUS MIDDLE CLASS—
Will be reached and influenced by your sales messages in

The Evening Wisconsin
THE LEADING HOME PAPER

Lowest rate per thousand of circulation of any daily in Milwaukee. Goes into more HOMES, where the buyers are, than any other Milwaukee paper. If you want the reason why, send for interesting Data Book and Rate Card.

JNO. W. CAMPSIE, Business Manager.
Foreign Advertising Representatives:
CHARLES H. EDDY, 5024 Metropolitan Bldg., NEW YORK.
EDDY & VIRTUE, 1054 People's Gas Bldg., CHICAGO.

44,000 Copies in the Homes Every Day.

PITTSBURG GAZETTE TIMES

Celebrates 125th Anniversary With Series of Historical Souvenir Numbers.

The celebration of the one hundred and twenty-fifth anniversary of the Pittsburg Gazette Times the week of July 24-29 was an event of great interest in newspaper circles.

The celebration took the form of six special historical souvenir numbers, which for scope and completeness take a front rank in newspaper practice. Not caring to print a monster so-called "boom" edition the Gazette Times covered the field of the development in human progress in the past century and a quarter with six numbers, as follows: July 24, Building Construction, with the chief historical article by William A. Radford, editor of the American Carpenter and Builder and the Cement World; July 25, Transportation and Empire Building, the leading article being by Samuel Harden Church, assistant secretary of the Pennsylvania lines; July 26, Iron, Steel and Industries the chief article by B. E. V. Luty; July 27, Banking and Business Development, John O. Baglin, of the Gazette Times staff writing the chief article; July 28, Apparel and Food, with historical articles by Fred T. Frazer, editor of the Haberdasher, and Mary E. M. Payne on apparel, and by F. N. Barrett, editor of the American Grocer, on food; July 29, Electricity and History of the Gazette Times, with historical articles by George Westinghouse, Chancellor S. B. McCormack and Dr. William C. White, of the University of Pittsburg, and members of the paper's staff.

The Gazette Times building was decorated for the occasion, the management received many congratulatory letters and telegrams from readers and advertisers and there was a large demand for the special numbers.

John Scull founded the Gazette Times July 29, 1786, and it has been published continuously ever since. It antedates the Federal Constitution by almost three years and excepting the blockhouse is the oldest work of man in Pittsburg today.

A Personal Explanation.

New York, July 27, 1910.
Editor and Publisher:

In view of statements made that I had left the services of the Publishers' Press Syndicate I wish to state that I am still connected with that organization, which has the exclusive right to place my special interviews. The Publishers' Press Syndicate is the only syndicate for which I am now writing.

EDWARD MARSHALL.

PROGRESS MAGAZINE FAILS.

Creditors Force Chicago Publishing Concern Into Bankruptcy.

With liabilities approximating \$300,000 the Progress Company of Chicago, publishers of the Progress Magazine and other periodicals, went into the hands of a receiver Tuesday. The assets are said to be in the neighborhood of \$100,000.

The petitioners in the bankruptcy suit were Harold F. McCormick, who holds three promissory notes aggregating \$25,000; Howard A. Colby of Plainfield, N. J., who has two promissory notes for \$12,000, and the J. W. Butler Paper Co., which has a claim of \$406.68, against the concern. The petition avers that the company has been bankrupt for several months.

Chicago Ad Men's Golf Tourney.

Chief honors in the monthly tournament of the Western Advertising Association of Chicago, held last Tuesday, went to C. H. Farley. Farley defeated E. S. Gaylor, Jr., 1 up in the first flight finals and also annexed the prize for low gross in the competition conducted simultaneously with the qualifying round. His total was 81. Farley also was first in the flag competition, but as he already had the limit of prizes allowed, the trophy went to H. B. Fairchild, who finished second.

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THE BRITISH & COLONIAL BOOKBINDER

A special illustrated trade section of the **BRITISH & COLONIAL PRINTER & STATIONER** (established 1878) is issued the first of each month.

CONTRIBUTIONS of matter of interest to the trade, news items, etc., will be welcomed.

SUBSCRIPTIONS for 12 issues, covering a year, 75 cents, including postage.

ADVERTISEMENTS.—The **BRITISH & COLONIAL BOOKBINDER** will form an excellent medium for the insertion of trade announcements, as its circulation will cover not only users of bookbinding, publishers, librarians, etc., but also the trade binding houses and the bookbinding industry in general.

Rates and free specimen copy on application to the Publishers,

W. JOHN STONHILL & CO.
58, Shoe Lane, London, E. C.

RECOGNIZED AGENTS.

(Continued from page 18.)

Nolley Adv. Agency (Inc.), Light and Balderston Sts., Baltimore, Md.; Knabe Bldg., N. Y. City.
Northwestern Adv. Agency, Essex Bldg., St. Paul, Minn.

O.

O'Keefe, P. F., 43 Tremont St., Boston, Mass.
Oman & Bobb Adv. Agency, Bulletin Bldg., Philadelphia, Pa.

P.

Pearsall, W. Montague, 263 Broadway, N. Y. City.
Philadelphia Adv. Bureau Bulletin Bldg., Philadelphia, Pa.
Plattner, M., 93 Nassau St., N. Y. City.
Pomeroy, Persis M., Brunswick Bldg., N. Y. City.
Powning, Geo. G. & Son, New Haven, Conn.
Presbrey, Frauk, Co. (Inc.), 3 W. 29th St., N. Y. City.
Proctor & Collier Co. (Inc.), 13 W. 6th St., Cincinnati, O.
Powers, John O., Co. (Inc.), 119 W. 25th St., N. Y. City.
Publicity Bureau of Richmond, Mutual Bldg., Richmond, Va.

R.

Remington, E. P., Jenkins Bldg., Pittsburg, Pa.; N. Y. Life Bldg., N. Y. City.
Richards, J. A., Tribune Bldg., N. Y. City.
Roberts & MacAvinechie, 114 Dearborn St., Chicago, Ill.
Ruland, O. W., 90 Bible House, N. Y. City.
Rosenham, Irving (Advertisers' Publicity Service), 1125 Broadway, N. Y. City.
Rubincam Adv. Agency (Inc.), Drexel Bldg., Philadelphia, Pa.
Rowland Adv. Agency (Inc.), 76th St. and Broadway, N. Y. City.

S.

St. Clair, Wm. G., Co., Witherspoon Bldg., Philadelphia, Pa.
Sandlass, L. A., 7 Clay St., Baltimore, Md.
Savage, Geo. M., Newberry Bldg., Detroit, Mich.
Seaman, Frank (Inc.), 39 W. 33d St., N. Y. City.
Securities Adv. Agency (Inc.), 44 Broad St., N. Y. City.
Seeds, Russel M., Co. (Inc.), Claypool Bldg., Indianapolis, Ind.
Shaffer, J. Albert, Star Bldg., Washington, D. C.
Sharpe, W. W., & Co., 99 Nassau St., N. Y. City.
Shanghnessy, M. J., Temple Court, N. Y. City.
Sherin, C. E., Co. (Inc.), 452 Fifth Ave., N. Y. City.
Sherman & Bryan (Inc.), 79 Fifth Ave., N. Y. City.
Sherwood, B. R., 367 Fulton St., Brooklyn, N. Y.
Shumway, F. B., Co. (Inc.), 373 Washington St., Boston, Mass.
Siegfried Co., 50 Church St., N. Y. City.
Simpson, W. F., Adv. Agency (Inc.), 85 Park Row, N. Y. City.
Smith, C. Brewer, Adv. Agency, 85 Devonshire St., Boston, Mass.
Smith, E. Everett, Mutual Life Bldg., Philadelphia, Pa.
Snitzler Adv. Co. (Inc.), Hunter Bldg., Chicago, Ill.
Sommer, Fred N., 794 Broad St., Newark, N. J.
Solger, P. H., 59 Broad St., N. Y. City.
Spafford Adv. Agency, John Hancock Bldg., Boston, Mass.
Stack-Parker Adv. Agency (Inc.), Heyworth Bldg., Chicago, Ill.
Standish, G. S., Adv. Agency, Lapham Bldg., Providence, R. I.

ASK

R. A. CHANDLER,
Publisher The Mail,
Galesburg, Illinois.

ABOUT US

We have just concluded a contest for Mr. Chandler and notwithstanding an opposition contest with a list of more valuable prizes we added 2,086 new subscribers and took in a total of \$8,826.80.

BANK REFERENCES FURNISHED

Write today

THE UNITED CONTEST COMPANY
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"NOT THE CHEAPEST, BUT THE BEST"
CITIZEN BLDG., CLEVELAND, OHIO

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THE MEXICAN HERALD

(Only English Newspaper)

EL HERALDO MEXICANO

(Leading Afternoon Spanish Newspaper)

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(Sole Representatives)

NEW YORK KANSAS CITY CHICAGO
Tribune Bldg. Reliance Bldg. Tribune Bldg.



F. K. KAUFFMAN.

THE NEW FINANCIAL MANAGER OF HAND, KNOX & CO., NEW YORK.

Sternberg, H. Summer, Adv. Service, 12 14 W. 32d St., N. Y. City.
Stevens, Herman W., Agency, Globe Bldg., Boston, Mass.
Stiles, William A., 303 Dearborn St., Chicago, Ill.
Storm, J. P., Marbridge Bldg., N. Y. City.
Street & Finney (Inc.), 43 W. 34th St., N. Y. City.
Stewart-Davis Adv. Agency, Kesner Bldg., Chicago, Ill.

T.

Taylor-Critchfield Co. (Inc.), Brooks Bldg., Chicago, Ill.; Fuller Bldg., N. Y. City.
Thompson, J. Walter, Co. (Inc.), 44 E. 23d St., N. Y. City; The Rookery, Chicago, Ill.; 201 Devonshire Bldg., Boston, Mass.
Thorne Adv. Service (Inc.), Cray Bldg., Seattle, Wash.
Tobias Bros., 258 Broadway, N. Y. City.
Traxler, Joseph, Co., Provident Bank Bldg., Cincinnati, O.
Trades Adv. Agency (Inc.), 15 Actor Pl., N. Y. City.
Tracy-Parry Co., Lafayette Bldg., Philadelphia, Pa.
Tonzalin, Chas. H., Agency (Inc.), Kesner Bldg., Chicago, Ill.

U.

Urmy, Louis Y., 41 Park Row, N. Y. City.

V.

Van Haagen Adv. Agency, 1429 Chestnut St., Philadelphia, Pa.
Van Loon, W. C., 5th and Vine Sts., Cincinnati, O.
Volkman, M., Adv. Agency, 5 Beckman St., N. Y. City.
Vreeland, E. E. (Inc.), 350 W. 38th St., N. Y. City.
Van Cleve Co. (Inc.), 250 Fifth Ave., N. Y. City.

W.

Wade, Albert G., Manhattan Bldg., Chicago, Ill.
Wagner-Field Co., 1780 Broadway, N. Y. City.
Walker Adv. Agency (Inc.), Claus Spreckels Bldg., San Francisco, Cal.
Wallace Adv. Co. (Inc.), Atlantic City, N. J.
Walton Adv. & Ptg. Co., 15 Exchange St., Boston, Mass.
Web, Henry, U. B. Bldg., Dayton, O.
Wetherald, Jas. T., 221 Columbia Ave., Boston, Mass.
White Adv. Bureau (Inc.), Hancock Bldg., Seattle, Wash.
Williams, Fred C., 108 Fulton St., N. Y. City.
Wood Putnam & Wood, 161 Devonshire St., Boston, Mass.; 299 Broadway, N. Y. City.
Woods-Norris (Ltd.), Mail Bldg., Toronto, Can.

Wycokoff Adv. Co. (Inc.), 14 Ellett St., Buffalo, N. Y.; 79 Milk St., Boston, Mass.
Williams & Cunningham (Inc.), Heyworth Bldg., Chicago, Ill.
Wineburgh, M., & Co., 576 Fifth Ave., N. Y. City.

CONVENTION NOTES.

The Six-Point League and the Advertising Men's League of New York will have their headquarters at the Hotel Nottingham, in Copley Square, right opposite Hotel Lenox, the headquarters of the A. A. C. of A. The Six-Point League have engaged Room 26 on the ground floor as a meeting place for the members.

New York delegates are advised that the New England Navigation Co. will sell round trip tickets by the way of Providence for \$6.40. Those desiring to return by rail can do so by paying \$1.25 additional.

The first thing to do on arrival after making sure of your hotel accommodations is to go to the convention headquarters in the Hotel Lenox and register, at which time you will be furnished with a badge and tickets for the several outings and entertainments.

The City Club and the Boston Press Club will issue cards entitling the bearer to the privileges of the clubs during the week.

Taft May Visit Rochester Ad Club.

William H. Campbell, president of the Rochester Ad Club, has received a letter from President William H. Taft, in which he tentatively accepts the invitation of the club to be its guest at a luncheon on August 22.

McCLELLAN IN INDIANAPOLIS.

Returns to His Old Home and Purchases Interest in The Sun.

The Indiana friends of G. A. McClellan, late owner of the Dayton (O.) Journal, will be glad to learn that he is now associated with Rudolph G. Leeds in the ownership of the Indianapolis Sun. Mr. McClellan was formerly general manager of the Indianapolis Star, the Terre Haute Star and the Muncie Star.

Mr. Leeds will continue to be represented in the management of the editorial and business departments of the Sun by Charles M. Morgan, general manager of the Indianapolis Sun and Richmond Palladium, five at New York.

A Million Dollar Contract.

Wm. Wrigley, president of the company manufacturing Wrigley's Spearmint and other chewing gums, has signed a contract with the Street Railways Advertising Co. for street railway advertising amounting to \$1,002,171.90.

Capper Ad Men Meet.

Members of the advertising staffs of the Capper publications, including managers and fieldmen, held a three days' conference in Topeka last week. Forty-two were present. The conference closed with a banquet, which was presided over by Marco Morrow, advertising manager of the Capper publications. Informal talks were made by E. W. Remlein, manager of the Farmers' Mail and Breeze; J. E. Grant, business manager; A. B. Hunter, fieldman for Oklahoma and southern Kansas; J. T. Dunlap, manager of Nebraska Farm Journal; T. W. Morse, editor of the Missouri Ruralist of Kansas City, and Arthur Capper.

THE PITTSBURG PRESS

HAS THE

Largest DAILY and SUNDAY Circulation

IN

PITTSBURG

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ARMSTRONG, COLLIN ADV. CO.
Broad Exchange Bldg., New York
Tel. Broad 6148

CARPENTER & CORCORAN
26 Cortlandt St., New York
Tel. Cortlandt 7800

DEBEVOISE, FOSTER CO.
15-17 West 38th St., New York
Tel. Murray Hill, 5235

FEDERAL ADVERTISING AG'CY
243 West 39th St., New York
Tel. Bryant 4770

FRANK, ALBERT & CO.
26-28 Beaver St., New York
Tel. Broad 5745

HOWLAND, HENRY S., Adv. Ag'cy
20 New St., New York
Tel. Rector 4398

KIERNAN, FRANK, & CO.
156 Broadway, New York
Tel. 1233 Cortlandt

LEDDY, JOHN M.
41 Park Row, New York
Tel. Cortlandt 8214-15

MEYEN, C., & CO.
Tribune Bldg., New York
Tel. Beekman 1914

NAMROD ADVERTISING AGENCY
926 Tribune Bldg., New York
Tel. Beekman 2820

SECURITIES ADV. AGENCY
44 Broad St., New York
Tel. Broad 1420

THE SIEGFRIED COMPANY
50 Church St., New York
Tel. Cortlandt 7825

STODDARD & BRICKA, Adv. Agts.
114-116 East 28th St., New York
Tel. 1528 Mad. Sq.

PENNSYLVANIA

FRORERT ADV. AGENCY
Stephen Girard Bldg., Philadelphia
Tel. Filbert 5137

RUBINCAM ADV. AGENCY
Drexel Bldg., Philadelphia
Tel. Lombard 2152

PHILADELPHIA ADV. BUREAU
William W. Matos, Inc.
Bulletin Bldg., Philadelphia

MEXICO

THE PUBLICITY COMPANY
San Diego, 9, City of Mexico, Mex.

CUBA and WEST INDIES

THE BEERS ADV. AGENCY
Cuba 37, Altos
Havana, Cuba
Frank Presbrey Co., N. Y. Corr.

Little Rock Has An Ad Club.

Herbert Wolf was elected president; A. H. Allen, vice-president; Frank Keeley, secretary; and Louis Samuel, treasurer of the Little Rock Ad Men's Club, which was organized last week at a meeting held in the rooms of the Chamber of Commerce.

Publishers' Representatives

ALCORN, FRANKLIN P.
Flatiron Bldg., New York
Tel. Gramercy 666

ALCORN, GEORGE H.
405 Tribune Bldg., New York
Tel. Beekman 2991

BARNARD & BRANHAM
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380

BRYANT, M. D., CO., Inc.
200 Fifth Ave., New York
Tel. Gramercy 2214

BUDD, THE JOHN, COMPANY
Brunswick Bldg., New York
Tel. Madison Sq. 6187

KELLY, C. F., & CO.
Metropolitan Bldg., New York
People's Gas Bldg., Chicago
Tel. Gramercy 3176

LINDENSTEIN, S. G.
118 East 28th St., New York
Tel. Madison Sq. 6556
30 North Dearborn St., Chicago

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

PAYNE & YOUNG
747-8 Marquette Bldg., Chicago
30 West 33d St., New York
Tel. Mad. Sq. 6723

PUTNAM, C. I.
45 W. 34th St., New York
Tel. Murray Hill 1377

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

WAXELBAUM, BENJAMIN
189 East Broadway, New York
Tel. Orchard 5300

AD FIELD PERSONALS.

T. A. Klein, the special representative of New York, has returned from a Southern trip.

Walter B. Cherry, president of the Syracuse Advertising Men's Club, has returned from a seven weeks' trip to the Pacific Coast.

A. Edward Roys, 7 Water street, Boston, has been appointed New England representative of Popular Mechanics.

Malcolm MacLean, for many years a Chicago newspaper man, and more recently with the copy staffs of Lord & Thomas and the John Lee Mahin Advertising Co., has gone to the Novelty News as associate editor.

Frank H. Little has been elected second vice-president of the George Batten Co., of New York, and William J. Boardman, manager of the Boston office was elected a director.

THE EDITOR AND PUBLISHER brings to its readers each week the important news in newspaper and periodical fields. It tells what others are doing to solve the problems of the editorial, business and advertising departments. Fifty-two issues will be sent you for \$1.

OBITUARY.

Samuel H. Lowe, who was the first editor of the Rochester (N. Y.) Herald and virtually its founder, died last Tuesday afternoon. For the last twelve years he was an editorial writer on the Rochester Democrat and Chronicle.

The Rev. James A. O'Connor, editor and publisher of the Converted Catholic, and founder of Christ's Mission at 331 West Fifty-seventh street, New York, died Tuesday from injuries received last week. He was born in Ireland in 1846.

William A. Myers, for some time connected with the National Press Association of New York, died last Tuesday at his home, Fishkill Landing, N. Y.

Ralph Robinson, the oldest newspaper man in years of service in Iowa, died suddenly at his home in Newton, last week. He was 81 years old. Mr. Robinson was editor of the Newton Journal for a number of years and was well known throughout Iowa.

CERTIFIED CIRCULATIONS.

The Ave Maria, Tribune Building, New York July 25, 1911.

THE EDITOR AND PUBLISHER:

It gives me pleasure to advise you of my desire to continue the Ave Maria on your Roll of Honor. I regard this department of your paper invaluable to any medium privileged to be represented there. Of course, only mediums whose books are examined by the A. A. A. are allowed space in this department, and I cannot understand why all such mediums would not avail of such a fine opportunity. Advertisers are more and more coming to the conclusion that proven circulation should receive first consideration, and what better means could a publisher adopt of keeping this fact before advertisers?

Wishing you continued success, believe me,

Yours very truly,
JOHN A. MURRAY,
Adv. Manager.

New Magazine for Writers.

Homer Croy, the magazine editor and writer, has launched the Magazine Maker, a journal for writers and editors, from 55 Irving Place, New York. Mr. McCroy's extensive experience as a contributor to popular publications, backed up by ability and a keen sense of the fitnesses of things, will stand him to good purpose to the conduct of The Magazine Maker, the first number of which lies before us. It is a modest looking periodical, consisting of 32 pages and cover, printed in clear type on good paper. Some idea of the character of the magazine may be obtained from the list of contributions it contains. They include: "Setting the Scene of the Story," by Leon Rutledge Whipple; "Working on a Plot," by William Hamilton Osborne; "The Kind of Stories I Don't Want," by Matthew White, Jr.; "Meeting An Idea Half Way," by Homer Croy; "Writing for the Business Magazines," by Kendall Banning, and "Writing the Society Novelette," by Forrest Halsey. There is room for a magazine of this kind, and Mr. Croy has the best wishes of the Editor and Publisher for the success of his new and exceedingly interesting publication.

Publishing Opportunities ; Are You Interested ?

\$8,000 Will Buy the controlling interest in an artistic monthly magazine. The publication appeals to readers who are interested in the artistic furnishing and decoration of the home. Good circulation. High grade advertising clientele. The present income is about \$20,000 a year and should be doubled by good management. The minority interest is held by two men now connected with the magazine.

We know of a good trade monthly in a field allied to out-of-door sports which is making a net profit of more than \$7,000. The business is in first-class condition and shows normal growth for a period of years. The managing editor wishes to retire and would sell a half interest for a reasonable figure.

A mechanical monthly which has made an excellent record in building up its circulation but is suffering for lack of capital can be purchased at a fair price. It offers a good foundation for a class publication in this field. About \$15,000 required.

HARRIS-DIBBLE COMPANY
Brokers in Publishing Properties
46 W. 24th St., New York, N. Y.

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

THE LOVEJOY CO. Established 1853
ELECTROTYPEERS
and Manufacturers of Electrotpe Machinery
444-446 Pearl Street New York

GARWOOD ELECTRIC EQUIPMENTS ARE SAFE.

Because (a) they cannot be started by a short circuit or a ground, (b) stopping the press automatically locks it so that the safety of the crew is never dependent on the memory of any one man.

Bulletin 505-H explains how.

Garwood Electric Co., Main Office and Works, GARWOOD, N. J.
New York Philadelphia Boston Chicago Pittsburg
St. Louis New Orleans



"THE KOHLER SYSTEM" of ELECTRIC CONTROL for

Motor-Driven Printing Presses and Auxiliary Machinery

Used by the leading newspapers throughout the world

Manufactured and sold by the

CUTLER-HAMMER MFG. CO., Milwaukee, Wisconsin
New York Chicago Boston Pittsburg Philadelphia Cleveland San Francisco

FOOD FOR THOUGHT

[Especially Intended for Newspaper Publishers]

Here is a letter from the business manager of "Every Evening," the leading daily of Delaware:

EVERY EVENING PRINTING CO.
WILMINGTON, DELAWARE

Mr. J. Maury Dove, Pres.
LANSTON MONOTYPE MACHINE CO.
Philadelphia, Pa.

June 27, 1911

Dear Sir:

The versatility of the Monotype has been strongly demonstrated in the mechanical department of "Every Evening" the past few years. Our daily issue varies from eight to fourteen pages, and the Monotype is used exclusively in its production. In addition to the news matter, the Monotype sets practically all the display advertisements up to thirty-six point, and, in addition, the classified advertisements, of which "Every Evening" carries nearly a solid page every day.

The classified advertising is set in six point, and every advertisement begins with a two-line letter. When the proposition of making a die case with the two-line letters, and other necessary characters, was submitted to the Monotype Company a year ago, it was promptly "worked out"; thus demonstrating once more the remarkable versatility of this machine.

The Matrix Library has also been used by "Every Evening" with splendid success, giving our advertising display department a large variety of display type of varied sizes at very low cost.

EVERY EVENING PRINTING CO.

(Signed) W. F. Metten,

Business Manager.

In June (not a banner month for advertising), "Every Evening" printed 1964 COLUMNS of matter, of which 145 COLUMNS were six point *classified* advertising and 701 COLUMNS were *display* advertising.

That is a daily average of about SEVENTY-FIVE AND ONE-HALF COLUMNS, consisting of every kind of composition that a newspaper knows. Now mark this:

*ALL of this type up to twelve point was made and set—
ALL of this type up to thirty-six point was made—*

On FIVE Monotype Machines

Think that over a minute

Lanston Monotype Machine Co.

Philadelphia

