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MAIL COST GUESSWORK.

GOVERNMENT'S FIGURES ON SECOND CLASS MATTER PROVE INCORRECT.

Publishers Score at Postal Inquiry Continued This Week—Post Office Official Admits He Is Puzzled Regarding Delivery of Second Class Matter—Government Expects to Present New Figures.

The hearing before the commission investigating second-class mail rates, which was resumed at the Federal building Tuesday, and which has continued throughout the week, has been largely taken up with the question of the cost of handling second-class mail. Charles H. McBride, who is the superintendent in charge of the railway mail division of the Post-Office Department, and who was called to the stand on two occasions and examined at great length, was led to admit that much of the testimony which has been offered relative to the handling of newspapers and periodicals was largely based on guesswork, and that it could not at this time be confirmed.

These facts, developed by cross-examination, greatly interested Justice Charles E. Hughes, chairman of the commission, and at times he asked the witness many questions. The cross-examination of McBride was conducted by Herbert Noble, counsel for the magazine publishers.

Previous to the examination, Second Assistant Postmaster General Stewart asked permission to place in evidence revised estimates of the department, which showed that the Government had materially reduced its figures with regard to second-class mail. In the course of questioning Mr. McBride it came out that the leather mail pouches are being withdrawn as quickly as possible from all but "star routes," stout cloth pouches being introduced. It is believed that a big saving in weight will be effected thereby.

"Do you say as the result of estimates you have made that it takes three times as long to deliver a piece of second-class mail as it does a piece of first-class mail?" asked Mr. Noble.

"That is true," answered McBride. "Then how do you account for this document which was offered to Congress, showing that on a certain day in ten large cities the amount of second-class mail delivered by each carrier was much more than one-third of first-class mail delivered?"

McBride replied that he would have to know more accurately the amount of each class of mail.

"The Postoffice Department has recently made an investigation which will show more accurately the relative cost of handling first-class and second-class mail, has it not?" asked Mr. Noble.

"Yes," replied McBride, "but it is not yet ready."

"What?" interrupted Justice Hughes. "A report which has an important bearing on this matter is not ready?"

Second Assistant Postmaster General Stewart informed him that he hoped to have the data ready in a month.

"In the letter of instruction which has been sent to the postmasters in regard to this report there is no reference to the different amounts of time taken to deliver newspapers and weekly periodicals. Why is that?" asked Mr. Noble.

(Continued on page 8.)



JOHN T. MACK,

VETERAN EDITOR OF THE SANDUSKY REGISTER, WHO WAS RECENTLY ELECTED PRESIDENT OF THE ASSOCIATED OHIO DAILIES FOR THE TWENTY-FOURTH CONSECUTIVE TIME.

COLUMBUS NEWS SUSPENDS.

Old Ohio Daily Quits After Existence of Ninety-five Years.

The Columbus (O.) News suspended publication last week. Attorney Charles P. Nuthwaite, who was recently appointed receiver for the paper, secured an order from the court to discontinue. It is understood that the preferred claims against the publication total between \$18,000 and \$20,000, unsecured claims amount to \$90,000 or \$95,000, and assets to \$34,700.

In the final issue of the Columbus News, Allen Alberts, publisher, formerly of Washington, D. C., who took charge of the publication a year and a half ago, issued a statement in which he explained that old debts had proven too heavy to carry.

The News was originally established as the Freeman's Chronicle in 1816, and has been continuously published since that date, under various names and management.

The receivership, fixed by the court a few weeks ago, it was hoped, would result in putting the paper on its feet. A test of the situation, however, showed that losses were inevitable and that further continuance simply meant larger liabilities with decreased assets.

Lilley Now Edits Cleveland News.

Edward B. Lilley, for the past twelve years managing editor of the Cleveland Plain Dealer, Monday became editor and publisher of the Cleveland News. Mr. Lilley is succeeded by E. C. Hopwood, night editor of the Plain Dealer.

PLAN ACTIVITIES IN CANADA.

American Paper Interests May Establish Large Paper and Pulp Plants.

That American paper interests contemplate extensive operations in Canada, including the establishment of several large paper and pulp plants is the report that comes from Ottawa, Ont., this week. The presence in that city of Chester W. Lyman, of the International Paper Co., and Rudolph Pagenstecher, of the Manufacturers' Paper Co., on what is said to be an important mission gives color to the report.

The International Paper Co. already owns more timber lands in Canada than in the United States. The Manufacturers' Paper Co. has had a confidential agent there for months looking over large timber properties and water powers. Mr. Lyman states, according to the report, that under operation of the paper and pulp clause in the reciprocity bill now in effect there will be probably a great increase in exports of paper and pulp from Canada to the United States.

To Auction Battle Creek Journal.

The Battle Creek (Mich.) Journal, the oldest newspaper in the city, will be sold at public auction Tuesday, Aug. 15. The sale is brought about by the foreclosure of a chattel mortgage, which the Detroit Trust Co. holds as trustee for the bondholders. There has been a default in the conditions of the mortgage and the unpaid interest and bonds amount to \$33,156.40.

The Findlay (O.) Daily Courier Co. has increased its capital to \$100,000.

ADOPT UNIFORM CARD.

TWO HUNDRED BRITISH PUBLICATIONS AGREE UPON STANDARD RATE SYSTEM.

Cards Will Be Uniform in Size and Suitable for Filing—Will Give Much Useful Information in Addition to Rates—Now Being Distributed to Agents and Big Advertisers Throughout United Kingdom.
(Special Correspondence.)

LONDON, Eng., Aug. 5.—Within the past two weeks proprietors of more than two hundred British publications have agreed upon a standard and uniform rate card. Among this number are several of the London dailies, including the Westminster Gazette, the Daily Express and the Daily Graphic.

The Strand Magazine and other Newnes publications have adopted it, as have the Windsor Magazine, the Smart Set and other monthlies. The trade papers are also well represented and so are the illustrated weeklies. Provincial newspapers representing Birmingham, Leeds, Bristol and other cities have also taken it up.

It is believed that within a month more than four hundred publications will have adopted the standard rate card.

The card, in addition to giving rates for the ordinary run of advertising, will supply much additional information of benefit to the advertiser, in the way of page and column sizes, day of publication, character of the paper and, in the case of provincial newspapers, population of the city in which they are located, address of the London office, name of representative and telephone number.

The cards will be uniform in size and suitable for filing. Those from the provincial cities are so arranged as to be filed alphabetically according to the names of the towns. London publications will be filed according to name. They are six by four inches in size and properly punched for filing. They are now being mailed to advertising agents and the larger advertisers.

English advertising agents are enthusiastic over the plan, believing it greatly facilitates business.

EDITOR LEWIS ASKS RELIEF.

Publisher Says P. O. Department Has Not Suspended Operations.

Complaints that the Post Office Department has not suspended operations against the Lewis Publishing Co. of St. Louis and its allied concerns were made Monday to the House Post Office Department Expenditures Committee. Circulars sent by Post Office Inspector Swensen from St. Louis Aug. 2 to subscribers to stock in a Lewis company were presented, with a telegraphic appeal from Lewis for relief.

Third Assistant Postmaster General Britt declared the Postmaster General had ordered all proceedings against Lewis' enterprises stopped pending the result of the Congressional investigation, but that the St. Louis inspector had acted before receiving this instruction. The committee deemed no action necessary.

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LOUISVILLE NEWS.

KENTUCKY PRESS VIGOROUSLY SUPPORTING GOOD ROADS MOVEMENT—LOCAL PAPERS PLANNING BETTERMENT.

(Special Correspondence.)

LOUISVILLE, Ky., Aug. 10.—Good roads in Kentucky are being urged with vigor, thanks to the State press, and aside from politics, the betterment of public highways is the one absorbing topic. Many thousands of dollars have been pledged for the consummation of the Lincoln Way project in Kentucky. The work on this proposed road, from Louisville through to the Tennessee line, is well under way. Recently the "Davis Highway Association" was formed. This organization proposes to construct a highway from Bowling Green to Hopkinsville, a distance of sixty-five miles, and past the birthplace of Jefferson Davis. In the building of the Lincoln Way the work is being done chiefly by "volunteers"—property holders along the highway. The same program likely will be followed by the Davis Association Good Roads Champions. Kentucky publishers, to a man, are backing both movements.

Three Louisville papers, the Herald, Courier-Journal and Times, are planning betterments at the present time. The Herald company is building a modern plant at Third and Walnut streets and expects to be installed in its new quarters early in November next. The Courier-Journal and Times companies propose occupying the same building. These companies will expend \$100,000 for the thorough renovation of the old Federal building at Third and Green streets and in adding to their present equipment. The contract calls for the completion of these improvements early next summer.

Woodson Dudley, former city editor of the Louisville Herald, who was away from the office for a year on account of illness, is back at his old desk again, having succeeded Aubrey Cossar. Mr. Cossar resigned to become night editor of the Associated Press here. J. R. Cowan, formerly telegraph editor of the Pioneer Press at St. Paul, is now connected with the Louisville Herald staff.

Harrisburg, Pa.

Telegraph

Sworn Daily average circulation for July, 1911,

19,315

Harrisburg's Greatest Home Newspaper and best advertising medium



MacQuoid & Tilden
Foreign Representatives
225 5th Ave.
New York

HAND, KNOX & COMPANY

Newspaper Representatives

with offices in

NEW YORK ATLANTA CHICAGO

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

Malcolm C. Bayley, managing editor of the Norwood (O.) Gazette, has resigned. He will take up newspaper work in Louisville, probably.

Thomas E. Basham, popular secretary of the Louisville Advertisers' Club, who was elected a vice-president of the Associated Advertising Clubs of America at the big convention recently held in Boston, has returned home, bringing news of a tempting proposition made him while in that city. He was asked to handle the advertising of a certain city, an offer of \$7,500 per annum, with a three-year contract, having been made him. Mr. Basham has not yet announced as to whether he will accept the offer.

John M. Rector, Jr., of Cairo, Ills., has been made sporting editor by the Memphis Press. They say his "bug page" is a hummer. Rector is favorably known in Paducah, Ky., as an energetic and capable newspaper man.

George Henry Peters, political writer for the Louisville Herald, will spend his vacation traveling abroad. He sails for Liverpool Aug. 19, to be gone six weeks. He purposes visiting London, Paris, Vienna and Berlin.

MACK HEADS OHIO EDITORS.

Sandusky Publisher Re-elected for Twenty-fourth Consecutive Term.

John T. Mack, the veteran editor of the Sandusky Register, was re-elected president of the Associated Ohio Dailies for the twenty-fourth consecutive term at the mid-summer outing and convention held at Cedar Point recently.

The publishers also re-elected Vice-president G. W. C. Perry, of the Chillicothe Gazette; secretary, Louis H. Brush, of the East Liverpool Review, and treasurer, J. P. Chew, of the Xenia Gazette. The executive committee, composed of J. R. Alexander, of the Zanesville Signal; Frank Harper, of the Mr. Vernon Banner, and F. M. Reitzel, of the Warren Chronicle, was likewise retained.

The publishers discussed the proposed reciprocity agreement with Canada, with special reference to news print paper. That it will work benefit in many ways was the opinion unanimously expressed.

RAPS NEWSPAPER PASSES.

Oregon Railroad Commission Advises Cash Basis Is Best.

Pay cash for advertising and receive cash for transportation is the advice which has been offered to President Gerlinger, of the Salem, Falls City & Western railroad, by the Oregon State Railroad Commission. President Gerlinger wished to gain information as to the basis on which he should transact business with the newspapers of the State.

While there is no statutory provision against exchanging advertising for transportation, or vice versa, the Commission told President Gerlinger that it probably would be the wisest course to pursue to avoid exchange contracts.

Oklahoma Consolidation.

The Tulsa (Okla.) Post and the Democrat have been consolidated and will be published hereafter as the Tulsa Democrat. Wm. Stryker, editor of the Democrat, and John O. Mitchell, principal owner of the Post, will own the controlling interest in the paper and Stryker will continue as editor. The Democrat was the first daily paper in Tulsa. The Post was founded March 28, 1910.

DUTIES ON PULP WOOD.

Treasury Department Instructs Officials Concerning Stock from Newfoundland.

The Treasury Department on Tuesday sent the following instructions to customs officers concerning the duty to be levied on wood pulp and print paper produced from wood cut on Crown lands in Newfoundland:

"On mechanically ground wood pulp, duty under paragraph 406 of the Tariff Act of Aug. 5, 1909, at the rate of one-twelfth of one cent per pound, dry weight.

"On chemical wood pulp, the regular duties under paragraph 406 of said act, at the following rates:

"Unbleached, one-sixth of one cent per pound, dry weight; bleached, one-fourth of one cent per pound, dry weight.

"On printing paper, the regular rates of duty and in addition thereto the additional duty of one-tenth of one cent per pound, when valued at three cents per pound or less, under paragraph 409 of said tariff act.

"Unless it shall affirmatively appear that the imported products were produced from wood not cut from Crown lands, you will consider the importation as a product of wood cut from such lands, and collect duties accordingly.

"The Secretary of State has this day been requested to instruct the American consular officers concerned to certify on invoice the origin of the wood from which the products exported were manufactured.

"This decision will take effect thirty days after date."

NEW TENNESSEE ORGANIZATION

Editors of Eastern Section Will Co-operate Along Business Lines.

The East Tennessee Press Association met at Knoxville last week and completed the work of organization and adopted a constitution and by-laws. The meeting was presided over by President Ben Haynes, who was elected at the first meeting held several weeks ago.

The club will have for its chief object the creation of a spirit of co-operation among the East Tennessee publishers of newspapers, and will co-operate along business lines.

It was decided that the next meeting of the club will be in Knoxville, and at the same time as the meeting of the Tennessee Press Association at the Appalachian Exposition.

About twenty publishers of the eastern section of the State were present at the meeting.

Birmingham Ledger's New Home.

Work has been commenced on the steel frame work of the Birmingham Ledger's new home. The structure will probably be ready for occupancy by October. The plans allow for the addition of ten or more stories for office purposes later on.

Suit Over Similarity of Name.

Because a San Francisco corporation styling itself the San Francisco Tribune Co. has filed articles of incorporation, the Oakland Tribune Publishing Co. has entered a protest, contending that the similarity of names will hurt the Oakland company's sales in San Francisco.

Penna. Democratic Editors to Meet.

A call has been issued for a meeting of the Democratic editors of Pennsylvania at Harrisburg, Aug. 16. The formation of a State league of Democratic editors is the purpose of the meeting.

CHICAGO HAPPENINGS.

NEWSPAPER FAKIR ARRESTED—SUNDAY TELEGRAM NOW PERMANENTLY ESTABLISHED.

(Special Correspondence.)

CHICAGO, Aug. 10.—Soliciting funds which he said were to be used in caring for decrepit newspaper men has caused the arrest as an alleged swindler of a man giving the name of R. J. Twitchell, 3826 North Forty-fourth avenue. He called on a physician asking money for the "Chicago Reporters' Association," an imaginary organization. The physician, suspicious, called a newspaper by telephone, and a reporter who went to the doctor's home induced Twitchell to accompany him downtown. There the reporter caused his arrest.

Joseph Forester, forty-five years old, 2779 Osgood street, business manager of the Lake View Independent, was perhaps fatally injured Aug. 4, when he was pushed off the second-story porch of his home by Mrs. Alva Nichols, with whom he had frequently quarreled. According to Mrs. Forester, he was injured while attempting to defend her from an attack by Mrs. Nichols. Forester is at the Alexian Brothers' Hospital with five broken ribs and internal injuries. Mrs. Nichols was arrested on charges of assault and disorderly conduct.

The Illinois Woman's Press Association gave an informal tea Monday from 4 to 7 o'clock at the Press Club, 118 Dearborn street, to meet Mrs. Winifred Bonfils (Winifred Black), of the Denver Post.

Mr. and Mrs. F. J. Schumacher, M. Culver and T. Limber have had a business disagreement. They all edited a hen magazine, published by the American Hen Publishing Co. The other day the Schumachers and Mr. Limber advertised that they had sold out and wouldn't be responsible for debts. Mr. Culver now has the debts and the magazine all to himself.

The Sunday Telegram, Chicago's Sunday evening sporting paper, which has been printed at the Daily Socialist plant since its start last year, has made a change and is now issued from the Inter-Ocean plant. It appears to have permanently established itself owing to the demand for baseball reports Sunday nights.

DON'T READ SATIRE

Edited by WALTER PULITZER
(Out Sept. 15th.)
UNLESS YOU ARE CLEVER
SATIRE—A weekly publication, exclusively for clever readers.
SATIRE—Something entirely different from all other publications, for the clever advertiser.

SATIRE—An opportunity for the clever writer.
The guaranteed circulation of SATIRE will be 50,000 weekly for the first week only, after that its sales will advance by leaps and bounds, for there are at least 20,000,000 people in the land clever enough to appreciate a really clever paper.

PULITZER PUBLISHING COMPANY
1358 Broadway New York City

Seven Months' Gain

In seven months of 1911 The New York Times published 4,647,082 lines of advertisements, compared with 4,253,204 lines in the corresponding period in 1910, a gain of 393,878 lines.

The New York Times enters the best homes in the metropolitan district, containing over 6,000,000 inhabitants, and makes a larger return to advertisers than any other newspaper in the city.

The New York Times
"All the News That's Fit to Print"

U. P. CHANGES.

Karl von Wiegand, Long Connected with Associated Press, Succeeds Herbert A. White as Chief of Berlin Bureau—Henry Wood Goes to Rome—Both Are Star Men.

Closely following the recent appointment of Ed. L. Keen as its general European manager, with headquarters in London, the United Press this week announced two additional important changes in the personnel of its foreign staff.

Karl H. von Wiegand goes to Berlin as chief of the bureau there, succeeding Herbert A. White in that capacity, and Henry Wood goes to Rome as the successor of Enrico Tedeschi.

Von Wiegand, who is one of the newer members of the United Press organization, is German born, though he has lived in this country since boyhood. He broke into the newspaper game in Los Angeles, and has had a wide and varied journalistic experience, having been associated at different times with the western Scripps papers, the Hearst papers and the Associated Press. Before joining the United Press organization some months ago von Wiegand was San Francisco manager of the Associated Press, with which concern he has been connected for seven years. He is probably one of the best known and most popular of the younger newspaper men on the Pacific Coast.

One of the stories which von Wiegand's western friends delight to tell as indicating the depth to which his newspaper instincts extend relates to his conduct at the time of the San Francisco earthquake and fire in 1906. Having been out of town on an assignment on the day of the quake, von Wiegand returned to Frisco the next day to find his home deserted and his family gone. Appreciating the hopelessness of trying to locate his wife and two children among the thousands of panics-stricken refugees, von, after a glance at the situation, reported at the office and kept on the job for seven days (remaining on duty for one unbroken stretch of sixty-one hours) before he succeeded in locating his family.

Von Wiegand sailed with his family to-day on the St. Louis, and after stopping for a few days in London will proceed to Berlin, locate his family, and then start on a trip through Germany,



KARL H. VON WIEGAND,
WHO GOES TO BERLIN AS MANAGER FOR THE UNITED PRESS.

Austria-Hungary and the Balkan country.

Henry Wood, who goes to Rome, will be one of the few American trained newspaper men in Rome, his contemporary, Mr. Cortez, of the Associated Press, being a native-born Italian. Wood, who did most of his newspaper work before joining the United Press in Omaha, Cincinnati and Cleveland, has spent the better part of four years in Italy as a free lance correspondent and as a representative of one of the big tour-conducting agencies. He not only speaks Italian fluently, but is well known to and enjoys the confidence of many high officials both at the Vatican and in the departments of the Italian government.

The new Rome manager, who was formerly connected with the cable department in the New York United Press office, has more recently been the manager of the Ohio bureau of the United Press, with headquarters in Cleveland. He sailed for Rome last Tuesday.

California Editors Organize.

The Riverside County (Cal.) Press Association was organized at a meeting of editors and publishers held in the office of the Riverside Enterprise last week. Ten newspapers of the thirteen of the county were represented. E. Johnson, of the Enterprise, was elected president. Other officers are Peter Milliken, Hemet News, vice-president; Harry Hammond, Riverside Press, treasurer; W. W. Van Pelt, Arlington Times, secretary. Meetings will be held at some point in the county about once a month.

AFTER LEGAL ADVERTISING.

Ohio Publishers Bring Test Suit to Settle Mooted Point.

A test suit backed by twenty Ohio newspapers was filed at Xenia last week by Harry Rice, publisher of the Xenia Herald, instituting mandamus proceedings against the city, to compel the publication of appropriating ordinances. The publishers hope eventually to get a decision by the Supreme Court.

The law requires the publication of the semi-annual appropriation ordinance of every city in two leading newspapers of opposite politics, but under a recent ruling of Attorney General Timothy Hogan the publication of these ordinances was discontinued. For this reason the Xenia city council did not make any provision for the advertising of the appropriation. Rice is backed by a number of the most prominent newspapers in the State.

Two New Papers for Muskogee.

Muskogee, Okla., is to have two new newspapers of opposite political faith, according to announcement made last week. The Republican Printing Co., headed by Congressman Charles E. Creager, has been formed to establish an afternoon Republican paper. He is an old newspaper man, and will assume personal charge. The other paper, according to report, will be a Democratic morning sheet, and will be launched by Otis Weaver, editor of the Ada Daily News. Muskogee now has two dailies, the Phoenix, morning Republican, and the Times-Democrat, afternoon Democratic.

SCORED NEWSPAPERS.

Los Angeles Divine Characterizes Stories in Press as Devil's Lies.

In a sermon arraigning fiction, in which he classed newspaper stories, magazines and novels as the chief things that militate against religion and right living, Rev. Luther Warren, of Los Angeles, speaking at a Seventh Day Adventist meeting at Portland, Ore., recently urged truth seekers to cast them out of their homes and read only the Bible or such literature as would lead them to love the Bible.

"Satan has been making millions of lies," he said. "Some people call them novels. Books and magazines and newspaper stories are written by the thousands, full of lies, and our children are reading them. They are forced to read them in our schools, or they will not be permitted to graduate. From the fairy tales of the cradle we are teaching falsehoods. That is the reason this is an age of skepticism.

"I see people shedding tears over the troubles of the imaginary hero of some popular novel; but who ever sheds a tear when one reads of the toils of the hero of the New Testament? We waste all our tears on the devil.

"I feel more hope for the home I enter to find the whisky bottle on the table, than for the home I enter to find its table littered with the devil's lies, in popular novels and magazines. The only right way is to throw out of the home every bit of reading that does not make one turn with love to the Bible, which is the only book that has truth."

Georgia Editors to Try Cost System.

As the result of a lengthy discussion at the recent meeting of the Georgia Weekly Press Association the members of that body have decided to try out a new cost system as soon as it can be put before them in concrete form. President A. S. Hardy appointed a committee, consisting of W. T. Anderson, of the Macon Telegraph Co.; J. C. McAuliffe, of the Milledgeville News, and R. Y. Becham, of the Laurens County Herald, to prepare and submit the forms and other information relative to the system.

Add to Chicago Staff.

James M. Linton, for several years advertising manager of the Trenton (N. J.) Times, has been added to the staff of the Chicago office of C. F. Kelly & Co., newspaper representatives.

The Evening Wisconsin.

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

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

What have you to offer?

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

JOHN W. CAMPSIE, Business Manager.

CHAS. H. EDDY, Foreign Representative.
New York Office, 1 Madison Ave.
Chicago Office: 150 Michigan Ave.
(Robt. J. Virtue, Mgr.)

How the Big Stores of Philadelphia Sell Things to Germans

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

German Gazette

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

Evening Democrat Sunday Gazette Weekly Gazette

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

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

First Newspaper.....	404,495 Lines
GAZETTE.....	352,119 "
Third Newspaper.....	248,740 "
Fourth Newspaper.....	229,805 "
Fifth Newspaper.....	257,790 "
Sixth Newspaper.....	225,950 "

The German Gazette Publishing Co. PHILADELPHIA

WANTED A RATE CARD.

A Majority of Those Furnished by Newspapers Surprisingly Incomplete—Lack of Accurate and Adequate Information Source of Much Confusion—Some Suggestions of Benefit to Both Publisher and Advertiser.

[The following plea for more intelligible rate cards is contributed by a rate clerk of one of the larger advertising agencies.—Ed.]

Doubtless every publisher thinks his rate card all that it should be regarding data, etc., but from the standpoint of a rate clerk many cards are surprisingly incomplete.

Some actually lack the name of the publication, or any clue to it, while many omit the place of publication.

Comparatively few state when they become effective, and more than frequently the commission to agencies and even the cash discounts are merely a matter of conjecture.

In short, a rate card to be perfectly clear, thus saving incorrect estimating and unnecessary correspondence, should contain the following:

- Name of publication.
- Place published and State.
- Date when card becomes effective.
- Display rate per line or per inch in daily, Sunday or weekly.
- Classified rates, if any.
- Reading matter, if any.
- Position, if any.
- Space discounts, if any.
- Time discounts, if any.
- Commission to advertising agencies, if agency card.
- Cash discount, if any.
- Closing date or dates.
- Measurements, including length and width of column, and number of columns to the page.
- Information concerning cuts, broken columns, key numbers, whether matrices can be used.
- Eastern and Western representatives, if any; in fact, all information of interest to the advertiser.
- Frequently a card in effect, say, Jan. 1, 1909, is sent out bearing the date of the reprint, perhaps in 1911. The rate clerk must, of course, compare the new card with the old, item for item, before finding that they are identical.

One paper in sending out a new card

MARRIAGE A LA MODE.

Father—"How much am I offered for my daughter? Speak up, gentlemen."

Courtesy New York Globe.

40% NET

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

\$10,000 Cash

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

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

Our properties can be reached only through this firm.

Are you using an up-to-date service of
NEWS PHOTOGRAPHS

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

General News, Sports, Foreign—Everything

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

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

adopts the helpful method of printing the changes in red ink.

My experience convinces me that it is a mistake to send too many of the same cards to an advertiser or agency. They lose weight.

Not long ago I found myself in possession of two cards of the same publication, received at about the same time, one quoting twice as high a rate as the other. On asking the special representative I learned that a new advertising manager had taken charge and cut the rate in half. But the cards bore no information, no dates, and were unaccompanied by letter or other explanation.

Of course it is out of the question for cards to be uniform in size or thickness, but publishers can avoid sending out large placards that are impossible for any method of filing. Cards continuing the rate on the back of the sheet are also bad if they are to be pasted.

These suggestions are given in the hope that they may be of mutual benefit to publisher and advertiser.

"RATE CLERK."

Agnus Entertains President.

President Taft, William Herron, his brother-in-law; Private Secretary Hilles and Major A. W. Butt, military aide to the President, were entertained Sunday at the beautiful Baltimore home of General Felix Agnus, publisher of the Baltimore American.

BRITISH NEWS IN BRIEF.

Punch recently celebrated its seventieth birthday by issuing a special number.

At the annual meeting of the Marconi Wireless Telegraph Co., Ltd., held in London, Mr. Marconi stated that it was probable that transatlantic messages in plain English would be accepted at eight cents a word at an early date.

The London Daily Mail conducted a sweet pea show at Crystal Palace last week.

The retirement of Fabeau Ware from the editorship of the London Morning Post was made the occasion of a testimonial dinner tendered him by a number of his friends.

The London Daily Mail utilized twenty automobiles in reporting the various stages of the \$50,000 air race.

Chickasha Journal in New Hands.

The Democrat Publishing Co. assumed charge of the Chickasha (Okla.) Morning Journal with the issue of August 1. R. L. Glover is the managing editor and H. B. Holmes business manager. The paper has been changed from Republican to Democratic. It was established fifteen years ago.

George Silsbee has sold the Avoca (N. Y.) Advance to William Towner.

We have

Something New

for large city newspapers.

We conduct all kinds of circulation campaigns for both large and small newspapers.

ASK US

THE UNITED CONTEST COMPANY

(Incorporated)

"NOT THE CHEAPEST, BUT THE BEST"

811 Citizen Building Cleveland, Ohio

Davenport's Who's Who

is scoring an immediate success. Four numbers now ready: President Taft, Speaker Clark, Senator John Clark Williams and Senator La Follette.

We now announce a new weekly series, Davenport's "Men I Have Sketched," devoted to caricatures and reminiscences of eminent people, of which four are now ready: Gladstone, Reed, Sherman and Mark Hanna.

We also announce Arthur Greene's Annals of Actorland, a weekly theatrical letter of New York stage news.

Homer Davenport Syndicate

133 East 16th Street, New York

BANQUET BIG SUCCESS.

Proves Fitting Climax to Greatest Advertising Gathering the World Ever Saw—Occasion Marked by Spirit of Brotherhood and Good Fellowship—Many Surprises in the Way of Presentations.

The farewell banquet tendered to the Associated Advertising Clubs at Symphony Hall by the Pilgrim Publicity Association proved a fitting climax to the most successful and interesting convention the affiliated clubs have ever held. The hall was gaily decorated for the occasion with American and British flags entwined, and at the tables more than 800 sat down in a spirit of brotherhood and good fellowship.

The warmest expressions of friendship for the president and the retiring president were exchanged from time to time, and formed one of the pleasing features of the gathering. One of the events of the evening was the presentation, as a tribute of affection from the national organization to the retiring president, Samuel C. Dobbs, of Atlanta, of a fine touring car, which was wheeled into the middle of the hall. The presentation speech was made by Delegate Trefitz, of Chicago. Mr. Dobbs was also presented with a silver punchbowl by the Pilgrims.

One of the surprises of the evening was furnished by the English delegation, whom, after expressing their astonishment and pleasure at the extent of the hospitality shown them, presented the Pilgrims with a massive silver loving cup nearly two feet high.

President Coleman presided at the banquet which followed, with General Charles H. Taylor, of the Boston Globe, as toastmaster.

THE LIST OF SPEAKERS.

The speakers included George Edward Stenbridge and A. W. Gamage, of the British delegation, and John Kendrick Bangs, Elbert Hubbard and William G. McAdoo, of New York.

At the head table were Mayor Preston of Baltimore, John K. Allen, Christian Science Monitor; J. W. Dumphy, Record; F. S. Baker, Traveler; Governor A. O. Eberhart of Minnesota, F. S. Florea, Indianapolis; John Kendrick Bangs, New York; Elbert Hubbard, East Aurora, N. Y.; H. B. Humphrey, Boston; George W. Coleman, Boston; General Charles H. Taylor, Boston Globe; E. A. Grozier, George Edward Stenbridge, of England; Acting Mayor Walter A. Collins, Boston; William G. McAdoo, New York; S. C. Dobbs, Atlanta; the Rev. George Wood Anderson, St. Louis; H. S. Houston, New York; MacMartin, Memphis; I. H. Sawyer, St. Louis; C. E. L. Wingate, Boston Journal; Captain Coffman, commandant Charleston navy yard; Captain Rogers, U. S. S. Georgia; Lieutenant-Commander Brady, U. S. S. New Jersey, and Lieutenant Whitlock, U. S. S. Birmingham.

When the viands were out of the way,

President Coleman introduced H. B. Humphrey as the first speaker, one of the founders of the Pilgrim Publicity Association, who extended a hearty welcome to all the visitors.

General Taylor was then introduced as toastmaster, and after sketching the growth of newspaper advertising in Boston during the past thirty years, introduced O. J. Gude, of New York. Mr. Gude prepared a toast to Great Britain and America, which was drunk standing.

The next speaker was George Edward Stenbridge, of the English delegation, who said that England has no such organization as the Associated Advertising Clubs, and would not have believed it possible to weld together so many different men in one organization and one bond of brotherhood.

"We have seen America as it really is, with the men from every State, and we have learned to love them all. It has proved that blood is thicker than water, and we ask that you never reduce your affection for us, and the flags which you tied together and presented to us will never be separated."

BRITISH DELEGATES PRESENT CUP.

Mr. Gamage then presented the loving cup, bearing the inscription: "To the Pilgrim Publicity Association of Boston, August, 1911." On one side it bore a reproduction of the old church in Boston, England, and on the reverse side Boston's coat-of-arms and the names of the English delegates. The bowl was filled with punch, and he asked that it be passed around the hall that all might drink from it.

President Coleman made a fitting response, and John Kendrick Bangs was then introduced. Mr. Bangs referred to the serpent in the Garden of Eden as the original press agent for a particular brand of pippin which he was trying to foist upon Eve, and said that from this had resulted the Steel Trust, Sugar Trust, Sherman law, House of Lords and the city of Boston.

The next speaker was Elbert Hubbard, who spoke in a characteristic vein. He said in part:

"Man alone has no intelligence. To succeed, if you succeed at all, you must ally yourself with other men. The only way to help yourself is to help others.

"I am an American business man who writes advertisements. I am a man in process. That's my apology.

"Advertising is part of business. There is no science of advertising, any more than there is a science of education.

"The only real advertising man is the one that gets space without paying for it. Myself and John McKinley Bangs are the only advertising men at the board.

"The value you have received from this visit is not knowledge of advertising, but we know each other better. You are working men carrying heavy burdens, and are not trying to get out of work. You are doing things, not merely talking them, and there is one spirit here to-night—the spirit of the brotherhood of man."

McADOO MAKES INSPIRING TALK.

The Hon. W. G. McAdoo, of New York, made an interesting talk dealing largely with the power of advertising to sway public opinion. He said in part:

"It is an inspiring thing that honesty has become so popular during the past few years. A higher standard of ethics prevails all around. Corporations are more honestly managed to-day than ever before in their history. Men are generally more punctilious about their business dealings with each other; government, national, State and local, is being purified and the light of truth and honesty is penetrating the remotest corners.

FINE PRESS EQUIPMENT.

Boston Post Said to House Largest Collection Under One Roof.

With the recent addition of two new Hoe presses, a sextuple and a double sextuple, the Boston Post probably houses the largest collection of newspaper printing machinery under one roof in the country.

The Post already had in their press rooms one sextuple, one quadruple, one color press, two double supplement presses and one double octuple and color combination press (which is said to be the largest press in the world), with a combined capacity of over 200,000 sixteen-page papers per hour. In addition to the two recent acquisitions, they arranged to have new printing portions and new high-speed folders added to their double supplement presses, thus making them into quintuple machines. The addition of this new equipment has increased the total output of the Post plant to 402,000 sixteen-page papers per hour.

The double sextuple machine, which is especially interesting, consists of two thirty-two-page portions and two sixteen-page portions. It has four folders located in the center of the machine. The machine is so arranged that it can be run as two separate sextuple presses, or as a complete unit, and the folders are so located in connection with the various printing portions that almost any combination of papers can be produced.

The dimensions of this machine are as follows: Length, fifty-eight feet; height, twelve feet six inches; width, nine feet six inches; weight, 280,000 pounds. There are, approximately, 50,000 separate parts in the machine.

In this connection the dimensions of the double octuple press may also be of interest. Although this machine is ten feet shorter than the new press, this difference is more than made up by the fact that it is nearly twice as high. It weighs about 350,000 pounds and is composed of approximately 65,000 separate pieces.

JOIN ADVERTISERS' ASSN.

Seven Big Firms Admitted to Membership During Past Few Weeks.

The following advertisers have been admitted to membership in the Association of American Advertisers during the last few weeks:

National Cash Register Co., Dayton, O., L. E. Olwell, advertising manager.

The Thomas B. Jeffrey Co., Kenosha, Wis., E. S. Jordan, advertising manager.

Philo Hay Specialties Co., Newark, N. J., W. Hardham, general manager.

E. I. duPont de Nemours Powder Co., Wilmington, Del., George Frank Lord, advertising manager.

Anheuser-Busch Brewing Association, St. Louis, Mo., Charles W. Staudinger, advertising manager.

Alabastine Co., Grand Rapids, Mich., J. L. Hamilton, manager.

The Glidden Varnish Co., Cleveland, O., H. G. Ashbrook, advertising manager.

New Home for Cleveland Press.

Ground has been broken for a new home for the Cleveland Press, at East Ninth street and Rockwell avenue. It will be a four-story structure with a large clock tower. The building will be constructed of brick and stone and will be fireproof throughout. It is estimated that the new plant will cost in the neighborhood of \$400,000.

The Interlake (N. Y.) Review, which recently entered upon its twenty-fourth year of publication, has installed a Simplex typesetting machine.

UNITED PRESS BULLETINS

E. R. Sartwell, of the Washington staff, has been assigned to cover the Beattie trial. The U. P. will have a direct wire to the court house at Chesterfield, Va.

President C. D. Lee has returned to his desk after a vacation spent in the Berkshire Hills.

Charles P. Stewart, who has been relieved as general European manager by Ed. L. Keen, starts on Monday on a trip through Denmark, Norway and Sweden, concluding at St. Petersburg. At each point he will have a conference with the United Press correspondent with a view to strengthening the service and better acquainting the men with the needs of the concern.

Fred S. Ferguson, manager of the Indianapolis bureau, has been selected to succeed Henry Wood as manager of the Cleveland bureau. Wood sailed last Tuesday for Rome to become manager of the bureau there.

James J. Rafter, superintendent of telegraph, is spending his vacation at Richfield Springs, N. Y.

Roy W. Howard returned from a brief trip to the San Francisco and Los Angeles bureaus.

J. H. Furray, manager of the Denver bureau, returned to his desk Monday after a vacation spent at his former home in Omaha.

Jos. W. Partridge, manager of the Los Angeles bureau, and Fred W. Vincent, of the Portland bureau, have each made belated announcements of their recent marriages.

WHAT GOOD WILL MEANS.

"Good will is property capable of being appraised, bought and sold. In many cases it is the main ingredient of value. It represents all the struggle, industry, tact and judgment that makes success. In estimating the worth of a business it is not infrequently recognized as more valuable than the buildings and machinery that make up the physical plant."

—Secretary of State Knox, before Pittsburgh Chamber of Commerce.

Are You in Need of Help?

- In the Editorial Department
- In the Business Department
- In the Advertising Department
- In the Composing Room
- In the Press Room
- Or in your Circulation Department?

If so THE EDITOR AND PUBLISHER AND JOURNALIST will help you.

Subscription price only \$1.00 per year

THE EDITOR AND PUBLISHER CO.
17-21 PARK ROW. NEW YORK

THE EUREKA HERALD
OF EUREKA, CALIFORNIA

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

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

Largest circulation in Eureka of any newspaper, morning or evening, by fully 100% over its nearest competitor.

Circulation Guaranteed by \$5,000.00 in Gold.

Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD.
EUREKA, CALIFORNIA.

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

Over 45,000 copies daily is now the wonderful record of the **LOS ANGELES RECORD**

BIG NEWS FEATURE.

Boston Papers Gave Columns of Space to Ad Men's Convention—Weary Reporters Turned Out Prodigious Amount of Copy—Boston Reaps Big Benefit in Shape of Publicity.

(Special correspondence.)

BOSTON, Mass. Aug. 8.—No convention in Boston ever had so much space devoted to it in the newspapers as was given to the convention of the Associated Advertising Clubs of America, which was held in the Hub City last week.

The press committee of the Pilgrim Publicity Association wrote and sent the following letter to the proprietors of the newspapers, and also told the city editors personally how much the work of the reporters was appreciated: "We wish to express the deepest appreciation of the work of the men whom you assigned to the arduous task of reporting the advertising convention that has just closed. They turned out a prodigious amount of good copy. At times they were on the job from the opening of convention headquarters until the early hours of the next morning without a word of complaint.

"It is impossible to measure the great value to Boston of the publicity you accorded the doings of this convention."

Mayor Fitzgerald's automobile was placed at the disposal of H. B. Humphrey throughout the convention, and Mr. Humphrey turned the machine over to the press committee for the accommodation of that committee and reporters who were covering the convention, so as to help their work as much as possible.

"The devotion to duty which these reporters showed deserved great praise," said a member of the press committee. "Several worked from the times the press headquarters was opened in the morning until 2 o'clock the following morning through several days of the convention and without complaint."

Morrill, of the Journal, had just come off duty covering the war manœuvres which occupied the whole week before. He had not had sixty minutes unbroken rest in seventy-two hours. While interviewing an officer of the Red Army he slipped from the post against which he was leaning for support and fell to the ground so soundly asleep that it was thought he must be seriously ill. He was so enthusiastic over the advertising men's convention that he could not be dragged away from his assignment. The Journal hired a room at the Lenox for Morrill and his fellow reporter, Harrington, so that

they could get as much rest as possible. Benwell, of the Post, and Berkowitz, of the Herald, did the work of two good men all through the convention. The Convention Daily, published by the Journal, was under the direction of Theo. E. Ashe and Mr. Oakley, of the Munsey Publicity Department. Charles H. Lincoln ran a special page in the Post each day of the convention.

All the Boston newspapers that used illustrations had photographers and artists on the job all the time. Norman Ritchie, of the Post, Hayden Jones, of the Herald, and Wallace Goldsmith, of the Globe did conspicuous work.

The following is a list of those who covered the convention and the papers they represented:

Arthus S. Harrington and Charles W. Morrill, Boston Journal; C. D. W. Catton, Christian Science Monitor; J. H. Devlin, Boston Record; A. J. Philpott, Frederick Roche, Alexander Corbett, Boston Globe; George W. Gray, Boston Advertiser; H. A. Benwell, Boston Post; Herbert Smith and E. V. B. Parke, Boston American; Mortimer L. Berkowitz, Boston Herald; Elmer F. Murch and John Wilson, Boston Transcript; J. T. Kenny, Boston Traveler; Ralph B. Dort, Albany Knickerbocker Press; Leigh Mitchell Hodges, Philadelphia North American.

E. B. Hesser, Tri-State Press Association; Herman Phillipson, Dallas Times Herald; Ralph L. Miller, Dallas Dispatch; F. A. Tubbs, Boston Saturday Sun; H. H. Akers, Des Moines Capital; Emil Bow, Chattanooga News; Robert Mack, St. Louis Republic and Times, Atlanta Georgian, Baltimore Star, Chicago Journal, Milwaukee Journal, Detroit Journal, Buffalo News.

At the banquet, thirty-six representatives of the press were entertained, beside the newspaper proprietors, who sat at the speakers' table.

GENERAL AGENTS ORGANIZE.

Plan to Get Together for Improvement of Advertising Business.

The Boston convention brought out the largest representation of general advertising agents which has ever gotten together, and the movement looking towards a national organization of agents met with unanimous approval.

At the final session of the General Agents' section of the convention the following resolution was unanimously passed:

Moved that a committee of seven, with power to add to their number, be appointed by the chair, Frank Presbrey, of New York; such committee to be known as The Committee on National Organization of an Association of Advertising Agents.

Moved further that this committee be instructed to elect a permanent chairman and secretary, and that it shall prepare, in as much detail as possible, a plan for a National Organization of Advertising Agents, and submit the same, together with a constitution and by-laws, at a convention to be held not later than March 1st, 1912, to which all recognized advertising agents shall be invited.

It is believed that when the agents attend the next meeting of the Associated Advertising Clubs, at Dallas, they will represent an effective organization gotten together on lines which will be permanent and which will make for the improvement of the advertising business in general.

Reporter Gave Life for Child.

While trying to save the life of little Dorothy McGrew, who had become helpless while bathing in the surf at Tajolla, Cal., Monday, Cecil R. Kerberg, a reporter on the San Diego Sun, was drowned. The child was rescued.

COLEMAN AD MEN'S NEW HEAD.

Dallas Gets Convention in 1912 and Also Secures Mileage Banner.

George W. Coleman, of Boston, was elected president of the Associated Advertising Clubs of America at the final session held at Ford Hall on Friday afternoon of last week. Dallas secured the convention for next year. Other officers elected were: Timothy McQuatte, of Des Moines, Ia., vice-president; P. S. Flora, Indianapolis, unanimously re-elected secretary, and G. D. McKeel, treasurer.

The remainder of the session was taken up with the election of the board of directors, consisting of S. C. Dobbs, Atlanta; A. W. McKeand, Charleston; William Woodhead, San Francisco; John Lee Mahin, Chicago; D. N. Graves, Boston, and W. B. Cherry, Syracuse.

Dallas was also awarded the mileage banner offered by the Pilgrim Publicity Association of Boston to the organization traveling the longest distance to the convention.

The Printers' Ink cup was awarded to Des Moines club.

The English delegation was given American and British flags; a live rooster was presented to the Representatives' Club of New York for having the largest delegation at the convention.

The \$100 prize offered by the Memphis delegation for the best answer to the question, "Why is the Boston convention a success?" was awarded to G. Grosvenor Dawe, of Washington, D. C.

A small duck was awarded to the smallest delegation at the convention, that from the Roswell Club of New Mexico, represented by one man, E. J. Williams.

Early during the day Retiring President S. C. Dobbs was presented with a chest containing 300 pieces of solid silver. The presentation speech was made by Henry B. Humphrey, of Boston, on behalf of the Associated Clubs.

Henry W. Newhall, chairman of the registration committee, read his report. It showed that there were present 405 voting delegates, 918 club delegates, and 1,323 delegates with 592 guests registered, and in addition 345 women, or a total of 2,260 in attendance at the convention. There were only 754 delegates at the convention in Omaha last year and thirty-nine clubs represented, while in Boston of the 100 clubs in the national organization eighty-three were represented.

Eleven departmental meetings were held at various halls during the morning.

New Diplomat Former Editor.

Lloyd Bryce, the new minister to the Netherlands, was the editor and owner of the North American Review from 1889 to 1896. He is widely known as a contributor to various reviews and is the author of several novels.

Linotype Casts Arabic Characters.

Al-Hoda, the Syrian newspaper published in New York, has just installed a linotype machine, said to be the first in the world to set Arabic type.

The Kingsley (Mich.) Courier is scheduled to make its appearance Sept. 1. Benjamin Hayes is the editor.

NEW INCORPORATIONS.

United Publishers' Co., Chicago. Capital, \$2,500. Publishing and printing of periodicals. Incorporators: C. W. Schlegel, D. McEachern and L. E. Brabandt.

Tri-State Press Association, Manhattan. General newspaper service. Capital \$10,000. Incorporators: Walter Pulitzer, 22 East Thirty-fourth street; Walter J. Briggs, 1358 Broadway; Chas. T. Hesser, 60 Wall street, all of New York City.

New Review Publishing Association, Manhattan. Printing and publishing newspapers, magazines, etc. Capital, \$15,000. Incorporators: Richard P. Appleton, 38 Park Row; Louis B. Boudin, 302 Broadway; W. Roll Cassile, 960 East 173d street, all of New York City.

The Daily News Co., of Pomeroy, O. Capital, \$10,000. Harry N. Bennett, Edgar Ervin, C. B. Forrest, M. C. Hobart and W. W. Schlaegel.

Western Newspaper Union, Manhattan. Manufacturing and deal in stereotype, electrotype, etc. Capital, \$30,000. Incorporators: H. H. Fish, G. A. Joslyn, Omaha, Neb.; J. M. Quinn, New York City.

World Review Co., Manhattan. Print and publish magazines, etc. Capital, \$10,000. Incorporators: John T. Sturdevan, Joseph P. Shea, Francis J. Erwin, all of 140 Nassau street, New York City.

Thos. P. Nichols & Son Co., Lynn, Mass. Publishing. Capital, \$25,000. Incorporators: Thos. P. Nichols, Fred H. Nichols, Henry C. Atwill; all of Lynn.

The Columbian-Sterling Publishing Co.

Publishers of

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

HUGH KAPP, Advertising Director

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

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

IN MEXICO CITY

the advertiser only has to use

THE MEXICAN HERALD

(Only English Newspaper)

EL HERALDO MEXICANO

(Leading Afternoon Spanish Newspaper)

THE S. C. BECKWITH SPECIAL AGENCY

(Sole Representatives)

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

GET THE BEST ALWAYS!

The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE
Brunswick Bldg.
New York

HORACE M. FORD
Peoples Gas Bldg.
Chicago

The Greensburg Tribune

Has Largest Circulation in Westmoreland County, Pennsylvania

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

No Special Representatives

R. W. HERBERT, President.

TURNER OF NANTUCKET.

**Editor of "Sand Heap" Weekly
Enviied by the Big Fellows—Se-
renely Guides Destines of Inquirer
and Mirror, Which Recently Cele-
brated Its Ninety-first Birthday—
Doesn't Get Lonesome.**

By PHILIP R. DILLON.

Nantucket, Mass., Aug. 8.—A few weeks ago the Nantucket Inquirer and Mirror celebrated its ninety-first birthday and reproduced the first page of the "Nantucket Inquirer," issued on "Saturday, June 23, 1821." The standing mast head of that first issue shows that it was "published weekly by Joseph C. Melcher, Main Street, Nantucket."

They are not given to boasting, these Nantucketers. There are only 3,000 of them and they smilingly call their beautiful island "a sand heap"—a good sized sand heap, sixteen miles long and four



HARRY B. TURNER.

miles wide. Bartholomew Gosnold discovered the sand heap in 1602, eighteen years before the Mayflower dropped anchor at Plymouth. Most of the present Nantucketers trace their descent direct from a dozen pioneers who settled there about the same time that the Pilgrims were starting the United States over on the mainland, across thirty miles of salt water.

Of course, Nantucket is not merely an island, nor a watering place where 15,000 people from all parts of the country go each summer to keep cool. Nantucket is an institution, the common property of American history, like Bunker Hill and West Point. And the Nantucket Inquirer and Mirror is an institution of the island. There are editors of big papers in New York and Chicago who come here and envy Editor Harry B. Turner, who runs the Inquirer and Mirror. He is thirty-four years old and married to a Nantucket girl—of course. And he has a monopoly of the printing and publishing business of Nantucket Island.

He began his career by delivering papers—the same old Inquirer and Mirror—in 1893. In course of time, the same thing happened which had happened periodically during nearly a century—the

editor retired, and young Turner was selected to carry on the institution. He has been the editor since 1907.

"Are you contented?" I asked, to find out whether a Nantucket editor envies the Park Row newspaper man.

He looked at me in that soft, strange way of Nantucketers, like sailors who look always afar off at the horizon, and said quietly:

"Might not a man be satisfied here?" I admitted that he might.

"Perhaps you think we are slow," he went on, "because we have only a four-page, nine-column blanket sheet. It is true that our people do not want a change. But we certainly do take comfort. Our circulation averages 1,625 a week the year round. Some of the summer people who come here wonder how this paper keeps alive on this sand heap. Well, these summer people take the paper and get the habit. We send the paper to subscribers all over the world—to China, British Burmah, South Africa, Australia and to the uttermost parts of the United States. For, once they come to this island even for a little while in summer, they ever after assume a proprietary interest in it and want the paper the year round.

"In winter there are 3,000 people here."

"Don't you all get lonesome?" "No. Then everybody knows everybody else. We have good times socially. The boat comes in once a day from the mainland at Woods Hole, except when it is too stormy or the harbor freezes up, which is very seldom, because the weather rarely goes below ten degrees; I don't think it ever went down to zero here."

Well, I looked around the office, and felt some envy. It is surely the best equipped office on "a sand heap" that I ever saw. There is a Cranston cylinder press, a Golding jobber, one Simplex typesetting machine, a Kendall folding machine, one Peerless cutter and a small stereotyping plant. "Naturally," explained Editor Turner, "we have got to be well equipped out here, thirty miles at sea."

Mr. Turner is the Associated Press representative on the island, and also the special correspondent of the Boston Globe. His biggest piece of correspondence was the report of the Steamship Republic disaster two years ago when Jack Binns made wireless telegraphy famous. Last month Mr. Turner reported the burning of the boathouse owned by William Barnes, Jr., the Republican leader of New York State.

On the door of one of the oldest houses in Nantucket is a silver door-plate inscribed "Paul West." The plate has been there a hundred years. The man who put his name on that door was the great grandfather of Paul West, the lyric writer of the New York World, whose "Widow Wise" series is just now holding the attention of the whole newspaper profession. Also Charles Sutherland, of the New York World was bred, born and reared in Nantucket.

And the 3,000 Nantucketers are quietly proud of Turner, Wise and Sutherland.

Worcester Goes to Memphis.

F. W. Worcester, a clever and widely known newspaper maker, will, on Aug. 15, become business manager of the News-Scimitar, of Memphis, Tenn. Mr. Worcester is well known as a versatile all-round newspaper man. The success he has attained in his past ventures may be accepted as a guarantee that he will make good at Memphis, and that the News-Scimitar will take on new life and vigor under his management.

THE TRIBUNE
of
LOS ANGELES

Independent
Progressive

One Cent
Daily & Sunday

**BIGGEST SENSATION IN HISTORY
OF JOURNALISM**

One month old—63,529 Paid Circulation, increase of over 20,000 in 30 days and still growing at an amazing rate.

AFFIDAVIT

W. J. Harrison, being first duly sworn, deposes and says that the circulation of the Los Angeles Tribune on Thursday, August 3d, 1911, is 65,400 copies, including 500 samples supplied to canvassers, 648 samples distributed in rural districts, 328 copies supplied to correspondents and exchanges, 75 copies supplied to the Editorial Department, 80 copies to foreign advertisers, and 240 copies to street railway employees, express messengers, etc., for service. And further states that, with the exception of 4,322 copies to country carriers and 1,803 copies for paid-in-advance mail subscriptions, all of the above circulation is within the City of Los Angeles and its suburbs.

W. J. HARRISON

Circulation Manager Los Angeles Tribune.

Subscribed and sworn to before me on this the 3d day of August, 1911.

JNO. EVERSHERD

(SEAL)

Notary Public.

**Guaranteed Paid Circulation Larger Than Any
Other Los Angeles Morning Paper**

THE TRIBUNE is the people's paper and the people responded with an overwhelming rush. They regard the Tribune as THEIR newspaper.

THE TRIBUNE is clean and free from objectionable, fraudulent and misleading announcements—a protection to the legitimate advertiser. No medical advertising accepted.

THE TRIBUNE is the classified advertising medium of Los Angeles as a reliable result producer. One month old and printing over ten pages of solid agate classified.

THE TRIBUNE circulation books are open for investigation. Sworn circulation statement at a moment's notice.

THE TRIBUNE has the best news service on the Pacific Coast. The best editorial talent that can be obtained

THE TRIBUNE
Los Angeles, Cal.

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

Western Representative:
C. D. BERTOLET,
Boyce Bldg., Chicago

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS

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

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BY THE EDITOR AND PUBLISHER COMPANY

13 to 21 Park Row, New York City.

Telephone, 7446 Cortland

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

THE JOURNALIST Established 1884.

THE EDITOR AND PUBLISHER 1901

J. B. SHALE, President

T. J. KEENAN, Vice-President

F. L. BLANCHARD, Secretary

GEO. P. LEFFLER, Treasurer and Business Manager

ADVERTISING RATES

Display, 15 cents per agate line

Reading Notices, 25 cents per agate line

Classified, 1 cent per word

Liberal discount for time contracts.

NEW YORK, SATURDAY, AUGUST 12, 1911

It is a mistake to solicit or even accept advertising when you know your publication will not produce proper returns.

If cleanliness is next to Godliness, then the manager of a newspaper plant which we visited recently must be a hardened sinner.

Business follows circulation, although some publishers believe in getting business first and circulation later. This is a serious mistake.

The royal manner in which the Associated Advertising Clubs of America treated the retiring president, S. C. Dobbs, has created a desire in the heart of each member of that body to become its president at some future time.

The Associated Ohio Dailies evidently have a very efficient president in the person of John T. Mack, the veteran editor of the Sandusky Register. They recently re-elected him to head that live organization for the twenty-fourth time.

The proposed organization of general advertising agents which was so strongly urged by Frank Presbrey and others at the Boston convention promises soon to take concrete form. It is certainly a step in the right direction and will meet with the unanimous approval of all who are interested in elevating the standard of the advertising business and in eradicating evils which now exist.

We reproduce in this issue a powerful cartoon by Homer Davenport which appeared in the New York Globe last Wednesday. It was inspired by a piece of news that has deeply stirred religious and society circles the country over. The cartoon is a merciless arraignment of that element of society which calmly sells the white bodies of its daughters to the highest bidder.

The most striking feature of the convention of advertising men which was held in Boston last week was the unanimous sentiment towards truth in advertising. That such a sterling body of men representing such large and varied interests should adopt "Honesty" as a

slogan augurs well for the future. While it is true that no business success of recent years has been achieved without advertising, it is equally true that no permanent success has been secured without honest advertising.

THE NEWS OF ONE DAY.

Last week two great peace bonds were signed between the United States and Great Britain and between the United States and France. These treaties, for the first time in history, provide for the arbitration of controversies involving questions of national honor and vital interest.

This step towards universal peace may properly be said to be one of the greatest achievements of the century. While it does not necessarily mean the immediate abolition of war, it commits three of the mightiest nations of the earth to follow that road to the end.

How did the newspapers of the country that has led the world in the movement for international peace, themselves a mighty factor in the movement, treat this epoch-making achievement in a news way?

Sad to relate, with a few exceptions here and there, the peace pact did not measure very high according to news standards. With a great many newspapers the story was not even featured. A few thought it worthy of a place on the first page, and others buried it on the inside. Some gave it a column; others gave it a stick. We saw one account in a newspaper which dismissed the subject in a four-line item. It was placed on the third page, and read as follows:

"Signatures were exchanged to-day on two general arbitration treaties between the United States and Great Britain and between the United States and France."

What news was greater, according to present-day standards, on the day a momentous chapter in the world's history was written?

Sad to relate again, there were apparently many stories that loomed larger in the eyes of the news editors. The majority were sensational stories of crime, murder mysteries and suicides. One was the engagement of a prominent New York millionaire of mature years to a girl yet in her teens.

All overshadowed the story of the first

real advancement towards the abolition of war, an event so momentous as to lead Andrew Carnegie to cable the editor of the New York American:

"I can imagine the President murmuring to himself, 'There is not another moment like this in unknown fate.'"

FAILURES IN JOURNALISM.

(From the National Printer Journalist.)

It is told of a prominent lawyer that when asked his opinion of a sermon by a young minister, he replied: "Had I a student who, in trying a case, showed such lack of interest, spirit and earnestness, and want of care and preparation in his efforts, I would kick him out of my office." Failures in the newspaper calling, as well as in the ministry and law and other callings, come largely from a lack of interest, of fire, force and effort, because of a lack of a full realization of obligation, of opportunity, of what is needed and wanted, and of a determination, inspiration and zeal to measure up to the highest standard possible to one who is filled with all human sympathy and a longing for highest service. There must be knowledge and methods, but, above all, is the appreciation of the higher possibilities and duties, of a useful, noble, unselfish service that brings highest satisfaction and, as does the best work of a truly great artist, also brings, in the end, the highest and most permanent rewards, and most worthy and lasting consideration and fame. A man who is awake, full of zeal, and with his whole soul and heart in his work, will accomplish wonders in the newspaper calling, wherever he may be in his work. Be a live wire in this calling, or else get out and go to work loading pig iron.

NEWSPAPERS IN INDIA.

India is well supplied with newspapers. The latest available returns, says the London Times, show a total of 738 newspapers and 895 periodicals, and the number is steadily increasing. Calcutta has four Anglo-Indian daily papers and two or three dailies published in English under Indian auspices. Bombay has three Anglo-Indian dailies, Madras two, Rangoon two and Allahabad, Delhi, Lucknow, Lahore and Karachi one each. The number of dailies printed in the vernacular is considerable. Several excellent weeklies and monthlies are issued by Indians in the English language. It is a great mistake to suppose that all journals published by Indians are either hostile in tone or opposed to the present system of government. Many are both moderately and capably written, and do excellent service by their restrained discussion of public events. The great circulations of England and America are unattainable in India, partly owing to the enormous distances covered. On the other hand, circulation in India must not be judged by English standards. Newspapers are passed from hand to hand, and among Indians in particular a single copy may have many readers. At a very moderate computation, every copy of the great Anglo-Indian dailies is read by three or four persons. There is probably no other press of which the same fact could be stated with so much certainty.

Union Printers Win Strike.

The Cairo (Ill.) Morning Bulletin, which refused to sign the new union wage scale on May 1, gave up the fight Monday and signed up with the union. Every local advertiser sided with the union and withdrew his patronage from the paper.

MAIL COST GUESSWORK.

(Continued from page 1.)

"That cannot be ascertained," answered Mr. McBride.

"But is not a great deal of the mail to be distributed already faced by the publishers?" asked Mr. Noble. Mr. McBride said that it was.

"Then," continued the examiner, "there is an instance where the publishers take more pains to separate and direct the mail than the government."

"What steps are taken in carrying second-class mails that are not applied to first-class?" asked the attorney.

"For one thing it has to be faced by hand and weighed," said McBride.

"Does it take more than a second to weigh a truck of mail?" asked Mr. Noble.

"Sometimes not."

"Then," said Mr. Noble, "why do you charge a great delay to this step?" Mr. McBride didn't know.

"You have charged 63 per cent. of the storage space in mail cars to second-class mail, and it is stated in Mr. Stewart's report that all the second-class mail is carried on these cars. A short time ago you said that 27 per cent. of all the second-class mail was not handled at all in the trains and that a large per cent. of it is carried in storage cars. How do you reconcile these statements?"

"We do not know how much second-class mail is carried in mail cars, and we used this basis simply to get a ratio," said McBride.

"How much second-class mail do you guess is carried in the mail cars?" asked Dr. Lowell.

"I wouldn't care to guess," said McBride.

"Then," said Dr. Lowell, "is it not true that your whole estimate of the expense is based on figures which you will not even venture a guess on now and that there is a big miscalculation here?"

"It may be true," said McBride, "that we have made an error here."

"Although 70 per cent. of the second-class mail is not handled at all in the office of origin and 50 per cent. of it is not handled in the office of delivery, you have charged to it its pro rata share of an expense of \$86,000,000 a year, have you not?" asked Mr. Noble. Mr. McBride was not prepared to answer the question.

The witnesses examined by the commission included Wilmer Atkinson, of the Farm Journal, of Philadelphia, who argued that an increase in second-class rates meant an additional tax on the public, who would have to pay it in the end. Samuel Gompers, head of the American Federation of Labor, declared that the proposed increase would shut out much educational matter, and W. J. Adams, editor of the Railway Carmen's Journal and also representing the International Trades Unions' publications.

Editor and Paper Take Vacation.

W. L. Toope, editor and publisher of the Millerton (N. Y.) Telegram, concluded last week that he was entitled to a rest. In pursuance of that idea he made the following editorial announcement:

"Next week the Telegram will be issued on Wednesday. Just as soon thereafter as we can get the job hook cleaned up we are going to turn the key on the front door with the full intention of leaving it locked till Wednesday of the following week. The Telegram force has never so far as we know had a vacation all at one time, but we have decided to try it once and see how it works. If we find we can stand such a shock, we may try it again next year."

Gen. Taylor Gives Aviation Prize.

General Charles H. Taylor, publisher of the Boston Globe, offered a prize of \$10,000 Wednesday for an interstate aeroplane race at the forthcoming Harvard aero meet, which opens at Squantum aviation field August 26.

The Laurensville (S. C.) Herald has passed into new hands. It will be issued in the future by the Herald Publishing Co., with an authorized capital of \$15,000.

PERSONAL.

Albert R. Hoyt, editor of the Albany (N. Y.) Argus, who was appointed secretary of the State Conservation Commission last week, has severed his connection with the Argus, in order to give full attention to the secretaryship.

Conde Hamlin, business manager of the New York Tribune, is back after a six weeks' trip abroad.

George H. Gillespie has resigned as business manager of the Omaha Daily News to join the Lutheran Colonization Co. He will have charge of the offices of the company in Omaha.

Joseph E. G. Ryan, of the Chicago Interocan, returned on the Lusitania Saturday with 1,850 rare books and manuscripts gathered abroad.

Jacob Shaefer, publisher of the Washington Staats-Zeitung, of Seattle, has received an autograph letter from President W. H. Taft thinking him for his telegram congratulating him on the passage of the reciprocity agreement.

Wylder H. Walters, dramatic critic of the Muskogee (Okla.) Times-Democrat, is walking to New York on a wager. He left home June 15 and is now traversing this State.

George Saint Amour, the well-known Texas newspaper man and author, has an interesting article entitled "Reciprocity" in the current issue of the Mediator.

Leon T. Osborn, manager of the Trinidad (Col.) Chronicle News Weekly, accompanied by his wife, left last week for a three months' trip to the Pacific coast and the Northwest.

Guy S. Crow, recently sporting editor of the Sioux City (Ia.) News, and formerly a member of the staff of the Des Moines Capital, sailed last week for Europe for an indefinite stay.

Herbert M. Harwood, of the editorial staff of the Des Moines (Ia.) Register and Leader, spent several days in New York this week en route home from Boston, where he covered the big convention for his paper.

Edward S. Hoover, one of the well-known newspaper men of northern Illinois, tendered his resignation as editor of the Sterling Gazette last week.

C. F. Schoop, for some time past city editor of the Trinidad (Col.) Advertiser, has resigned to accept a position with the Pueblo Chieftain.

G. E. Ackerson, political reporter for the Minneapolis Tribune, has been awarded a scholarship in political economy at Harvard University.

Howard B. Branch, for the past three years telegraph editor of the Wilmington (N. C.) Star, has resigned to accept the secretaryship of the Wilmington Trade Extension Association.

Colonel Blethen Entertains.

On Friday evening at the Rainier Club, Seattle, Colonel Alden J. Blethen was the host at an elaborate dinner tendered to his many friends. The occasion marked the fifteenth anniversary of the Seattle Times under the present management. Many publishers throughout the country received invitations.

R. C. McAlmonds, of Grove City, Pa., has purchased the Edinboro (Pa.) Independent.

WILLIAM DEERING DEAD.

William Alloway Deering, for the past ten years advertising manager of the New York Sun, died at his home in this city Wednesday of pneumonia. He was born in Toronto in 1858. He was graduated from the University of Coburg, Canada, and in 1888, on the day of the "big blizzard," began work in New York for the Mail and Express. During his twelve years' work with that paper he reported the Johnstown flood and the inaugurations of Harrison and Cleveland. Subsequently he became managing editor of the paper. In 1901 he went to the Sun as advertising manager. He was a member of the New York Press Club, the Sphinx Club and other organizations. For several years he was first vice-president of the Press Club.

OBITUARY NOTES.

Frank B. Williams, who was the first telegrapher employed by the Associated Press when that organization began operating its system of leased wires, in 1886, died at his home in Louisville, Tuesday, after an illness of eight months. When the typewriter was first used Mr. Williams established a record by receiving for one month without a break.

Leslie Combs Bruce, at one time a Louisville newspaper man and one of the founders of the Turf and Field, and the active head of that publication, died last week at his summer home in Greenwich, Conn. He was sixty-two years old.

Hibben S. Corwin, pioneer Illinois daily newspaper publisher and editor of the Peru News, died last week. He was sixty-nine years old and was born in Wilmington, O.

C. V. White, president and manager of the White Advertising Bureau, of Seattle, and well known along the Pacific coast, died at Seattle recently following an operation for appendicitis. He was thirty-four years old.

IN NEW YORK THIS WEEK.

Chas. E. Westervelt, president and manager of the Ithaca Daily News.

Tom Bateman, representative of the Hamilton (O.) Daily Republican News.

Jesse M. Elliott, advertising manager Jacksonville (Fla.) Times-Union.

Benjamin Miller, editorial staff Jacksonville (Fla.) Times-Union.

Miss Brazier Will Visit New York.

Miss Marion H. Brazier, for fourteen years society editor on Boston papers, is completing a much needed vacation of three months and is now considering several offers from reputable publications. She, however, intends to devote much of the coming season to filling lecture engagements, having prepared for the schools a stereopticon lecture on "The Thirteen Colonies," said to be unique. During the summer she has covered the North Shore society for a weekly paper, being so much there, and is to prepare, by request, bright, snappy sketches of prominent people for Human Life, now a New York publication. Miss Brazier comes to New York in September to visit several members of her club, The Professional Women's Club.

The Canadaigua (N. Y.) Bulletin has installed a new Whitlock, four-roller cylinder press.

Circulators Will Visit Coney.

The Circulation Managers' Association of New York will hold an outing at Coney Island Aug. 31, under the direction of Frank L. Frugone, of the New York Evening Bulletin. The party will leave on the Iron Steamboat, from Pier 1, North River, at 4 p. m., and upon arrival at Coney will partake of a full course Italian dinner at the Santa Lucia Hotel, Surf avenue and Ocean walk. Following the spread the members will visit the various attractions.

South Bend Tribune Changes.

Harry W. Armstrong has been appointed city editor of the South Bend Tribune, taking the place of J. F. Baldwin, who resigned. Mr. Baldwin was with the Tribune when a boy, serving as devil, and eventually rose to the city editorship. Mr. Armstrong went to the Tribune some years ago from Findlay, O. Later he went to Washington as correspondent and about two years ago returned to South Bend. He assumed the duties of the city editor's desk Aug. 14.

The Millinburg (Pa.) News has discontinued publication.

\$60,000 cash

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

C. M. PALMER

Newspaper Broker, 277 Broadway, N. Y.

Mr. Johnstone says:

H. F. Henrichs, Newspaper Broker, Litchfield, Ill.
Mr. Henrichs—I wish to assure you of my appreciation of the fair and square way in which you conduct your business, and hope that you will be even more successful in the future. Yours truly,
R. A. JOHNSTONE, Dalton, Ga.

"GOTHAM GOSSIP"

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

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

Portraits of Beautiful Women

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

BAIN NEWS SERVICE, 32 Union Square, N. Y. City

Mr. I. I. SHOWEM

A New Daily Comic Series
By RYAN WALKER, the well-known Cartoonist
Begins Publication August 21st
Proofs now out. Have you seen them?
THE INTERNATIONAL SYNDICATE
BALTIMORE Established 1899 MARYLAND

NEW YORK HERALD SYNDICATE.

Special Services of all Kinds for Newspapers
Address
Herald Square
New York City
Canadian Branch
Desbarats Bldg., Montreal

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word.

CIRCULATION MANAGER

now employed wishes to locate in another city and has best of reasons for doing so. Thoroughly experienced, during past 12 years; can conduct any premium campaign or contest; sober and married. Address "CIR. MGR.," in care THE EDITOR AND PUBLISHER.

SPORTING EDITOR

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

POSITION WANTED

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

CIRCULATION MANAGER

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

HELP WANTED.**POSITIONS OPEN**

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

FOR SALE**LINOTYPE BARGAINS.**

Several Linotype Bargains. Fine condition. Low price. WILLIAM B. BOYD, 1325 Broadway, New York City.

DAILY AND WEEKLY

newspaper in a Kansas city of 15,000 for sale. Has entire field alone; has Associated Press; equipment is so complete and paper so strong competition need never be feared. Owner has worked hard and really wishes to retire. Cash needed, \$25,000. References required for complete statement. BYRNE & COMPANY, 1326 Masonic Temple, Chicago.

BUS. OPPORTUNITIES**A GOOD OPPORTUNITY.**

An advertising man with money to invest can become part owner of a yearly publication that covers a field where \$50,000,000 is spent annually. The reason for taking in a partner is due to the fact that the owner cannot devote all his time to the publication. With the right kind of an advertising man the volume of business can be doubled. The right man is more essential than the money, and only \$1,000 will be required for first payment. Only publication of its kind in the field. Address "O. M.," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS**DAILY NEWS.**

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

ADVERTISING MEDIA**ILLINOIS.****CHICAGO EXAMINER**

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

NEW YORK.**THE BUFFALO EVENING NEWS**

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

WASHINGTON**THE SEATTLE TIMES**

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,741; Sunday, 84,203—80% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS.

The Allen Advertising Agency, Monolith building, New York, is placing orders with Connecticut and Pennsylvania papers for the Marvette Laboratories, Marvette Egg Shampoo Cream, Rochester, N. Y.

The F. Wallis Armstrong Co., North American Bank building, Philadelphia, is sending out orders to Northwestern papers for the Franklin Sugar Refining Co., Franklin Fruit Powdered Sugar, Philadelphia, Pa.

The Richard A. Foley Advertising Agency, Bulletin building, Philadelphia, is placing orders for 140 lines one time with Baltimore papers for the D. & S. Airless Tire Co., same city.

W. H. H. Hull & Co., Tribune building, New York, is sending to Western papers orders for 100 lines three times for Stern Brothers, New York.

The H. B. Humphrey Company, 44 Federal street, Boston, Mass., is asking for rates on 15 inches for six weeks with a selected list of papers.

The MacManus Company, Ford building, Detroit, Mich., will place the advertising of the General Motors Company, Cadillac Automobile, Detroit, Mich., who will shortly make their announcement for the 1912 car.

Meyen & Co., Tribune building, New York, is making inquiries on Canadian papers for L. & C. Hardtmuth, Koh-I-Noor Pencils, 34 East Twenty-third street, New York.

The Morse Advertising Agency, 35 Milwaukee avenue, West Detroit, Mich., is placing orders with a selected list of papers for the Diamond Power Specialty Company, Detroit, Mich.

The Moss-Chase Company, 110 Franklin street, Buffalo, N. Y., is sending out orders to Western papers for the Burt-Olney's Company, Ketchup, etc., Oneida, N. Y.

P. F. O'Keffe, 43 Tremont street, Boston, Mass., is making contracts with papers for 2,200 and 3,000 lines for the Winchester Repeating Arms Company, Winchester Rifles, New Haven, Conn.

The Frank Presbrey Company, 3 West Twenty-ninth street, New York, is placing new orders with weekly editions of dailies for the Union Metallic Cartridge Company, Remington Arms Company, 299 Broadway, New York.

The Procter & Collier Company, 15 West Sixth street, Cincinnati, O., is making contracts with Georgia, Massa-

chusetts and Ohio papers for the Procter & Gamble Company, Crisco, Cincinnati, O.

W. W. Sharpe & Co., 99 Nassau street, New York, is sending out experimental orders for thirty-eight lines 365 times to Pittsburg papers for Fairbanks & Co., 410 Liberty avenue, Pittsburgh, Pa. This agency has also secured the account of the Domestic Manufacturing Company, 113 Sixth street, Long Island City, N. Y., and will hereafter place their advertising.

Street & Finney, 45 West Thirty-fourth street, New York, will place the advertising of the Sealshipt Oyster Company, Sealshipt Oysters, South Norwalk, Conn.

Louis V. Urmy, 41 Park row, New York, is placing orders for 175 lines two times with a few New York State papers for William H. Whiting & Co., real estate, 41 Park row, New York. This agent is also placing orders with Canadian papers for the New York Ostrich Feather Company, 513 Broadway, New York.

Lord & Thomas, Trude building, Chicago, are sending out orders for 5,000 lines to southern and western papers for the Chicago, Milwaukee & St. Paul Railroad Co., Chicago.

The Gunther-Bradford Co., 109 Randolph street, Chicago, is placing orders for forty-four lines two times in a selected list of weeklies for the Uncle Sam Disilling Co.

The Snitzler Advertising Co., Hunter building, Chicago, is sending out six-time orders for H. S. Peterson & Co., extracts, Chicago.

The M. C. Weil Agency, 38 Park Row, New York, is placing orders for thirteen lines every Wednesday for the remainder of contracts for the Vita Co. This agency is also sending out two-time classified orders.

The Allen Advertising Agency, 45 West Thirty-fourth street, New York, is making contracts for 5,000 lines with southern papers for the American Graphophone Co., Columbia phonographs, 154 Nassau street, New York.

Scott & Bowne, Bloomfield, N. J., are making contracts for 10,000 lines direct with southern papers.

Lord & Thomas, Trude building, Chicago, are sending out orders for 120 lines, four columns, ten times, to western papers for the Van Camp Packing Co., Indianapolis, Ind. This agency is also placing orders for thirty-five lines two times with weekly editions for the Knickerbocker Tailoring Co.

The Charles H. Fuller Co., 378 Washash avenue, Chicago, is placing some one-time orders with western papers for the Foso Co.

The Siegfried Co., 50 Church street, New York, is sending out orders for 300 lines one time to a selected list for the To-Kalon Manufacturing Co.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, is placing orders for fourteen lines four times with western papers for the Canadian Pacific Railroad.

ROLL OF HONOR

List of Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained.

<p>ALABAMA. ITEM Mobile</p> <p>ARIZONA. GAZETTE Phoenix</p> <p>CALIFORNIA. INDEPENDENT Santa Barbara BULLETIN San Francisco CALL San Francisco EXAMINER San Francisco</p> <p>FLORIDA. METROPOLIS Jacksonville</p> <p>GEORGIA. ATLANTA JOURNAL (Cir. 53,163) Atlanta CHRONICLE Augusta HERALD Augusta LEDGER Columbus</p> <p>ILLINOIS. POLISH DAILY ZGODA Chicago SKANDINAVEN Chicago HERALD Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria</p> <p>INDIANA. NEWS-TRIBUNE Marion TRIBUNE Terre Haute THE AVE MARIA Notre Dame</p> <p>IOWA. EVENING GAZETTE Burlington CAPITAL Des Moines REGISTER & LEADER Des Moines THE TIMES-JOURNAL Dubuque</p> <p>KANSAS. CAPITAL Topeka</p> <p>KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville</p> <p>LOUISIANA. ITEM New Orleans TIMES DEMOCRAT New Orleans</p> <p>MAINE. JOURNAL Lewiston</p> <p>MARYLAND. THE SUN - Paid for in Cash Cir. Baltimore Morn. and Eve. 111,561 Sun. 60,702</p> <p>MICHIGAN. PATRIOT (1910) D. 10,720; S. 11,619. Jackson</p> <p>MINNESOTA. TRIBUNE.....Morn. and Eve.....Minneapolis</p> <p>MISSOURI. DAILY AND SUNDAY GLOBE, Joplin POST-DISPATCH.....St. Louis</p> <p>MONTANA. MINER Butte</p> <p>NEBRASKA. FREIE PRESSE .. (Cir. 142,440) .. Lincoln</p> <p>NEW JERSEY. PRESS.....Asbury Park JOURNAL Elizabeth TIMES Elizabeth COURIER-NEWS Plainfield</p> <p>NEW MEXICO. MORNING JOURNAL ..Albuquerque</p> <p>NEW YORK. BUFFALO EVENING NEWS ..Buffalo BOLLETTINO DELLA SARA ... New York LESLIE'S WEEKLY (Cir. 340,000) New York MESSENGER OF THE SACRED HEART. New York RECORD Troy</p>	<p>NORTH DAKOTA. NORMANDEN .. (Cir. 9,450) .. Grand Forks</p> <p>OHIO. PLAIN DEALER Cleveland (July D. 98,914—S. 125,783) VINDICATOR Youngstown</p> <p>PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT Johnstown JOURNAL Johnstown DISPATCH Pittsburg GERMAN GAZETTE .. Philadelphia PRESS Pittsburg TIMES LEADER Wilkes-Barre GAZETTE York</p> <p>SOUTH CAROLINA. DAILY MAIL Anderson DAILY RECORD Columbia THE STATE Columbia (Cir. D. 16,272—S. 16,811)</p> <p>TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville</p> <p>TEXAS. RECORD.....Fort Worth CHRONICLE Houston TIMES-HERALD Waco</p> <p>WASHINGTON. POST-INTELLIGENCER.....Seattle</p> <p>WISCONSIN. EVENING WISCONSIN...Milwaukee SENTINEL.....Milwaukee</p> <p>CANADA</p> <p>ALBERTA. HERALD Calgary</p> <p>BRITISH COLUMBIA. WORLD Vancouver</p> <p>ONTARIO. EXAMINER Peterborough FREE PRESS London</p> <p>QUEBEC. LA PRESSE Cir. July, 1911, 104,633 Montreal</p>
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THE New Orleans Item

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

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

Another Increase.

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

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

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

DIRECTORY OF ADVERTISING AGENTS

General Agents

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

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

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

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

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

HOWLAND, HENRY S., Adv. Ag'ty
20 New St., New York
Tel. Rector 2573

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

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

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

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

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

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

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

PENNSYLVANIA

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

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

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

MEXICO

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

CUBA and WEST INDIES

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

ADDITIONAL AD TIPS.

The Gundlach Advertising Co., Tribune building, Chicago, is sending out orders for the Consolidated Portrait Co.

The Charles H. Fuller Co., 378 Wabash avenue, Chicago, is making new contracts for fourteen inches four times with a selected list of papers for the Frontier Asthma Co.

The D'Arcy Advertising Co., Fullerton building, St. Louis, is making contracts

Publishers' Representatives

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

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

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

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

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

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

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

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

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

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

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

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

for 1,000 lines with southern papers for the Rhuma Sulphur Co.

H. W. Kastor & Sons Advertising Co., Equitable building, St. Louis, Mo., is sending out orders for seven lines e. o. Sunday t. f. to western papers for the Bodenheimer Coffee and Tea Co.

The Snitzler Advertising Co., Hunter building, Chicago, is making contracts for 5,000 lines with a selected list of papers for the Dearborn Supply Co.

Little Rock Ad Men Organize.

The newly organized Little Rock (Ark.) Ad Writers' Club adopted a constitution and by-laws at a meeting held on Friday of last week. The following officers were installed: President, H. Wolf; first vice-president, A. H. Allen; second vice-president, George Vaughan; secretary, J. Frank Keeley; treasurer, Louis Samuel; chairman program committee, A. S. Pyke; members of executive committee, J. T. Beal, Frank B. Gregg and A. C. Wilson.

The Montana State Press Association will meet at Great Falls Aug. 25 and 26. The city has prepared an elaborate entertainment program for the visiting editors.

AD FIELD PERSONALS.

R. B. Robitshek, advertising manager of the Gas Traction Company, Minneapolis, since its organization, has resigned to become connected with the M. Rumely Company, La Porte, Ind.

S. J. McDonald, for some time past advertising manager of Foley Bros. Dry Goods Co., Houston, Tex., will engage in the general advertising business in Pittsburg, Pa.

Ernest Roper Evans, for several years connected with the advertising staff of the St. Louis Times, has resigned to accept a position with Charles Istell Taylor, advertising counselor of St. Louis.

Howard A. Noble, advertising manager of the Great Northern, has been promoted to general passenger agent to succeed S. J. Ellison, who resigned.

George Geiger, for many years in the advertising department of the Nashville Tennessean and American, has been made local advertising manager.

R. W. Sykes, Jr., is now foreign advertising representative of the Brooklyn Citizen in the New York territory.

NEWS OF THE AD CLUBS.

The next meeting of the newly organized Columbus (O.) Ad Club will be held on Sept. 5, at which time a speaker of national reputation will make an address. In the intervening time a committee composed of H. H. Hershey, J. R. Hague and F. H. Hysell will secure permanent quarters for the organization. Although the meeting was the first since the club organized, a membership of sixty was reported.

The Rochester Ad Club has elected to honorary membership Miss Josephine Shatz, advertising manager of the Bausch & Lomb Optical Co. Miss Shatz was the invited speaker at the regular luncheon last week.

Randall Will Represent Press.

D. J. Randall, special newspaper representative, Brunswick Building, New York, has been appointed Eastern representative of the New York Press in the foreign field.

Indiana Dailies Consolidate.

Kendallville, Ind., now has but one daily newspaper, the result of a merger of the News and Sun, effected last Tuesday. A new company has organized in the name of the Kendallville Publishing Co. and the two papers will be printed as one.

GATCHEL & MANNING

Designers—Illustrators—Engravers,
PHILADELPHIA.
For BOOKS, CATALOGUES, ADVERTISEMENTS, Etc., consult us for the "plates" for type press printing in one or more colors.
Send stamp for E. P. circulars illustrated, about: How to Print Our Multi-color Plates. The Selection of Proper Screen for Halftones.

Milwaukee Press Club Outing.

The annual outing of the Milwaukee Press Club was held Sunday near Port Washington. At a meeting of the club last week Oscar H. Morris was elected a director to succeed Oliver E. Remey, now manager of the Racine Times.

THE AMERICAN PRINTER

Uncle Sam's Experts
The brightest printing minds in America contribute to the columns of **The American Printer**

Some of their valuable suggestions in **Typography, Presswork, Commercial Art, Color, The Business Side, Paper, Engraving and Lithography** are called into occasional demand for articles of real interest to all printers.

By reading **The American Printer** you will get a master of all that is to be done in the work of printing. This will be true because you will receive the most practical and up-to-date information on all parts of the United States and of the latest questions of composition, engraving and general printing in America today. The magazine covers every phase in color and covers to come and updates every part of the line and most important business, technical and scientific of the time.

Advantages of **The American Printer** a magazine of unique and exceptional value to the printer are:—

1. It is read by the man who has the most complete and up-to-date knowledge of the printing business and is the only printing trade journal of its kind.

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SEVEN-LEAGUE STRIDE.

How "Bob" Strahorn Rose from Journeyman Printer to Presidency of Railroad—Campaigns with Crook During Sioux Outbreak as Correspondent for Chicago Tribune and Other Papers.

(Special Correspondence.)

SPOKANE, Wash., Aug. 7.—From journeyman printer in a pioneer mining camp to the presidency of an important railroad, is a long step; in fact, it is a sort of seven-league-boot stride, yet it all came to pass in about a third of a century, and the man who thus worked his way to the top is in the prime of life, with everything in his favor, to reach greater distinction in the transportation and construction world.

Robert E. Strahorn, of Spokane, vice-president and general manager of the third division of the Oregon, Wash., Railroad & Navigation Co., operating the northwestern lines of the Harriman system, who "stuck" brevier and nonpareil on the Denver Tribune, in the early part of 1876, went to the top chiefly by his own efforts. He proved his calibre by keeping a railroad secret for more than five years, and had the best posted financial writers and carriers' agents guessing until he was ready to make the formal announcement that the North Coast Railroad, which he promoted, and of which he was president, was part of the Southern Pacific system.

"THE MAN OF MYSTERY."

While scattering millions of dollars in acquiring rights-of-way through Spokane and other cities in the State of Washington, Mr. Strahorn was designated as "the Sphinx," "the Man of Mystery," and "the Railroad Enigma." His methods, clean and above board at all times, gave not the least inkling that the head of the North Coast line was once a pioneer in the midst of the rough and tumble of western transformation for more than thirty years.

"I well remember the first time I ever heard 'Bob' Strahorn's name mentioned," said Thomas L. Dawson, for years with the Associated Press in Washington, D. C. "It was 'way back in 1877, and the circumstances were a little bit out of the ordinary. Born somewhere in the Mississippi Valley in the early '50s, he emigrated to Colorado, while it was still a territory, and became a type-setter on the old Denver Tribune, alongside of John Arkins. I went to Denver in 1876, the year Colorado came into the Union, as the centennial State, but Strahorn was not there.

"'Alter Ego', exclaimed Arkins to me one day as we were climbing Berthoud pass across the main range of the Rocky Mountains on our way to Middle Park. He was reading from a painted sign on one of the big boulders in Clear Creek canyon, the words as there used were connected in some way

with a patent medicine or a smoking tobacco. With that, however, Arkins was not concerned. 'Alter Ego' was the pen name of his friend Strahorn, who had graduated from the case to the position of newspaper correspondent, in which latter capacity he already had won fame, and the appearance of his nom de plume on the big rocks aroused Arkins' memory.

"Without coaxing, he told me how, at the beginning of hostilities with the northern Sioux Indians, Strahorn had thrown down his printer's stick and headed for the scene of the conflict. He soon made a connection with the Chicago Tribune and other Western newspapers, and as the constant companion of General Crook, he was soon recognized as one of the prominent correspondents of that important expedition, which had much to do with suppressing the last of the great Indian uprisings.

CAMPAGNED WITH CROOK.

"Winter and summer, Strahorn rode and camped with Crook, and while he was neither enlisted as private soldier nor enrolled as officer, he participated in every engagement, and had many thrilling experiences. The battle over, no man could more graphically or accurately describe the occurrence, and, with his story written, none was more prompt in getting it to the papers. Numerous 'scoops' were recorded to his credit.

"These thrilling times when, in 1877, John Arkins and I went in on our first tour of Middle Park together, and Strahorn was still at the front. Arkins then was foreman and I the city editor of the Tribune, and our companions on the jaunt were other men from the same establishment. We had fitted up a two-horse wagon, and were out for a camping tour in the wilds of the Rockies. We were two or three days in making the journey from Denver to Middle Park, and during that time John talked much of his friend Strahorn.

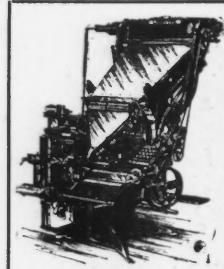
"A few months later Strahorn came to Denver, and I was introduced to him. We were both young men, and then began the friendship, which, I am pleased to say, has continued without interruption. Strahorn never went back to the case, nor did he pursue his newspaper work. The familiarity with the then new Northwest, which he had gained through his Indian campaigning, proved a valuable asset. His services were sought by the Union Pacific Railroad Co., which then, under the direction of Thomas L. Kimball, was beginning to exploit that great section to the world. Strahorn was one of the first of the railroad 'writeup' men. For years he traveled almost constantly for the railroad company, and many of the booklets prepared by him at that time became standard authority on the Western States. AUGUST WOLF.

Roanoke Times to Build.

The Times Investment Corporation, of which Edward L. Stone is president, will shortly commence the construction of a new home for the Roanoke (Va.) Times and the Evening News, on the corner of Campbell avenue and Commerce street. Tentative plans call for a structure three stories in height and fireproof.

"A good newspaper—good advertising in that newspaper—persisted in—backed up by the right kind of merchandise and the right kind of store service—that's a combination that will spell Success for any merchant who has foresight and understanding enough to give it a fair trial."—Form "Little Talks by the Want Ad. Man," by Jerome P. Fleishman, in *The Baltimore Sun*.

The Linotype Way



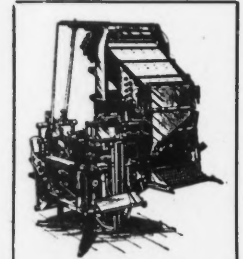
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CHANGES IN INTEREST.

Kyle William Alexander has purchased the National City (Cal.) News, owned and published for the past five years by Augustus B. Kimball.

Edwin E. Brown, a well-known Michigan publisher, has purchased the Plainwell (Mich.) Enterprise of the J. H. Madden estate.

The Scottsboro (Ala.) Citizen and the Stevenson Chronicle, two of the oldest papers in the county, have been consolidated as the Citizen-Chronicle.

By a deal consummated last week E. S. Harkrades becomes the new owner of the Galina (Ill.) Journal. J. W. Graves, the retiring owner, launched the Journal in July, 1910.

The Rockwood (Tenn.) Times changed hands last week, Lewis J. Scholl being the purchaser.

The Carmi (Ill.) Times and the White County Tribune were consolidated last week as the Times-Tribune. D. Fred Endicott will be editor and Roy Clipping manager of the merged papers. L. M. Ross, organizer and editor of the Tribune, retires.

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