

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## PHILADELPHIA NOTES.

### THINGS SERIOUS AND GAY IN NEWSPAPER CIRCLES OF THE QUAKER CITY.

Uncertainty of The Evening Telegraph's Permanent Abode—Death of Captain Peter L. Weaver of the Inquirer—False Notice of His Demise Once Printed—Col. Thomas Fitzgerald's Estate—Personals.

(Special Correspondence.)

PHILADELPHIA, July 30.—The Public Ledger, which, as everybody knows, is now owned by a company of which the president is Cyrus H. K. Curtis, chief owner of the Ladies' Home Journal and the Saturday Evening Post, is now running on Tuesdays and Fridays impressive full-page and beautifully displayed "talks" on "What Is Advertising?" There is no getting away from their facts and figures, but if you should still be dubious all you need to do is to walk a few steps down Sixth street and gaze at the superb white marble building of the Curtis Publishing Company, which covers an entire city block.

MAY CREATE PUBLIC PARK.

The sensation of the week, which has a bearing on the future home of the Evening Telegraph, is the talk of tearing down the office buildings on the east side of Broad street, between Chestnut and South Penn Square, in order that the ugliness of the public buildings may be slightly alleviated by the creation of a public park. The holders of the properties involved are, as has just come to light, two men only, John Wanamaker and P. A. B. Widener. For some weeks the Evening Telegraph, which is owned by Rodman Wanamaker, has had central business offices installed in the old Betz Building, which has been renamed the Lincoln Building. It has been generally understood that the presses and editorial offices were to be moved there also, such shifting being expected to follow not long after the transfer of the business offices. This is one of the buildings which will go, in case the park plan is carried out as proposed.

TELEGRAPH'S NEW HOME.

The latest gossip was that the Haseltine site on Chestnut street, not a block away, until this week the property of John Wanamaker, would be converted into a five-story building for the use of the Evening Telegraph. John T. Windrim, architect and former president of the Telegraph Company, had been preparing the plans for this development, by no means the first that he has made for the improved housing of the paper. Finally, the Franklin Bank, occupying the other building on the proposed park site, has now bought the Haseltine property, and it is probable that, after all, Mr. Windrim's skillfully planned drawings will again be wasted.

In the meantime, the Telegraph continues publication at the old stand. The two Wanamaker holdings are assessed at \$4,300,000, and the owner has informed Councils that he is willing to turn his properties over to the city under reasonable terms. The rest of the park site is owned by Mr. Widener, who is erecting thereon a nineteen-story office building which will effectively shut off much of the splendid west light which the Wanamaker store now enjoys. The building has not progressed further than the foundations, and, though the assessment is \$3,100,000, it

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THREE CHEERS FOR WAR! Courtesy N. Y. World.

### BUYS ASTOR NEWSPAPERS.

**Gardiner Sinclair Pays Half Million for Pall Mall Gazette and the Observer of London.**

William Waldorf Astor has sold the Pall Mall Gazette and the Observer of London to Gardiner Sinclair at a price reported to be \$500,000. The newspapers will continue to be Unionist in politics. J. L. Garvin remains as editor of both.

Mr. Gardiner, the new owner, is the head of the London printing and publishing firm of Dobson, Molle & Co., and is well known in newspaper and business circles.

The price paid is considered "an absurdly low" sum as the Pall Mall Gazette is more than paying expenses and the Observer is said to be making a good net income. Mr. Astor's determination to dispose of both papers was sufficiently well known to make it unlikely that he would obtain anything like the price he paid for either of them. The political prospects of Mr. Astor's son are regarded in London as ruined.

### Des Moines Times Makes Appearance.

The Des Moines (Ia.) Times, the new Democratic weekly paper, which made its appearance last week, is edited and published by Matthew J. Hartney. Forty years ago Des Moines had a daily paper, called the Times, edited by Stilson Hutchins, who moved to St. Louis and became famous as the editor of the St. Louis Times.

### Three Arkansas Newspapers Merge.

The State Line Republican, the Mammoth Spring Record and Mammoth Spring Democrat, of Arkansas, have consolidated under the management of R. S. Dills, editor. The new name will be the Mammoth Spring (Ark.) Progress.

### BOALT LOSES CREDENTIALS.

**War Correspondent at Vera Cruz Had Sent Out False News Report.**

Secretary of War Garrison has ordered the cancellation of the credentials of Fred L. Boalt, correspondent of the Newspaper Enterprise Association at Vera Cruz, as the result of the publication under Boalt's name of an article alleging that the United States naval officers had applied the law of flight to Mexican prisoners, ordering them to run and then shooting them down as they ran. Mr. Garrison said that he found Mr. Boalt's article, by Mr. Boalt's admission, to be utterly without foundation.

A naval court of inquiry was held following Mr. Boalt's allegation that Ensign William H. Richardson, U. S. N., had told him the story which he had published. This court cleared Mr. Richardson, but Mr. Garrison said that he did not have to consider the controversial facts presented at that inquiry, as the uncontroverted facts warranted the cancellation of Mr. Boalt's credentials.

### Austria Bars All Cable Ciphers.

The Commercial Cable Company was advised this week that private messages to Austria or in transit through Austria must be in plain German, French, English or Italian, but those to Hungary may be in plain Hungarian language. Commercial marks, commercial abbreviations and military news not admitted in private messages; messages without text not admitted. Coast stations of Trieste, Sebenico, Castelnuovo, and semaphoric offices of Lagosta, Faro, Lissa, Ostro, Salvore and Vantak will not communicate private messages until further notice. Telegraph lines between Austria and Montenegro interrupted. Private messages are subject to government censorship.

## COVERING WAR ZONE.

### STRICT CENSORSHIP IN EUROPE MAKES TROUBLE FOR NEWS ORGANIZATIONS.

**Only Official Dispatches Emanate from Austria, and Other Countries Apply Military Regulations—New York Times Correspondent Expelled from Semlin—Preparations of Press to Meet Grave Situation.**

No sooner had the war clouds burst over Europe than the news associations and metropolitan newspapers started the mobilization of their correspondents. This has been a difficult task in the present serious situation, as no one yet knows where the real news source will break. So far, the centers are Vienna, Berlin, London, St. Petersburg, Paris and Rome, with a localization of actual war news at Belgrade, Serbia. The fate of Europe is now in the hands of the Czar of Russia and the Emperor of Germany, and their definite stand will decide the localization of correspondents.

Censorship of news is very rigid all over Europe, but Austria has closed as tight as a clam on all correspondence, other than that officially given out. Dr. Dillon, in a despatch from Vienna to the London Daily Telegraph, says the days of the war correspondent are over. The vicissitudes of the great struggle will be chronicled, day by day, by official analysts, to the exclusion of all others.

The strictness of the military censorship is shown by delays in sending and deletions in all dispatches from Austria. Martin H. Donohue, correspondent of the New York Times and the London Chronicle at Semlin, who sent the first and only telegram outside the official reports of the bombardment of Belgrade by Austrian troops, has been expelled from that city by the Austrian military authorities, together with other correspondents there.

NEWS SERVICE ACTIVITY.

The New York Times correspondent tried to file a telegram from Berlin to Carlsbad, but the German telegraph authorities refused to accept the message, saying it would get there much quicker if sent by mail.

Both the Associated Press and the United Press have already covered by correspondents the important strategic points in the Austria-Serbia struggle, but are depending upon their regular correspondents at the various capitals for news from diplomatic centers.

At the Associated Press offices it was stated that more than 15,000 words of cable news, skeletonized, but not in code, had been received in twenty-four hours. Only official news comes from Austria, but to reach Serbia a most circuitous cable route had to be resorted to, at great expense. The International News Service received over 8,000 words by cable on Wednesday night.

The International News Service was fortunate in the presence in London during the past week of Bradford Merrill, publisher of the New York American, and R. A. Farrelly, general manager of the service. They are now directing the distribution of correspondents at important points. J. L. Eddy, for three years head of the European bureau, is in charge here.

Orton W. Tewson, who is in charge of the London bureau, is now in general charge of news from the sovereign cap-

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## COMMENDS THE EXTRA.

**President William Woodhead on the Work of the Newspaper Division at Toronto—Says Increased Interest in the A. A. C. W. Is Most Gratifying—Says Publishers Have Accomplished Much in Cleaning Up**

[We present herewith portions of a letter written by President William Woodhead, of the Associated Advertising Clubs of the World, to W. C. Freeman, advertising counselor, of the New York Globe, who was chairman of the Newspaper Division at the Toronto Convention. They are published with the consent of Mr. Woodhead.]

SAN FRANCISCO, July 24, 1914.

My dear Freeman: I have been away so much and have had so many things to attend to since I returned from the East that I am only just beginning to catch up with my correspondence, which is my only excuse for not having acknowledged your cordial letter of June 29 before this, and now I am in receipt of your letter of July 17, so will answer them together.

In the first place, let me thank you for your kind and inspiring words of congratulation. It is just such men as you that make this work worth while, and it is the enthusiastic earnestness of men like yourself that is doing more toward higher ideals than any of the work of presidents or committees.

### COMMENDS THE GOOD WORK.

I am mighty glad to have that original document with the signatures of the newspaper men who participated in your departmental meeting in Toronto. The adoption of these Standards of Practice by all of the departments and especially the spirit in which they were adopted represents the best and most resultful work the Associated Advertising Clubs have accomplished to date.

I took home last night the Convention Extra of THE EDITOR AND PUBLISHER of July 8 and read it through from cover to cover—every word. The newspaper men themselves and the publishers of THE EDITOR AND PUBLISHER are certainly to be congratulated on this enterprising effort and if it has had the wide distribution promised by various men it will have done tremendous work for our cause. The most gratifying thing I know in connection with this last year's work is the increased interest taken in the aims and objects of the Associated Advertising Clubs, and if we succeed this year, as we surely will, in organizing a strong departmental organization of the newspapers affiliated with the Associated Advertising Clubs I shall feel mighty proud of my administration.

### SEES BRIGHTER SIDE.

I thoroughly agree with you that a halt should be called on those ever ready orators who, as you say, are "specially designed for no other purpose in God's world than to assail the newspaper." The newspapers are coming along all right and this coming year is going to see a whole lot more of them standing up to the dough dish. We cannot expect a tremendous business like the newspaper business of this country, controlled by all kinds and conditions of men, some of them having a hard struggle to make ends meet, to completely revolutionize its business in a few months or even a few years. When people complain and criticize that so many newspapers are still carrying rotten, unclean and fake advertisements I tell them to "forget it" and look on the other side of the picture—the newspapers that have cleaned house and the many others that are trying hard to scrub out some of the dirt.

I like to look on the picture painted by Senator Lafayette Young of Des Moines in your departmental meeting and think that it is only about twenty years since that newspapers were glad to publish advertisements of the Louisiana State Lottery and lots of others as bad and even worse advertisements, because, as he says, "at the beginning of the newspaper business it was thought to be legitimate to publish anything that anybody offered that would go through the mails; and the public

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## NORTHWESTERN NEWS.

**Country Weekly Editors Favor State Law Fixing Minimum for Municipal Printing.**

(Special Correspondence.)

SPOKANE, July 26.—One thousand three hundred and sixty persons are employed in the printing plants of Spokane, drawing an aggregate salary of \$1,599,861, according to statistics just made. The amount of capital invested is \$2,508,717, and the annual volume of business about \$4,248,300.

Editors of weekly newspapers of Kittitas, Yakima and Benton Counties met in Prosser recently. Those present were: William Werran of the Wapato Independent, president; C. D. Foster of the Grandview Herald secretary-treasurer; George M. Allen of the Toppens Review, A. S. Hillyer of the Zillah Free Press, A. R. Gardner, Kennewick Courier-Reporter; M. D. O'Connell, Richland Advocate; Charles Kingston, Yakima Optimist of Selah; W. R. Sproull, Prosser Republican-Bulletin, and C. B. Michener, Independent-Record of Prosser. The association adopted a resolution favoring a State law to establish a minimum for municipal printing in cities of the third and fourth classes. A committee was appointed to draft a uniform schedule for job printing to be presented at the next meeting, which will be held at Kennewick, September 19.

About 800 persons attended the sixth annual "waygoose" picnic given by Spokane printers and workers in allied trades at Loon Lake July 19. Basket lunches were taken by each, and in the afternoon an athletic program was held. In the evening there was dancing.

L. B. Rowland, for three years a member of the staff of the Yakima Morning Herald at North Yakima, Wash., has gone to New York City to join the staff of Financial America. Prior to going to North Yakima, Mr. Rowland was a reporter for the Spokesman-Review in Spokane.

The Spokane Weekly Chronicle has been continued as the official paper of Spokane County by vote of the county commissioners.

M. L. Boyd, former owner of the News at Hillyard, Wash., has entered into a partnership with J. E. Bloom. They have leased the Polk County Itemizer, of Dallas, Ore., with option to buy.

The twenty-eighth annual convention of the Washington State Press Association will be held at South Bend, Pacific County, August 20 to 22 inclusive. Matters of legislation essential to the welfare of the craft will be under discussion and a number of papers will be read.

### Honor Memory of John T. Mack.

A memorial service to the late John T. Mack, editor and owner of the Sandusky (O.) Register, was held at the mid-summer meeting of members of the Ohio Associated Dailies at Cedar Point July 28. C. W. C. Perry, vice-president and acting president of the organization, of which Mr. Mack had served as president for more than a quarter of a century, was in charge of the meeting. Addresses were delivered by Warren G. Harding, of Marion, and Dr. W. O. Thompson, president of Ohio State University.

### Sutherland Leaves Scranton News.

Oscar B. Sutherland, of Philadelphia, who has been business manager of the Scranton (Pa.) Daily News since June 1 and as personal representative of the principal owner, George B. Markle, of Hazleton, has returned to Philadelphia. This change was made soon after the fact it is not known who will be the new business manager.

### Award Prizes for Press Article.

John C. Keller, secretary of the Evansville (Ind.) Business Association; Austin Loer, of the Evansville Journal-News, and R. H. Gore, of the Evansville Press, have announced their decision as to the best articles written

by the members of the Indiana Democratic Editorial Association on their recent visit to Evansville. The prizes were offered by the Evansville Courier and the committee was appointed by the Courier to award the prizes. The committee voted to split the first prize of \$25 between the New Albany Public Press and the Elwood Weekly Free Press. The third prize of \$10 was awarded to the Owen County Democrat at Spencer. The writers of the articles were Frank Gwin, of New Albany; Mrs. A. D. Moffett, of Elwood, and George R. Griffin, of Spencer.

### T. R. NOT A REAL EDITOR.

**Manchester Guardian Explains Functions of a Contributor.**

Ex-President Roosevelt's status on the Outlook and the meaning of the term "contributing editor" are explained in a recent number of the Manchester (Eng.) Guardian, which says in part:

"It is not quite correct to say, as a New York telegram says, that Mr. Roosevelt has given up the associate editorship of the Outlook. Wide as is the American usage of the word editor, it did not properly apply to Mr. Roosevelt, who on going out of office became attached to the New York Outlook as its principal and very highly paid contributor. He was called contributing editor, a term unknown to us and new in America, and provocative of many jests among Mr. Roosevelt's journalistic friends and opponents.

"Readers of that lively paper the New York Sun for example, will have remarked that letters from private correspondents go under the heading 'From Our Contributing Editors,' a standing gibe at Dr. Lyman Abbott's celebrated coadjutor.

"The Outlook is in appearance wholly unlike any English weekly, and although of recent years it has become predominantly a political journal it has retained the special literary and religious character impressed upon it by its editor-in-chief in the years when he was Beecher's successor at Brooklyn. Dr. Abbott is now a veteran, and for a good long time past the chief burden of the editorship has rested upon his son, Lawrence Abbott."

### C. A. Jagger Killed by Own Auto.

Charles A. Jagger, editor of the Southampton (L. I.) Press, was driving his automobile Tuesday afternoon when the machine swerved to one side and turned a somersault. Mr. Jagger was thrown to the street. Miss Josephine Schaws ran to aid the injured man. The top of the seat was resting on Mr. Jagger's head. He was unconscious. A passing automobile took him to the Southampton Hospital, where it was found he had a fractured skull. He died several hours later. Mr. Jagger was 53 years old. He was also editor of the Southampton Magazine.

### Calmette Slayer Freed by Paris Jury.

Mme. Henriette Caillaux, wife of the ex-premier and ex-Minister of Finance of France, was acquitted by a jury in Paris, Tuesday night, of the charge of murdering Gaston Calmette, editor of the Figaro. The jury was out fifty minutes. She shot the famous editor on March 16 last, when on a visit to his office. The shooting was the consequence of a vigorous newspaper campaign carried on by Calmette against Caillaux. Mrs. Labori, who was counsel for Capt. Dreyfus, directed the defense.

### Warren Leaves Appeal to Reason.

Fred. D. Warren, for 14 years editor of the Appeal to Reason, a Socialist newspaper of Girard, Kan., resigned Monday because of ill health. Louis Koehling, present managing editor will succeed him and Walter H. Wayland, son of the late J. A. Wayland, founder of the paper, will hereafter be owner.

Publicity, a weekly newspaper of Norristown, N. J., has suspended.

## VAN LAEYS GOES TO ST. LOUIS.

**Business Manager of Houston Chronicle to Fill Similar Place on Star.**

L. J. Van Laeys, who, a year ago, was made business manager of the Houston Chronicle, has tendered his resignation, the same to take effect Sept. 1. After a month's vacation, he



L. J. VAN LAEYS.

will become business manager of the St. Louis Star.

Mr. Van Laeys was for seven years director of circulation on the Capper publications at Topeka, Kan. Two years ago he went to Texas to become circulation manager of Marcellus Foster's Houston Chronicle, and after serving in that capacity for twelve months he was appointed to his present position.

In going to the St. Louis Star, Mr. Van Laeys enters a wider field in which his friends believe he will have great success.

## STARKEY SUCCEEDS SCHOLZ.

**New Circulation Manager of Chicago Herald Well Known in Newspaper Circles.**

Harry L. Starkey, an untiring executive of large capacity and ability, quite well known in newspaper circles, took charge of the circulation department of the Chicago Herald this past week, succeeding Ernest A. Scholz.

Mr. Starkey has been connected with Chicago papers off and on for over twenty years. He began newspaper work on the Chicago Tribune, and remained with that paper for eight years. From Chicago he went to the Boston American. He had charge of the circulation of the Boston American for two years and then returned to Chicago to take charge of the circulation of the Chicago American, where he held forth for three years.

One of the first moves that William P. Leech made when he took charge of Dan R. Hanna's papers in Cleveland was to appoint Mr. Starkey business manager of the morning Leader and the Evening News. Mr. Starkey has held that post for the past two years.

Writing to THE EDITOR AND PUBLISHER, Mr. Starkey says: "Really, I can't give you a story. As you know, I never was much on this stuff, and my past life is a blank. I am the poorest press agent in the world for myself."

It is said that Mr. Starkey will have the appointment of an entire force, as most of the old men withdrew when Mr. Scholz retired. This move of Mr. Keeley, the editor, and W. W. Chapin, the publisher, makes a clean sweep of the old Record-Herald staff. Mr. Starkey will be right at home in the Chicago field. He knows the system perfectly. He knows just where to put the pressure on, just how to get circulation, and, moreover, how to hold it. His many friends in the trade wish him success

**PACIFIC COAST NEWS.**

**Business in the Ad Field Picking Up—Press Club Gives an Entertainment in Its New Quarters—Sacramento's New Slogan—Woodhead Appreciated at Home—Neil Wilson's Rise—Interesting Personals.**  
(Special Correspondence.)

SAN FRANCISCO, July 25.—The fall advertising season for Western newspapers is commencing to take shape and business has picked up surprisingly during the past couple of weeks. Because of the equitable climate of California and other sections of the coast, the advertising seasons are not quite so pronounced here as in other localities. The only decided slackening of advertising occurs in June and July and a portion of August. During the remaining portions of the year the advertisers generally maintain a constant appropriation for this purpose.

In California the primary elections for all the important State offices will be held this year and the campaigning is now going on in full blast. The fight for the several high offices is a hot one and this means good business for the publicity men and the newspapers. Increased activities, brought about by the near approach to the opening of the Panama Canal and the expositions to be held in San Francisco and San Diego during 1915, have also contributed largely to stimulate business on the coast. The San Francisco Panama-Pacific International Exposition will assuredly result in a wealth of advertising for the newspapers and periodicals and this campaign of publicity will start soon.

**CHURCH ADVERTISING.**

Advertising as a factor in increasing the attendance at the churches has made a decided impression upon guiding spirits of these institutions in this territory. Injunctions to "go to church Sundays" are quite numerous nowadays and the increased interest in church affairs that advertising has aroused is a tribute to the power of publicity. Big ads in the newspapers and huge signs now carry the message of the church.

The members of the San Francisco Press Club enjoyed an excellent entertainment and party at their clubrooms Saturday evening, July 25; or was it Sunday morning, the 26th? The "All Star Company," whose members have brought the club some of the delightful reminiscences of the old summer "in the days before," were the special guests of the evening. There was a program of music and dancing and a little something added to "Trifling with Tomorrow," by the club's own "ill-starred" cast. The party was arranged for members only and started at 12 p. m. The entertainment committee in charge of the affair included Thomas J. Bellew, chairman; Joseph Cahen, Walter Doyle, Harry Robertson, Al. C. Joy, Walter A. Rivers and Burr McIntosh.

**THE PRESS CLUB'S FINE HOME.**

The home of the club, Sutter and Powell streets, has been pronounced the finest structure of its kind in this country. At least this is the dictum of a vice-president of the New York City club, who recently visited here and he ought to know. The club is housed in a fine four-story building, especially built for this purpose. It cost \$30,000 to furnish the club quarters. There are twenty-one bed rooms for the members, which are finished in mahogany.

First-class water paintings and pictures abound on every side. As you enter the main lobby a \$5,000 Keith painting meets your eye. On another wall hangs a painting over five hundred years old. The portieres in this room cost \$200 apiece and there are quite a number of them. Billiard rooms, card rooms, a well equipped bar and an elegant dining room add to the comfort of the members.

A stage occupies one end of the dining room and it is here that the delightful parties of the club are held. The floor is hardwood and allows for dancing.

Work has begun on the press build-



RALPH D. BLUMENFELD,

EDITOR AND ONE OF THE OWNERS OF THE LONDON EXPRESS AND THE GLOBE.

ing at the Panama-Pacific International Exposition. This building will cost \$22,000 without furnishings and is for the accommodation of the publicity department of the exposition as well as for visiting newspaper men and women.

Sacramento, Cal., has adopted a slogan sign for advertising that city. The sign has been erected in a prominent place and on it is inscribed: "Sacramento, the heart of California—Ask the Chamber of Commerce." The advertising men of the capital city are helping along the publicity movement and have mapped out a strenuous campaign for the fall in an endeavor to bring new residents there.

The advertising department of the Ghirardelli Company, San Francisco, makers of fine chocolates, is the recipient of many compliments as a result of the exhibit they conducted at the Toronto convention of advertising men.

**WOODHEAD POPULAR AT HOME.**

The name of William Woodhead, two-time president of the Associated Advertising Clubs of the World, is on  
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**Sues Baltimore American for Libel.**

Suit for \$10,000 damages for an alleged "false, malicious and defamatory libel," published in the Baltimore American on July 9, was brought last week by Charles E. Barry against Charles C. Fulton & Co., publishers of that paper, and Felix Angus, trustee. The article complained of was headed "Arrests at Electric Park," and stated that Barry, conductor of the vaudeville show on the "Deck" at the park and nine colored waiters had been arrested the night before for selling liquor without a license.

**Printing House Square in 1862.**

One of the features of New York's Commercial Tercentenary, which is to be celebrated this summer and fall, will be an exhibition at the Grand Central Palace of a miniature reproduction of "Old New York," from Sept. 5 to 26. Printing House Square as it looked in

the days of Greeley, Raymond, Jones and Dana, in 1862, will arouse memories among the old journalists and printers who worked in the big city in those days of strenuous deeds.

**CHICAGO NEWS HAPPENINGS.**

(Special Correspondence.)

CHICAGO, July 29.—The Chicago Advertising Club held an Indian powwow at Lake Wawasee, Ind., Saturday, going down there on the train the night before. Boating, fishing and athletic games were enjoyed.

Both the Herald and Examiner have added four page business sections to their papers as a regular Monday morning feature.

John A. Tenney, secretary of the Chicago Advertising Association, rescued a girl from drowning at Lake Wawasee, Ind., Saturday.

Charles N. Wheeler, formerly political writer on the late Inter Ocean, is now on the Tribune.

Richard Henry Little, formerly of the Examiner, is now writing for the Herald.

The magazine "Child Betterment," has appeared with Dr. G. Frank Lydston as editor.

Rev. E. Robb Zaring, editor of the Northwestern Christian Advocate, was appointed a delegate to the church peace conference that meets at Constance, Germany, Aug. 2 to 5. He has already left for there.

Col. George Fabyan, guardian of Mrs. Helen Morton Bayly was found guilty and fined \$5 and costs for assaulting Wm. Sato, Chicago Journal photographer.

**Peru Exiles Opposition Editor.**

The Government of Peru at Lima has exiled Alberto Ulleo, a director of the opposition newspaper, La Prensa. Recently, Senor Ulleo took refuge in the Bolivian Legation. He was put aboard the steamer Inca and sent to Panama. It is rumored that ex-President Luguia will also be sent into exile.

**SWISS NAVY STORY A HOAX.**

**Washington Correspondents Get Themselves Into Trouble.**  
(Special Correspondence.)

WASHINGTON, D. C., July 28.—It has transpired that the Washington correspondents who, without investigating, told the story that the State Department had invited the Swiss navy to participate in the ceremonies incident to the formal opening of the Panama Canal were themselves the victims of a hoax.

They thought it would be funny to hear Mr. Bryan's explanation of how it happened. The State Department promptly declared the entire story to be a fake, and now I know of at least one correspondent who has been called upon to explain why he sent the yarn to his paper.

There can be no excuse for the sending of such dispatches. Their tendency is to discredit true stories. And just now, when Washington news is read with an unusual degree of interest, correspondents at the national capital should exercise particular care to insure the accuracy of every statement they send out.

Of course, the joke about the Swiss navy is an old one; but how many people know that Switzerland once had a navy and that the head of the fleet was an admiral? It's true. The Swiss navy floated on Lake Geneva, La Marquis de Fontenoy told us a few days ago in the New York Evening Sun, for nearly two hundred years, and was only abolished at the time of the Napoleonic wars at the close of the eighteenth century. De Crousas, a gallant officer, was the last Swiss Admiral. This leads La Marquis de Fontenoy to say that "those who fondly imagine that the title of Swiss Admiral exists only in comic opera, and in the imagination of such composers as Offenbach, merely expose themselves to imputations of ignorance."  
JIM DASH.

**VICTOR HUGO AS JOURNALIST.**

**Statue Erected to his Memory on the Isle of Guernsey.**

Victor Hugo's reputation as a novelist is so great and so world-wide that we are apt to forget that he was for many years a journalist. There has just been erected and unveiled in the Isle of Guernsey a splendid statue, of the great French writer. From 1855 to 1870 Guernsey was the home of Victor Hugo. Here he wrote the "Toilers of the Sea," one of his best known novels.

The statue, by Jean Boucher, cost 30,000 francs, and the French government voted 25,000 francs toward the expenses of erection and the Paris Council voted another 5,000 francs. It was presented to the British Government which in turn gave it to Guernsey. When it was unveiled there was a great celebration at which members of the French Academy spoke. Hugo was termed the French Shakespeare but he was more for he was a great journalist, which Shakespeare was not.

The statue of Victor Hugo is truly French in conception and treatment. It rests on wave-worn boulders selected from the shores of Guernsey. It represents the poet-dramatist looking towards France in the teeth of a mighty gale, his coat tails flying, his waistcoat not fully buttoned (so characteristic of him), his scarf flying aloft like the Republican flag, his trousers loose and ill-fitting. No English sculptor could or would have designed such a work. Viewed from behind, the statue has a most ungainly appearance.

**Servian Editors Face Libel Charge.**

J. M. Bogdanovich, V. M. Lubrich and B. P. Bakrach, editors and publishers of Debosar, a Servian newspaper, at Butte, Mont., are charged with criminal libel in an information filed last week by the county in the district court. It is alleged the men held up Thomas Tumich for contempt and ridicule by publishing a cartoon. Tumich caused the arrest of Pete Jovetich on a charge of blackmail.

## BLUMENFELD'S CAREER

**An American Journalist Who Has Scored a Success As Editor of the London Daily Express—Started As a Telegraph Operator—Later Took Up Newspaper Work in Chicago and on New York Newspapers.**

Of all the American journalists who have sought to win success in London, Ralph D. Blumenfeld, publisher and editor-in-chief of the Daily Express, has probably achieved the greatest distinction, although Pomeroy Burton of the Harmsworth publications is a close second.

Mr. Blumenfeld was born in Watertown, Wisconsin, April 7, 1864. His father, David Blumenfeld, came to America with Carl Schurz and founded in Watertown Der Weltbuerger, the first German newspaper in the West.

Young Blumenfeld learned to set type in his father's office and afterward took to telegraphy, in which he became so proficient that in 1880 he handled the night Associated Press report for the Milwaukee paper.

From Milwaukee he went to Chicago, where he handled more press reports and later entered the employ of the Chicago Herald. In September, 1885, Mr. Blumenfeld went to New York to work for the United Press then conducted by Walter Phillips. Mr. Phillips sent Mr. Blumenfeld to London in 1887 to Queen Victoria's first jubilee, after which he returned to New York, going first to the New York Journal, and then to the Evening Telegram, of which he became editor. In 1890 James Gordon Bennett sent Mr. Blumenfeld to London as resident correspondent.

### CHARGE OF HERALD OFFICE.

In 1893, Blumenfeld returned to New York as superintendent of the New York Herald office. He went back to London in 1894 where he was given a responsible position on the Daily Mail, the editor of which was Arthur Pearson. When the latter established the Daily Express, Mr. Blumenfeld was Mr. Pearson's chief assistant. In the following few years Mr. Pearson's sight failed him and the editorship and management of this newspaper fell upon his shoulders.

Walter P. Phillips, who now holds an important position with the American Graphophone Co., the Columbia Phonograph Co., and the Phillip's Manufacturing and Trading Co., in discussing Mr. Blumenfeld's career, with a representative of the EDITOR AND PUBLISHER said:

"A short time ago I ran across an article about Mr. Blumenfeld in the London World from the pen of Francis Stopford, who first met him in Kansas City, in 1880, when the city, now developed into its butterfly existence, was in the form that is represented by the unostentatious grub. At that time Mr. Blumenfeld was a youthful operator in one of the telegraph offices and Mr. Stopford was driving a mule attached to the Main street line of cars.

### FROM OPERATOR TO EDITOR.

"The passing of thirty-four years often sees men fall from high positions to very low ones, but instances are rare in which a telegraph operator advances, in that space of time, to a position of such importance as Mr. Blumenfeld occupies, as the editor and a large owner of two London newspapers—the Express and the Globe—the latter, recently purchased, being the oldest paper in the British metropolis.

Mr. Stopford's career has been scarcely less spectacular. From his commanding position behind a Kansas City mule he has inherited, by right of fitness, the editorial chair vacated by the late brilliant and world renowned writer, Edmund Yates.

"Mr. Blumenfeld wandered from Watertown, Wisconsin, to Milwaukee, Chicago and Kansas City in search of suitable and remunerative employment and found it. Mr. Stopford, after his graduation at Oxford, visited the United States to find himself, but the face of fortune was unsmiling and as the street car business, the only department that seemed to be open to him, was neither congenial nor noteworthy in respect of emolument, he returned to England, in due course, and eventually scored a distinct success in the difficult field of that particular kind of London journalism in which Thackeray, Dickens, Frederick Greenwood, Henry Labouchere, Edmund Yates and others of varied literary accomplishments, indulged, to more or less extent, and in a greatly modernized style. Mr. Stopford's article contains a good deal about Mr. Blumenfeld that Mr. Heyn's recent contribution to Leslie's Weekly did not cover, particularly the information contained in the paragraphs given below:

### REMARKABLE CAREER.

"Mr. Stopford may not be especially elated by the change in his circumstances, for the English emotions are not easily stirred. One of his countrymen, I have read, after listening to the recital of what had befallen a man who was wrecked and lived alone, on a desert island for five years commented, in even tones: 'Must have been an extremely uneventful sort of life, really.'

"But if Mr. Blumenfeld had been told, in 1883, when he was blacklisted by all the telegraph companies as a late striker, who had various elements of danger concealed about his person, and was hunting for work, with all his heart and soul—had he been told, then, that he would live to be mentioned in the eleventh edition of the conservative and high toned encyclopedia Britannica, as a great English editor and tariff reformer, I imagine that he would have winked his other eye. Notwithstanding his most delightful sense of humor, I am confident that a forecast of what he was coming to, in days like these, would have been regarded as a joke having that air of mystery and improbability about it that changes mirth into sadness and makes countenances which, under ordinary conditions are as smiling as the morn, take on funereal and forbidden aspects."

In the course of Mr. Stopford's article he says:

### HAS GIFT OF LEADERSHIP.

"Mr. Blumenfeld has the gift of leadership. He is a good fighter and a good comrade, and it may be said without contradiction that there is today no chief in Fleet street who is more genuinely with his men in all grades of duty.

"Mr. Blumenfeld has even been strongly of the opinion that an English daily paper cannot hold its own which is tepid in politics. For it to be neither hot nor cold on this topic is to court the fate of the church at Laodicea. Since he has been in control he has always taken a bold and aggressive Unionist policy—a policy which has commended itself to the public, for the circulation of the paper has increased by leaps and bounds. It is not forgotten that when Mr. Balfour retired from the leadership of the opposition, and his successor was to be appointed, the public first read of a certain dark horse of the name of Bo-

nar Law in the columns of the Daily Express. So little was Mr. Bonar Law known in those days outside the inner councils of the party, that people laughed at the suggestion. The future proved that the Express was the best informed paper in London of the day. Mr. Blumenfeld was the first London editor to be selected for election by the committee of the Carlton Club in its whole history.

"Just now the Daily Express is circulating by thousands the great fighting speech which Mr. Rudyard Kipling delivered at Tunbridge Wells. Mr. Kipling is a personal friend of Mr. Blumenfeld, who also numbers among his friends that other famous publicist, Mr. H. G. Wells. Mr. Wells lives at the Little Eastern Rectory, Essex, and the country seat, as his friends style it, of the editor of the Daily Express is Hill Farm, Great Easton.

### HIS UNIQUE HOME IN ESSEX.

"Some years ago Mr. Blumenfeld, who is a married man with a family of the ideal size—two sons and two daughters, a *parti carrée*—decided that country air was good for the children as it was good for himself and his wife on week-ends and holidays. He explored the wilds of Essex, and discovered a small farmhouse with a big barn. Detecting its possibilities, he bought it. Every year saw an old bit transformed and a new bit added, until gradually a delightful English home grew into being.

"Only those who have ever tried it realize the fascination of bending the centuries to their will, and building, without destroying, a modern home within ancient walls. To have everything in keeping he collected old furniture, and there is not today a more beautiful house of its size in Essex than Hill Farm.

"But this weekly escape into the country has other advantages besides those of pleasure and health. It gives a busy man a chance to preserve a level mind and to laugh at his own foibles. An editor has to know so many things, that perhaps it is human for him gradually to arrive at the belief that he knows everything. But a half-hour's chat with a good old Essex yokel soon undeceives him, and he returns on 'Monday morning to his desk a chastened man, knowing that there are spheres of life, and of useful life, in the land where a daily paper is regarded of less value than a load of muck.

"The man who wants to be a living influence must not take himself too seriously, and no small part of the exceptional success which Mr. Blumenfeld has won in the land of his adoption and of his popularity with all classes of men arises from this very fact."

### The Ideal Advertising Man.

(Advertisers' Weekly.)

If one were asked to provide a formula for an ideal advertising man, it would run somewhat as follows: Take a liberal quantity of shopkeeping instinct, a flavor of the literary temperament, a pinch of the poet, a filip of the philosopher, a keen eye for line and form, a sensitive color perception, a sound knowledge of the principles and influence of color and manual dexterity with pencil and brush; mix, roast in the furnace of experience, lick into shape with a few hard knocks from the mallet of life—and the product should be as near perfection as it is possible to get in this imperfect world. Happily a wise Providence has saved us from intolerable monotony by peopling the globe with beings who all lack something.

## JOURNALISTIC CHRONOLOGY.

### Coming Week's Anniversaries of Interest to the Newspaper Folk.

(Special Correspondence.)

Aug. 2—Frank Ross Bell, of New York, editor, publisher and advertising man, born in Bermuda (1871).

Aug. 3—Louis Edward Van Norman, editor, born at Quebec, Canada (1869).

Aug. 3—Dr. George S. Picard, editor of the McClure Syndicate, born in Berea, Ohio (1850).

Aug. 3—The New York Mercury, called Gaiques' New York Gazette and Mercury after 1767, was founded by Hugh Gaine (1752).

Aug. 3—Henry C. Bunner, author, long editor of Puck, born in Oswego, N. Y. (1855).

Aug. 4—John W. Pritchard, editor of the Christian Nation, New York City, born at Pittsburgh, Pa. (1851).

Aug. 5—The Essex Gazette was founded at Salem, Mass., by Samuel Hall (1768). The name was changed to the Salem Gazette in 1781.

Aug. 5—Shore end of the first submarine cable was fixed at Valencia Bay, Ireland (1857).

Aug. 5—Atlantic cable completed (1858).

Aug. 6—Joseph Edgar Chamberlin, editor and author, born at Newbury, Vt. (1851).

Aug. 6—Frank I. Cobb, editor of the New York World, born in Shawnee County, Tenn. (1869).

Aug. 6—William D. Ticknor, noted American publisher, born at Lebanon, N. H. (1810).

Aug. 7—Rufus George Shirley, publisher, born in New York City (1873).

Aug. 7—The New England Courant was founded at Boston by James Franklin (1721).

Aug. 8—David Gray, editor and author, born at Buffalo, N. Y. (1870).

Aug. 8—New London (Conn.) Summary was founded by Timothy Green (1758).

Aug. 8—Charles A. Dana, famous American journalist, born at Hinsdale, N. H. (1819).



The New York Evening Post maintains regular channels for securing news in many fields neglected by the average newspaper save when there is some episode of nine-days-wonder to be exploited.

The regular work of the colleges, the Government departments, the Army and the Navy; education, science, medicine, are esteemed more important by The Evening Post than occasional startling sensations which may arise in these as well as in other branches of human endeavor. The professional man, the student, and the general reader will find in the columns of The Evening Post much valuable matter that would otherwise reach them through the costly channels of the reviews and find it presented with the same care as in a literary or technical periodical.

During June, The Evening Post GAINED 155 columns in advertising. The aggregate gain since the first of the year (compared with last year) is 337 columns of

### 96,147 Agate Lines

Buying power of newspaper circulation is the first point to consider. There are daily newspapers in New York City of large circulation and some with comparatively small circulation. The New York Evening Post has a small circulation, but it is gilt edge. Ephemeral circulation represents an enormous waste to the advertisers.

The Evening Post (3 cents a copy, daily, and 5 cents on Saturdays) does not sell circulation alone—primarily it sells advertising space with buying power.

# INTERTYPE

THE ACME OF HIGH QUALITY

**R**EDUCE the cost of maintaining your composing room by using Intertype matrices, spacebands and parts.

Get superior quality for less money.

International Typesetting Machine Co.  
World Building, New York

# Covering Chicago

There are approximately 450,000 families in Chicago and immediate suburbs. Within this territory is concentrated over 92% of the 350,000 circulation of The Chicago Daily News.

You can readily see that disregarding the non-English speaking and the illiterate, The Daily News reaches practically *every worth-while* family in Chicago.

The Daily News has a larger circulation in Chicago than any other newspaper, daily or Sunday.

Therefore, it is the *only* paper through which you can reach *all* these worth-while families.

## The CHICAGO DAILY NEWS

*Over 350,000 Daily*

The Chicago Daily News prints more local display advertising *six days a week* than any other Chicago newspaper prints in seven days.

JOHN B. WOODWARD  
Eastern Representative  
710 Times Building  
NEW YORK

**Papers Adopt Simplified Spelling.**

As a result of a campaign in Iowa for modified form of simplified spelling conducted by Dr. A. Gideon, professor of languages in the University of Wyoming, eleven Iowa newspapers have decided to inaugurate the system. They are: Cedar Falls Record, Cedar Falls Gazette, Waterloo Courier and Reporter, Waterloo Times-Tribune, Cedar Rapids Republican, Cedar Rapids Times, Cedar Rapids Evening Gazette, Iowa City Republican, Iowa City Citizen, Iowa City Press, Iowa City Daily Iowan.

**Pony Reports**

BY TELEPHONE  
Day or Night

All the news up to press time.

For rates and details write to  
**International News Service**  
200 WILLIAM ST., NEW YORK CITY

**The Proof — RESULTS**

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

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

Let us send you samples of our colored comics, daily magazine pages, and Sunday magazine pages in black and colors.

**Newspaper Feature Service**

M. KOENIGSBERG, Manager  
41 Park Row New York City

**Newspaper Correspondents**

Increase your list of papers by registering in the forthcoming edition of the Newspaper Correspondents Directory. A stamp will bring you information which should be of material help to you.

**National Association Newspaper Correspondents**

Germania Savings Bank Building  
PITTSBURGH, PA.

**Collections Improved**

The small amounts due for Classified Ads and Subscriptions can be collected promptly and at less cost by adopting the

**Winthrop Coin Card Billhead**

being used successfully by over four hundred daily newspapers.

... without them the taking of want advertisements by phone would be a failure; as it is, 92% of our phone advertisements are collected without trouble by their use."

Send your trial order now. Your billhead will make good copy.

**THE WINTHROP PRESS**

Coin Card Dept. 141 E. 25th St., New York City

**John B. Gallagher & Co.**

Feature  
Industrial Trade  
Editions

Tulane-Newcomb Building  
NEW ORLEANS, U. S. A.

Eastern Office: Equitable Bldg.  
Baltimore, Md.

**A. B. C.'S NEW BLANKS.**

**Forms for Quarterly Statement from January to March Sent to Newspapers, Magazines, Farm, Trade and Technical Papers—Provisions of Data Blank for Daily and Sunday Papers—Some of Questions Asked.**

The Audit Bureau of Circulations, Russell R. Whitman, general manager, is sending out to publishers of daily newspapers, weekly newspapers, magazines, farm papers and trade and technical newspapers, the new blanks for the publishers' quarterly statement, covering circulation figures for the first three months of this year, January, February and March.

The special committee of the A. B. C. appointed by the Board of Control at the last meeting, consisting of R. R. Whitman, M. C. Robbins, Iron Age, and F. C. Hoyt, the Outlook, held a conference in New York last week with a special committee of the National Advertising Managers' Association at which these standard forms were considered.

J. B. Comstock, P. & S. Corbin Company, New Britain, Conn., was chairman of the N. A. M. A. committee, consisting of G. B. Sharp, De Laval Separator Company, New York; L. B. Jones, Eastman Kodak Company, Rochester, and O. C. Harn, National Lead Company. The N. A. M. A. committee, it is understood, approved the forms, with a few minor corrections, which will be embodied in the second quarterly statement covering circulation figures for April, May and June. Publishers will soon receive the second quarterly form. As soon as the publishers' statements are received by the bureau they will be duplicated to all of the advertising agents and advertisers who are members of the A. B. C.

**MR. WHITMAN'S STATEMENT.**

Mr. Whitman, who was in New York City last week at the Knickerbocker, said to a representative of THE EDITOR AND PUBLISHER: "We are requesting publishers to give us statements covering the first quarter, January, February and March. The second quarter, April, May and June, will be requested shortly. We are planning to have our auditors verify these figures at the earliest opportunity. That means that the first audit will be made for the six months' period, January to June, inclusive, 1914. The next audit will be made for nine months, January to September, inclusive, and thereafter every audit will be for one year.

"The data committee is at work at the present time on a data blank. We propose to have the publishers fill out such a blank once a year. Such blanks will tell the population, the payroll, the number of drug stores, grocery stores, hardware stores, etc., in fact, give the general advertiser and the agent a lot of valuable statistical information with reference to the territory.

**WILL STANDARDIZE METHODS.**

"For the present, we will accept the publisher's statement of city circulation, suburban circulation and country circulation. In time we expect to standardize methods in each community. We expect to get the publishers together and to have them agree as to what constitutes the natural shopping radius in their community. Then, all publishers will be asked to supply circulation figures as to city and suburban circulation in the territory agreed upon, like in the Chicago field. In the Chicago field everything within the city limits and within a radius of forty miles is called city circulation, so that in Chicago, you see, city includes suburban circulation within a radius of forty miles from the Chicago City Hall. Country circulation is that circulation situated outside the forty-mile radius.

"For the first year it may be necessary for us to call to our assistance some of the well organized accounting firms of the country. It will be manifestly impossible for us to perfect a service covering the entire country in time to cover the first six months. We will,

**WAR NEWS**

By Central News of America

We receive the complete service of the Central News, Ltd., of London, Telegraphien-Union, Berlin, Agence-Fournier, Paris, and the exclusive products of first-class men stationed at St. Petersburg, Vienna, Belgrade, Rome, Budapest, Athens, Constantinople, Odessa, Moscow and have correspondents at all the important points in the war zone.

Charles Hodson, well-known war correspondent, our special representative, is now in Servia. We solicit the patronage of both evening and morning newspapers.

**CENTRAL NEWS OF AMERICA**

26 Beaver Street  
New York

therefore, call to our assistance these outside auditing concerns, and the indications are that we will be able to make advantageous arrangements with many of them. Ultimately, we expect to have the country divided in about the same way as the United States Census, having our own competent auditors in every one of the districts."

The blank for the newspapers, daily and Sunday, of course, differs entirely from the newspaper blank for weekly, semi-weekly and tri-weekly.

After giving the name of the publication, the city and the state, and the year it was established, and the period of time covered by the statement, and as to whether or not it is published morning, evening and Sunday, the daily and Sunday blank provides for population according to the last census, and the present estimate, trading territory (in miles), total population (city and suburban) and the avenues of distribution are listed as follows:

City Paid, includes carriers, newsdealers, street sales, counter sales, and total; Suburban Paid, includes suburban carriers, suburban agents, newsdealers, suburban mail subs, and total; Country Paid, includes country newsdealers, country mail subs, and total; then Total Net Paid is given. Following this comes the Unpaid Classification—employees, correspondents and service, office use, office files, advertisers and advertising

(Continued on page 149.)

**Inform Your Readers**

What Commission Government is Doing,  
What Labor Reforms are Doing,  
What Good Road Apostles are Doing,  
What Civic Clubs are Doing.

Start Now—Write Today  
BRUCE W. ULSH,  
Sold by Mail - - Wabash, Indiana

**MOST CONVENIENT**

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

**One of Many Such Letters**

July 17th, 1914.

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

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

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

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

Everyone can get the "L. H. J. Pais," the Delineator, May Manton, P. R., etc., but I want something new and different.

Thanking you in advance, I remain,  
HELEN S. TRUMAN,  
820 N. 2nd St., Phoenix, Ariz.

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

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

**USE****UNITED PRESS****FOR****Afternoon Papers**

General Offices, World Bldg., New York

**Daily Puzzles**

1 and 2 col.

Sample mats with pleasure on request.

The International Syndicate  
Features for Newspapers, Baltimore, Md.

# The Hartford Times

Presents Conclusive Proof that it Gives You What  
You Pay For, Viz.: CIRCULATION



## Let the Truth be Known!

Misleading circulation statements continue to cost American advertisers millions of dollars. The space buyers have it in their power to stop this waste.

Connecticut's greatest newspaper has nothing to withhold or cover up. It makes no special concessions or inside rates. It prints the truth regarding the number of papers it actually sells.

Its great circulation is the best circulation you can buy—**3c, circulation.**

Of the 226 foreign accounts carried by THE TIMES during the past six months, **96 appeared in no other Hartford paper.** THE TIMES alone will build up your business in the most prosperous section of Connecticut.

## KELLY-SMITH COMPANY

Representatives

220 Fifth Avenue  
NEW YORK

Lytton Building  
CHICAGO

## ANSWERS BERT MOSES.

**Mr. Sullivan Agrees with Him on the Paucity of Advertisers in the A. A. C. W., But Thinks He Is Too Severe on Some of Those Who Read Papers at the Toronto Convention.**

By JOHN SULLIVAN.

The scorn of Bert M. Moses is always profitable to its victims, however, they may writhe because of its shafts. And his trenchant criticism of the Toronto convention is worthy the close interest and study of all advertising men who have a pre-vision of large possibilities in the Ad Club movement. He hits very hard, but he gets down to "brass tacks."

Every serious Ad Club man should be grateful to him for indicating clearly at least one essential objective—that of awakening, in a vastly larger measure, the interest of advertisers in the movement. There is a superlative flavor about one of Mr. Moses' alliterative sentences: "The most amazing feature of the Toronto convention was the appalling paucity of advertisers." But there is truth in the statement, and recognition of the fact will set a definite line of propaganda for the membership committees of the ad clubs. In the clubs is no inconsiderable percentage of advertisers of national calibre, but the smaller advertisers, whose name is legion, are conspicuous by their absence.

### CORROBORATIVE FIGURES.

It might be of interest, not alone to Mr. Moses, to give an approximately correct analysis of the composition of the New York delegation to the Toronto convention. Of publishers there was 35 per cent.; advertisers, 18 per cent.; advertising agents, 18 per cent.; engravers, printers, outdoor men, etc., 15 per cent.; publishers' representatives, 7 per cent.; miscellaneous, 7 per cent. These figures prove the correctness of the convention executive's statement that New York had the most representative delegation at Toronto.

But of the about 2,250 advertisers in New York City there certainly was an "appalling paucity." The New York On-to-Toronto Committee appreciated the importance of interesting in the convention this great body of merchandisers, and its mailing list included every New York City advertiser listed in McKittrick's Directory; so something has been done towards a desired end.

Mr. Moses' strictures on the convention speakers and the general attendance are very severe. It takes all kinds of people to make a world. And it takes all kinds of advertising men to make a convention. (Waco, Texas, honestly believes that the personnel should include donkeys, and Mr. Moses would probably applaud Waco's unconscious estimate of the intellectual plane of an Ad Club Convention.)

### NOT ALL BIG FRY.

Assuming that an advertising convention is worth while, the "intellectual peewees and mental tomtits, full to the muzzle with language," are at least doing work that some of the giants decline. The general level of the contents of the papers read might be higher; there might be in them more of experience and facts and common sense, and less of speculation and high-faluting.

There is in advertising circles a danger of theorists obscuring common sense principles with a kind of commercial theology. There may be too many tyros just out of college or the correspondence course who claim knowledge that can be born only of experience. But it would not be good policy to cover these latter under barrels for a few years in the hope that they might emerge sadder and wiser. The general interest and participation of the "intellectual peewees and mental tomtits" is needed; emphatically so; else everything would be too easy for the giants, who would also deteriorate in quality.

Mark Twain once said, "But for the fools, where would the rest of us be." A nation labors many centuries to produce a Shakespeare, a Napoleon, a Wag-

Business is *good*—with the Brooklyn STANDARD UNION. The "N. Y. Evening Post" official measurements show that in New York City only five newspapers carried more business during the first six months of 1914 than they did the first six months of 1913.

Only five went ahead.

Twelve went back.

The STANDARD UNION is one of the five.

It is the only Brooklyn newspaper of the five.

ner. And Mr. Moses admits that "Nature, in order to produce one real thinker, throws in a million boobs." Many of us can endure being boobs if only the real thinkers may be evolved, and, being evolved, will take the leadership. One can endure with equanimity the mighty discord of millions of amateur pianists and violinists, even of those in the practising stage, if each of these "boobs" contributes to the formation of a national or racial music consciousness from which shall come forth a genius embodying the essence of those seemingly insignificant aspirings and bleatings.

By the existence of communities of mutual interest and aspiration is progress made, and higher levels reached—in religion, in ethics, in music, in commerce.

If the ad clubs constitute a community of mutual interest in evolving the potentialities of the germ of common sense in advertising, they will amply justify their existence, and especially if their membership includes more advertisers. And surely Mr. Moses does not believe that common sense has reached its Ultima Thule, and has no more worlds to conquer. I am sufficient of a Hegelian to believe that "Nothing is, but Everything is Becoming."

### Death of Edwin Augustus Elcock.

Edwin Augustus Elcock, formerly circulation manager of the New York Evening Post, died at Borough Park, Brooklyn, July 23. Mr. Elcock went to the Evening Post from The Nation in 1881, having worked three years for the latter journal, whose service he entered as office boy. For thirteen years he served as circulation manager of the Evening Post, retiring from that post last year. He had been ill for several months. Mr. Elcock was born in New York, November 4, 1865.

### OBITUARY NOTES.

Mrs. LEAH ROSEWATER, widow of Edwin Rosewater, founder of the Omaha (Neb.) Bee, and mother of Victor and Charles C. Rosewater, present owners of that paper, died at her home, in Omaha, Tuesday. She was seventy-one years old. Mrs. Rosewater went to Omaha with her husband in 1864.

ARUNAH SHEPPERDSON ABELL, grandson of A. S. Abell, founder of the Baltimore Sun, and himself long identified with that paper, died in Baltimore Tuesday. He was forty-eight years old. Mr. Abell's wife was Miss Anna Schley, a cousin of Rear-Admiral W. S. Schley. She survives him with seven children.

JAMES F. McNALLY died at West Dorchester, Mass., last week. He was 45 years old. At an early age he entered the newspaper business and worked for the Boston Herald and other newspapers.

HOWARD E. HENDERSON, 65 years old, part owner and business manager of the Kokomo (Ind.) Dispatch, died at his home on July 21. Mr. Henderson became associated in the Dispatch in 1874, when he and his brother, J. O. Henderson, now of Indianapolis, took over the management of the paper. Mr. Henderson had been associated with the paper continuously since that time.

HENDERSON H. EDDY, formerly an editorial writer on the Colorado Daily Sun at Denver, and more recently a State Senator, died last week in Denver from uremic poisoning.

### NEW INCORPORATIONS.

SEATTLE, WASH.—Index Publishing Company; capital \$50,000; incorporated by L. R. Stradley, George Morry and others.

SEATTLE, WASH.—The Examiner Publishing Company; capital stock, \$10,000; incorporated by F. C. Van Houten, Joe E. Diamond and Mrs. Lucy Erickson.

The Lafayette (Ind.) Journal and Sunday Times is erecting a new home for its plant.



# A Matter of Millions

**M**ILLIONS of people and millions of dollars have become thinkable quantities to most of us, but millions of agate lines of advertising within a period of six months, in a single newspaper, is a new sort of million to think of.

The St. Louis Post-Dispatch carried more agate lines of legitimate paid advertising in the first six months of 1914 than any two St. Louis newspapers combined, and MORE than the Republic, Times and Star ALL ADDED TOGETHER.

## A Comparison of Totals

The following totals of agate lines show that the Post Dispatch was the ONLY St. Louis newspaper making a gain in the advertising carried during the first six months of 1914. ALL other St. Louis newspapers show heavy losses.

	1913	1914	Gain	Loss
Post-Dispatch .....	5,666,360	5,834,360	168,000	
Globe-Democrat .....	3,548,700	3,429,900		118,800
Republic .....	2,597,100	2,392,200		204,900
Times (No Sunday) .....	2,421,600	2,076,900		344,700
*Star .....	1,518,300	1,237,200		281,100

\*Sunday issue discontinued October 1st, 1913.

The Post-Dispatch does not print special editions of any kind to temporarily increase its showing of circulation or advertising. Telling figures these, **conclusive** of the advertising supremacy of the Post-Dispatch, and a great tribute to the **quality** and **quantity** of its circulation.

## An Achievement Unequaled

The Post-Dispatch in this exhibit passes its own highest record. Never before in its history has it made so stupendous a showing. The gain over the corresponding six months of 1913 was 168,000 agate lines; during the same corresponding period **every other** St. Louis newspaper **showed a loss**.

The Post-Dispatch reaches the St. Louisian irrespective of creed or politics. It is the **only** newspaper in many homes and the **one** newspaper in **every** home. It is this fact of universal circulation that makes the Post-Dispatch the **choice of the advertiser** seeking profitable results.

## A Record Unapproached by Any Other Metropolitan Newspaper

On each of **fifty days** during the first six months of 1914, the Post-Dispatch carried **as much or more** display advertising from St. Louis merchants than **all other** St. Louis newspapers combined. That is the aggregate of display advertising from St. Louis merchants on **each of these fifty days** was in excess of the **total** carried by the Globe-Democrat, Republic, Times and Star, **all the other** St. Louis newspapers, on the same days.

## Quality of the Post-Dispatch Circulation

It is conceded by experts that the volume of automobile and piano advertising carried by a newspaper indicates the **QUALITY OF CIRCULATION**. Judged by this standard, the exclusive character of the Post-Dispatch circulation is unexcelled. During the first six months of 1914 the Post-Dispatch carried 203,734 agate lines of automobile advertising, against 199,474 carried by the Globe-Democrat; 118,420 carried by the Republic; 57,337 carried by the Times; and 34,674 carried by the Star.

During the entire year 1913 the Post-Dispatch alone carried 407,698 agate lines of piano advertising, as against 308,644 lines in all the other St. Louis newspapers **combined!** Nearly 100,000 lines **more** than **all** of the others added together. If piano advertising demonstrates quality of circulation these figures are overwhelming evidence of the prestige enjoyed by the Post-Dispatch in the homes of St. Louis and suburbs.

No objectionable, medical, financial, clairvoyant or other questionable advertising is admitted to its columns under any circumstances. It is a **CLEAN** newspaper, fair in its editorial and indefatigable in the printing of the news. A newspaper so founded was predestined to the pre-eminence achieved by the Post-Dispatch. It is **without a rival** as a newspaper and obviously leads all other metropolitan newspapers in circulation, advertising and results.

## Quantity of Post-Dispatch Circulation

Average Circulation, Daily (exclusive of Sunday) first six months 1914.....	<b>177,948</b>
Average Circulation, Sunday only, first six months 1914.....	<b>319,153</b>

The actual sales of the Post-Dispatch in St. Louis and Suburbs every day equal the number of St. Louis homes, and are **greater** than the **combined** sales of **all other** morning or evening papers in the same field.

The display advertising carried by the Post-Dispatch in the first six months of 1914 is greater than that carried by any other metropolitan newspaper in America, exceeding the New York World by 344,371 lines, and the Chicago Tribune by 474,524 lines.

These are highly important facts throughout and must be regarded by all advertisers who wish to economically and profitably reach the buying multitudes of St. Louis and the adjacent territory.

Millions of agate lines are thus given a meaning and understanding, as concretely expressed day by day by the St. Louis Post-Dispatch, and the significance to be borne in the minds of readers and advertisers alike is—that the **Post-Dispatch is**

## St. Louis' One Big Newspaper

# St. Louis Post-Dispatch

**THE S. C. BECKWITH SPECIAL AGENCY, SOLE FOREIGN ADVERTISING REPRESENTATIVES**

Tribune Building, New York

Third National Bank Building, St. Louis

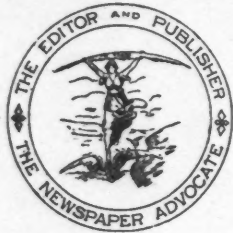
Tribune Building, Chicago

## THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



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

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Aug. 1, 1914

### THE BUSINESS OUTLOOK.

Some men are born pessimists. They are forever in the dumps. If they are making ten thousand dollars a year they are unutterably miserable because they are not making twenty. To them business is always poor. According to their view the depression through which we have been passing the past year or two is to keep right up through the fall and winter.

There's not much use in arguing with such people about the return of the sun of prosperity, the first rays of which are already driving away the fog of gloom that has settled down upon many kinds of business. They are blind to all evidence with which they may be confronted.

Here are a few indisputable facts that ought to make every journalist and advertising man an optimist as to the business outlook for the coming fall and winter. Two states alone, Kansas and Nebraska, have just harvested a winter wheat crop that is worth \$175,000,000 in cash. The latest government reports give the wheat crop at 930,000,000 bushels, and the total value of all this year's crops is estimated at \$10,000,000,000. Some money, that! Don't look as though the farmers were going to the poor-house right away, does it?

The iron and steel industry is bracing up all along the line. Orders for steel rails are much heavier than last year. The Pennsylvania, Erie and several western roads have given orders for many locomotives and all-steel cars. Cotton mills have been somewhat busier this year than last, and the sugar industry shows great improvement. Manufacturers who usually shut down for several weeks at this season of the year or run on reduced time are running almost on full schedule. In Grand Rapids they are selling more furniture than ever before. Senator Hollis, of New Hampshire, in a recent interview, said: "Not a single cotton, woolen or textile man has closed down in my state, and not a pulp or paper mill."

In the face of these facts, what, in your opinion, is the outlook for business? Isn't it good? Doesn't it strike you that there is going to be a loosening up of pocketbooks, a reaching out after more sales, a willingness to take chances on new ventures, and a desire to do things better? This means more advertising, more readers for the newspapers, and more money for all. Are you ready to get your share of this business?

If all Europe is plunged into war and millions of men are withdrawn from industrial and agricultural pursuits, where are their food and other supplies coming from after the stock in hand is exhausted? The United States.

### BASEBALL IN PHILADELPHIA.

My, but the baseball magnates of Philadelphia are getting touchy! They have served notice on the newspapers of the city that they must no longer reproduce the details of the games on street bulletin boards. On the ground that receipts have fallen off \$1,000 a day they argue that if people interested in the game couldn't watch the play on the boards they would have to go to the grounds and pay the admission fee.

We have not heard of a single Philadelphia daily that has paid any attention to the orders of the baseball magnates, although, personally, we wish to goodness they would, one and all, because it would show in very short order how much the newspapers are contributing to the popularizing of the game. We venture to assert that if the newspapers would banish the baseball bulletin boards, cut out the printing of impossible stories about the players, and the laudatory stuff about their work, and confine the reports to a reproduction of the score and a plain, common-sense story of the game, not to exceed a half column in length, the attendance before the end of the season would fall off 50 per cent.

The owners of the clubs have been getting so many columns of free publicity for the games from the newspapers every day that they long ago refused to pay any more money to the publishers for advertising space, utterly ignoring the fact that the newspapers had made the game popular and had helped them win fortunes out of it and were therefore entitled to some remuneration for the service they had rendered.

It is gratifying to THE EDITOR AND PUBLISHER to know that its advocacy, during the past two years, of the cutting out of special baseball extras, and the reduction of space devoted to reporting games to a reasonable amount, and the elimination of the oceans of flub dub about the players, has resulted in the adoption of its suggestions by many of the leading newspapers of the country. After the baseball club owners have seen the popularity of the game knocked into a cocked hat through their own greed and folly they will perhaps wake up and do what they should have done, advertise.

In one of the largest advertising campaigns now being carried on in England the appeal is made not on the basis that the goods are cheap, or good, or better than others, but to enable the concern to achieve its ambition of doubling its turnover during 1914! It seems foolish to suppose that the public would take the slightest interest in the very laudable ambition of the firm, and yet the plan may, after all, work out to its advantage, because of its novelty.

The Daily Mirror, of London, announced a few days ago that it had reached a daily circulation of 1,000,000 copies. The Daily Mail and the Daily Mirror have been racing for the million mark for some time, but the Mirror, which was founded in 1904, is the first to reach the goal. The publishers of the latter paper received a congratulatory message from the King and Queen. This, we believe, is the first newspaper in the world printed in English to achieve such a circulation.

### DIVERS DASHES.

It's a pity that newspaper men have not more time to devote to civic affairs. Their energy, diversified knowledge and ability to analyze character makes them ideal public servants. Those who leave the newspaper game and assume public office almost invariably render a good account of themselves. In Bergen County, N. J., Vincent B. Kelly, of the New York Evening World, has been doing herculean work for the last six months as secretary of the Eastern Bergen County Improvement Association. Mr. Kelly lives at Palisade and has been giving up his nights to aiding the "fighting mayors" of numerous boroughs to secure a 3-cent fare on Fort Lee ferry, to obtaining better service from the Hackersack Water Company, and to other needed reforms. Mr. Kelly's activities have led the Democrats of his Assembly District to urge him to accept a nomination for Assembly this fall. I'm a dyed-in-the-wool Republican, but I'll vote for Kelly if he runs. It is a safe 100 to 1 shot that he will make good at Trenton if he goes there as an Assemblyman and that he will look upon public office as a public trust.

But I fancy that Mr. Kelly would rather read copy on the Evening World's city desk than to roar and pound a desk in legislative halls.

While every intelligent citizen recognizes the necessity and the wisdom of proper censorship of news by government officials in time of war, or during tense international situations, it is to be hoped that there is no truth in the report from Washington that Secretary Bryan has ordered the complete suppression of all news regarding the present trouble in Hayti and Santo Domingo. It is right for the departments to guard State secrets, but it is also their duty to give to the public, through the newspapers, proper general information. That is a much better plan than denying the truth obtained and printed by an enterprising press. I am in touch, through certain West Indian channels, with valuable sources of news concerning Santo Domingo and Hayti. I would like to know how Mr. Bryan or anyone else can prevent my giving that news to the press. I do not obtain it from government officials. I pay to get it. It is mine. The fact that its publication may interfere with Washington's plans does not concern me. Nor does official denial of my stories prove me to be a liar. Perhaps the fact that I am not a diplomat is fairly good evidence that I am telling the truth. No, Mr. Bryan, the "complete suppression of all news" about the situation in the Black Republic and its neighbor, Santo Domingo, is not the best possible policy.

If the picture of the Freeport, L. I., murder victim, published on July 11 in numerous afternoon papers is what the Evening World calls it, "the first photograph ever printed of woman slain in Carman's office," I wonder whose photographs were used so frequently, as pictures of Mrs. Bailey, between the day after the tragedy and July 11. The Evening Sun, on July 11, also printed a picture which it calls the "sole authentic portrait from the only individual photograph in existence." It is unfortunate that the rush in these days to use pictures often leads to such mistake that there is a discrediting of the news values of the stories which a wrong or deliberately faked picture illustrates. Only a few days ago the Emporia (Kan.) Gazette deemed it necessary to say: "The pictures printed in the press of the estimable lady who sued Governor Hodges for mayhem, or assault with intent to kill, or whatever it is, surely indicate that she has a better suit against the newspapers that print these pictures than she has against the Governor. For these pictures would prejudice the public against an angel. It was bad enough when the Capital printed a picture of Dudley Doolittle and called it Lieutenant Becker; but when the State Journal printed a composite picture of Mrs. Guinness and Kate Bender and called it Mrs. West, the time has come to call a halt."

There's good red blood in the articles now being printed in the Caxton, a magazine for business men, issued by the Key Publishing Company, New York, and edited by Harold S. Haines. The last two issues teemed with good things. The articles are not too long to become tedious in the reading or too short to be unsatisfactory. "The Education of a Salesman," T. H. Bailey Whipple, in the June issue, ought to be helpful to the big manufacturing and wholesale concerns. "How Salesmen Cash in on Advertising," by Charles E. Churchill, contains some excellent suggestions for the advertising department.

JIM DASH.

### SMALL PAPERS THE VICTIMS.

THE MORNING REPUBLICAN.  
CHESTER, PA., July 27, 1914.

THE EDITOR AND PUBLISHER:  
In a recent issue of THE EDITOR AND PUBLISHER you published an account of the wind-up of Carl Geyer's criminal career.

Under the name of the Mercantile Publicity Company that gentleman sent an order for advertising to this paper with the guarantee of the Bankers' Underwriters' Association, that the former concern was entitled to liberal credit.

The whole thing appeared "fishy" to the writer, and he wrote to the Dayton News for information, which was promptly forthcoming.

Mr. O. Harrington, advertising manager of the News, wrote that the order should be consigned to the waste-basket.

It was an easy matter to get this information; yet, according to the reported success of this fake enterprise, many publishers blindly accepted the business and helped the fakers reap a harvest.

It is the small-town papers that usually get "burnt" in this way. They should be urged to scan every contract from an unknown concern with a most skeptical eye and to feel free to call on publishers in other towns for information whenever the request for credit comes from an unknown source.

ROBERT E. PEIFFER,  
Advertising Manager.

**PERSONALS.**

Governor Martin H. Glynn, editor of the Albany Times-Union, has been ill in bed the latter part of this week. The attending physician says there is nothing serious in the Governor's illness, which is due to overexertion in official duties and the keeping of speaking engagements.

Charles P. Taft, owner of the Cincinnati Times-Star, will probably present as a gift to the art museum of that city, the collection of paintings owned by him and his wife, and valued at from \$1,500,000 to \$3,000,000. In making his personal tax return Mr. Taft listed his art collection at \$2,500. The low estimate is indicative of the proposed gift being excluded. The Taft collection is said to be the finest in the West and embraces paintings by Rembrandt, Frans Hals and other examples of the old masters. There are also exceedingly rare Chinese porcelains.

Edward B. McLean, secretary and treasurer of the Washington Post, and Mrs. McLean, are spending the summer at Newport and recently chartered the steam yacht "Sovereign" for the remainder of the summer.

Robert J. Collier, publisher of Collier's Weekly, returned from abroad on the Vaterland Wednesday.

W. Y. Morgan, editor of the Hutchinson (Kan.) News, author and patriot, has added another accomplishment to his list, that of German orator. He is to address the Germans of McPherson and Marion Counties, Kansas, on the baneful effects of the new tariff law on the agricultural interests of that State.

William Winter, the famous critic, essayist, dramatic historian and poet, was the principal speaker at the laying of the cornerstone of the new building of the Staten Islander, at Staten Island, New York.

E. T. Malone, K. C., has been elected a member of the board of directors of the Toronto Globe Printing Company.

W. H. Johnson, publisher of the Boston American, is away on a vacation. During his absence, John D. Bogart, of the New York American, will fill the position of publisher.

Ernest A. Scholz, late business manager of the Chicago Herald, is spending the summer at his country place at Bangor, Mich., and not at Bangor, Me., as was reported last week.

Mrs. Alexander P. Moore, (Lillian Russell), wife of the owner of the Pittsburgh Leader, is ill at her summer home in Atlantic City. Several physicians are in attendance.

H. W. Collingwood, president and editor of the Rural New Yorker, has declined to be a Progressive party candidate for Congress, in Bergen County, N. J., stating that even if he should become elected he could not do justice to a legislative office as he is handicapped by personal and business reasons.

LeRoy L. Smith, editor of the Long Island (N. Y.) Star, who is a director of the publishing company, was recently elected treasurer of the corporation, succeeding T. S. Weeks. George B. Hanavan was made vice-president in the place of A. T. Payne.

W. B. Howland of the Independent was one of a distinguished party of Easterners at Mackinac Island near Detroit, as delegates to the conference of the Canadian and American committees arranging for the celebration of 100 years of peace between English speaking nations. He represented the State of New Jersey.

C. W. Brown, editor and proprietor of the Troy (N. Y.) Democrat, and Charles F. Delano, editor of the Amityville (L. I.) Record, have been designated by Governor Glynn as delegates to represent the State of New York at the eighth annual conference on taxation to be held in Denver, Colo., September 8-11, under the auspices of the National Tax Association.

Bradford Merrill, publisher of the New York American, is spending a few weeks in touring England and France.

Charles Edward Russell, formerly city editor of the New York Herald, the World and the American, and Mrs. Russell sailed for Europe on the Ryndam Tuesday. He is the Socialist nominee for United States Senator from New York.

George W. Ochs, editor-in-chief of the Philadelphia Public Ledger, and brother of Adolph S. Ochs, owner of the New York Times, was in Buffalo this week, renewing newspaper acquaintances.

George W. Sowles, editor of the Hesperia (Mich.) Union, has filed his petitions for State Representative on the National Progressive Party ticket.

Harry W. Smith, editor of the Middlebourne (W. Va.) Star, is a candidate for the Republican nomination for Clerk of Tyler County.

Garrard Harris, associate editor of the Mobile (Ala.) Register, and author of several books, has resigned to take the appointment of commercial agent of the Department of Commerce of the United States. He will be connected with the Central and South American departments of the Commercial Bureau. The position carries a lucrative salary.

Joseph H. Myers, who was recently appointed head of the Ohio State University's School of Journalism, is also the editor of the Ohio State University Monthly, the first number of which, issued under his direction, has just appeared.

**GENERAL STAFF PERSONALS.**

There is one man in Peoria who is mighty happy these days. He is Clarence Eyster, circulation manager of the Star, whose wife presented him a fine baby girl on Wednesday, July 22. He is so proud of the gift that he wants to buy for everybody.

W. J. McHale has resigned as advertising manager of the Scranton (Pa.) Tribune Republican and Truth to take a similar position on the Scranton News.

Frank S. Adams, the former newspaper promoter, has recently sold his Virginia property, Nockamellie Orchards, to Mrs. Waldorf Astor, of England. Mr. Adams will continue to reside in Virginia at his Ivy Cliff Orchards, situated at Greenwood, Albemarle County.

Fred E. J. Dowling, formerly on the Boston Record and the Traveler, is a candidate for the Massachusetts legislature.

E. A. Pettit has joined the advertising staff of the New Orleans Item. He was formerly advertising manager of the Henry F. Michell Company, Philadelphia seed merchants.

Robert J. Hess is the new advertising manager of the Richmond (Va.) News-Leader.

Carl Gogel has been made advertising manager of the St. Louis Times. He was formerly in the real estate advertising department of the paper.

Robert Smith is now city editor of the Conneaut (O.) News-Herald.

**IN NEW YORK TOWN.**

Walter S. Meriwether, of the Morning World, is recuperating on the Maine coast from the strain of a long stay in Mexican waters.

"Gus" Roeder, of the World, has returned from abroad, being accompanied home by his wife and his daughter, Miss Frances Roeder. Miss Roeder, after seven years' study of music in Europe, has acquired a singing voice that promises to bring her international fame on the grand opera stage.

Claire Briggs, cartoonist of the Tribune, has returned from a motor tour through Maine.

H. B. Paul and Joseph F. Dogherty, who were on the defunct Philadelphia Times, have taken posts on the Press.

David A. Morrissey of the Evening Globe is vacationing at Little Falls, N. J.

Arthur Ruhl, war correspondent of the Tribune, has returned from Mexico and is now visiting his folks at Rockford, Ill.

Charles A. Logue of the Tribune is with General Gonzales, somewhere near Mexico City.

**PUBLISHER'S NOTICE.**

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

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

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

The columns are 13 picas.

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

Advertising Rates: Transient Display 25c. an agats line.

Liberal discounts are allowed on either time or space contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted fifteen cents a line; Business Opportunity and Miscellaneous ten cents a line, and Situations one cent a word; see classified pages.

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

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

Chicago—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street.

Cleveland—Schroeder's News Store, Superior street, opposite Post Office.

Detroit—Solomon News Co., 60 Larned street, W.

San Francisco—R. J. Bidwell Co., 742 Market street.

**BUSINESS OPPORTUNITY**

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

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

**MISCELLANEOUS**

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

**DAILY NEWS REPORTS.**

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

**LINOTYPE MACHINES**

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

RICH & McLEAN, New York. 51 CHEE St.

**EASTERN DAILY**

and job business in very attractive location. Annual volume of business, \$30,000. Three Linotypes, Cox Duplex, etc. Owner interested to sell 1/2 or all. Property needs aggressive management. Not more than \$5,000 cash necessary, balance can be deferred. Owner's return, \$3,700 annually. Proposition K. C.

**C. M. PALMER**

Newspaper Properties  
225 Fifth Ave., New York

**NEW YORK STATE WEEKLY**

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

**HARWELL, CANNON & McCARTHY**  
Newspaper and Magazine Properties,  
Suite 1201-1202 -  
Times Building, New York City

**SITUATIONS WANTED**

Advertisements under this classification one cent per word each insertion.

REPORTER, eight years' experience on daily and weekly newspapers. Sober, reliable, energetic. References. REPORTER, Care Editor and Publisher.

ADVERTISING SOLICITOR, experienced on daily newspaper, wants job on live town, progressive daily. References. LIVE WIRE, Editor and Publisher.

I am making good in charge of the ADVERTISERS' SERVICE WORK on large daily. Holding and developing old advertisers. Cooperating with the solicitors in creating new ones. My copy gets results. My letters bring back orders. I like my work, but for good reasons desire a change. I want another position similar to my present one. Age 23. ENTHUSIASM, care The Editor and Publisher.

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

**FOR SALE**

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

For Sale: Model 1 Mergenthaler and Model 2 Mergenthaler, both in good condition. Also large quantity of type and other material used in publishing daily newspaper. Address Sun Publishing Company, Jackson, Tenn.

**ADVERTISING MEDIA**

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

THE BLACK DIAMOND Chicago - New York - Philadelphia, for 20 years the coal trades' leading journal. Write for rates.

**WHERE THE GOLD COMES FROM!**

THE FAIRBANKS (ALASKA) DAILY NEWS-MINER, the oldest paper in Interior Alaska, where the gold comes from, reaches the highest-paid class of workers in the world. There are only 16,000 people in the News-Miner's district, but they produce and spend from \$5,000,000 to \$10,000,000 a year. The smallest piece of money there is 25c. piece—which is the price of a newspaper, cigar or drink. One million was sent out of Fairbanks in one year to mail-order houses. The average per inhabitant annually is \$135 freight paid. Everything is dear except advertising—advertising agents take notice—and the people buy whatever they want when they want it.

**The Globe**  
 AND COMMERCIAL ADVERTISER

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

Net paid circulation for year ending June 30, 1914

**153,330**

Net paid circulation for June 30, 1914

**174,206**

**THE PITTSBURG PRESS**

Has the Largest

Daily and Sunday

**CIRCULATION IN PITTSBURG**

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

There is no Duplication or Substitution in

**Pittsburg Leader Circulation**

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

**VERREE & CONKLIN**  
 Foreign Representatives

**Steger Building, Chicago**  
**Brunswick Bldg., New York**

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

**THE PITTSBURGH POST**  
 (Morning)

**THE PITTSBURGH SUN**  
 (Afternoon)

**CONE, LORENZEN & WOODMAN**  
 Foreign Representatives  
 New York, Kansas City, Chicago

**Get the Best Always**

**The Pittsburg Dispatch**

Greater Pittsburg's Greatest Newspaper

**WALLACE G. BROOKE,**  
 Brunswick Building, New York

**HORACE M. FORD,**  
 People's Gas Building, Chicago

**H. C. ROOK,**  
 Real Estate Trust Building, Philadelphia

**THE NEW ORLEANS ITEM**

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

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

**PACIFIC COAST NEWS PRESS ASSOCIATIONS.**

(Continued from page 136.)

the lips of every advertising man in San Francisco. His address at the big Toronto convention and his all-round fine work struck a sympathetic chord in local circles and many are the praises that have been accorded him. Of course, San Franciscans feel deeply honored upon having a native fellowman twice elected to the head of this great body, but one and all are willing to give full credit to Woodhead himself and are gratified that the delegates to the convention recognized the real genius of the man—a fact that has long been appreciated in local circles.

John Renfrew of Los Angeles, who was elected a member of the national executive committee of the Associated Advertising Clubs, is well known throughout California. His many friends will wish him great success in his work on this important committee.

Neil Wilson, dramatic critic for the San Francisco Examiner, is a young man who has made a decided success within a very short time. It seems hardly more than a few weeks ago when Wilson left Yale College. To be sure he had made quite a name for himself at college as a writer, but when he took up actual newspaper work it was not expected that this would count for much. At any rate you know that the seasoned reporter will tell you the college man is really handicapped when he starts to "cub it." Well here's an exception and exemplifies the value of a college education. Wilson didn't serve as a cub for more than three or four weeks. Right off the reel he was writing signed—honest-to-goodness—stories. The old boys were amazed. That job didn't last more than a couple of months, when he was turning out signed and illustrated page stories on the front page of the Sunday edition. He was—IT; the Dramatic Critique, if you please. Pretty big job for a youngster but, believe me, he is getting away with it in great style. If you doubt my word take a slant at the sheet.

**Results of Baltimore Sun Canvass.**

The Baltimore Sun has recently canvassed in a most thorough manner the residential section of the city with a view of ascertaining the exact number of homes into which the Sun goes. There were 52 streets in the territory which is bound on the west by Madison avenue, on the east by Guilford avenue, on the south by Centre street and runs as far north as the Guilford development. The census shows that in this district there are 7,285 homes, including 162 apartments. For the purpose of a fair comparison 376 vacant houses and 381 occupied by negroes were deducted from the grand total, leaving a balance of 6,528. The report of the canvassers shows that the Sun goes into 4,531 of these, and the total number of individual subscribers including the apartments is 5,711.

**Oklahoma Editor's Slayer Acquitted.**

J. C. Lindsay, who killed J. Y. Schenk, editor of the Sulphur (Okla.) Democrat, was found not guilty of the murder by a jury at Norman, Okla., after six hours' deliberation. The verdict sustained the contention of the defense that Lindsay was temporarily insane when he met Schenk on the streets of Sulphur and shot him. Judge McMillan instructed the jury to return either a first degree murder verdict or one of acquittal. Lindsay's defense was that he was made temporarily insane as a result of editorial attacks by Schenk. Lindsay was liberated immediately after the jury's verdict.

**New County Press Association.**

Publishers of the Grand Rapids (Minn.) Herald-Review, Itasca County Independent, Coleraine News, Deer River News and Nashauk Herald have perfected the organization of the Itasca County (Minn.) Editorial Association, with Helmer Haugen of the Nashauk Herald as president and L. A. Rossman of the Grand Rapids Herald-Review, secretary. The primary object of the association is co-operation.

The Georgia Weekly Press Association held its annual convention at Commerce last week. The by-laws of the organization were changed so as to embrace editors of all publications—daily and monthly, and others. The name of the association will remain the same, but as there is no other organization now for the other classes of papers the "corporate limits" are extended. The old officers of the association were all re-elected, P. T. McCutchen, of the Franklin News and Banner, again heading the association; J. C. McAuliffe, vice-president; Paul T. Harber, vice-president, Commerce; C. E. Bennis, recording secretary; Butler H. Stanley, corresponding secretary; J. J. Howell, treasurer. Eastman was selected as next year's convention city. After the business sessions the editors took an excursion to Athens, where they were entertained.

The Military Tract Press Association held its semi-annual meeting at Macomb, Ill., last week. The program follows: "Pleasing the Woman Reader," Mary Davidson, Carthage Republican; "Country Newspaper Advertising," Elmer T. Selby, Camp Point Journal; "The Old Time Editor," Rev. J. M. D. Davidson, who was raised in the Carthage Republican office; "Reminiscences," George W. Cyrus, formerly of the Camp Point Journal; "The Educational Value of the Press," Walter P. Morgan, president Illinois State Western Normal School; "From the Subscriber's Standpoint," C. S. Townley, Macomb; "Forty-eight Years of Journalism," H. N. Wheeler, Quincy Daily Journal; "Joys of Journalism," S. H. Trego, Blandinsville Star-Gazette.

Uniform net minimum advertising rates, based on circulation, were adopted last week by the South Florida Press Association, organized recently in Lakeland, at its first regular convention at Arcadia. A resolution was passed in which members of the association bound themselves to abide by the rates decided on. About twenty editors were in attendance and greatly enjoyed their stay in addition to having had a profitable session. Adjournment was taken to meet at Kissimmee the second Friday in October.

The annual meeting and outing of the Long Island Press Club was held last Saturday in Steeplechase Park, Coney Island. Following a business meeting in the morning the members were entertained by George C. Tilyou, president of the Steeplechase Park Company. At the annual election Henry A. Reeves, of the Greenport Watchman, who is 89 years old, was again chosen president; J. Fred Flugrath, of the Babylon Signal, vice-president; Archer B. Wallace, of the South Side Observer, secretary (at a salary not to exceed \$200, by his own request); Justice L. B. Green, of the Patchogue Argus, treasurer.

The Tazewell County Newspaper Publishers' Association held its last meeting of the year at Pekin, Ill., last week. Starr Beatty, of the Tri-County Times, of Delavan, was elected president; George Cramer, of the Mackinaw Enterprise-Gazette, vice-president; Elwood Garlick, of the Hopedale Times-Review, was re-elected secretary and treasurer; Jacob Schmidt, of the Pekin Freie Presse, C. S. Darling, editor of the Green Valley Banner, and B. C. Allensworth, of the Times, were named as an executive committee. Various items of interest to the members were discussed with much profit.

The Western New York Press Association in convention at Buffalo last week discussed many subjects of interest to the editors and publishers of the State. Charles H. Betts, owner of the Lyons Republican, and president of the association, was in the chair. The entertainment included a theater party, a banquet, and trip to Crystal Beach.

**New Jersey's Leading 7 Day Paper**

**Trenton Times**

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

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

*87 1/2 % of Washington DC read the ONE edition of the "Evening Star" every day.*

**12 1/2 % NON-READERS**

**It Pays**

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

"The sun shines on four sides" of

**The Evening Mail**  
 New York's Home Newspaper.

**Buffalo News**

**EDWARD H. BUTLER**  
 Editor and Publisher

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

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

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

**NEW YORK TRIBUNE**

and be fully assured of Satisfactory Response.

**The Peoria Journal**

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

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

# THE TRENTON TIMES

Recognized as one of the strongest papers  
in the country in cities of its class

*(a city of 102,000; a paper of 24,000)*

puts the finishing touch on a complete  
and modern mechanical equipment and  
orders a

## Semi-Autoplate Machine

a fitting complement and the necessary  
link between a complete Composing  
Room, embracing 16 Linotypes and the  
latest Keystone furniture, and an ideal  
Pressroom, with its new Sextuple Goss  
Press.

This is but another illustration of how  
necessary is the AUTOPLATE to an  
otherwise modern plant.

The best hand methods must give way  
when a publisher desires economy, greater  
speed, and mechanical perfection.

## AUTOPLATE COMPANY OF AMERICA

HENRY A. WISE WOOD, President

BENJAMIN WOOD, Treasurer and General Manager

25 MADISON AVENUE

NEW YORK

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

- THE CHICAGO EVENING POST**  
(Evening Daily)
- INDIANAPOLIS STAR**  
(Morning Daily and Sunday)
- TERRE HAUTE STAR**  
(Morning Daily and Sunday)
- MUNCIE STAR**  
(Morning Daily and Sunday)
- THE ROCKY MOUNTAIN NEWS**  
(Morning Daily and Sunday)
- THE DENVER TIMES**  
(Evening Daily)
- THE LOUISVILLE HERALD**  
(Morning Daily and Sunday)

**The Shaffer Group**

**The Seattle Times**

"THE BEST THAT MONEY CAN BUY"

Circulation for June, 1914—  
**Daily, 69,152 Sunday, 89,318**  
**47,000—In Seattle—50,000**

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

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

**LARGEST QUANTITY—**  
**BEST QUALITY CIRCULATION**  
Buy the best and you will be content

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

**San Francisco Examiner**

FIRST IN INFLUENCE  
FIRST IN CIRCULATION  
FIRST IN ADVERTISING

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

Sells at 5c per copy, or \$9.00 a year  
**Circulation** { 122,000 DAILY  
226,000 SUNDAY

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

**The Florida Metropolis**

FLORIDA'S GREATEST NEWSPAPER  
**JACKSONVILLE, FLA.**

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

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

YOU MUST USE THE  
**LOS ANGELES EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **150,000**

**PHILADELPHIA NOTES**

(Continued from front page.)

is reported that the owner considers it worth fifty millions, which is, of course, prohibitive to the park plan. And there you are! The Telegraph must soon move. But where?

One of the best-known newspaper men of the city, Captain Peter Lyle Weaver, military editor of the Inquirer for twenty-two years, died at his home in Glenside on the 20th, from locomotor ataxia, from which he had suffered for eighteen years, though it was not until the middle of last June that his condition was regarded as beyond the control of his iron will. Captain Weaver was the youngest son of Major David P. Weaver, a veteran of the Mexican War, and an active member of the National Guard. When only eleven years old he joined a group of cadets, which later was attached to the Third Regiment, N. G. Pa. He figured with his regiment in the labor riots at Pittsburgh in 1877 and was wounded by a bullet. He gave up active duty ten years later, but continued, steadfastly, in his newspaper work, to devote himself heart and soul to the interests of the military profession and in the pursuance of his duty, rendered signal service to the State Guard of Pennsylvania. In the misfortune which befell him he won the high regard of everyone who knew him for his unparalleled pluck, "sticking" under conditions which would have made an ordinary man throw up his hands and quit.

**CAPT. WEAVER'S CAREER.**

He was temporarily connected with the New York Herald during the Spanish-American War, and was war correspondent during the Porto Rican campaign. His old company gave him a military funeral, and it is certain that taps were never sounded over a braver, more loyal or more high-minded and chivalrous man. Only the real newspaper man (who is a soldier in his own way) can fully appreciate the fact that during the two decades of his severe and painful illness he kept up his work, save for comparatively brief periods.

Here is a characteristic story: A few years ago, when his malady had brought him to such a crisis that his death was momentarily expected, a Bulletin writer took a chance and published a notice of his demise. But Captain Weaver was not yet dead. He was terribly ill, but when he was shown the notice he sat up—so the story goes—swore terribly, and though a minute before he was at the very brink he at once began to recuperate, and it was not long before he was back in his beloved office.

Another death to record is that of Mrs. Eugenie C. Leamy, wife of the associate financial editor of the Public Ledger, Frederick A. Leamy.

Rose Weston, chief woman writer on the North American, has gone on her vacation to the Massachusetts coast near Boston.

Fred Whitney, city editor of the Evening Telegraph, has returned from Elmhurst, Long Island, where he has been visiting his brother and motoring to his heart's content.

J. D. Ruff, assistant Sunday editor of the Record, has returned from Lavallette, N. J., where he has his country home. He has brought back with him his usual high record as a champion catcher of bluefish.

**COL. FITZGERALD'S ESTATE.**

The estate of Col. Thomas Fitzgerald, founder of the Evening Item, which discontinued publication some months ago, was recently adjudicated, by a distribution of the property among the children of the decedent. Harrington Fitzgerald, the surviving executor, produced in his account \$9,672.74, the sale price of the Item last January.

Andrew Wallace Barnes, long time financial editor of the Evening Telegraph, found, after all, that he did not have the heart to leave Philadelphia, and has connected with the News' Distribution Company.

Sincere congratulations go to Sam Warneck, political writer on the same

paper, on his embarking on "the great adventure." Like most newspaper men, he was extremely diffident when it came to taking his associates into his confidence. He was able, heaven only knows through what guile, to suppress the notice of the license and, had not the men in the local room, following custom, sent their gifts to the bride, when the news finally leaked out, the public would still be none the wiser. The lady's name is Catherine; they were married at St. John's Episcopal Church, where the bride is an active member, and further deponent sayeth not.

The action of President Benjamin F. Shibe, of the Athletics, in refusing to permit local newspapers to display bulletin boards showing the progress of baseball games at Shibe Park "play by play" will be fought by a newspaper whose representative was denied admission to the park last week. A protest against the stand of the Shibe Park-management has been filed with the Baseball Writers' Association, and the matter has been brought before all the local newspapers, with a request that they take concerted action to fight any restrictions upon the news sent out by their representatives at Shibe Park.

**CHANGES IN INTEREST.**

MINGO JUNCTION, O.—The Weekly News, edited and published in Mingo by George E. Dempsey, has been sold to A. S. Barnes.

SPIRIT LAKE, IA.—George E. Patterson, owner of the Herald, has disposed of his interest in the paper to W. H. Hassing.

CHAMPAIGN, ILL.—The plant of the Times was purchased last week by Vermillion County Progressives to be used in publishing the Illinois State Progressive.

SCHLESWIG, IA.—Fielding McQuitty has purchased the Leader and taken possession of the plant from John Michaelson. Mr. McQuitty formerly worked on the Montezuma Palladium.

NEWTON, IA.—Lewis Johnson, son of W. S. Johnson, editor and proprietor of the Newton Record, has been taken into partnership with his father. The firm will be known as Johnson & Johnson.

FREDERICK, MD.—Fabian Posey, who for the past seven years conducted the Examiner, a weekly Republican newspaper of Frederick, has leased the paper and equipment to William T. Dantz, of West Grove, Pa., who assumed charge last week. Mr. Dantz was for ten years postmaster at West Grove, and recently sold a paper which he published there. He will continue the paper as a Republican weekly.

WHITESBURG, KY.—W. B. Webb, a newspaper correspondent, has assumed the management of the Whitesburg Mountain Eagle, one of the two newspapers published here. Nehemiah M. Webb established the Eagle about eight years ago, and the paper has a splendid reputation.

PORTVILLE, PA.—W. T. Keller has sold the Review to L. C. and C. E. Morrison.

**Chicago Daily News' New Feature.**

The Chicago Daily News has introduced a new feature that promises to become popular with advertisers. It has established a department, called "The Daily News of Business, a Bulletin of Buyers." It is edited by John B. Woodward, the advertising manager, and is designed to help Daily News readers to get the utmost benefit from the advertising appearing in that newspaper. The first Bulletin occupies the space of four columns, the large type used being arranged in two wide columns. An article on "Why Some Men Leave Home and Others Do Not," which fills the most of the space, gives a woman's views on the subject. One of the points she makes is that if the home is made as attractive in its furnishings as his club, he will prefer it to any other place on earth.

**R. J. BIDWELL CO.**

Pacific Coast Representative  
of

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

**742 Market Street**  
**SAN FRANCISCO**

The Most Powerful Publicity Force  
in the Northwest

**"The Prosperity Twins"**

MINNEAPOLIS — ST. PAUL  
DAILY NEWS — DAILY NEWS  
66,901 78,646  
7c. a line 9c a line

**C. D. BERTOLET**  
1110 Boyce Bldg., Chicago

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

**THE HERALD**

HAS THE  
**LARGEST MORNING CIRCULATION**

IN  
**WASHINGTON**

**C. T. BRAINARD, President.**

Representatives:

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

**THE**

**Detroit Saturday Night**

guarantees the reliability of every advertisement appearing in its columns.

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

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

Foreign Advertising Representatives

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

**THE NEW HAVEN Times-Leader**

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

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

**COMMENDS THE EXTRA.**

(Continued from page 134.)

conceived the notion that if you were registered to transmit it through the mails you were obliged to publish everything that was not against the law."

And then Mr. Young goes on—"Now it has grown up to be a belief that a publisher is going to see what is to go in his advertising columns even though pay is offered. What does this mean? It means a fuller confidence on the part of the public in all kinds of newspapers; and public confidence to a great newspaper is worth more than all buildings, type, presses, franchises and stock on hand." That is more than oratory—it is the truth, and better still, it is the truth that is repeatedly being brought home, not only to newspaper publishers but to business men generally.

Then I would point the cynical critic to the words of Mr. Elbert H. Baker, former president of the A. N. P. A., also delivered in your wonderful departmental meeting. He said:

**AGREES WITH MR. BAKER.**

"As with the publication of news, so with the publication of advertising. It is my firm belief that it is just as truly the function of the newspaper to print the legitimate advertising and that only, as it is to print the legitimate news of the world and that only."

And that is the way publishers and the people generally are beginning to think, and they are beginning to think in increased numbers and soon the other fellow will be in the minority. But in the meantime, because we want them all with us and especially because we do not want to retard the movement, we do not want to make it too hard or too disagreeable for any publisher or any other man who wants to join in this movement. As you, yourself, put it in your meeting, "we do not want to exclude from this general movement a single publisher, even the one who now opens his columns to everything that comes along." And I was very glad to see that you were, and others were, able to steer your meeting that such Standards of Practice were adopted as every honest publisher can not only cheerfully accept, but what is still more important, can follow without completely revolutionizing his business. And that is what we want—one step at a time, and as we step up our own standards are raised and we find it much easier to take the next step.

**THE A. N. P. A. BULLETIN.**

I was very much interested in reading the discussion in regard to getting together in a permanent organization affiliated with the Associated Advertising Clubs and glad to note that such an organization, or rather steps to form such an organization, are well under way.

In this connection I was glad to note the A. N. P. A. Advertising Bulletin No. 50 issued by J. F. MacKay at the close of the Toronto Convention. That bulletin was a great piece of work and another vantage point gained by the Associated Advertising Clubs, because I believe it is the first official recognition by the A. N. P. A. And if I am correctly informed, Mr. MacKay himself and the publisher of his paper received a new light on the Associated Advertising Clubs at this convention. At any rate it is splendid to have a chairman of the committee of the A. N. P. A. send out a bulletin containing these words: "I have no hesitation in making the assertion that the movement has gathered a momentum that few, if any of us, realize. It is today a force that challenges the immediate consideration of every publisher. It is not in the interests of the Associated Advertising Clubs that I write this note to my fellow publishers. It is solely in the interest of daily newspapers."

Why shouldn't it be a splendid thing to follow up this Advertising Bulletin No. 50 of the A. N. P. A. and request that Bureau of Advertising to form the nucleus for your departmental organization. Let every A. N. P. A. newspaper make its advertising manager a member of the sub-department of the

A. N. P. A.—the Bureau of Advertising; and then let this Bureau of Advertising, consisting of these advertising managers, affiliate with the Associated Advertising Clubs on such basis as may be determined in the conference with the National Commission and our Executive Committee.

This is, of course, only a suggestion and may not be practical. It may be that you and others who know so much more about the newspaper conditions have thought of this and feel that an association independent of the A. N. P. A. will be better, but if it could be arranged it would be a splendid thing to have the A. N. P. A. affiliated with this movement. In other words, have the publishers constituting the A. N. P. A. back of us, because they would have to be back of the actions of their own Bureau of Advertising composed of their own advertising representatives.

You certainly helped make history at Toronto and you ought to be, and you undoubtedly are, proud of your part in the proceedings. You summed it up well when you said, "let us take into consideration our weakness and our strength and harmonize all the human elements in us . . . the point about it all is to get together and to form a permanent organization of this newspaper division which will be a credit not only to the newspaper profession, but not only to the newspaper profession, but will be a big factor in the continuation of the splendid work of the Associated Clubs." **WILLIAM WOODHEAD.**

**New York Tribune May Move.**

The New York Tribune, which has been at Spruce and Nassau streets since the days of Horace Greeley, is considering a change of location. The matter is now under advisement and will be taken up by the officers in about three weeks. Several parcels are being considered, but the paper will not move for at least a year and a half. The reason for the change, according to General Manager Rogers, is that the Tribune has outgrown its quarters and is unable to obtain more space in its building.

**New Printing Press Concern.**

C. B. Cottrell & Sons Co. have incorporated at Wilmington, Del., with a capitalization of \$1,600,000 to manufacture printing presses. The incorporators are H. E. Latter, H. L. Mullin and N. P. Coffin.

The Watertown (S. D.) Times has suspended publication.

The Pinnacle (O.) News, of Middleboro, has increased its capital to \$5,000.

**JOHN H. FERGUSON**

An Operator on the

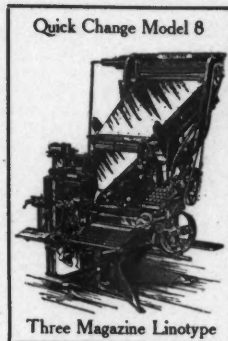
**Baltimore Record**

finds the

Quick Change Model 8

**Three Magazine Linotype**

A Speedy Machine



Three Magazine Linotype

In seven hours he set 75,322 ems—an average of 10,760 ems an hour.

Copy was "Acts of Legislature"—typewritten—6-point solid, 13 ems. He had no idea he was making a record, or that he was being timed.

**THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY**

**Mergenthaler Linotype Company**  
Tribune Building, New York

**CHICAGO** 1100 South Wabash Avenue  
**SAN FRANCISCO** 638-646 Sacramento Street  
**NEW ORLEANS** 549 Baronne Street  
**TORONTO :** CANADIAN LINOTYPE, LIMITED, 35 Lombard Street

**Will Probate Reveals Lost Heir.**

James H. Ottley, until March, 1913, chief owner of McCall's Magazine, has filed a petition in the Surrogate's Court, New York, to have the will of his mother, Mrs. Fanny E. Ottley, who died at her home in Glen Cove, L. I., on Oct. 30, admitted to probate. The petition revealed that Mr. Ottley's brother, William W. Ottley, of whose whereabouts his mother was in ignorance, was living and in Berwyn, Ill. Mrs. Ottley directed that if her son William appeared within the next ten years and made a written demand for the third share in the estate it should be handed over to him. James H. Ottley was chief owner of the McCall Company, which pub-

lished McCall's Magazine, for more than twenty years. When he sold his interest in the business he gave \$100,000 to his oldest employes because it seemed to him unfair, he said, that he should leave the business and give no share in the surplus earnings to his employes.

**Cuban Editor and Official in Duel.**

A duel was fought last week by Leon Ichaso, one of the editors of El Diario de la Marina, of Havana, and Raoul Nunez, brother of the Secretary of Sanitation. Nunez was wounded in one arm. The duel was the outcome of an article published by the paper, censuring the Sanitary Department in connection with the bubonic plague.

**The Printer as a Manufacturer Should Look Well to Production Cost**

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

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

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

**Miller Saw-Trimmed Company - Pittsburgh, Pa.**

501 Fisher Building  
Chicago, Ill.

1125 World Bldg.  
New York, N. Y.

**CONVENTION ECHOES.**

**Two English Delegates, Messrs. Higham and Ackerman, Give Their Impression of the Great Gathering of the A. A. C. W. Last Month—Both Much Impressed By the Character and Value of Work Accomplished.**

The Advertisers' Weekly of London, in its issue of July 18 presents the news of two of the English delegates, Messrs. Charles F. Higham and J. C. Ackerman on the Toronto Convention. Their opinions are especially valuable, because they are those of two of England's foremost advertising men, who saw the convention from an outside viewpoint.

"To my mind," said Mr. Higham, "the Toronto Convention was not only the most successful that has been held but will prove the most successful that ever will be held. Of course I do not mean that greater conventions will not be held in the future, but that all future conventions must, perforce, work on the basis established at Toronto last month. The formation of these Standards of Practice is the greatest achievement in advertising history, providing as it does for the first time a real working code for every section of the business.

"I was greatly impressed by the genuine enthusiasm displayed by the thousands of delegates. Unlike previous conventions, there was practically no fooling, no Barnum and Bailey stunts. The delegates had come to Toronto for business, and they settled down to work with a will. With the temperature anywhere between 70° and 100° one found every hall crowded with eager, keen business men, listening to addresses, or keenly discussing various phases of their craft.

**THE PREVAILING NOTE.**

"Enthusiasm was the prevailing note of the convention," Mr. Higham proceeded, "and no man genuinely interested in his business could fail to draw inspiration from the speeches delivered and from the knowledge that the three or four thousand men assembled were drawn together by a genuine desire to

improve the business in which they were engaged.

"Another point that impressed me greatly was the enormous amount of publicity which advertising—advertisers, advertised goods and advertising men—received, and is still receiving in the press as a result of the convention and the speeches delivered. The public as a natural consequence realize that advertisers are genuinely anxious to make their advertisements truthful and more attractive, to eliminate everything doubtful and fraudulent, and to supply good goods. Their faith in the advertised and branded article is increased thereby, and advertising as a whole must benefit."

**J. C. ACKERMAN'S VIEWS.**

"The Toronto Convention was undoubtedly the biggest thing of its kind ever held," writes Mr. J. C. Ackerman, "and it has accomplished more in one session than all the conventions and gatherings of the past have done in the course of years. Two things stand out in my mind—the earnestness of the speakers at the departmental sessions, and the white heat of enthusiasm displayed concerning the Standards of Practice. The standards were discussed with an earnestness I have seldom seen equalled at any gathering of business men, hammered out phrase by phrase by the men chiefly concerned, discussed, debated, and finally adopted. They mean much to the men who made them, and they mean much to all advertising men.

"I was impressed by the manner in which the gathering settled down to business, and the way in which the horseplay in which some sections were inclined to indulge was discouraged. It struck me, however, that there was still too much of the fancy-dress element, which is altogether completely out of place in any business convention.

**A SOURCE OF INSPIRATION.**

"Still, for one interested in the Club movement, and a strong supporter of the principles of amalgamation, it was decidedly heartening to note the progress already made, and to reflect that what has been possible for the Associated Advertising Clubs of America is possible for the newly formed British Association of Advertising Clubs. The Toronto Convention has served to advertise advertising very effectually in America and Canada, the new 'Standards of Practice' should, if observed, serve still further to improve advertising as a whole, and the work of the American Associated Clubs provides a model for our own Association—a source from which inspiration may be drawn."

**LIVE AD CLUB NEWS.**

By a rising and unanimous vote the Birmingham (Ala.) Ad Club last week named Jerome K. Sterne to continue in his capacity as chairman of the board of directors. Mr. Sparrow was unanimously elected president of the club, this being his fourth time to be elected to that office. F. J. Holberg was named vice president and H. D. Cullen treasurer. A general secretary will be named by the board of directors when it meets. The newly elected board of directors is as follows: Jerome K. Sterne, chairman; J. D. Rosenberger, Willard J. Wheeler, J. A. Martin, Charles B. Marsh C. L. Chilton, Jr., and Joe Saks.

The Auburn (N. Y.) Advertising Club has been incorporated. Its objects are to promote business interest, establish friendly relations and take united action in work. The annual meetings of the association will be held on the last Monday in June. The directors named are S. Russell, E. L. Simons, W. S. Lynn, Frank H. Shields, Robert D. Love and Harry G. Gamble.

"Noon Meetin," a burlesque on the meetings of the Cleveland Advertising Club, was a feature of the twelfth annual picnic of the club at Nela Park last week. Steward Johnson, H. C. Swartz, William J. Raddatz and Ceylon B. Dyer composed the cast of characters. More than 300 members attended.

Races, baseball games and water sports composed the afternoon's program and at 6:30 o'clock the installation of officers took place. They are William G. Rose, president; William J. Raddatz, vice president; Wilbur H. Hyde, second vice president; F. Dwight Conner, treasurer; Thomas W. Garvin, secretary.

Fifteen directors, to serve during the ensuing year, were elected by the Beaumont (Tex.) Ad League at a meeting last week. Those elected are as follows: J. K. Grist, Marshal Muse, J. L. Mapes, E. J. Emerson, F. M. Law, J. W. Mackey, Samuel Gray, J. C. Clemmons, A. R. Kreischbaum, Frank Weber, Vivian Fisher, E. S. Goodell, J. R. Nogueira, J. W. Gribben, Will Shepherd. The directors will elect the officers to serve for the year.

The members of the Denver Advertising Club are going to celebrate their growth and prosperity with a real old-fashioned picnic at Pine Crest, near Palmer Lake, August 2. A baseball game between the newspaper advertising men on the morning and afternoon newspapers will be played in the afternoon. The picnickers will have use of the dancing pavilion, the swimming pool, billiard rooms and bowling alleys as well as the free use of the adjoining mountains for exercise. In addition, the committee says, shady lanes will be furnished for those who like shady lanes.

At the annual meeting of the Atlanta (Ga.) Ad Men's Club last week the following officers were elected: St. Elmo Massengale, president; Julian Boehm, vice-president; W. J. Davis, second vice-president; Charles D. Atkinson, treasurer; Howard Geldert, secretary. Prime features of the evening were talks on Toronto by St. Elmo Massengale and W. F. Parkhurst; the presentation of a gold watch to E. H. Goodhart, retiring president, and the singing out of Fred Houser's convention hymn book. There were also cabaret features, which were greatly enjoyed.

The annual outing of the Rochester (N. Y.) Ad Club on the Ontario, Tuesday, August 11, was discussed by Joseph R. Wilson, chairman of the Outing Committee, at the weekly luncheon of the club. Arthur P. Kelly has charge of a series of entertainments. Vice-President Henry M. Sperry presided at the meeting in the absence of President Harry C. Goodwin, William H. Campbell and Ralph M. Barstow reported on the preparations being made to hold a "Fashion Week" Sept. 21 to 26. All fall store openings are to be held simultaneously and are to be preceded by a large amount of newspaper advertising.

Phoenix delegates to the recent convention at Toronto, Canada, of the Associated Advertising Clubs of the World, were welcomed home at a luncheon given by the Phoenix (Ariz.) Ad Club last week. The three delegates to the convention were Roy Murray, Charles A. Stauffer and A. G. Dulmage. At the luncheon the happenings of the convention were discussed in general. The Phoenix Club was recently organized.

A program of activities for next season was discussed last week at the meeting of the Trenton (N. J.) Ad Craft Club, held in the Chamber of Commerce. Nothing of a definite nature was done, however, and it was decided to place the matter of the arrangement of a program in the hands of the entertainment committee. Paul Hessler, the representative of the Ad-Craft Club at the recent convention, told of work accomplished by the A. A. C. W.

The Houston Ad Club at its weekly luncheon heard reports by the committee appointed to arrange for a business exhibit at the track and industrial exposition of the NO-Tsu-deep water celebration. President E. E. Letchworth, who recently returned from his trip to Toronto, gave the Club the benefit of a number of new ideas gathered by him on his trip.

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

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

**FOR SALE**  
**Duplex Angle Bar, Flat Bed Press**

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

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

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

**The Dominion Press Clipping Agency**

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

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

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

**BURRELLE**

60-62 Warren Street, New York City

Established a Quarter a Century

*Most Far Reaching Newspaper Reading Concern in Existence*

**ATLAS PRESS CLIPPING BUREAU**

CHARLES HEMSTREET, Manager

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

**Our Motto—RESULTS COUNT**

218 East 42nd Street New York

TAKE IT TO

**POWERS**

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

**POWERS PHOTO ENGRAVING CO.**  
154 Nassau Street Tel. 4906-4 Bookman

**Good Cuts For Newspapers**

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

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

**Atlas Engraving Company**  
205 West 40th Street New York

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

*Every pound guaranteed*  
**F. E. OKIE CO.**  
PHILADELPHIA, PA.



**A. B. C.'S NEW BLANKS.**

(Continued from page 138.)  
agents, exchanges, complimentary, sample copies, total free copies and total distribution.

Other important provisions are:  
Question 9—Show variations by giving circulation for issues of last week covered by this statement—Sunday, Monday, Tuesday, Wednesday, Thursday, Friday and Saturday.

Question 11—Circulation statement by editions, and time of issue, gross or net. This table provides for seven editions, with space for four predated editions, and gives the hour of going to press and copies run morning, evening and Sunday.

Question 15 is as follows: What circulation was shown on last government report—morning, evening and Sunday?

Question 16—State radius of area, and name eight largest towns included in trading territory—radius in miles.

Then follows an "analysis of circulation methods." The publisher is asked under Question 21 to "list all your subscription prices for the following periods: By mail per year, by mail per month, by carrier per year, by carrier per month, by carrier per week; morning only, evening only, Sunday only, morning and evening, evening and Sunday, morning and Sunday, morning and evening and Sunday. The publisher is asked to quote all special and trial rates; also the regular rates.

Question 22—To what extent is your publication returnable in your city and the country? Do you give premiums (by premium is meant any article which the subscriber gets as an inducement to obtain his subscription)? Do you employ canvassers without premiums? Do you obtain subscriptions from club raisers (paid by rewards other than cash)? Do you club with other publications? What percentage of circulation was sold in bulk other than to newsdealers, i. e., bank subscriptions, etc.? Do you run circulation contests? Label contests? Trademark contests? Coupon contests? Voting contests? What other circulation contests? Give details and general nature of offers and approximate retail market value of premiums and prizes used. From what source other than the preceding (except direct and through newsdealers) do you receive subscribers?

Question 23—What percentage of your papers in the city do you deliver through your own carriers? Through independent carriers? State conditions by per cent of your subscription collections. City, paid in advance? C. O. D.? Arrears, under one year? Over one year? Country, including mail? Paid in advance? Per cent C. O. D.? Per cent arrears, under one year? Per cent over one year? Of what associations is your publication an official organ? What classes or character of advertising do you exclude? To what publishers' organization do you belong? What telegraph or other news service do you use?

**PLACE FOR REMARKS.**

On the last page of the four-page blank form, space is reserved for publishers' remarks, limited to 300 words, and, under Question 41, the following statement is made: "We suggest that the publisher give information about the ownership, policy and purpose of his publication, editorially, and anything else tending to establish its quality and character. Also amplify any answer or explain why any question cannot be answered specifically. Remarks should be confined to the publication covered by this report, and no comparison made with competitors."

The affidavit, to be signed by either the publisher or the business manager and sworn to before a notary public, reads:

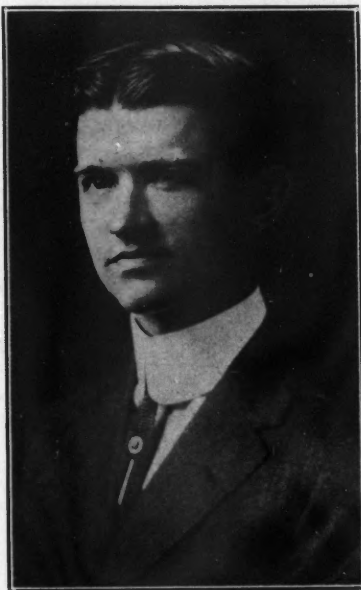
**AFFIDAVIT TO BE SIGNED.**

"I hereby make oath and say that all statements set forth in the four pages of the quarterly statement are true."

This standard form is the result of a lot of hard work on the part of the standard forms and audit committee, of which George H. E. Hawkins, N. K. Fairbanks Company, is chairman. It has been approved by the Quoin Club, N. A. M. A., I. C. M. A. and the Board of Control of the A. B. C. In sending it out, Mr. Whitman asks the co-operation of the publisher in improving the form. He states that this is just a beginning. He believes, and the Board of Control believes, that by working together publishers and advertisers and advertising agents may eventually devise a form that will be much superior to anything that has been heretofore adopted, and he asks the co-operation of all publishers and advertisers to that end.

**Novel Circulation Contest.**

Harold Hough, circulation manager, of the Fort Worth (Tex.) Star-Telegram, and secretary of the Texas Circulation Managers' Association, has devised a unique contest to bring out the talent of scenario writing by Fort Worth people. The contest was announced in the July 5 issue of the Star-Telegram and a prize of \$25 was offered for the best scenario submitted.



HAROLD HOUGH.

This play will then be produced in Fort Worth Theaters. The winner will have his or her picture in the film as the author. Mr. Hough states that judging from the phone calls, 95 per cent of the readers of the Fort Worth Star-Telegram are writers. He has made arrangement with Miss Bettie Braun, formerly of the Famous Players Film Company, and Ralph Moody of the North Stock Company to play in the winning play.

**AN INDEPENDENT NEWSPAPER.**

**The Chicago Herald Tells What It is and What It is Not.**

An independent newspaper, says the Chicago Herald, is one that realizes that no party or other combination of men has a monopoly of all the fruitful ideas and high principles.

It is a newspaper that deliberately preserves its freedom to stand for what it conceives to be the right wherever it finds it—no matter what label it may bear.

It is a newspaper that insists on finding its opinions in the mental processes of its makers, in contact with the realities of life, instead of having them cast in the moulds of the official pronouncements of partisan chiefs.

It is a newspaper that makes no pretense of infallibility; that shirks no issue where it believes a vital issue exists; that declines to be drawn into personal, partisan, or political controversy on the mere assertion of interested parties that a great issue is involved.

But over and above all this the independent newspaper seeks the "higher ground" of agreement between opposing factions that are sincerely struggling for the public good.

A good French priest once said substantially this—we quote from memory: "I care not to argue with my opponents. I care only to be united with them in a higher synthesis."

Always to seek the "higher synthesis" that will unite all those who stand for the public good in a common effort;

Always to try to perceive amid the fret and fury and inconsequentiality of faction some higher ground that embraces all that is vital and patriotic in the views of all parties;

Always to proclaim this higher ground when once it is clearly perceived and to endeavor to rally good citizens to it by all the means within its power—

That is the really independent newspaper—the only newspaper that can make the title a true badge of honor.

**Agents Review, a New Monthly.**

The Agents Review, published by the International Agents Protective Association, is a new monthly class paper published at 62 West 45th street, New York. It is issued for the benefit of members of the association who are engaged in the agency and mail order business. It contains live matter—the kind that ought to be valuable to its readers.

**Escaped Just in Time.**

Hans had a small shop in the city, and on leaving it to go home one evening he accidentally turned on a gas jet. Early on the following morning Hans reappeared, and just as he opened the door he struck a match to light his pipe.

Among the things that happened was Hans, and when the force of the explosion died out, he was rolling up against a tree along the curbstone. Instantly several people rushed to his assistance.

"Are you hurt, Hans?" they solicitously cried, lifting him to his feet.

"No, I hain't hurt," answered Hans, "but it looks as if I shoost got out in time."—Philadelphia Telegraph.

**WHY THE LEADER**

Growth in action is the best measure of supremacy. The New York Times leads all other New York morning newspapers in increasing circulation and general advertising patronage. The most remarkable month-by-month and year-by-year development ever shown by a newspaper. Advertising in The New York Times has the added value of presentation before a constantly widening audience of intelligent, thoughtful people.

**246,118**

average net paid daily and Sunday sale for six months ended April 1, 1914, and

**GROWING**

**The Jewish Morning Journal**  
NEW YORK CITY

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

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

The Jewish Morning Journal prints more **HELP WANTED ADS.**

than any paper in the city, excepting the New York World.  
I. S. WALLIS & SON, West'n Representatives  
1246 First National Bank Bldg., Chicago

**IN WESTERN PENNSYLVANIA**

You will make no mistake by using

**The Johnstown Leader**

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

S. G. LINDENSTEIN, INC.  
Special Representative  
118 East 28th Street New York City

**BUILD YOUR CLASSIFIED MEDIUM RIGHT**

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

**THE BASIL L. SMITH SYSTEM**

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

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

**LIFTING THE LID**

(By Our Veteran Hickey Carrier)  
No. 1

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

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

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

**DUHAN BROTHERS**

Newspaper distributors who have made good since 1892.

**TRIBUNE BUILDING Telephone: 3584 Beekman NEW YORK**

**TIPS FOR THE AD MANAGER.**

The Federal Advertising Agency, 231 West 39th street, New York City, is planning a campaign in New York state newspapers where arrangements are being made for distribution for the Falk Tobacco Co., "Taryton Cigarettes," Singer Building, New York City.

Joseph Weil Company, Jenkins Arcade Building, Pittsburgh, Pa., is sending out 2-inch one-time orders to weekly newspapers for the Auto Trading Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing 8-inch double-column one-time orders in weekly newspapers in Missouri for the American Telephone & Telegraph Company.

Scott & Bowne, "Scott's Emulsions," Watsessing Station, Bloomfield, N. J., are making new contracts for 1914 and 1915.

Malcolm Severance, Asbury Park, N. J., is contracting with Pennsylvania newspapers for advertising on a cash basis for West End Hotel, Asbury Park, N. J.

Van Cleve Company, 1790 Broadway, New York City, is issuing double-page copy to a general list for the Maxwell Motor Car Company, Detroit, Mich.

Philo Hay Specialties Company, "Hay's Hair Health," Verona and Clifton avenues, Newark, N. J., is renewing contracts.

Frank Seaman, Inc., 116 West 32d street, New York City, is extending the campaign of the Bauer Chemical Company, "Sanatogen," 30 Irving Place, New York City, through New York state.

The Metropolitan Advertising Company, 6 Wall street, New York City, is renewing contracts for George P. Ide Company.

Cowen Company, 50 Union Square, New York City, is sending orders of 140 lines 3 columns 16 times (6,720 lines) to Pacific coast newspapers for "London Life Cigarette."

Debevoise-Foster Company, 15 West 38th street, New York City, is placing 90-line to 120-line triple columns in newspapers east of the Mississippi and north of Virginia for "Bermuda Combination."

Ballard Advertising Company, 1328 Broadway, New York City, is forwarding 56-line one-time orders to a selected list for the Thomas Proprietary Co.

Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is issuing 10-inch 3-times-a-week orders in newspapers east of the Mississippi on a trade basis for the Hotel Adelphia, Philadelphia, Pa. This agency will also shortly place on a cash basis 2 1/2-inch 2-times-a-week till forbid contracts in Pennsylvania and New Jersey newspapers for Green's Hotel, 8th and Chestnut streets, Philadelphia, Pa.

H. E. Lesan Advertising Agency, 440 Fourth avenue, New York City, is plac-

ing "Excursion" copy in the East for Boston & Albany R. R. Co.

F. A. Wynne Company, Dallas, Texas, is placing 4-inch 13-time orders with a few selected cities for Behrens Drug Company, Waco, Texas.

R. Guenther, Inc., 115 Broadway, New York City, is issuing 20-line 104-time orders to a selected list of papers for Jones & Baker, New York City.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing 600 inches in Eastern papers for the Diamond Match.

Gardner Advertising Company, Kinloch Building, St. Louis, Mo., is making 3,000-line one-year contracts with Kentucky papers for the Warwick Hotel.

**RECEPTION OF SOLICITORS.**

CURTIS-NEWHALL COMPANY, LOS ANGELES, CAL., July 23, 1914. THE EDITOR AND PUBLISHER:

We note in a recent issue of the EDITOR AND PUBLISHER that a Cleveland Advertising Agency has set aside two hours daily for the reception of publishers' representatives and the action is heralded as something new.

For several years past, Curtis-Newhall Company have had a special hour for interviewing the representatives of publishers—in fact we have found that to be the only efficient method. Solicitors calling on this agency know they can count on a reception between four and five P. M. any day except Saturday. This conserves their time and also ours. It means that we are not interrupted at all hours of the day, but can concentrate our work for clients and the solicitor is assured a hearing at a time when we are in a mood to properly listen to his "tale of woe."

Our reason for fixing the hour as from four to five is because we feel that the morning hours, when the most effective work is usually done, should be devoted to our clients. The last business hour of the day (4 to 5 P. M.) is generally conceded to be the least efficient of the whole day so far as brain work is concerned, and can, therefore, be devoted to no better purpose than the interviewing of solicitors, thus relieving the tension under which we have been laboring and with the experiences of the day fresh in mind, enables us to make the best use of any information that may be dropped.

H. W. L. GARDINER, Vice-President.

**COVERING WAR ZONE**

(Continued from front page.)

itals. He is considered one of the best-equipped war and diplomatic correspondents on the continent. News from Berlin is under the watchful eye of A. C. Wilkie, and the French capital is covered by C. F. Bertelli, formerly of the Paris Times. In Vienna, Dr. A. Lippe is in charge, and at St. Petersburg, Catherine Kolb, the only woman on the foreign staff, is sending news from the Imperial Court.

The Sun News Service, which exchanges news with the London Daily Chronicle, has as its correspondent in Vienna, Dr. E. J. Dillon, one of the best-known journalists among the chancelleries of Europe.

Charles Hodson, who served as correspondent for the Central News, both in the Balkan War and in the war between Italy and Turkey, left London on Saturday for Serbia, where he will represent the Central News of America and the Central News, Ltd., of London.

Mr. Hodson is well equipped for the discharge of the duties devolving upon him as a war correspondent. He fought through the Boer War as a member of the Imperial Yeomanry and received favorable mention several times for his gallantry in the field. London and other continental correspondents of the Central News will cover other important points, as they arise.

**ROLL OF HONOR**

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

<b>ARIZONA.</b> GAZETTE—Av. Gross Cir. Mar., 1914, Government Statement, Apr. 1, 1914 ..... 6,544 Gross ..... 7,001	<b>NEW JERSEY.</b> PRESS ..... Asbury Park JOURNAL ..... Elizabeth COURIER-NEWS ..... Plainfield
<b>CALIFORNIA.</b> THE NEWS ..... Santa Barbara BULLETIN ..... San Francisco	<b>NEW YORK.</b> BUFFALO EVENING NEWS, Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL ..... New York
<b>GEORGIA.</b> ATLANTA JOURNAL (Cir. 57,531) Atlanta CHRONICLE ..... Augusta LEDGER ..... Columbus	<b>OHIO.</b> PLAIN DEALER ..... Cleveland Circulation for June, 1914, Daily ..... 125,845 Sunday ..... 154,844 VINDICATOR ..... Youngstown
<b>ILLINOIS.</b> POLISH DAILY ZGODA ..... Chicago SKANDINAVEN ..... Chicago HERALD ..... Joliet HERALD-TRANSCRIPT ..... Peoria JOURNAL ..... Peoria STAR (Circulation 21,589) ..... Peoria	<b>PENNSYLVANIA.</b> TIMES ..... Chester DAILY DEMOCRAT ..... Johnstown DISPATCH ..... Pittsburgh PRESS ..... Pittsburgh GERMAN GAZETTE ..... Philadelphia TIMES-LEADER ..... Wilkes-Barre GAZETTE ..... York
<b>INDIANA.</b> THE AVE MARIA ..... Notre Dame	<b>SOUTH CAROLINA.</b> DAILY MAIL ..... Anderson THE STATE ..... Columbia (Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
<b>IOWA.</b> REGISTER & LEADER ..... Des Moines THE TIMES-JOURNAL ..... Dubuque	<b>TENNESSEE.</b> NEWS-SCIMITAR ..... Memphis BANNER ..... Nashville
<b>KANSAS.</b> CAPITAL ..... Topeka	<b>TEXAS.</b> STAR-TELEGRAM ..... Fort Worth Sworn circulation over 80,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
<b>KENTUCKY.</b> COURIER-JOURNAL ..... Louisville TIMES ..... Louisville	<b>WASHINGTON.</b> POST-INTELLIGENCER ..... Seattle
<b>LOUISIANA.</b> DAILY STATES ..... New Orleans ITEM ..... New Orleans TIMES-PICAYUNE ..... New Orleans	<b>CANADA.</b> <b>BRITISH COLUMBIA.</b> WORLD ..... Vancouver <b>ONTARIO.</b> FREE PRESS ..... London <b>QUEBEC.</b> LA PATRIE ..... Montreal LA PRESSE ..... Montreal Ave. Cir. for 1913, 127,722
<b>MARYLAND.</b> THE SUN ..... Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	<b>MICHIGAN.</b> PATRIOT (No Monday Issue), Jackson Average 1st qu. 1914; Daily 10,963; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.
<b>MINNESOTA.</b> TRIBUNE, Mon. & Eve. .... Minneapolis	<b>MISSOURI.</b> POST-DISPATCH ..... St. Louis
<b>MONTANA.</b> MINER ..... Butte	<b>NEBRASKA.</b> FREIE PRESSE (Cir. 128,384) Lincoln

**Gas Company Advertising.**

The Bureau of Advertising of the A. N. P. A. has issued a circular to its members urging them to take up the question of advertising with local gas companies, particularly with those that are supporters of the National

Commercial Gas Association. The advertising campaign of the latter organization is already under way. Both magazines and newspapers are being used, but effort is being made to concentrate on newspaper advertising in the various cities.

**New Orleans States**

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

28,427 DAILY

Per P. O. Statement

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

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

New York Chicago St. Louis

**AD FIELD PERSONALS.**

Guy C. Brown, who for the past four years has been managing editor of the Pontiac (Mich.) Press-Gazette, has joined the staff of the Campbell-Ewald Advertising Service in Detroit. Previous to his Pontiac connection, Mr. Brown was sporting editor and municipal reporter for the Flint Daily Journal for two years and for one year city editor of the Ypsilanti Daily Press. Mr. Brown is a graduate of the Michigan State Normal College and Harvard University.

Arden Yinkey has joined the Detroit offices of the Dunlap-Ward Advertising Company, at Detroit. In talking with a reporter of the Detroit Saturday Night, J. H. Baldwin, the vice president and Detroit manager of the Dunlap-Ward Company said: "The acquisition of Mr. Yinkey is a particularly happy one in view of the recent affiliation of Theodore F. MacManus with our company. Mr. Yinkey has worked with and for Mr. MacManus for six years, during which time he acted as his chief assistant on copy. He assisted in handling the advertising copy of the Hupmobile and will continue to look after the Hupmobile advertising in his new connection. Starting as a newspaper man in Johnstown, Pa., he later joined the Pittsburgh Dispatch as telegraph and night editor. In 1908 he took up agency work in Pittsburgh and has followed this line exclusively, since that time. Since 1909 he has been associated with Mr. MacManus in the Toledo and Detroit advertising fields.

Robert Burns, who is neither a poet nor a Scot, as his name would suggest, has become manager of advertising of the Caledonian departmental stores at Edmonton, Alberta. He has success-

fully managed departments in several of the largest stores in the north of Ireland, and visited London, Manchester and other large cities in Europe as a buyer during the last 14 years.

Lewis H. Holliday, who has been with Cone, Lorenzen & Wordman, New York, for some time, has resigned and returned to Chicago, where he formerly resided.

L. S. French, who has been connected with the Hinderson Motor Car Company and the Cole Motor Company, has been made advertising manager of the National Motor Vehicle Company, Indianapolis, Ind. He succeeds P. P. Willis, who is now a member of the firm operating the Thompson, Carroll, Tripp Agency in Cleveland, Ohio.

G. H. E. Hawkins, the advertising director of the N. K. Fairbank Company, Chicago, has resigned. No definite announcement of his future plans has yet been made. The number of Hawkins' successes in connection with the Gold Dust Twins is indicative of what will be in the broader field that he intends to take up this fall.

R. G. Neighbors has resigned as sales manager of the Hupp Motor Car Company, Detroit. His successor is Frank J. Mooney, formerly advertising manager of the Company. Mr. Mooney will in future have charge of both sales and advertising.

A. G. Ruthman, formerly of the Cincinnati Post, and later for three years in the Cleveland foreign office of the Scripps publications, is now assistant to W. W. Pierce, Eastern manager of the Scripps newspapers, Tribune Building, New York.

**AD FIELD NOTES.**

Hasbrook, Story & Brooks, of New York, Philadelphia and Chicago, on August 1 will become foreign representatives, in both the east and west, of the Washington (D. C.) Herald and the Elmira (N. Y.) Herald.

The advertising agency of Joseph A. Richards and staff, incorporated, has moved from the Tribune Building, where it has been located many years, to the tenth floor of the Yale Building, 9 East 40th street, New York City.

**ADVERTISED GOODS DISPLAY.**

**Hudson Co., in Double Page Spread in Detroit Saturday Night, Features Nationally Known Products.**

The J. L. Hudson Company of Detroit carried a double page spread in last week's Detroit Saturday Night, advertising "The Hudson Exposition of Nationally Advertised Goods." Twenty window displays were arranged. The exposition began on Monday. The store was handsomely decorated with the national colors. Goods known from coast to coast through magazine and newspaper announcements were displayed in windows, aisles, show cases and on tables. Special demonstrations from some of the factories showed how the goods were made, what they are made of, special processes peculiar to the brand featured, etc.

The Rogers 1847 Girl, Martha Washington and her maid, the Indestructo Trunk demonstrator, were all on hand. The list of exhibits was a revelation of the activity of the great store. Locations of all of the displays were not given in the advertisement, but many were designated, as, for example, window No. 4, aisle No. 6.

A full list of exhibitors follows:  
Acme Dress Forms, American Beauty Electric Irons, Stoves, Percolators, American Electric Irons, American Lady Corsets, Angelus Player Piano, Annette Kellerman's Knitted Garments, Arrow Shirts and Collars (also Solid Silk Cravats), Bear Brand Hosiery, Bear Brand Yarns, Bentley-Franklin Co. Art Needlework, Blen Jolie Corsets and Brassieres, Bedding's Silks, Bissell Carpet Sweepers, Butterick Patterns, Chickering Planos, Colgate Toilet Goods,

**Directory of Advertisers Aids.**

**Publishers' Representatives**

**ALLEN & WARD**  
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Fire at Degraff, O., last week destroyed the building and plant of the Journal, owned by Fire Chief Perry Pond.

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**Fined \$50 or Jail for Fake Ad.**

William P. Smith, inspector in the Department of Water Supply, Gas and Electricity, New York, was sentenced to pay a fine of \$50 or to spend twenty days in jail Wednesday in Special Sessions in the Bronx after he pleaded guilty to a charge brought by the New York World of having caused misleading advertisements to be printed in its columns. Smith, who conducts a civil service school, advertised for engineers and plumbers at high wages, with the object of getting the names and addresses of unemployed men to be used in canvassing for the school. He had no means of obtaining the employment which the advertisement seemed to promise.

The New York Globe, which has been strong on school news, giving a page daily in one of its editions to education notes, printed on July 24 a complete list of the teachers nominated to serve in the New York evening schools during the coming season.

JAMES E. LYNCH, editor and former police justice of Peekskill, N. Y., is dead at his home in that village in his fifty-first year. He founded the Peekskill Review. He leaves a wife and three daughters.

The plant of the Ossian (Ind.) Journal was damaged by fire last week.

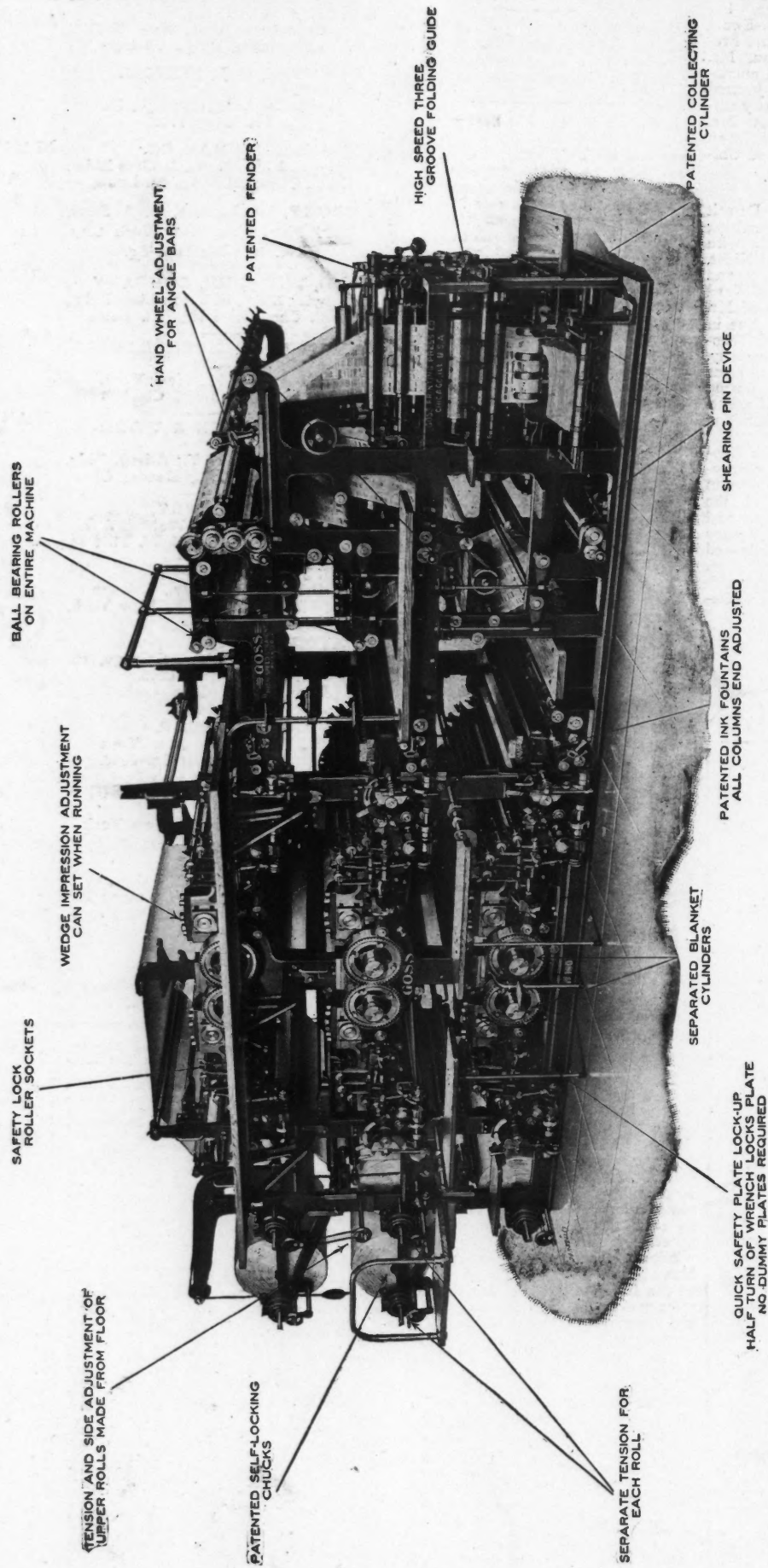
**Topeka Daily Capital**  
LEADS IN TOPEKA AND KANSAS  
Average Net Daily Total Circulation in June, 1914 - - - 34,178  
Net Average in Topeka in June, 1914 - - - 9,595  
It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.  
Only 7-day-a-week paper in Kansas  
*Arthur Capper*  
TOPEKA, KAN. Publisher  
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**Paid Circulation is the circulation that pays advertisers**  
**The Hartford Times**  
HARTFORD, CONN.  
Has a paid circulation that exceeds the gross circulation of any other Connecticut daily by many thousands.  
THE TIMES is a 3c. paper - and every seventh individual in Hartford buys it.  
KELLY-SMITH CO., Representatives  
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The N. Y. German Journal is America's Greatest German Newspaper

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