

THE EDITOR AND PUBLISHER

AND JOURNALIST

Vol. 13, No. 13

NEW YORK, SEPTEMBER 13, 1913

10 Cents a Copy

WASHINGTON TOPICS.

SUCCESS OF THE PARCEL POST MAY LEAD TO CHANGE IN SECOND CLASS RATE.

Government to Abolish Departmental Press Agents—Why They Have Been Engaged—Karl Decker Returns from Mexico and Expresses His Views Regarding the Political Situation—Precanceled Stamps.

(Special Correspondence.)

WASHINGTON, D. C., Sept. 11.—Congressman David J. Lewis, of Maryland, recently made a very extended speech on the parcel post showing how successfully it had been even in the short time it was in operation. He predicted that it would in time wipe out the deficit which has been the rallying point of those who are insisting upon higher rates on newspapers and periodicals.

Mr. Lewis touched upon the demand for one-cent postage for first class mail, a proposition which he did not favor, but pointed out that coupled with the demand for one-cent letter postage was also a demand for an increase in second class rates to a point which would pay the Government for the cost of transportation. This, he said, would cut out second class mail altogether, as it could not be carried at the present rate. He thought that the second class mail, newspapers and periodicals might pay the rate fixed by the Hughes commission, 2 cents a pound, which would increase the revenue by seven or ten million dollars.

It is one of the curious features of the demand for an increase of second class rates that the postal authorities figure the cost between 8 and 9 cents a pound and yet every expert asserts that if any such rate was charged all second class mail, newspapers and periodicals would go by express. Even at half this rate the post office would lose the newspapers.

All talk of increases on second class mail seem to be based on the Hughes commission report, which fixed the rate at 2 cents per pound. And in all cases the newspapers and periodicals are coupled together, no attempt being made to separate them as was attempted during the last administration.

PRESS AGENTS MUST GO.

Departmental press agents have got to go. For years a flourishing business of this kind has grown up in the departments, and quite a number of newspaper men in Washington have had good berths in the different offices, their duty being to furnish "stuff" to the correspondents. Now that is to be abolished as the House placed in a recent appropriation bill a provision which prevents the expenditure of any money for press agent business. Much "stuff" which daily finds its way to the waste basket of correspondents will be held in the departments hereafter.

Press agencies for the departments grew out of the orders issued by President Roosevelt and President Taft, and still in force, which forbade all persons connected with the departments from giving out information for publication. Formerly it was the custom of correspondents to call on department officials and gather up such information as they thought their papers would like to publish. The restrictive order, supplemented by orders from cabinet officers, stopped the sources of information. As no one but the head of the department was authorized to give out information, and he had no time to see the corre-

(Continued on page 257.)



WILLIAM A. HENDRICK, (See Page 254.)
GENERAL MANAGER NEW HAVEN (CONN.) TIMES-LEADER.

MONTREAL'S NEW DAILY.

The Daily Mail, a Morning Newspaper, to Make Its Debut October 1.

The Montreal Daily Mail, the new morning newspaper, will commence publication on or about Oct. 1. With a capital of \$500,000, the publishers propose to produce a newspaper of the highest quality, and to deliver it to the home at the rate of \$3 per year. It will be sold by newsboys at one cent.

The combination of price and quality, together with strong home features, its publishers believe, will secure for the Daily Mail a constituency of distinct value to the advertiser.

The advertising rates will be based on a guaranteed paid circulation, with a pro rata refund. M. S. Nichols is president and managing director of the company.

Hot Springs Papers Suffer in Fire.

Newspapers contributed their share to the \$6,000,000 fire which devastated fifty-five city blocks of Hot Springs, Ark., early Saturday morning. The Sentinel-Record, the morning newspaper, barely escaped destruction, and did not issue its regular editions. The New Era and the Daily News, the afternoon papers, were without power and unable to publish for several days. A general downpour of rain proved a valuable aid to the town.

FREE PULP AND PAPER.

PASSAGE OF NEW TARIFF BILL MEANS END OF MONOPOLY, SAY THE PUBLISHERS.

John Norris Predicts That Two Cents Will Be the Price of News Print Within Three Months—L. R. Post Asserts That Recent Sales Have Been Made at \$1.90 and \$1.95—Good Work of Paper Committee.

The news of the passage of the new tariff bill by the Senate this week was no more gladly welcomed by any group of business men than by the newspaper publishers, who saw in the provision placing print paper on the free list relief from what they have long considered an offensive monopoly.

The section of the bill relating to the tariff on print paper reads as follows:

"Printing paper (other than paper commercially known as hand-made or machine hand-made paper, japan paper and imitation japan paper by whatever name known) un-sized, sized or glued, suitable for the printing of books and newspapers, but not for covers or bindings, not specially provided for in this section, valued above two and one-half cents per pound, twelve per centum ad valorem. Provided, however, that if any country, dependency, province or other subdivision of Government shall impose any export duty, export license fee or other charge of any kind whatsoever (whether in the form of additional charge or license fee or otherwise) upon printing paper, wood pulp or wood for use in the manufacture of wood pulp, there shall be imposed upon printing paper, valued above two and one-half cents per pound, when imported either directly or indirectly from such country, dependency, province or other subdivision of Government, an additional duty equal to the amount of the highest export duty or other charge imposed by such country, dependency, province or other subdivision of Government, upon either printing paper, or upon an amount of wood pulp necessary to manufacture such printing paper."

John Norris, chairman of the American Newspaper Publishers' Association's committee on paper, who has worked tirelessly to secure the passage of the section relating to paper and paper pulp, in a special bulletin on the subject sent to the members, says:

"The practical effect of the new tariff bill upon news print paper and pulp will be to admit news print paper and mechanical pulp free of duty from all the world, without qualification of any sort. Chemical pulp will also be admitted free of duty from all nations, with this exception, that chemical pulp must pay \$2 per ton from those Canadian provinces which prohibit the exportation of pulp wood. A comparison of the present and proposed rates will be found elsewhere.

"The provisions in the bill imposing countervailing duties equal to export duties levied by foreign countries upon paper pulp and wood used in paper and pulp manufactures are not as formidable as they may seem to some. In view of the fact that no foreign country or province now imposes any export duty, it is not possible at this time to impose or add a duty on paper or pulp under such a clause. Equivalent provisions for countervailing duties were incorporated in the Dingley and Payne laws and a countervailing duty was imposed until 1910 on paper and pulp made in the Province of Quebec from crown land wood, but that countervailing or retaliatory duty was stopped on products of wood cut after May 1, 1910, at which time the export duty was abolished and the exportation of crown land wood from Quebec was prohibited.

"The removal of duties on lumber, if ordered by Congress, is likely to reduce the stampage charges on timber areas in the United States and to reduce the

Orange Judd Men Fined \$1,000 Each.

Charged with making false statements to the postal authorities regarding the circulation of the Orange Judd Northwest Farmstead, Herbert Myrick, of Springfield, Mass., the publisher, and James M. Cunningham, circulation manager of the periodical, were fined \$1,000 each by Judge Morton in the United States District Court at Boston, Monday. Both men were indicted for conspiracy to defraud the Government in an attempt to secure second-class mailing privileges for the publication. The company stated that it had 41,273 subscribers, while the Government claimed the number was 26,610.

Judge Bans Socialist Newspapers.

Judge John Humphries in the Superior Court, Seattle, Wash., placed a permanent ban last Saturday on the sale of a Socialist newspapers or other literature in the downtown section of the city. "If you want Socialist papers get them by mail or from some friend," he said to a crowd before the bench. A previous order had prohibited Socialist street meetings.

Oneonta Herald Dissolved.

The Oneonta (N. Y.) Herald Co., incorporated in 1907 with \$30,000 capital, has dissolved. George W. Fairchild and A. B. Sexton were petitioners.

Comparison of Present and Proposed Rates.

	Present duty.	Proposed duty.
VALUED NOT ABOVE 2½ CENTS PER LB.		
News print paper from Europe	\$3.75 per ton	free
News print paper from freehold woods of Canada	free	free
News print paper from crown lands of Canada	\$5.75 per ton	free
VALUED ABOVE 2½ CENTS PER LB. AND NOT ABOVE 4 CENTS PER LB.		
Printing paper from Europe	\$10.00 per ton	12%
Printing paper from freehold of Canada	free	12%
Printing paper from restricted crown land woods	\$10.00 per ton	12%
Mechanical pulp from Europe	free	free
Mechanical pulp from freehold woods of Canada	free	free
Mechanical pulp from restricted crown land woods	\$1.67 per ton	free
Unbleached wood pulp from Europe	\$3.33 per ton	free
Unbleached wood pulp from freehold woods of Canada	free	free
Unbleached wood pulp from restricted crown land woods of Canada	\$3.33 per ton	\$2.00 per ton
Bleached wood pulp from Europe	\$5.00 per ton	free
Bleached wood pulp from freehold woods of Canada	free	free
Bleached wood pulp from restricted crown land woods of Canada	\$5.00 per ton	\$2.00 per ton

cost of wood to American paper makers who have been subjected to the impositions and competition of large speculative holdings in American woodlands.

"Users of news print paper obtained everything they could ask for in the tariff bill as it passed the Senate. I look for two-cent paper within the next three months."

Lyman B. Post, of New York, editor of the Paper Mill and Wood Pulp News, who voices the views of the paper manufacturers, discusses the situation as follows:

"There has been a heavy falling off in production in news print and other grades of paper. I have traveled extensively through New York, Pennsylvania and Ohio, among the paper mills, and I know this to be so. This is due, first, to low water and the lack of the demand for 'extras,' and to the uncertainty as to the effect of the new tariff upon industries, which has caused a general decline in demand for all grades because the manufacturers and users of paper are in doubt as to the demand.

ATTITUDE OF FOREIGN MANUFACTURERS.

"To-day we are importing thousands of tons of paper and no one can predict what the foreign manufacturer will do toward occupying the American market as soon as the new tariff law is signed by the President. When that is accomplished we can determine what the result will be. The new law eliminates the countervailing duties and the 'dumping ground' clause. The latter is desired to prevent the sale of the surplus stock of foreign countries at prices below those obtained locally.

"The price of news print was \$2.15 per hundred pounds delivered in New York six months ago. To-day it is \$1.90 to \$1.95, which reduction is all brought about by the Canadian manufacturers shipping their surplus stocks into this country. There is not a paper mill in the United States manufacturing news print which can produce it at the lower price. Hence it follows that if the United States is to become the dumping ground for the products of the mills of Canada, the American pulp mills must close down and, following that, the Canadians will occupy the market, and will eventually raise the prices to a point even higher than that which prevailed six months ago."

"When the Newspaper Publishers' Association created its Paper Bureau and started upon the campaign for cheap paper, the paper makers were demanding \$50 per ton for news print paper from publishers. Since then, by reason of conditions produced largely by the Paper Committee, the price has been forced down to \$41 per ton, and it is anticipated that contracts for 1913 will be made at \$40 per ton, or two cents per pound. Upon a consumption of 1,500,000 tons of news print paper per annum in the United States, the saving to newspaper publishers as a result of the work of the Paper Committee will approximate \$12,000,000 per annum."

The New Britain (Conn.) Record is to increase its size October 1.

NEW WEEKLY BY UNCLE SAM.

Mr. Hobson Would Have It Break All Circulation Records and Distributed Free.

The Official Journal will be the title of a new weekly publication to be edited by Uncle Sam and distributed broadcast, if the comprehensive plans of Representative R. P. Hobson, in a bill introduced by him Monday, are O. K'd by the passing vote of Congress. Mr. Hobson asked the House to pass a bill appropriating \$75,000 as an initial expense for the publication of a weekly journal to be devoted to the executive departments. The journal would, according to his plan, publish everything of interest that happened in and about the various departments of the Government.

He proposes that the journal should break all records as far as circulation is concerned. He would have the Government issue 8,895,000 copies of it weekly. Each Senator would be allowed to distribute 25,000 and members would have 15,000 each. The frank would carry the journals to their destinations.

EXPLAINS FAKE THAW EXTRA.

Lazar Says He Received Occult Tip for Newspaper "Beat."

An occult message over the long distance telephone was the cause of the broadcast circulation of the erstwhile Philadelphia Sunday Telegram on Aug. 31, according to the explanation of Jacob A. Lazar, editor and publisher for a day. The sponsor for the fake extra announcing the shooting of Harry K. Thaw walked into the office of Philadelphia Superintendent of Police Robinson on Monday and made this seemingly declaration, all of his own accord.

Lazar could not explain who the person was that gave him the "tip" over the telephone, but said he thought it was correct and printed it in good faith. He said he received a tip on the Titanic disaster from the same source. He intimated that there were certain occult forces that kept him informed daily on the breaking of the world's news.

He asserted that 17,000 papers were sent to New York, 8,000 to Atlantic City and several thousands were circulated in Philadelphia. The paper sold for five cents a copy. Lazar said that a man named Goldberg was interested with him in the paper. Goldberg is now on his way to Panama. The police are holding Lazar for investigation.

Charles de Young Ill with Typhoid.

Charles de Young, publisher of the San Francisco Chronicle, and only son of M. H. de Young, proprietor of the paper, has been lying dangerously ill of typhoid fever for several days at his home in San Francisco, Cal. The family is at his side, as the worst is feared. An improvement in his condition was reported last night. Mr. de Young succeeded his father as publisher of the Chronicle last month, when the latter purchased the Morning Call.

PACIFIC COAST U. P. CHANGES.

Charles P. Stewart Succeeds F. J. Wilson as Manager of the Division.
(Special by Wire.)

SAN FRANCISCO, Sept. 12.—Announcement of an important change in the Pacific Coast division of the United Press Association was made here to-day when Charles P. Stewart succeeded Fred J. Wilson as manager of the division. Wilson, who has been in charge here for about three years, goes East to take charge of the New York news desk.

Mr. Stewart, who was located in Chicago for a number of years before going with the United Press, has had an exceptionally varied and interesting career with the association. Following a period of service as foreign editor in the New York office, Stewart was sent to London in 1908 to take the general management of the European division of the United Press and effect a reorganization of its foreign bureaus. After three years in this field he returned to New York just in time to receive the assignment to cover the Chinese revolution. At the end of the war, Stewart was sent to Tokio to take charge of the United Press bureau there, returning to the United States something over a year ago to become editor of the newly launched Chicago Press.

Editing a newspaper was too tame a vocation for Stewart, however, after the activities of the press association game, and he returned to the United Press a few weeks ago, having been assigned temporarily to the Chicago office, and later relieving J. H. Furay, manager of the Denver bureau.

Stewart, in addition to being one of the best informed men in the newspaper business, and an especially clever writer and "news man," has a genius for organization and detail that has especially qualified him for important assignments.

Fred J. Wilson, whose good work on the Pacific Coast has won him his present promotion, is a Westerner who has come to the top very rapidly during the past few years. He has had important positions in both the New York and Chicago offices, and was for two years prior to his being transferred to the Pacific Coast management the manager of the Boston bureau of the U. P. His virile aggressive tactics are counted on to win him favor in New York.

ALBANY JOURNAL LOSES SUIT.

Court Declares \$12,497 Payment for State Printing Was Illegal.

The Albany (N. Y.) Journal Co., of which William Barnes, Jr. is president, must refund to New York State \$12,497, paid to that paper for the publication of session laws from 1895 to 1906, according to the unanimous decision of the Appellate Division Wednesday.

Attorney General Carmody brought an action in August, 1912, to recover the money, which it was alleged was paid illegally by the State on the ground that there was only one publication of the session laws for both the State and county. Justice Rudd dismissed this complaint on the ground that the action of the State officer in auditing the claims of the Journal company from year to year could not be thus attacked.

Presiding Justice Smith held that there was no question of fraud or bad faith on the part of the Journal, but that the State Controller was without power to audit the bill. The case will be carried to the Court of Appeals.

I. T. U. Scale Raised in Jackson.

The Typographical Union, of Jackson, Ga., has secured an agreement with all newspapers and job offices, by which wages have been raised considerably. The employees on the newspapers now receive a two-dollar-a-week raise, with all overtime at the rate of price and one-half. The job scale has been given a boost of one dollar a week for the first year, with another dollar added the second year.

PRINTERS TO BAR EXHIBITS.

Officials of Ohio and Michigan Press Sign Resolutions Against Displays.
(Special Correspondence.)

TOLEDO, O., Sept. 6.—Prominent members of the associations of Michigan and Ohio printers and publishers went on record yesterday against trade and industrial displays in connection with their annual cost congress and printers' schools. They declared the big Toledo exposition has taught them the lesson that too much information is distracting to the best of minds and that the best results may be obtained by divorcing the sessions for education from the lessons provided by the manufacturers in their mechanical displays.

Final separation of the two interests engrossed the attention of representatives of the various printers', publishers' and press associations of Ohio and Michigan, and the culmination Thursday afternoon took shape in the form of a resolution signed by the officers which without doubt sounds "thirty" for the machinery shows.

The feature of the Wednesday night session was the address by Elbert Hubbard. He was introduced by Henry C. Vortriede, chairman of the exposition general committee. Hubbard spoke, and before he had got well under way he had the whole big crowd of listeners packed into the Terminal auditorium in one big spasm of convulsed laughter.

No conception of the scope of the exposition could be gained without a trip through the giant Terminal auditorium, where the show was held. The phrase, "the Million Dollar Exposition," has a new meaning only when one goes from booth to booth inspecting all that is newest, all that is best, fresh from the factories of the master builders and great supply houses.

A list of some of the exhibits follows:

American Type Founders Co., Cleveland; Barnhart Bros. & Spindler, Chicago, type, steel equipment and printers' specialties; Toledo Blade, Toledo, exchange list open to visitors; National Printer Journalist, Chicago; Toledo Web Press Co., Toledo; Unitype Co., Brooklyn, unitypes; Inland Printer, Chicago; Toledo News Bee, Toledo; Wood & Nathan Co. (American High-Speed Press Co.), New York City, automatic presses; Master Printer Publishing Co., Philadelphia; New York Revolving Portable Elevator Co., Jersey City; Rapid Electrotype Co., Cincinnati, advertising plates; Eagle Printing & Ink Co., New York City, inks and dry colors; Printing Trade News, New York City; Burroughs Adding Machine Co., Detroit, adding machines; Central Ohio Paper Co., Toledo and Columbus, paper; Cleveland Folding Machine Co., Cleveland, folding machines; A. F. Wanner, Chicago, printing machinery and devices; C. F. Anderson Co., Chicago, printing machinery and devices; Chicago Paper Co., Chicago, paper; International Typesetting Co., Chicago, typesetting machinery; American Multigraph Sales Co., Cleveland, multigraphs; Ludlow Typographic Co., Chicago, type composing machinery; Lanston Monotype Co., Philadelphia, type casting and composing machinery; the American Printer, New York City, publications; Mergenthaler Linotype Co., Chicago, linotypes, lead and rule casters, Thompson type caster; American Multigraph Sales Co., Chicago, multigraphs; Chicago Paper Co., Chicago, paper; F. Wesel Manufacturing Co., New York City, printers', electrotypers', stereotypers' and photo-engravers' equipment; Miehle Printing Press & Manufacturing Co., Chicago, printing press; Canada Paper Co., Ottawa, paper; Goss Printing Press Co., Chicago, Goss Comet press; Keystone Type Foundry, Philadelphia, model composing room; Western Newspaper Union, Cincinnati, newspaper auxiliary service plate; E. W. Blatchford & Co., Chicago, type metal; Universal Typesetting Co., Detroit, typesetting machines; Duplex Printing Press Co., Battle Creek, Mich., presses.

Zaiser Sells Moline Evening Mail.

C. J. Zaiser has sold the controlling interest in the Moline (Ill.) Evening Mail to Woodworth Clum and H. E. Van Deusen, both of Davenport, Ia. Mr. Van Deusen is at present advertising manager of the Davenport Democrat, and was formerly connected with the Cedar Rapids (Ia.) Gazette. Mr. Clum has served in the Philippines as war correspondent and was a member of the correspondents' gallery at Washington from 1902 to 1907. He is the owner of the Clinton (Ia.) Advertiser, which he purchased about a year ago. Mr. Zaiser will go to the Pacific Northwest about the middle of October, where he will engage in newspaper work. He has been in Moline five years.

CHICAGO HAPPENINGS.

William E. Moore, of Inter-Ocean, Assaulted—Important Changes on Evening Post Staff—M. de Chessin in Town—Newsstand Thieves Fined—John Lee Mahin Returns—Propose Monument to Eugene Field.
(Special Correspondence.)

CHICAGO, Sept. 10.—William E. Moore, managing editor of the Inter-Ocean, was assaulted by a drunken man on a street car while going home just after midnight last week. Although not severely hurt, the attack was severe on him, as he had just gotten out after a spell of sickness, and was weak. As a result he is again in the hospital. His assailant, Lascar Strap, was arrested.

Important changes are reported in the Evening Post staff. Leigh Reilly, who has been managing editor for eight years, has gone to the Tribune. W. K. McKay, formerly city editor of the Post and for the past few years managing editor of the Louisville Herald, has been called to Chicago to fill the vacant place.

M. de Chessin, editor of a leading French newspaper, is in town in connection with the foreign scientists and experts who are to come to attend the convention of the International Association of Refrigeration.

Jamison Handy, formerly with the Tribune and more recently associated with Herbert Kauffman, has joined the Johnson Advertising Corporation.

Drury Underwood, who has conducted the Evening Post humorous column, resigned from the paper recently.

Two men were fined last week for stealing a few pennies from corner newsstands while the newsboys were absent. Mr. and Mrs. John Lee Mahin and family have returned from spending the summer at Harbor Point, Mich.

A book of fiction, "The Maid of the Forest," by Randall Parrish, is to be published this fall by A. C. McClurg & Co.

Numerous Republican editors near Chicago, who are also postmasters, are slated for removal. The Democrats have found an excuse for getting rid of them by charges of offensive partisanship in the way of anti-Democratic editorials in their newspapers.

A movement has been started for the erection of a monument or memorial to the late gifted writer, Eugene Field, by his friends through public subscription. It has just been noticed that there is no Field monument, even his grave being unmarked.

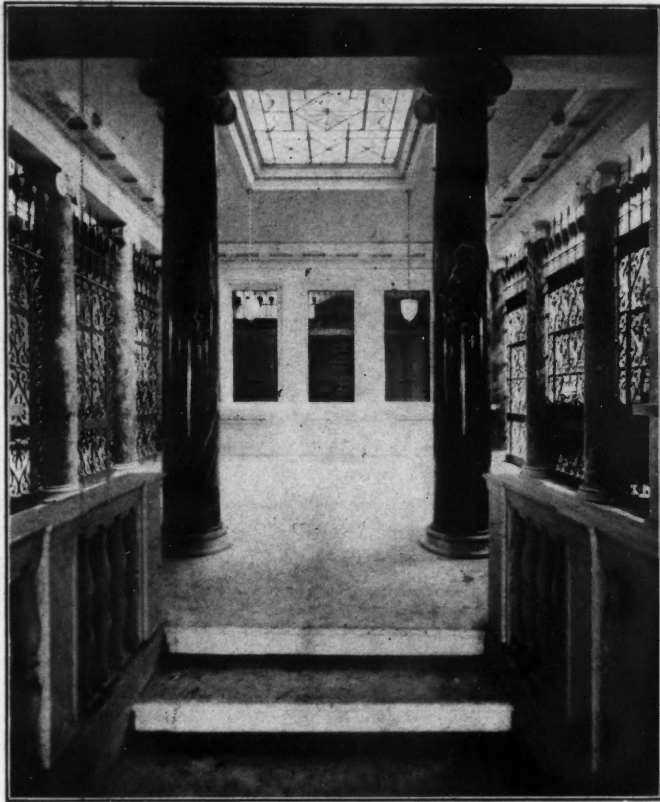
Francis M. Larned, years ago a well-known journalist here, died the other day at Seattle, Wash., where he had resided of late.

Grace Duffie Boylan, a former well-known Chicago newspaper woman, has written a new kind of a novel entitled "The Supplanter."

Inland Press Association to Meet.

The Inland Daily Press Association will hold its September meeting at the La Salle Hotel, Chicago, Sept. 26. Jason Rogers, of the New York Globe, will speak on "The Newspaper Situation in Relation to Foreign Advertising Propagation and the Development of the Advertising Bureau of A. N. P. A." Thomas Rees, Springfield State Register, Springfield, will contribute a paper on "The Newspaper as a Merchandise Distributor. Will Future Development Be in That Direction?" Frank D. Throop, Muscatine Journal, will discuss "The Advent of Free Newspapers and How to Prevent Their Issuance." John Sundine, Moline Dispatch, Moline, Ill., will speak on "Magazine and Comic Sections for Newspapers," and J. K. Groom, Aurora Beacon-News, Aurora, Ill., on "Co-operation of the Newspapers with General Advertisers."

President James M. Lynch, of the International Typographical Union, announces that after titanic struggles there is peace in the printing industry.



BUSINESS OFFICE OF THE CLEVELAND LEADER.

TRADE PRESS CONVENTION.

Program of Next Week's Meeting in New York City.

The eighth annual convention of the Federation of Trade Press Associations of the United States will be held at the Hotel Astor for three days next week. President H. M. Swetland will call the convention to order on Thursday at 9.30.

The keynote of the first session will be "Business Promotion Through Trade Press Efficiency." At the close of the opening exercises, which will include the reports of officers and addresses by the presidents of the trade press associations of several large cities, R. R. Shuman, of the Shuman-Booth Co., Chicago, will speak on "The New Force in Business," and Elton J. Buckley, editor of the Grocery World, Philadelphia, will discuss "The Weakest Spot in Trade Press Efficiency."

The afternoon of Thursday will be devoted to an editorial symposium in which important subjects will be presented by A. T. Findley, of the Iron Age; Charles Whiting Baker, of the Engineering News; Edmund G. Gress, of the American Printer; J. George Frederick, of Advertising and Selling; A. A. Gray, of the Electrical Review; Flint Garrison, of the St. Louis Drygoodsman, and Ray Morris, formerly of the Railway Age Gazette. Later, papers will be read by subscription managers, canvassers and subscribers on circulation problems.

An advertising symposium is scheduled for the Friday morning session, which begins at 9 o'clock. Those who will participate in the discussions will be Prof. H. L. Hollingworth, who will talk on "The Appeal and Response in Advertising"; Prof. Paul T. Cherrington, who will speak on "Advertising as a Business Force."

"What Can Be Done to Increase the Efficiency of Business Papers as Advertising Mediums" and "The Right Relationship Between Business Papers and Advertising Agents" will also be taken up by competent speakers.

A demonstration of "How to Sell Advertising Space in a Trade Paper" will be given by H. M. Swetland as the buyer and J. A. Hill as the seller.

A business meeting, to be held Fri-

day noon, will be enlivened by six publishers who will tell the stories of their papers. These are W. H. Taylor, of the Iron Age; James H. McGraw, of the McGraw Publishing Co.; Charles T. Root, of the United Publishers' Corporation; E. C. Hole, of the American Lumberman; J. A. Hill, of the Hill Publishing Co., and E. A. Simmons, of the Simmons-Boardman Publishing Co. Friday afternoon will be devoted to a mass meeting in which Frank Alvah Parsons, W. H. Ingersoll, Dr. Talcott Williams, Richard H. Waldo, Prof. Walton Dill Scott and Herbert N. Casson will take part.

In the evening the annual banquet will take place, with Clyde Oswald as toastmaster. The Saturday session will be given over to a publishers' symposium.

CLEVELAND LEADER' HOME.

Architect Calls Attention to the Building's Fine Points.

Characterizing the new home of the Cleveland Leader-News as one of the handsomest and most distinguished office buildings in the country, "H. D. C.," in a recent issue of the Architectural Record, New York, gives, his impressions, from the architect's point of view, of the results accomplished by Charles A. Plant, the architect of the Leader-News structure.

The effect produced by the architect, says this writer, by laying less stress on the vertical dimension and keeping the building "down upon the street" is to make it look more human and habitable. The facade is divided into three parts by heavy string courses of stone, and it is crowned by a cornice, which definitely discourages any tendency of such a tall structure to mount toward the sky.

"Another respect in which the Leader-News building is exceptional," continues the writer, "is the great care with which the detail has been designed. The grilles, the elevator, doors, the very hardware was also specially designed. The building has an air of distinction which impresses even architecturally insensitive people. It is a simple and business-like structure, while at the same time refined and well-mannered."

The pictures of the Leader-News office and the private office of Dan R. Hanna, owner of the Cleveland Leader and the News, which appear in this issue, bear graphic testimony to the individuality and refinement obtained by the architect.

A. A. C. A. Committee Meeting.

The executive committee of the Associated Advertising Clubs of America will hold an important meeting in Chicago September 23 and 24. The business sessions will convene at the headquarters of the Chicago Advertising Association in the Advertising building. The members of the committee will be quartered at the La Salle Hotel. Among the topics that will be considered will be the plans for the Toronto convention, and especially the report of the national program committee, educational and vigilance work, and finances and editorial policy of Associated Advertising, the official organ of A. A. C. A.

Two Borel aeroplanes, one Nieuport, one Breguet and one Ponnier machine have entered the race for the James Gordon Bennett Cup at Rheims.



PRIVATE OFFICE OF DAN R. HANNA, PRESIDENT CLEVELAND LEADER.

NEWSPAPER MEN IN OFFICE.

Some of the Active Journalists Who Occupy Prominent Positions in New York.

A few weeks ago the Washington correspondent of THE EDITOR AND PUBLISHER told in these columns of the prominent part which newspaper men are playing in the Administration, in the diplomatic service, and in both Houses of Congress. Another correspondent calls attention to the fact that journalists are bearing no little part of the burden of good government here in New York City and in the State Government.

It is several years since Charles Hervey left a desk in the Eagle office for a place on the staff of the Controller of the Greater City. Not only has he been retained by each succeeding administration, but he has been assigned to supervise some of the city's most important bureaus in its financial department.

Tilden Adamson, late city editor of the Brooklyn Eagle, is now at the head of the auditing department of the finance department, and Harry Walsh, a former Eagle man, is deputy city chamberlain, and for a time bore the burdens of the head of that office after Chamberlain Hyde's retirement.

Robert Adamson, formerly on the staff of the Eagle, and later a political writer on the World, holds an influential position in the mayor's office; and Joe Johnson, once of the American, is cutting something of a figure in fire department annals. Charles White, long the Tribune's most reliable political wiseacre, is now a city tax commissioner. In the State administration John Delaney, one of the proprietors of the Morning Telegraph, has been made the head of a new State department after he had shown a peculiar fitness for an entirely new line of work, and to aid him Charles Keegan, a famous political writer, and Albany correspondent of the Brooklyn Eagle, was selected as secretary of the department.

John Hennessey, late managing editor of the Press, and George Blake, of the Sun, need no introduction to the reading public of these days, owing to their connection with the Sulzer administration.

George Terrill, a former Eagle writer, has demonstrated his ability to care for the political interests of his boss, Controller Prendergast, and for ten years past Tommy Reilly, a political writer for Brooklyn newspapers, has demonstrated the value of a newspaper education in city affairs as secretary of the park department of Brooklyn.

The present Register of Kings County, Edward T. O'Loughlin, has so thoroughly demonstrated his fitness for the office that he has been designated for renomination at the coming primaries on the 16th inst. by the Republicans, Empire State Democracy, Bull Moosers



EDWARD T. O'LAUGHLIN.



M. KOENIGSBERG,

HEAD OF NEW NEWSPAPER FEATURE SERVICE.

and Independence Leaguers, and an organization called the "O'Loughlin Nominators" has been formed to push his candidacy for his present office.

Mr. O'Loughlin was formerly a Philadelphia newspaper man, but for a number of years has been on the Hearst newspapers in New York. He has also been one of the pillars of the Independence League in Brooklyn, and is chairman of the Kings County Committee of that organization. To emphasize the unity and integrity of the Independence League he has been at various times a candidate for half a dozen offices with little prospect of being elected. Two years ago the Republicans placed him on the ticket for County Register, and to their surprise he outdistanced all but one of their candidates at the polls and, with the exception of County Clerk Devoy, polled the highest voted score by any party in Brooklyn. In or out of office Mr. O'Loughlin has always been a newspaper man.

Melons and Prizes for Phoenix Boys.

About 200 newsboys of Phoenix were given the treat of their lives by the Arizona Gazette Aug. 27, when they enjoyed a melon banquet at Hall's Blue Ribbon Farm as the guest of that paper. After the melons came peaches, grapes, cantaloupes, and other fruits grown on the Hall ranch. All boys at the picnic were eligible to compete for prizes in a hundred word essays contest on the subject "Why I like to sell Arizona Gazettes and eat Hall's Fine Fruits." The first prize is a lot at Avondale, second prize five copies of the Gazette each day for a year, and the third, \$20 in cash. To reach the ranch a large autobus with a big hay wagon as a trailer was used.

Mr. Brisbane to Improve Property.

With the ultimate idea of making Allaire, N. J., one of the real show places of the East, Arthur Brisbane, editor of the New York Evening Journal, whose holdings in Monmouth and Ocean counties now approximate 8,000 acres, is planning elaborate improvements at the "Deserted Village." Operations are now under way for the building of twenty stucco houses at an estimated cost of \$35,000. It is said to be Mr. Brisbane's plan to flood the meadow lands from Allaire to the head of the Manasquan River and make a river lake twelve miles long, leading from the Manasquan River to Allaire. His holdings at Allaire and other points in that section are said to now total over \$150,000.

Evening Daily for Madison?

There is a well-founded rumor that Madison, Wis., is to have a second evening newspaper. In the past reports have arisen at different times that the Wisconsin capital was about to have another paper, but nothing developed. In the present instance it is reported that the newspaper will take a limited telegraphic news service and be Democratic, politically. Advertising contracts are already being solicited in its behalf. John A. Alberge, formerly of the State Journal, is to take charge of the advertising for the proposed paper.

Editor Dead by His Upturned Auto.

A. Van Ormer, editor and owner of the Bedford (Pa.) Gazette, was found dead beside his overturned automobile Thursday morning near Schellsburg, nine miles west of Bedford. He was driving alone, and the cause of the accident has not been determined.

NEW FEATURE SYNDICATE.

Mr. Koenigsberg Heads a New Enterprise Launched in New York City.

The Newspaper Feature Service is a new syndicate organization that has been launched in New York this week by M. Koenigsberg, who has just resigned as general representative of the International News Service.

Mr. Koenigsberg claims that the new concern will have "the strongest group of features under the control of a selling syndicate." Among the artists already under contract is R. F. Outcault, creator of "The Yellow Kid" and "Buster Brown." Mr. Outcault's work will appear in the Sunday color comic section to be put out by the new company.

The activities of the Newspaper Feature Service will not be limited to the daily and Sunday papers but will embrace all publications, including weeklies and monthly magazines.

All of the stock has been subscribed and therefore none will be offered for sale.

Mr. Koenigsberg has been connected with Mr. Hearst's publications for eleven years, during which time he served as copy reader, make-up editor, city editor and managing editor of the Chicago American, advertising and circulation promoter on the Chicago Examiner, business manager of the Boston American and finally general representative of the International News Service.

He is a native of New Orleans. His newspaper career began in San Antonio, Tex., where he was an amateur newspaper publisher in his tenth year and a daily newspaper proprietor in his sixteenth year. In the panic of 1893 his daily newspaper went to wreck and he came North.

It is said of him that since that time he has had editorial employment in more different cities than any other newspaper man. Among them are Houston, Tex., Fort Worth, Tex., Kansas City, Mo., St. Louis, Mo., Minneapolis, Minn., Chicago, Ill., Pittsburgh, Pa., Washington, D. C., New Orleans, La., Montgomery, Ala., Mobile, Ala., Boston, Mass. and New York.

ALL AROUND THE TOWN.

"Say, I wouldn't know the place," said an old printer to a friend as he walked along the Row on Wednesday, after an absence West of some fifteen years. Where's the Herald? Where's the Times? and the Daily News? and the Recorder? Not even Andy Horn's or Dolan's is left on the Row, and Doc Perry you tell me is dead. Gee whiz! See what is on the site of the old Staats Zeitung building! Municipal building, is it? Say, if it wasn't for that old shack of the Sun, I'd think I was in a foreign land."

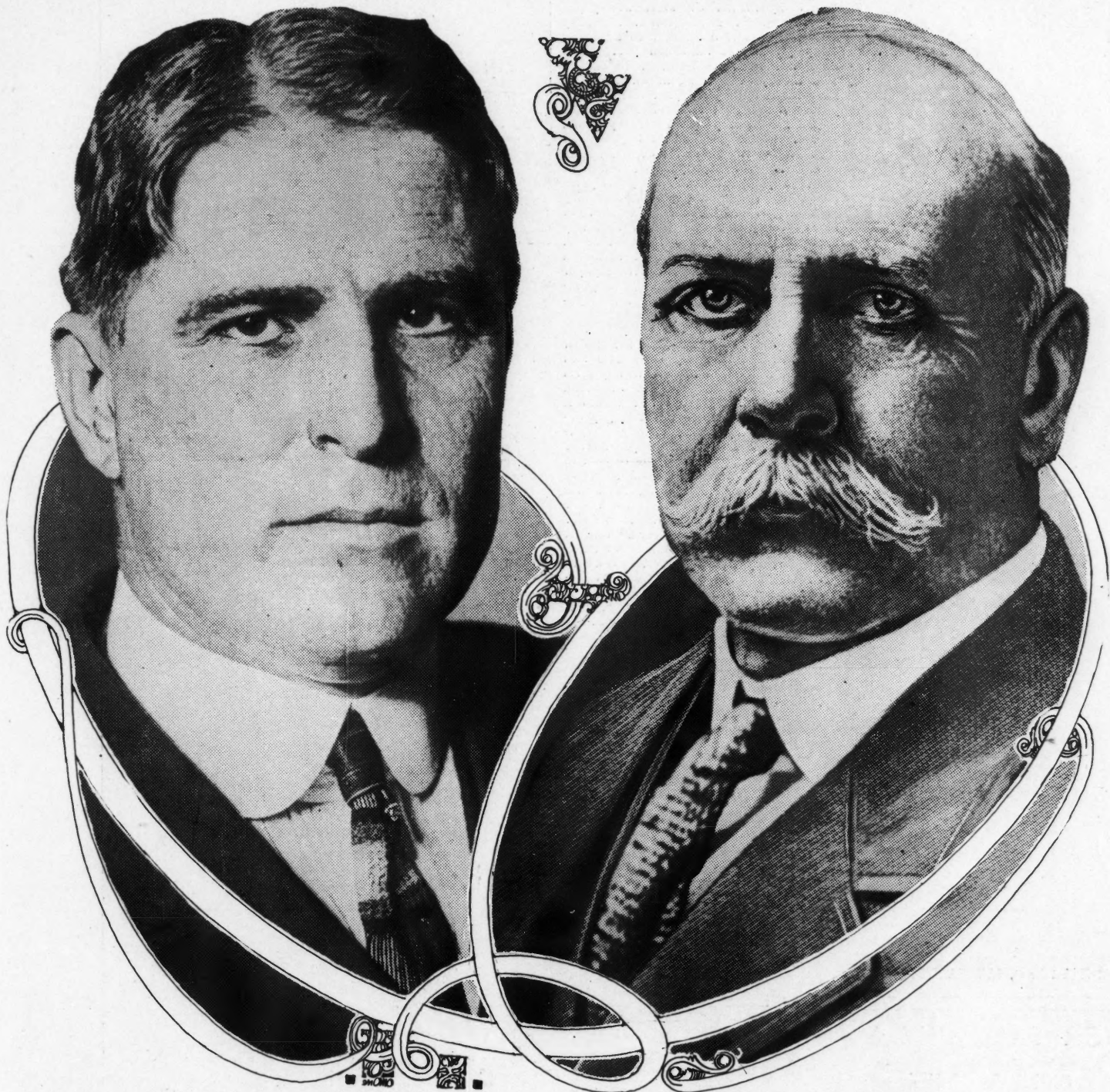
"Spare me from a job in Brooklyn," said one scribe to another in a cafe near Franklin Statue. "I was out for a while, and hiked over the Bridge to see if I could land anything. I did: on general work. Say, listen to this bill of fare: Report at 8 a. m. Work until 3 p. m. Get a night assignment to report a Board of Trade meeting consisting of 150 members, each one of whom insists on making a speech. Meeting over at midnight. Go home and write two columns. Story must be handed in at 8 a. m. next day, so you can start fresh. Same program all the week until Saturday. Finish up work on evening edition, walk around the block, and start in on the Sunday edition. Quit about 2:30 a. m. Then do I rest Sunday? Nay, I must arouse at 8 a. m., and cover a sermon. No more Brooklyn for me. What will you have?"

Wonder if everyone who takes in the Sun's free baseball show, buys a copy of the paper?

Newspaper Men See "The Lure."

Newspaper men attended an invitation performance of "The Lure" at the Maxine Elliott Theater at 1 a. m. Tuesday. It was enthusiastically applauded.

F. W. Kellogg and John D. Spreckels Publish San Francisco's Greatest Evening Newspaper



F. W. KELLOGG

JOHN D. SPRECKELS

THE SAN FRANCISCO CALL, the morning circulation of which was recently purchased by M. H. de Young of the Chronicle, made its appearance on Monday, September 1, as an evening 1 cent publication of 16 pages, and found immediate popular approval. Its president and publisher is F. W. Kellogg, one of the best known newspaper men in the United States. Associated with Mr. Kellogg is John D. Spreckels, who is the vice president and treasurer of The San Francisco Call and who owns two newspapers in San Diego. C. H. Brockhagen is the Business Manager. The new evening issue of The Call was a tremendous success. Five editions were published and the demand exceeded the supply. One hundred and four thousand five hundred copies were printed, over half of which were delivered to home subscribers in San Francisco, Oakland, Berkeley and Alameda. More than 98 columns of advertising were printed in the first issue.

The San Francisco Call has broken all records and has been carried by the people of San Francisco into immediate prosperity.

WM. J. MORTON CO., Salaried Representatives

Fifth Ave. Bldg., New York, N. Y.

Tribune Bldg., Chicago, Ill.

VIEWS ON CAMPAIGNS.

William H. Field, of the Chicago Tribune, H. S. Scott, of the Detroit News and W. A. Thomson, of the A. N. P. A. Ad Bureau, Point Out Weakness of National Gas and Electric Light Advertising Plans.

William H. Field, business manager of the Chicago Tribune:—"I am glad to have the opportunity of commenting on the letter written on August 21, 1913, by Mr. Thomas R. Elcock, Jr., Chairman of the Committee on Publicity of the National Commercial Gas Association, to THE EDITOR AND PUBLISHER.

"Mr. Elcock makes mention of the basis of assessment upon which the revenue for the proposed advertising campaign is to be raised. As long as this assessment is based upon a percentage of the gross revenue from the sale of gas on the part of the subscribing companies, and on the basis of a percentage of the gross revenue from the sale of gas appliances, why would it not be consistent with this theory to ascertain in what localities this gas and these gas appliances were sold, and spend the money for the advertising campaign in such a manner as to best arouse the interest of those communities? If this were done, I venture to say that magazines would not be used.

"Further on in Mr. Elcock's letter he mentions a plan quite commonly followed by national advertisers which, it has always seemed to me, was rather putting the cart before the horse. This plan is to prepare samples of street cards and advertisements for local newspapers to be distributed free of

charge to the subscribing companies with the idea, I suppose, that these companies will spend their hard earned money to insert these local advertisements themselves.

"In justification of this idea, Mr. Elcock says that it is to be done 'so that the local newspaper will tie up its advertising with the national campaign.'

"In other words, we have a campaign in two parts which are to be 'tied together' by means of local newspaper advertising. The suggestion naturally arises, why is it not better to have the campaign in one unbroken part which does not need to be 'tied together'? This theory of 'cashing in' on magazine advertising by buying space in the newspapers has been the favorite argument of the magazine people for many years.

"Mr. Elcock goes on to express the opinion that the sum of \$150,000, which, I take it, is the proposed amount of the appropriation, would be 'grossly inadequate' for newspaper advertising. Assuming that one has this sum of money to invest, one would naturally seek the greatest possible return based upon the safest security. If this sum is 'grossly inadequate' for a newspaper campaign, how much more 'grossly inadequate' is it going to be for a magazine campaign?

"The purposes of the campaign, as quoted by Mr. Elcock toward the end of his letter, are certainly admirable and I do not think that anyone will quarrel with him about the wisdom of them, but how much more effective would it be to describe all these interesting processes and to lay such convincing arguments before only such people as are able to respond. With all due respect to Mr. Elcock's optimism, I do not believe that his advertising is going to induce people to move from sections where they are now living without gas to other sections where gas is supplied. I think it would be far more resultful to teach those already living in sections where gas is supplied the many uses and benefits of gas. When this is accomplished, if it ever is accomplished, then the next step would be to convert those who have not now access to gas."

H. S. Scott, business manager of the Detroit News:—"In regard to the gas and electric light advertising campaigns I would say that I am confident that those behind the guns in this connection have received a pronounced jolt in regard to their judgment in selecting magazines for such publicity.

"I know we have worked diligently with the local gas and electric interests and the companies agree with us, and have used the newspapers for years.

"Similar work is being done, I believe, in many cities, and in this way the units of the association will, one by one, be convinced. The work you have done will solidify the arguments in favor of newspapers and bring fruit from the seeds sown in the various newspaper centers.

"It seems too plain for explanation that the general circulation of the magazines, touching individual localities in such a limited way, could hope to compete with the newspapers."

PUBLISHERS NO LONGER EASY.

Director Thomson Tells Mr. Wakeman Why His Campaign Will Fail.

A representative of THE EDITOR AND PUBLISHER called the attention of the Bureau of Advertising, American Newspaper Publishers' Association, to the circular letter dated Aug. 11 and reproduced in THE EDITOR AND PUBLISHER of Aug. 30, issued by the Society for Electrical Development to electrical companies soliciting membership in the society and promising to obtain publication in the local newspapers of boosting articles on electricity and electrical appliances.

W. A. Thomson, director of the bureau, in replying to a request for an opinion on the electrical society's attempt to put over the free publicity scheme, submitted a copy of a letter which he wrote to Mr. Wakeman, manager of the society. The letter follows:

MR. M. KOENIGSBERG

Desires to Announce his Retirement from the International News Service and his Acceptance of the Management of the

NEWSPAPER FEATURE SERVICE

41 Park Row

NEW YORK CITY

147 Nassau Street

J. M. WAKEMAN, General Manager, Society for Electrical Development, 29 West 39th St., New York City.

DEAR MR. WAKEMAN:—I have been absent from the city for a few days, but upon going over a number of matters that were held pending my return, I was somewhat astonished to find a communication from one of our members, enclosing a circular letter from you, addressed to electric light companies whom you are trying to interest in your organization.

The circular in question is written in connection with an article on household economics and, according to your letter, this article is submitted to prospective members of your society as an indication of what you expect to do in the matter of obtaining free publicity from local newspapers. Your letter closes with the following paragraph:

"No single concern could do this kind of work profitably. But this society can do it and will do it in the local papers of your own city if you are a member."

I have read the article to which you refer, and while it contains a number of points of interest to housewives such as hundreds and hundreds of live newspapers are running in daily departments all the time, the last three paragraphs appear to me to be a very clumsy and palpable effort to boost the sale of electrical appliances.

I am interested in your assertion that the Society for Electrical Development can bring about the publication of matter of this type in local newspapers.

We have discussed, at various times, plans under which we could offer you the co-operation of this bureau in your efforts to create, through legitimate advertising, a further appreciation in a national way of electricity and its uses.

At our latest meeting you told me you planned a limited expenditure for advertising in magazines, merely for the effect upon your members, but that you expected to spend the bulk of your funds in field work that would have for its object in every case the stimulation of local newspaper advertising.

You will remember that you asked me whether the Bureau of Advertising could help you obtain publication of "educational" and "news" articles on the subject of electricity and electrical appliances in the daily press. My reply was that the bureau was absolutely opposed to all forms of free publicity and would work actively with its members to prevent such publication.

This newest development in the situation seems to me to give definite form to the belief prevalent among many newspaper people that our publishers are to be left to "hold the bag," so to speak, while some other medium gets the only actual business in sight to-day.

No matter how broadly one tries to look at this situation, the conclusion seems inevitable that someone connected with your organization feels that the newspapers of the country are easy marks. In the face of such a campaign as you appear to be conducting in your search for free publicity, I cannot see how it is possible for us to ask the co-operation of our members.

The Bureau of Advertising has plans under way to develop a broader interest among central stations and appliance dealers throughout the country in newspaper space. We have felt we might do this development work together, but if your program includes a free publicity campaign, I am afraid we cannot find a common ground on which to proceed.

Very truly yours,

W. A. THOMSON,
Director.

VALENTINE BALTOFF, seventy-nine years old, died in Minneapolis recently. He established the Floyd County Advocate at Charles City, Ia., in 1868, and was widely known in that State.

Ask About Our Red Letter Service

The Best "Time Copy"

UNITED PRESS

General Offices, World Building, New York

THE WORLD COLOR PRINTING CO.
Established 1900.
R. S. GRABLE, Manager,
COMICS

have attained an international reputation. If you haven't a comic it will pay you to take on ours.

If you have one, it will pay you to compare the quality of the fun and the artistic execution of it with the samples we will gladly send you on request. Also to contrast our prices with the price you're paying. We make:

1. Four-page printed colored comic supplement.
2. Four-page printed colored comic supplement and magazine section combined. Four colors outside, three colors inside.

Good paper, good ink, excellent presswork. SEND FOR PROOFS.

World Color Printing Co.
ST. LOUIS, MO.

Daily News Mats

Best illustration service obtainable in this country —write for samples.

INTERNATIONAL NEWS SERVICE

200 William Street New York City

You Can Increase Your Advertising Revenue by Running a Moving Picture Department.

The picture theatres in your city would be willing to advertise if you run our Moving Picture News Service. It includes matrices or electrotypes of photoplay stars and scenes from pictures appearing in local theatres.

A very liberal proposition will be submitted to you if you write to

THE MOTION PICTURE NEWSPAPER PUBLISHING COMPANY, 1600 Broadway, New York City.

LITTLE TALKS
BY THE WANT AD MAN

MOST CONVENIENT

News matrix service in the market—saves time, patience, money.
CENTRAL PRESS ASSOCIATION, Cleveland

R. J. Bidwell Co.

Representing the

Los Angeles Times

Portland Oregonian

Seattle Post-Intelligencer

Portland Telegram

Spokane Spokesman-Review

BANKERS' INVESTMENT BUILDING

Mezzanine Floor

742 Market Street, SAN FRANCISCO, CAL.

FOR SALE CHEAP

ONE GOSS COMET

4, 6 and 8-page Flat Bed Press, nearly new.

ONE 20-PAGE HOE

(No. 3 supplement) Press. Rebuilt 1910. Stereotyping outfit included.

ONE GOSS STRAIGHTLINE

32-page Press. Color attachment. Complete stereotyping outfit.

ONE GOSS

Straightline 32-page. Color attachment. Complete stereotyping outfit.

ONE GOSS

Straightline 48-page Press. Color attachment. Complete stereotyping outfit.

Address

DUPLEX PRINTING PRESS COMPANY
Battle Creek, Michigan.

Steady Growth For Five Years

Total lines of advertising in the Boston Globe during the eight months ending Aug. 31:

1909	4,667,724	Lines
1910	5,156,023	Lines
1911	5,402,430	Lines
1912	5,403,118	Lines
1913	*5,565,528	Lines

*During the eight months ending Aug. 31, 1913, the Globe printed 953,478 more lines of advertising than appeared in any other Boston newspaper.

The constantly increasing value of the Boston Globe as an advertising medium is best shown by its classified advertising record for the past five years.

Total classified advts. in the Boston Globe for the eight months ending Aug. 31:

1909	304,767	Advts
1910	318,884	Advts
1911	332,969	Advts
1912	333,467	Advts
1913	*344,163	Advts

*The Globe during the period (Jan. 1-Aug. 31, 1913) printed 238,150 more classified advts. than appeared in any other Boston newspaper.

Classified advertisers know. They trace results. They know what they get in return for the money they expend in advertising. In Boston they use the Globe.

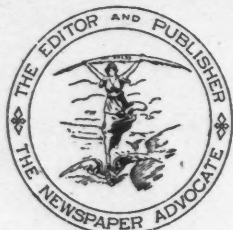
The best clientele in New England—Boston Globe readers. To get your share of their trade, advertise liberally in the Daily and Sunday Globe.

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

By THE EDITOR AND PUBLISHER Co., World Building, New
York City. Telephone, 4830 Beekman. Issued every Saturday.
Subscription, \$2.00 per year; Canadian, \$2.50; Foreign, \$3.00.



THE JOURNALIST, Established 1884. THE EDITOR AND PUBLISHER, 1901. JAMES WRIGHT BROWN, Publisher. FRANK LE ROY BLANCHARD, Editor. GEORGE P. LEFFLER, Business Manager.

New York, Saturday, September 13, 1913

I feel and grieve, but by the grace of God, I fret at nothing.—John Wesley.

MR. KOHLSAAT'S INTER OCEAN.

We do not believe there ever was a time when decent journalism was not more preferable than indecent. While it may not always have been as popular or as remunerative in the end, all things being equal, it invariably triumphs.

Mr. Kohlsaas, publisher of the Chicago Inter Ocean, recently said in an editorial:

So long as its present editor retains control of the Inter Ocean it will continue faithful to Chicago, true to the higher traditions of journalism, alert and fair in printing the decent news of each day, sane and fearless in discussing the questions of the hour as they arise. But if the business men of Chicago, who have more at stake than the Inter Ocean, fail to accord it steady and generous support, the temptation to stand from under may prove irresistible. And then journalism of the "itching palm and wanton eyes" will have its way.

If the business men of Chicago do not accord the Inter Ocean the financial support that Mr. Kohlsaas thinks it deserves, does it inevitably follow that it is because they prefer the yellow or indecent brand of journalism? We think not.

To win success a newspaper, even when conducted according to the highest ideals of journalism, must have proper management. The men who manage it must be of the right calibre in every department. You may publish the best kind of a newspaper but, unless you have in the business department those who can sell it to subscribers and secure for its columns a generous amount of advertising, the sheriff will certainly get it.

If Mr. Kohlsaas is not satisfied with the support given the Inter Ocean wouldn't it be a good plan for him to make an analysis of the situation and find out where the real trouble lies instead of precipitately scolding the business men of Chicago for their lack of appreciation?

Mr. Kohlsaas might find that the several department staffs of the paper need reorganization. Perhaps there are in the office a lot of square pegs in round holes, in which case a few shifts will change inefficiency into efficiency. Perhaps new blood is needed upstairs as well as downstairs; if so, let the transfusion be made at once.

When the organization has been duly strengthened where it is weak, the Inter Ocean will shoot ahead in the popularity class and Mr. Kohlsaas will have no further need of scolding the Chicago business men because they do not properly support it.

THE PRESS AND THE PULPIT.

"The church survives only as a tradition; the real pulpit of to-day is the newspaper."

So says a prominent lawyer. But he is mightily mistaken. Had he said that the power of the church has become such that it dominates even the secular newspaper, he would have spoken the exact truth.

The newspaper represents the public thought and feeling and action. It is a mirror that reflects mankind as it is. The world may look in it and see itself. The bad is there as well as the good, and more bad than good, because truth requires it. If moral sentiment is there it is because moral sentiment of the public demands it.

The progressive newspaper must keep pace with public morals, though it does not create them. It must note and reflect and appeal to man's increasing love for man, which other agencies than itself, however, have promoted.

The pulpit still appeals to those whose ideal is perfect morality. It steadily elevates that ideal and cultivates enthusiasm and activity in making the ideal applicable in the every-day lives of those who accept it. This is the leaven in the human loaf.

The newspaper knows nothing of morality as its prime purpose. But it is, nevertheless, a great leveller. To the vast mass that the pulpit cannot directly reach the newspaper carries the leaven that the pulpit gives to a class. It brings all men into a knowledge of the ideal, whether they seek it or not, because it is in the life that is reflected.

The torch that the pulpit keeps burning the press waves on the mountain tops, carries through the valleys, and thrusts into the darkest shadows of human existence.

If the torch burns true, it may be said that the press gives moral light to the world; but it does not supply the torch—it does not take the place of the pulpit.

It is true that the newspaper may inculcate moral principles without direct relation to religion, just as an infidel may lead a clean life; but it must be remembered that it is all due to the influences of a religious civilization that has been promoted and is being promoted now, more than ever before, by the pulpit.

The newspaper is one of the most matter-of-fact institutions in the world. Good people are prone to complain against it sometimes because it does not preach more and portray less. They mistake its mission and misunderstand its conditions. The newspaper is a ceaseless series of living pictures of the punishments that follow crime, of the suicides that follow sins, of the want and despair that come of improvidences or unjust conditions, of the successes that come of right endeavors, of the joys that are linked with honest loves and of the sweet and serene old age that ripens with right living.

But the illumination, the clear vision and the sense of discrimination between right and wrong come through the pulpit.

EDITORIAL COMMENT.

It is a matter of considerable gratification to us to know that our esteemed contemporaries find in the columns of THE EDITOR AND PUBLISHER so many items of important news that they transfer to their own papers. It is seldom, however, that any of them is so appreciative of our work as the Fourth Estate which in its issue of Aug. 30 reprinted, in many instances verbatim, seventy-two items of news from our issue of Aug. 23. That no credit was given us in a single instance even when the news matter was furnished by paid correspondents, was, of course, an oversight.

Although the new Equitable Building in New York which, it is claimed, will be the largest building in the world, will not be finished for at least a year, its owners have already begun to advertise it in the newspapers. On Sept. 2 a four column ad appeared in eleven daily papers presenting a large picture of the new building and interesting facts concerning it. This is the first of a series of advertisements that will appear weekly during the fall and winter months. How much better is such a course than to hire a press agent and attempt to work the newspapers for free reading notices! The best written copy a publicity man could turn out would not, under any possible circumstances, be given such prominence or attract so much notice

as these display advertisements for which the company pays honest cash. We will venture to say that by the time the Equitable Building is completed it will be not only the largest but the most widely known of the recently constructed buildings in New York.

In announcing the opening of their new store in West Forty-second street, Stern Brothers employed a modest, but artistic, three-column advertisement having a depth of only seven and a half inches. The contrast between it and the full pages and double pages used by other department store owners in advertising a similar event was quite noticeable.

The most complete newspaper circulation analysis we have ever seen has just been published by the Montreal Star. It is presented in pamphlet form and fills sixty-nine large pages. The publishers define circulation as the number of copies actually sold for cash or delivered to bona fide subscribers living in Montreal or other parts of Canada. In other words, the Star's circulation is 100 per cent. pure. First a map of Montreal is shown giving the Star's distribution in each zone. Following this comes a detailed statement of the sales of all newsdealers in Montreal and its suburbs. Other lists give a synopsis of distribution by newsdealers and newsboys in Montreal and suburbs; distribution by provinces outside of Montreal, the number of copies sold in each town being given; table of circulation for the year 1912; circulation by counties in the provinces of Canada; a table showing the average circulation annually since 1882; two pages of facts about the Star. An additional five pages gives interesting data concerning Montreal. No advertiser can read over the pages of this pamphlet without being impressed by the statements made concerning the Star.

The Kenton (O.) News-Republican, a six-days-a-week daily newspaper, in August printed 191,004 lines of advertising. As Kenton has a population of only 7,500, and the News-Republican's circulation is 3,000 copies, this record is unusual. J. A. Lloyd, the business manager, is proud of the accomplishment and well he may be, for August is, perhaps, the dullest advertising month in the whole year.

THE FIRST ENGLISH NEWSPAPER.

NEW YORK, Sept. 5, 1913.

THE EDITOR AND PUBLISHER:

I was much interested in the story of the "First English Newspaper" which appeared in a recent issue. Having devoted many years in research of historical facts on the same subject, I beg leave to express my appreciation of this "find" of the old English newspaper, The Corant or Weekly News from Foreign Parts. The facsimile of its reproduction in THE EDITOR AND PUBLISHER shows a genuine old printed newspaper.

The most interesting feature in the story is that it is news to the world that a genuine copy of this paper has been discovered. That such a paper ever existed is not news, because the fact is recorded in newspaper history.

There is another English newspaper yet to be discovered, if such exists, that antedates the Corant by ten years. It was News from Spain, printed in 1611, by the same man who printed and distributed the Corant, one Nathaniel Butter.

Butter's News from Spain and his Corant were of short duration; we are not certain that either outlived its first issue. But we have historical authority and facts to show that this man Butter did begin on Aug. 23, 1622, the issue of a regular newspaper entitled The Weekly News. This was the first real regularly printed English newspaper, and it lasted till 1641.

However, the discovery of a copy of The Corant by Mr. Feleky, of New York, who owns it, adds important knowledge to newspaper history and it will no doubt become an established record in the next edition of the encyclopedias.

Yours truly,
CHARLES CAPEHART.

PERSONALS.

William Randolph Hearst is expected to return from San Francisco to-day.

Jason Rogers, publisher of the New York Globe, will make the principal address at the meeting of the Wisconsin Daily League in Milwaukee, on Monday.

Col. Robert Ewing, proprietor of the New Orleans Daily States, who is in New York this week, is enthusiastic over the outlook in the South. He declares that the cotton and sugar crops will exceed those of any previous year.

William Simpson, business manager of the Philadelphia Bulletin, was a visitor in New York this week.

Howard Davis, business manager of the New York American, spent this week at the home of his father, W. W. Davis, at Scranton, Pa.

Frank A. Munsey arrived Wednesday on the Olympic after an extended stay abroad.

A. T. Moore, proprietor of the Pittsburgh Leader, and his wife, Lillian Russell, arrived on the Kaiser Wilhelm der Grosse Tuesday from Bremen. They spent several months on the Continent.

Talcott Williams, director of the Pulitzer School of Journalism, is president of the Honest Ballot Association, which has already enrolled 3,000 college students to eliminate floaters and repeaters from the polls at this fall's election.

Jules Hedeman, editor of the Paris Matin, who arrived in New York last week with M. Buneau-Varilla, proprietor of the paper, for Paris on board La France, Wednesday. The French journalists had an audience with President Wilson in Washington, where they were royally entertained. M. Buneau-Varilla is going West, and on his return to New York will sail for Panama to overlook the work which he started as an engineer when the project was under French control.

It is rumored in Kansas that W. Y. Morgan, owner of the Hutchinson News, will be a candidate for Governor at the next election.

Edwin B. Hard, recently business manager of the Binghamton (N. Y.) Press, has become business manager of the Asbury (N. J.) Times.

James M. Lee, director of the Journalism School of New York University, has been visiting up-State, where he attended the convention of the New York Press Association at Elmira.

John A. Moroso, author of "The Quarry," is a former New York newspaper man who did police duty for the Times and the World. He has a bunk and some acres on the Jersey side of the river, where he now peacefully farms and gardens.

A. P. Coakley has been appointed business manager of the Indianapolis Sun.

Frank Hurst will be business manager of the Uniontown (Pa.) Daily Record, the new paper to be launched October 1.

Stephen Bonsal, the well-known foreign correspondent and authority on South American and Eastern affairs, has been appointed by ex-Congressman Francis B. Harrison, the new Governor General of the Philippines, a member of the Municipal Board of the city of Manila.

Dr. August P. Richter, veteran editor of the Davenport (Ia.) Democrat, which he has served for thirty years, retired this week, and will make his home in southern California. He is succeeded by Gustav Donald.

Directors of the Associated Press who are abroad include President Frank B. Noyes, Washington Star; Victor F. Lawson, Chicago Daily News, and Adolph S. Ochs, New York Times. Charles Hopkins Clark, Hartford Courant, is in Canada.

Alfred W. McCann, food specialist and writer, of the Globe, has stirred up a great deal of discussion by his articles on the food supplied to immigrants at Ellis Island. The Government is now investigating conditions there as the result of Mr. McCann's findings.

Allison Secor, editor of Successful Farming, Des Moines, has been appointed by Governor Clarke a delegate to the International Farming Congress at Tulsa, Okla., week of October 22.

Lew O'Bannon, editor of the Corydon (Ind.) Democrat, is a candidate for the Democratic nomination for Congress in the Third District.

IN NEW YORK TOWN.

Charles Sarver, formerly city editor of the Globe and of the Mail, more recently of the American, has become managing editor of the Boston Journal under the Hale management.

A. C. Haeselbarth, of the World, returns Monday from a two weeks' spell of rest in the Dutchess County hills.

Arthur D. La Hines, of the Globe, was presented with a ten-pound son last Sunday. Mrs. La Hines was formerly Miss Elizabeth Kelly, the Denver Post's special writer.

Joe Buchanan, distinguished labor editor of the Evening Journal and author of innumerable books on the workingman's problems, is taking his vacation this week.

J. B. Taft, of the Press, has gone to Boston, where he plans to launch a news syndicate.

B. C. Forbes, business editor of the New York American, has returned from a trip abroad.

William Rouss, star rewrite man on the Globe, is running a daily column in the Globe with the fetching title, "In the Short Pants League."

W. D. Evans, head of the Mail copy desk, is acting city editor in place of Fred M. Knowles, on vacation.

"Bob" Earl, chief telegraph operator of the Mail, is shooting snipe in the Adirondacks on his first vacation in twenty years of service.

Daniel Nicoll, circulation manager of the Mail, returns to-day from a two-week vacation.

Frank Parker, who left the Globe to become one of President Wilson's publicity managers during the campaign, has returned to that paper.

Harry Becker, of the Mail, is back from a short sojourn at Asbury Park.

CHICAGO PERSONALS.

Percy F. Lowder, of the Record-Herald, and Mrs. Lowder are spending their summer holidays in Maine.

John Fay, who has been Chicago correspondent of the New York World for twenty years, returned last week from a vacation in the northern States.

Charles Lemuel Salmon, city editor of the Kansas City Times, was in town last week visiting friends. One day he was the guest of John L. Lovett at the Press Club.

A. H. Kirkland, night city editor of the Record-Herald, who is away on a vacation, has been sending home funny letters from London, Paris and Cairo.

WASHINGTON PERSONALS.

Walter Harry Schulz, formerly of the Oklahoma Oklahoman, has been appointed consul to Nantes, France.

John Ewing, nominated by President Wilson to be Minister to Honduras, is a brother of Robert Ewing, the publisher of the New Orleans States and Shreveport Times, and has been for many years an editorial writer upon these papers.

Robert Small, superintendent of the Associated Press southern office, headquarters at Atlanta, is visiting in Washington for a few days.

Edward H. Zeigner, at present editor of the day southern wire, Washington Associated Press office, was formerly in the Atlanta office. The transfer of the filing point of the day southern wire from Atlanta to Washington resulted in Mr. Zeigner's transfer to this office.

William A. van Benschoten, of the Detroit Journal and Detroit Free Press, who has been detained from Washington by illness, will return to his duties on Sept. 15 fully restored to health.

J. Lloyd Wright, of the Detroit News, is spending a two-weeks' vacation in Rochester, N. Y.

Thomas F. Logan, of the Philadelphia Inquirer, has returned after several weeks' vacation.

Lloyd P. Lochridge, of the Austin (Tex.) Statesman, is a visitor to the capital.

Tom Shipp, of Indianapolis, well known in newspaper circles, is in Washington for a short stay.

Howard Acton, of the Cincinnati Enquirer, is in the Providence Hospital here, recuperating from a minor operation.

Lafayette Young, publisher of the Des Moines Capital and formerly a United States Senator, called on Monday to see President Wilson, whom he had never met. Unfortunately, the President had left his office.

WEDDING BELLS.

Robert Dawson Ford, telegraph editor of the Richmond (Va.) Times-Dispatch, and Mrs. Clara Wilkins Hogan, of Washington, D. C., were married in Portsmouth last week.

John A. Sweeney, of the Paterson (N. J.) Call, and Miss Annie Mellen were united in marriage in that city recently.

The marriage of F. L. Turner, one of the owners of the Malone (N. Y.) Farmer, and Mrs. Helen H. Ames, took place in that city Sept. 3.

Walter B. Flanner, editor of the Brooklyn Home News, and Miss M. J. Dunn were married in Brooklyn on Wednesday.

George Morris, of the Chicago Tribune, and Miss Rose Tschan were married recently.

(More Personals on page 254.)

PUBLISHER'S NOTICE.

ADVERTISING RATES: Display, 15 cents per agate line; 25 per cent. discount on yearly contracts. Classified, 1 cent per word.

THE EDITOR AND PUBLISHER can be found on sale each week at the following newsstands: World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 33 Park Row; The Woolworth Building; Times Building, Forty-second street and Broadway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street; Brooklyn—Frank Williamson, Borough Hall; Washington, D. C.—Bert E. Trevis, 511 14th street, N. W.; Chicago—Morris Book Shop, 71 East Adams street; San Francisco—R. J. Bidwell Co., 742 Market street.

SUCCESSFUL

capable and experienced daily newspaper publisher will use as much as \$150,000 cash as first payment on an attractive daily newspaper property. Proposition I. A.,

G. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

HELP WANTED

HELP WANTED—Country weekly in field of 115,000, no circulation work yet done, has an opening for a young, live circulation manager. Splendid opportunity if man knows his business and can get results. Satisfactory arrangement as to salary and commission. Address "D-1084," care THE EDITOR AND PUBLISHER.

CLASSIFIED MANAGER WANTED.

In a city of over 500,000 population. On an evening newspaper second in its field. Must be a man of wide experience in handling classified advertising. Not only experienced in soliciting, but a man who can bring new ideas for getting and holding classified advertising. Department already well organized but lacks leadership, enterprise and originality, which will be expected of applicant. Must furnish best of references, stating experience, past achievements, salary wanted, etc. Address "CLASSIFIED MANAGER," care THE EDITOR AND PUBLISHER.

SITUATIONS WANTED

Advertisements under this classification will cost 1c. per word; Display, 35c. per Agate Line.

NEWSPAPER MAN

with seven years' experience, desires position as managing editor of large weekly in city of twenty-five to one hundred thousand; can handle editorial advertising, circulation and mechanical ends. Address "WEEKLY," care of THE EDITOR AND PUBLISHER.

STEREOTYPE FOREMAN.

Of proven ability and dependability, for years with large afternoon daily, familiar with all branches of the trade; interview and opportunity to demonstrate solicited. Address "P. C.," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

MANUSCRIPTS TYPEWRITTEN at fifty cents a thousand words. Quick service. Good work. Wright & Lane, 311 E. Perry street, Albion, Mich.

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 50c. per page. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

LINOTYPE MACHINES

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

RICH & McLEAN,

51 Cliff St., New York.

\$3,000 YEARLY BUSINESS OF YOUR OWN; mail order; success sure; honest, legitimate; small capital; original methods. Write M. CLEMENT MOORE, Specialist, New Egypt, N. J.

FOR SALE

A WEEKLY PUBLICATION in the amusement field can be bought for \$80,000. The paper is more than 20 years old, has always been considered the first among its competitors. Yearly income about \$6,000 a month. A good newspaper man should own it. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

BUSINESS OPPORTUNITY

OPPORTUNITY—Newspaper combination in the East. May be short-time investment with assured profits in handling. Not cheap proposition. Will require money. Address "D-1087," care THE EDITOR AND PUBLISHER.

ADVERTISING MEDIA

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

THE BLACK DIAMOND

Edison Predicts Reprinted Papers.

Thomas Edison, the wizard inventor, who visited in Boston this week, was asked by newspaper men what improvements could be expected in newspaper making in the next decade. He replied: "Something to save paper. If non-carbonized inks were used—inks that would bleach—papers could be run through the presses again by the aid of an invention or two and be used several times. It's bound to come to a proportion of this kind. Inks that will bleach will be used."

LITTLE TALKS
BY THE AD MAN

A SERIES of gripping, human, business-creating chats, by Jerome P. Fleishman, known all over the country for his powerful newspaper promotion work.

WE THINK the service, of which we have secured syndication rights, the best thing of its kind ever offered the newspapers of the land. So do 35 newspapers that have already ordered the Talks.

"I don't know of anyone in the country who is writing anything nearly so clever, so original and so sensible."—Thomas Dreier, editor of "Associated Advertising."

"They are sane, conservative, sensible—in my mind the most practical stuff of its kind ever written."—W. F. Schmick, Manager of Classified Advertising, The Baltimore Sun.

"Such Talks as yours help to make readers understand the real power of advertising."—William C. Freeman, Advertising Manager, New York Tribune.

"They have pith, point and punch. Constructive work that is sure to bring results."—The Editor and Publisher.

"I have seen the work of some of advertising's highest priced experts. Your Talks are better than anything I've seen."—Arthur W. Newcomb, editor The Business Philosopher.

THREE TALKS a week, either in mat or copy form. Ready now. May we send samples and quote prices?

The International Syndicate
Baltimore, Md.

\$50,000 Cash

will make first payment on a \$300,000 newspaper property. Abundant time for balance. Property located in an Eastern State. We shall be glad to furnish details to any responsible party.

American Newspaper Exchange
Rand-McNally Building, Chicago

THE BEST BUY
SUMMIT MILL SNOW WHITE

For Distinctive Business Letterheads
A pure rag paper of unusual elegance, made in vellum and linen finish.
BECKMAN PAPER & CARD CO.
56 Beekman Street, New York City

An Illinois Daily

Long established, with fine reputation, and now making a handsome profit, may be bought for \$35,000. Terms, half cash, secured notes for balance.

AMERICAN NEWSPAPER EXCHANGE,
Rand-McNally Bldg., Chicago.

MAN BEHIND THE TIMES-LEADER.

New Haven Paper Shows Marked Growth Under W. A. Hendrick's Management.

The remarkable advance in circulation, advertising patronage, prestige, and influence which has been made by the New Haven Times-Leader since William A. Hendrick became its publisher and part owner four years ago, has attracted wide attention in newspaper circles throughout the East.

The Times-Leader is one of the oldest newspapers in southern New England; but, up to four years ago, its management was of a very different nature and its policy in strong contrast to that which has been responsible for its unprecedented recent growth.

For many years the paper was a Republican organ. In fact it was the bible of Republicanism in its section of Connecticut. This meant, of course, that its circulation was confined largely to members of that party and was restricted to the portion of the population which did not follow the Republican banner.

With the change in ownership and management four years ago, however, the paper became absolutely independent, taking no part whatever in political campaigns, except as prompted by the interests of the people. Under Mr. Hendrick's supervision the entire Times-Leader establishment has been rehabilitated, both as to men and equipment. New presses capable of producing 30,000 papers per hour, have been installed, together with full automatic control apparatus and various other machinery so complete as to render the mechanical end of the Times-Leader equal to any in Connecticut.

The paper has been improved in every way. This, together with modern circulation building methods and tireless energy on the part of the entire staff, has brought the paper from the third place in the field to a position where it claims the largest number of readers of any paper in its field. The owners state that their work has, as yet, only begun. They feel that there is a big future ahead in Connecticut for a paper of the nature of the present Times-Leader. This belief seems to be amply borne out by the results thus far attained.

Mr. Hendrick, the publisher, before coming to New Haven, was for several years general manager of the Watertown (N. Y.) Standard, and previous to that was, for some years, with the Syracuse Journal. Albert W. Fell, who is well known in newspaper circles throughout New York State, has been assistant general manager of the Times-Leader for about a year, and has been of great assistance to Mr. Hendrick in the paper's upbuilding. Col. Charles W. Pickett, one of the best known editorial writers in Connecticut, is editor-in-chief and his editorials are attracting wide attention.

New Manager Philadelphia Telegraph.

W. R. Fairfield, for many years associated with the Hearst and later with the Munsey publications, has become general manager of the Philadelphia Telegraph. Mr. Fairfield was at one time secretary to W. R. Hearst, served on the San Francisco American, and was publisher of the Boston American. He has also been associated with the Publishers' Press.

New Officers of the Independent.

The addition of William B. Howland and his two sons, Harold B. and Karl V. S., recently of the Outlook, to the official staff of the Independent, has necessitated a reorganization of the company. The new officers are as follows: President and editor, Hamilton Holt; vice-president and assistant editor, Harold B. Howland; secretary and treasurer, F. E. Dickson; managing director, William B. Howland. W. W. Ferrin, formerly circulation manager of Munsey's Magazine, has been appointed circulation manager of the Independent.

The State of Wisconsin forbids newspaper selling for girls under eighteen.

CHANGES IN INTEREST.

PECOS, Tex. — The Record-Times changed hands with its last issue, L. R. Caruthers retiring and B. J. Strickland taking over the ownership of the paper.

MADISON, S. D. — Charles S. Ashton has disposed of the Outlook to A. J. Runestrand.

PIERRE, S. D. — The South Dakota Equal Franchise League has secured possession of the Weekly Messenger. C. B. Billingshurst, who recently purchased the paper, will remain as business manager.

MEDFORD, Okla. — Earl Croxton has secured control of the Star and added the subscription list to the Patriot, which he owns.

OSWEGO, Kan. — The Weekly Independent has been sold to W. A. Blair by Miss Maude McGill, who with her brothers has owned the paper since her father's death in 1879.

NEW DECATUR, Ala. — After an existence of six years the Twin City Telegram, an afternoon newspaper, was sold under a mortgage Tuesday. The mortgage was for \$1,000 and was held by Miss Lizzie Simpson, of Hartselle. It is understood that Miss Simpson will continue to run the paper.

AITKIN, Minn. — B. H. Hollister has assumed control of the Aitkin Republican.

HUTCHINSON, Kan. — The Gazette has been purchased from Burt E. Brown by John R. O'Connor, a Colorado newspaper man.

MANNING, N. D. — J. B. Howard, of McHenry, who recently purchased the Dunn County Settler and afterward started the Promoter at Dunn Center, has sold both papers to I. H. Doherty.

MOSCOW, Idaho. — State Senator Geo. Fields, editor of the Idaho Post for seven years, announces that the paper has passed into the control of J. J. Schick, who has been Mr. Fields' assistant for some time.

FRANKLIN, Ky. — W. H. Bryan, owner and publisher of the Favorite, has sold the plant and good will to J. Nal Larue, a Franklin business man. The new owner took charge Sept. 1.

PERRY, Ill. — The Citizen has been sold to J. C. Baker, of Richland, who will take possession Sept. 15.

GENERAL STAFF PERSONALS.

Warner Jenks Macfarlane, well known in auto racing circles and a former racing mate of the late Louis Strang, is now auto editor of the Pittsburgh Leader.

Miss Katherine M. Stiles, managing editor of the Menominee (Mich.) Herald-Leader, is in New York on a tour of inspection of the metropolitan papers.

William K. McKay, for two years editor of the Louisville (Ky.) Herald, has become managing editor of the Chicago Evening Post.

Frank Higgins, who has been telegraph editor of the Newark (N. J.) Evening News for seventeen years, has assumed the managing editorship of the Evening Star.

John A. Hofheinz has succeeded M. J. Farnbaker as city editor of the Cairo (Ill.) Bulletin.

A. O. B. Sparks, of the Macon (Ga.) Herald, has been appointed city editor of the Athens Herald.

John S. Chambers, managing editor of the Sacramento (Cal.) Bee, has been appointed California State Comptroller by Gov. Hiram W. Johnson.

P. B. Marzoni, formerly sporting editor of the Pensacola (Fla.) News, has joined the editorial staff of the Birmingham (Ala.) News.

Colin M. Selph, for ten years on the advertising staff of the St. Louis Post-Dispatch and later affiliated with various Democratic organizations, was this week nominated by President Wilson as postmaster of St. Louis.

\$200,000
in cash available for the purchase of an established net earning Daily newspaper property in any important city of the Middle West, preferably in the states of Ohio, Indiana or Illinois.
HARWELL, CANNON & McCARTHY
Brokers in Newspaper and Magazine Properties
200 FIFTH AVENUE NEW YORK

TURNER'S BULLETIN
Highest testimonials have been awarded
C. Godwin Turner
on
Efficiency of Press Room, Paper, Circulation and Delivery.
Address
THE DATA CIR. AUDIT CO., Newark, N. J.

HOW MUCH AN HOUR
is your own time worth? You've considered the time of your men and learned to charge a fair price for it. You've studied time-saving for your employees. Now think about your own time—most valuable of all. One way you can conserve it is by using
PREFERRED TYPE FACES
the new, convenient Barnhart specimen book that contains all you need to know about type. Keep it handy. Use it.
Barnhart Brothers & Spindler
168-172 West Monroe Street
CHICAGO
200 William Street, NEW YORK
Washington, D. C. St. Louis Kansas City
St. Paul Omaha Seattle Dallas

Press Clippings
Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by
BURRELLE
CHARLES HEMSTREET, Manager
60 and 62 Warren Street, New York City
Established a Quarter of a Century

"Try our perfecting News at 5 cents. It is guaranteed not to smut or offset and is black and clean."
SEND FOR SAMPLE
F. E. OKIE CO.
Manufacturers Fine Printing Inks
PHILADELPHIA, PA.

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

Topeka Daily Capital

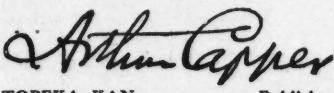
LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation
in August, 1913 - **33,277**

Net Average in Topeka
in August, 1913 - **9,434**

It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Only 7-days-a-week paper in Kansas.



Arthur Capper
TOPEKA, KAN. Publisher

W. T. Laing, Flatiron Bldg., New York
J. C. Feeley, Mallers Bldg., Chicago

Guarantee to Advertisers!

The Hartford Times.

HARTFORD, CONN.

Guarantees 50 per cent. more net cash paid circulation than that of any other Hartford paper.

An analysis of circulation will be sent to anyone upon request.

KELLY-SMITH CO., Representatives
New York, 220 Fifth Ave. Chicago, Lytton Bldg.

The Catholic Tribune

(English)

Katholischer Westen

(German)

Luxemburger Gazette

(German)

40,000 Circulation Guaranteed

CATHOLIC PRINTING CO.
Dubuque, Iowa

GET THE BEST ALWAYS

The Pittsburgh Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE, HORACE M. FORD,
Brunswick Bldg., People's Gas Bldg.,
New York Chicago
H. C. Rook,
Real Estate Trust Bldg., Philadelphia.

The New Orleans Item

2ND U. S. P. O. REPORT

Six Months' Average Circulation.

The New Orleans Item.....	48,525
The Daily States.....	30,501
Times Democrat.....	22,823
Picayune.....	21,140

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

Daniels Writes Wilson Biography.
Secretary Daniels, owner of the Raleigh (N. C.) Observer and News, is now writing, in his spare moments, a life of President Wilson, from infancy to the presidency.

JOTTINGS BY THE WAY.

Thirty Years of Electric Light and Power Development in New York—Miss Stead's New Book About Her Distinguished Father—Why Daily Newspapers for Women Fail—Lord Northcliffe's Experience.

If you have been touring in New York as long as I have and want to realize how much the city has grown get a copy of "Thirty Years of New York," just published by the New York Edison Co. and read its pages.

In this admirably written and adequately illustrated volume you will find the story of the development of the electric light and power industry in this metropolis.

To me the perusal of its pages has been almost as fascinating as a novel. Perhaps this is due to the fact that I came to New York and began my newspaper career on the Tribune in 1882, the very year in which the first Edison electric light central station was placed in commission at 257 Pearl street.

It seems only a short time ago since the company began supplying its service to the first district, which comprised an area of about one square mile, and was bounded by Wall, Spruce, Nassau and Ferry streets and the East River, and yet, since then, thirty eventful years have slipped by into the yesterdays of the past.

I was too inexperienced to be entrusted with the task of reporting the opening of this first central station, but on several later occasions I was assigned to the preparation of news stories that took me to 257 Pearl street, and I thus became somewhat familiar with the work of the company.

There was much speculation in those days as to the dependability and the cost of the new method of illumination. There were several breakdowns in the service at the start that caused much annoyance to its customers, some of whom were quite ready to return to the use of gas. The new light was, however, so much better in every way that it won many friends, and as the difficulties encountered in supplying the service were gradually overcome and new districts were added, it made such progress in popularity that the Edison company had difficulty in supplying all who wanted the new light.

As the service wires were all placed in conduits underground and because of the inexperience of the workmen in laying them, breaks sometimes occurred, allowing the current to escape into the ground and pavement. The city editor of the Tribune sent me to investigate one of these mishaps which had occurred in Nassau street just below Beekman. I found a crowd gathered on either sidewalk watching the mirth-provoking antics of horses or unsuspecting pedestrians as they passed over the pavement where the electricity was escaping and felt the shock of the current. The ludicrous character of the situation appealed to me and I wrote a story that for a time won me the title of the office humorist.

In no place did the electric light receive a heartier welcome than in the morning newspaper offices, three of which, the Herald, Times and Tribune, were the first to adopt it. The compositors found they could work faster and better at the cases than under the flickering, unsteady flame of gas jets. The reporters and the editors who handled copy were delighted with the clear, steady and much brighter electric light, for it placed less strain upon the eyes and gave off less heat than gas. To-day nearly every newspaper office in the country is supplied with the light, which thirty years ago was regarded as a curiosity or a luxury.

Announcement is made of the forthcoming appearance of Miss Estelle Stead's book on "My Father: Personal and Spiritual Reminiscences." No one is better qualified to tell the life story of William T. Stead, the London jour-

nalist, who went down in the ill-fated Titanic, than Miss Stead. Perhaps some journalist friend or associate of the late editor might give us a better account of his career as a writer, but of his inner life and character, as revealed in the home circle, Miss Stead can write as no one else can. The volume will be eagerly read on both sides of the Atlantic, as Mr. Stead was almost as well known in New York as in London.

Daily newspapers published for women exclusively do not pay. It cost Lord Northcliffe half a million dollars to learn this fact. When the Recorder was launched in New York twenty years ago it was with the idea of making it a woman's daily. When it became apparent that the women wouldn't buy it in sufficient numbers to make it pay an effort was made to establish it as a general newspaper, but it was too late and the Recorder went on the rocks.

Women are interested in something else than dress, domestic economy, society and subjects that are purely feminine. They want to read the general news of the day, about the movements of distinguished people, the interesting developments in politics, in science, in sociology and in medicine. In fact, they are interested in pretty much everything that appeals to the masculine mind, with the possible exception of finance and the markets.

The introduction of the "woman's page" in the daily press was a happy thought and is eagerly read by the fair sex. The innovation scored a success from the start because, up to that time, little effort had been made to cater to their needs. When, however, they are given newspapers that are entirely made up of such pages they revolt.

The best press club paper that comes to my desk is the Scoop, issued by the Chicago Club, under the editorship of Will Eaton. The Aug. 30 number contained thirty pages of good stuff—the kind that the live newspaper men of the lake city like to read. The matter is not all local; in fact, much of it can be perused with as much interest by the pencil pushers of Boston, New Orleans and San Francisco as by those of Chicago. A year or so ago I wrote a letter to the editor at that time in charge of the paper, suggesting that the personals printed would be much more interesting to outsiders if mention was made of the newspaper connection of those concerning whom items were written. The suggestion was adopted, and now those of us who want to keep in intimate touch with the Chicago newspaper makers are able to do so without trouble. If you have never seen the Scoop write to William Frederick Nutt, the business manager, and he will send you a copy.

FRANK LEROY BLANCHARD.

Hamblin & Co. Assign to Sherwood.
W. F. Hamblin & Co., advertising agents, 200 Fifth avenue, have assigned to Francis P. Sherwood. The company was incorporated on August 12, 1907, with capital stock of \$100,000 and succeeded to the business of George P. Rowell & Co., which was established more than forty years ago. W. F. Hamblin was a director in that company, and became treasurer of W. F. Hamblin & Co., but retired a week ago. Arthur Liebes is president.

LITTLE TALKS
BY THE WANT-AD-MAN

THE PITTSBURGH PRESS

Has the Largest Daily and Sunday CIRCULATION IN PITTSBURGH

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

A steadily increasing business—without the aid of special editions—is the answer as to why

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

Best Eight Months

In eight months THE NEW YORK TIMES published 5,952,899 lines of advertisements, compared with 5,549,358 lines in the corresponding period of 1912, a gain of 403,541 lines—the best eight months in its history. This gain is greater than that of any of the other New York morning newspapers leading in volume of advertising.

The purchasing power of readers of THE NEW YORK TIMES is unrivalled in the newspaper field.

Snoodles Is a Screamer

"Snoodles' Diary" by Hungerford, the funniest seven-column "comic scream" now running in The Pittsburgh Post and other leading newspapers. Better write or wire today.

Address
The Post, Pittsburgh, Pa.
EMIL M. SCHOLZ, General Manager.

THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST NET PAID CIRCULATION.

H. M. PINDELL, Proprietor.
CHARLES H. EDDY, Representative.
1 Madison Avenue, NEW YORK.

HERE'S A GOOD BUY—

THE READING NEWS

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 384 Fifth Ave., New York; 129 So. Michigan Ave., Chicago.

A BARGAIN SPACE BUY

The Detroit News and News Tribune
(WEEK-DAY COMBINATION)

190,000 PAID CIRCULATION 15c
Present rate on 10,000 Lines—

It is read every day by a greater number of people than any other daily newspaper west of New York City—advertisers who concentrate in the

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

Prints and sells more copies than any other Daily Paper in America.

The Circulation of THE BOSTON AMERICAN IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

Detroit Saturday Night

is an established factor in the newspaper life of Detroit and Michigan. Its influence advances beyond the bounds of its home community, and in this larger influence there have come both to the readers of, and the advertisers in, DETROIT SATURDAY NIGHT a larger measure of personal profit.

Foreign Advertising Representatives

F. S. KELLY & CO. G. H. ALCORN
1216 Peoples Gas Bldg. Tribune Bldg.
CHICAGO NEW YORK

THE HERALD HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

JOHN W. HUNTER, Publisher.

Representatives:
J. C. WILBERDING, A. R. KEATOR,
Brunswick Bldg., 15 Hartford Bldg.,
NEW YORK CHICAGO.

YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST
Sunday Circulation MORE THAN 120,000

PRESS ASSOCIATIONS.

The sixtieth annual convention of the New York Press Association was held at Elmira last week. The following officers were elected for the ensuing year: President, Charles H. Betts, Lyons Republican; vice-presidents, John K. Walbridge, Saratoga Saratogian; Will O. Green, Fairport Mail; James H. Potts, Troy Times; Gardiner Kline, Amsterdam Recorder; Fay K. Parsons, Cortland Democrat; secretary-treasurer, A. O. Bunnell, life member, Dansville. Among the papers read were: "The Past Sixty Years; and Then!" Benjamin B. Herbert, National Printer Journalist, Chicago; "Real Advertising," Charles H. Betts; "A Profit Is Not Without Honor Among Publishers," John Clyde Oswald, American Printer, New York; "Experience in Cost Finding," Frank A. Crumb, Alfred Sun. The visitors were royally entertained by the Elmira Press Club during their stay.

At the regular meeting of the Dallas County Press Association held last Monday, at Dallas, Tex., officers were elected for the ensuing term and other business transacted. R. A. Hudson, of Irving, was named as president. Other officers elected were: John E. Davis, of Mesquite, vice-president; Ross Simpson, of Grand Prairie, secretary, and W. A. Holford, of Garland, treasurer.

Members of the Los Angeles Press Club will assemble Sunday afternoon at the historic Dominguez ranch to participate in a monster Spanish barbecue. Attorney Frank Dominguez will be the host. At a meeting of the directors of the club the committee on quarters was instructed to bring in a report on prospective locations for permanent headquarters. The club also decided to hold its first annual ball on Sept. 30.

The following board of officers was elected at the annual meeting of the Chicago Press Club Sept. 4: President, Walter A. Washburne, Tribune; first vice-president, Julius Reynolds Kline, attorney; second vice-president, Robert W. Maxwell, Inter Ocean; treasurer, Frank Collins, banker; financial secretary, William Frederic Nutt; recording secretary, J. H. Ashley, associate editor, the Banker; librarian, LeRoy T. Goble, author; directors, Jay Cairns, Record-Herald; Rudolph Berliner, musical director; Charles Lederer, author, artist and illustrator.

The Racine (Wis.) Press Club has been reorganized with twenty charter members. The following officers were elected: President, Walter Haight; vice-president, Leslie M. Fowler; and secretary and treasurer, George White.

The annual meeting of the Houston (Tex.) Press Club was held last week in the club's new quarters. Reports showing the financial condition of the organization were read and officers for the ensuing year elected. The following are the new incumbents: President, C. B. Gillespie, Houston Chronicle; first vice-president, Jeff McLemore, State Topics; second vice-president, Holland S. Reavis, Fuel Oil Journal; treasurer, J. R. Montgomery, Houston Telegram; secretary, A. L. Ford, Lumber Review; executive board, C. B. Gillespie, George E. Kepple, Harry Van Demark, Judd Mortimer Lewis and W. F. Wamsley. There are now 250 members in the club.

More independence of politics, increased rate of charges for advertising and abolishment of the free ads were among the matters discussed at the annual meeting of the Alabama Press Association in Birmingham recently. The meeting was well attended, and much interest was taken in the business of the session. By a unanimous vote it was decided to retain the present officers—L. H. Nunnelee, president; A. B. Tucker, vice-president, and J. R. Ross, secretary and treasurer.

NEW PUBLICATIONS.

HARRIMAN, Tenn.—The movement for a new newspaper headed by George Cornforth, who has been connected with the Tennessean and American, at Nashville, is gaining prestige, and the starting of the new paper seems certain. It will be called the Koane County News, and will be independent in politics.

BOWIE, Ariz.—The Arizonian is a new paper launched by Herman Freese, of Pender, Neb.

FARGO, N. D.—Two new Democratic papers, one at Olanta and the other at Beulah, in western Mercer County, have been started by Col. B. G. White, head of the Bismarck State.

AETNA MILLS, Cal.—A. J. Grsez, of Santa Clara, and M. H. Balfrey have started the publication of the Scott Valley Advance in this town.

ALBA, Mich.—The Review is the name of the new weekly launched by W. J. Campbell.

PHILADELPHIA, Pa.—The Leader, a four-page, six-column paper, is a new publication launched by Democrats in Philadelphia. It is edited by W. Stewart Adams.

MARLIN, Tex.—Announcement has been made that another semi-weekly newspaper will be launched Saturday. It is stated that the new paper will be owned and published by J. A. Keigwin and E. P. Hutchings. Marlin has had only one paper, the Democrat, published by J. M. Kennedy. The press and material for the new publication has arrived.

GRANGER, Tex.—The Texas Farmer will shortly make its first appearance. It will be the official organ of the Farmers' Mutual Insurance Co., and will be published by J. Drozda, editor and publisher of the Texan.

ADRIAN, Mich.—Thomas A. Dailey, postmaster of Adrian until a month ago, has begun the publication of a Republican weekly paper called the Partisan.

WAYCROSS, Ga.—Splinters is the latest publication to make its appearance here. It is a Board of Trade publication, devoted to boosting Waycross and Ware County. T. Jeff Bailey is editor. The first issue contains eight pages.

MANNING, S. C.—There is a definite movement on foot to organize a stock company for the purpose of establishing another newspaper. It is understood that Prof. John K. Breedin, who has recently resigned as dean of Anderson College, is to be the editor and general manager of the new paper.

PALATKA, Fla.—At an early date three papers will be published here. It is proposed to have two afternoon sheets and one morning journal.

LEESVILLE, S. C.—The Twin County News was launched last week.

TURBOTVILLE, Pa.—Irwin Lester is making preparations for starting a new weekly paper.

ROARING SPRINGS, Tex.—The Echo is the name of the new publication launched by the Suits Printing Co.

HUTCHINSON, Minn.—Howard Africa, formerly publisher of the Chelsea (S. D.) Herald, will establish a new weekly here.

SYRACUSE, N. Y.—L'Independente di Syracuse, a weekly Italian newspaper, made its first appearance last week. Harry E. Guarasci, for five years president of the Italian Society, is editor and publisher.

Invites Editor to See a Hold-up.

Declaring that he was about to do a "hold up," a strange man entered the office of a morning paper in Clarksburg, W. Va., one night last week and invited Editor George Shawmut to witness the feat. Mr. Shawmut thought it was all a joke, and followed the man out of mere curiosity. No sooner said than done. The "tough guy" pounced upon C. H. Bolyon, a pedestrian, and almost before Shawmut recovered from his astonishment had gone through Bolyon's clothes, taking everything valuable. He then disappeared. No trace has been found of the bold stranger.

The Britton (S. D.) Sentinel has passed the quarter century mark.

The Seattle Times

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines. The foreign business amounted to 1,086,000 lines. Gain in foreign business was 238,000 agate lines over 1911. In December, 1912, the Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising. Present average circulation: Daily, 67,000; Sunday, 87,000.

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

Buffalo News

EDWARD H. BUTLER
Editor and Proprietor

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

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

Remember This—

The News League papers have carried continuously for the past 12 or 15 years nearly every one of the well-known advertising accounts coming into this territory. Do you need further recommendation?

Contracts made guaranteeing \$0,000 for Dayton News, and 11,000 for Springfield News, exclusive of free copies of every kind in both cases.

Combination rate, 6 cents a line.

NEWS LEAGUE OF OHIO

Home Office, Dayton, Ohio
New York—La Coste & Maxwell, Monolith Building.
Chicago—John Glass, Peoples Gas Building.

Advertisers who have always used THE NEW YORK TRIBUNE because of its Quality Circulation well know that its Increase in Quantity involves no sacrifice of Character, and that its readers can be reached through no other paper.

"When the lion and the lamb lie down together, the lamb is generally inside."

In the same way, wild or undesirable advertising kills reputable ads alongside of it.

Only unobjectionable advertising accepted.

In New York it's

The Globe

THE DAILY ADVOCATE

2 cents a copy. Stamford, Connecticut. 2 cents a copy.

When you use the Advocate you concentrate your advertising upon a community of well-to-do homes.

New York Representative,
O'FLAHERTY'S NEW YORK SUBURBAN LIST,
150 Nassau St. New York City.

SECOND PATENT SUIT

Linotype vs. Intertype

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

<p>D. S. Kennedy No. 586,337 J. R. Rogers " 619,441 J. R. Rogers " 630,112 D. A. Hensley " 643,289 J. R. Rogers " 661,386 C. Muehleisen " 718,781 J. W. Champion " 719,436 D. A. Poe and W. H. Scharf. " 734,746 J. L. Ebaugh " 739,591 P. T. Dodge " 739,996 J. K. Van Valkenburg " 746,415 S. J. Briden " 757,648 W. H. Randall " 758,103</p>	<p>J. M. Cooney and H. L. Totten. No. 759,501 R. M. Bedell " 787,821 P. T. Dodge " 797,412 D. S. Kennedy " 797,436 D. S. Kennedy " 824,659 M. W. Morehouse " 826,593 T. S. Homans " 830,436 T. S. Homans " 837,226 R. M. Bedell " 848,338 T. S. Homans " 888,402 J. R. Rogers " 925,843 H. Plaut " 955,681</p>
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We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

O. Mergenthaler No. 614,229	O. Mergenthaler No. 614,230
J. R. Rogers Reissue 13,489	

Mergenthaler Linotype Company

TRIBUNE BUILDING

NEW YORK

WASHINGTON TOPICS.

(Continued from front page.)

spondent, the press agent was established. As a consequence no man who worked up an exclusive story could get away with it, for the instant he made inquiry of the press agent the news was given to all the other papers. In fact, it was typewritten, duplicated and mailed to every correspondent.

But the real reason for the establishment of the press agencies in the departments was to advertise the work of the departments. The matter which was furnished contained very little news; it was mostly exploitation of the department and the officials of the department. There was generally a grain of news inserted in order to carry it, but for the most part it has been bald advertising of the work of the departments.

Karl Decker, newspaper man, traveler, formerly a Washington correspondent, famous as the rescuer of Evangeline Cisneros from a Cuban prison just prior to the Spanish-American War, is back from Mexico, where he spent several months. Mr. Decker, who was identified with the New York Telegraph for many years, and a member of the New York American Bureau in Washington, is not optimistic regarding prospective peace in that republic.

"Not until some power—whether it be the Government of the United States or a European nation, but some power other than the Mexican Government—steps in, is there hope of a restoration of pacific conditions in Mexico," said Mr. Decker. "I traveled in nearly every State in Mexico, spent some weeks with Orozco in Chihuahua, with Carranza and others, visited Zapata and Guerrero, and, after a careful study of the conditions, I am convinced that the Mexicans will never, under present conditions, remain long at peace. What if temporary peace can be restored? It cannot last. Revolution will succeed revolution until some stronger power than Mexico takes the helm of the State. "The trouble with the Mexicans is

that they have no national characteristics. The northern part of Mexico is nowise in sympathy with the southern States. There is practically no education in the country. Newspapers have little influence, for the simple reason that there are not enough persons able to read them. The news travels by word of mouth, as it did in the old days before the telegraph or telephone was invented. The people of Chihuahua, for instance, look upon that State as the whole of Mexico. They know nothing about the southern part of their country, and care less. Orozco is a man of considerable ability. He is a good fighter and has executive ability.

His object, as I see it, is the ultimate severance of the northern tier of States—including Chihuahua, Sonora, Durango and Coahuila—from the rest of the republic, and the formation of an independent State or group of States. There is no possibility, as I view it, of long-continued peace in Mexico, if peace comes, for there is no man who stands out conspicuously strong enough to cope with the situation as it exists to-day. Intervention, in my opinion, is the only solution of the Mexican problem. I am surprised that there are so few men in the East who comprehend the conditions in Mexico. I have found only one man in Washington who really knows Mexico. He is Senator Fall, and I do not believe any man has a better grasp of true conditions in that country than he has."

Regardless of the number of pieces mailed or whether they are identical, precanceled postage stamps may be used in the future on all matter of the second, third and fourth classes, according to announcement made by the Post Office Department. In no case may such stamps be accepted in payment of postage on first-class matter. Postmasters throughout the country have been notified to this effect.

The Portland Oregonian is being sued for \$20,000, alleged libel, by a boarding-house keeper.

OBITUARY NOTES.

THOMAS STIVERS, editor and publisher of the Burlington (Ia.) Daily Gazette, died in that city Tuesday. Mr. Stivers had been ill for a year. He was sixty-five years old and had been part owner of the Atchison (Kan.) Daily Patriot, and since 1888 owner and publisher of the Gazette.

THOMAS N. CULLEN, sixty-five years old, for fifteen years with the circulation department of the Scranton (Pa.) Times, died last week at his home in that city. For the past three years Mr. Cullen was circulation manager of the Times.

EUGENE LEMOINE DIDIER, a writer, and one of the world's recognized authorities on Edgar Allan Poe, died at his home in Baltimore Monday night from a complication of diseases. Mr. Didier was born in Baltimore on Dec. 22, 1838. He entered commercial life, but soon gave it up for a literary career, becoming editor in 1867 of The Southern Society, a weekly paper. His published works include "The Life of Edgar Allan Poe," "Primer of Criticism" and "The Political Adventures of James G. Blaine." Mr. Didier had also contributed many articles on historical and literary themes to periodicals.

JAMES E. McDONALD, editor and owner of the Ligonier (Ind.) Banner, died at his summer home at Lake Wawosee Sept. 1. He was born in 1855 and launched the Banner in 1881.

SAMUEL TOWNSHEND, foreman of the mailing room of the New York Times, and one of its most valued employes, died Saturday morning in the Hudson Street Hospital. Mr. Townshend was sixty years old. He had been with the Times for forty-three years, for the last eight of which he was in charge of the paper's delivery.

FRANK H. WAKEFIELD, founder of the Wakefield Information Bureau at Washington, died at Detroit Saturday. He was fifty-two years old, had been associated with the political life of Washington for many years and was a well known newspaper man.

EVI SHIMER, who was for twenty-five years managing editor and part owner of the Port Jervis (N. Y.) Evening Gazette, died on Monday in Port Jervis. He was 52 years old and left a widow and daughter.

JOHN M. WHITFORD, since 1882 secretary and treasurer of the Wilmington (Del.) Evening, and until three years ago its general manager, died last week in that city.

The Sussex Register, at Newtown, N. J., will commemorate its one hundredth anniversary by the publication of a special edition.

Geo. B. David Co., Inc.

NEW YORK CHICAGO

Announce their appointment
as representatives of

**THE PADUCAH, KY.
NEWS DEMOCRAT
THE TUCSON, ARIZ.**

DAILY STAR

THE CALIFORNIA FARM AND HOME
(ASSOCIATED).

The only publication in the world that has a concentrated volume of distribution in every agricultural section of one great State—circulation, 70,000 weekly.

GEO. B. DAVID CO., Inc.,
225 Fifth Avenue, NEW YORK.
957 Monadnock Block, CHICAGO.



TIPS FOR THE AD MANAGER.

H. E. Ayres & Co., 164 Federal street, Boston, Mass., are making contracts with a few New York State papers for W. S. Quinley Co., "La Touraine Coffee," 69 South Market street, Boston, Mass.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are handling the advertising of the Joseph Dixon Crucible Co., Jersey City, N. J. They are also placing orders with some New Jersey papers for the Boynton Furnace Co., 106 West Thirty-seventh street, New York City.

The National Advertising Co., Central Savings Bank building, Denver, Col., is placing large orders with Sunday papers for the Texas Guinan, Fat Reducer, Hollingsworth building, Los Angeles, Cal.

Albert Frank & Co., 26 Beaver street, New York City, are handling the advertising for the National Graphite Lubricator Co., Scranton, Pa., using only New York City papers.

Julius Scheck, Union building, Newark, N. J., is issuing contracts to New England papers for the Auto-Laks Manufacturing Co., "Auto-Laks" Chocolate Laxative, Newark, N. J.

Walker-Longfellow Co., Northampton and Albany streets, Boston, Mass., is handling the advertising account for Brock's Baby Barley.

The Morse Advertising Agency, Fourth avenue and Thirtieth street, New York City, is contracting orders with New York State papers for the Weir Stove Co., "Glenwood Stoves and Ranges," Taunton, Mass.

William G. St. Clair Co., Witherspoon building, Philadelphia, Pa., is sending out 1,044 l. contracts with some Pennsylvania papers for the Pura Manufacturing Co., Lancaster, Pa.

Lord & Thomas, Mallery building, Chicago, are making 25,000 l. 3 yr. contracts with Texas papers for the Reserve Remedy Co.

Nelson Chesman & Co., Trude building, Chicago, are sending out 2,000 l. 1 yr. contracts to Middle West papers for Dr. F. W. Willard.

Street & Finney, 45 West Thirty-fourth street, New York City, are forwarding 4 inch, 26 t. orders to a few cities for Rice & Hutchins.

Taylor-Critchfield Co., Brooks building, Chicago, is issuing 28 l. 78 t. orders to Western papers for the Kondon Manufacturing Co., of Minneapolis, Minn.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is extending orders for C. M. Decker, "Formacone," Mennen's building, Newark, N. J.

Haufl-Metzger Advertising Agency, 95 Madison avenue, New York City, is handling the advertising for Mulhens & Kropff, "4711 Eau de Cologne," etc., 298 Broadway, New York City, with a selected list of papers.

Amsterdam Advertising Agency, 1178 Broadway, New York City, is placing 1 in. 9 t. orders with a few Eastern papers for the New Profile House, Grafton County, N. H.

Blackman-Ross Co., 95 Madison avenue, New York City, is reported to have secured the advertising account of the Phillips-Jones Co., Girard & Co., "Olus Underwear," 346 and 1195 Broadway, New York City. This report has not been verified, however.

Ewing & Miles, Fuller building, New York City, are sending out 85 l. 4 t. orders to a few Middle West papers for William Epstein & Bro., "Eppo Petticoats," 39 West Thirty-second street, New York City.

M. P. Gould Co., 122 West Thirty-second street, New York City, is preparing a list of papers for S. B. Goff & Sons, "Goff's Cough Remedy," Philadelphia, Pa.

Frank Seaman, 116 West Thirty-second street, New York City, is placing contracts with a selected list of papers for the Columbia Shirt Co., "Columbia Cuffern Shirts," 729 Broadway, New York City.

Geo. Batten Co., Fourth Avenue building, New York City, is issuing 75 l. 88 t. orders

with a selected list of Illinois papers for the Huyler's Candy Co., 64 Irving place, New York City. It is also forwarding 150 l. 9 t. orders with a selected list of papers for the Spirella Co., "Spirella Corsets," Meadville, Pa., and 506 Fifth avenue.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is handling the advertising for Mrs. Mary K. Chapman, Gray Hair Remedy, Grosvenor building, Providence, R. I.

Stewart-Davis Advertising Agency, Kesner building, Chicago, Ill., is renewing contracts for William Wrigley, Jr., Co., "Wrigley's Spearmint Chewing Gum," 88 Michigan avenue, Chicago, Ill.

George Batten Co., Fourth Avenue building, New York City, is sending out 7,020 l. contracts to a few cities for the Loose-Wiley Co., Candy, Boston, Mass. It is also making 6,720 l. contracts with a few Pacific Coast papers for J. G. Dodson Medicine Co., "Dodson Liver Tonic," Atlanta, Ga.

Wyckoff Advertising Co., 14 Ellicott street, Buffalo, N. Y., is issuing 5,000 l. 1 yr. contracts generally for the Wendell Pharmacy Co.

Nelson Chesman & Co., Times building, Chattanooga, Tenn., are placing 138 l. 8 t. orders in Texas papers for Tate Springs Hotel Co., Tate Springs, Tenn.

F. Wallis Armstrong Advertising Co., North American building, Philadelphia, Pa., it is reported, will make new contracts for the Joseph Campbell Co., "Campbell's Soups," Camden, N. J.

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., is handling the advertising for the Every Woman Co., "Every Woman's Flesh Reducer," Republic building, Chicago, Ill.

Earnshaw-Lent Co., 80 Maiden Lane, New York City, is forwarding orders to a selected list of papers for S. H. Feld, Lorsch & Co., "Lemaire Opera Glass," 90 Maiden Lane, New York City.

The Fitzgerald Soap Co., Collingswood, N. J., is issuing direct to a selected list of papers 25 l. 26 t. orders.

Taylor-Critchfield Co., Brooks building, Chicago, Ill., is making 5,000 l. 1 yr. contracts with Western papers for the Black Silk Stove Polish Works, Sterling, Ill.

The Santa Fe Railway Co. is renewing contracts through the Stack Advertising Agency, Heyworth building, Chicago, Ill.

Commencing Oct. 1, the Durand Advertising Agency, 366 Fifth avenue, New York City, will place contracts for the Gem Cutlery Co. in weekly and monthly publications.

The Beers Advertising Agency, Havana and New York, is placing renewal in Spanish papers for Roxroy, London, England, 11 in. s. c., e. o. w., t. f.; also Poslam, 5 in. s. c., 3 t. w., t. f.

NEW INCORPORATIONS.

DIXON, Ill.—Leader Publishing Co.; capital, \$25,000; publication and newspaper business; incorporators: Joseph P. Hurley, A. W. Rosecrans, James W. Watts and Robert Cook.

GREENWOOD, S. C.—Greenwood Journal Co.; capital stock, \$5,000; incorporators: G. W. Gardner and G. W. Gardner, Jr.

PUYALLUP, Wash.—Puyallup Valley Tribune; capital, \$10,000; incorporated by Robert Montgomery, Harry Chapel and others.

SAN ANTONIO, Tex.—San Antonio Paper Co.; capital stock, \$30,000; incorporators: J. A. Carpenter, H. F. Field and E. R. Jones.

NEW YORK, N. Y.—The Chambers Publishing Co., Manhattan; capital, \$25,000; J. S. Chambers, A. H. Stoddard and M. H. Cole incorporators.

ANDERSON, S. C.—The Intelligencer Co.; capital stock, \$20,000; incorporated by H. M. Mateson, W. W. Sullivan, M. L. Bonham and others.

Louisville Herald's Big Ad Number.

The Louisville (Ky.) Herald published a forty-page edition, replete with full-page ads. on Aug. 25, to mark the opening of the made-in-Louisville exposition week. The issue constituted a veritable record of the exposition in that city, as more than ninety per cent. of the varied products of Louisville which made up the exposition were advertised in it. The Herald took an initial part in the launching of the exposition week idea and may take a pardonable pride in the splendid number which initiated the first day of the made-in-Louisville displays.

ROLL OF HONOR

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

ARIZONA.		MONTANA.	
GAZETTE—Av. Cir. July 6,355....	Phoenix	MINER	Butte
CALIFORNIA.		NEBRASKA	
ENTERPRISE	Chico	FREIE PRESSE (Cir. 128,384)....	Lincoln
RECORD	Los Angeles	NEW JERSEY.	
TRIBUNE	Los Angeles	PRESS	Asbury Park
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.		JOURNAL	Elizabeth
INDEPENDENT	Santa Barbara	COURIER-NEWS	Plainfield
BULLETIN	San Francisco	NEW YORK.	
CALL	San Francisco	KNICKERBOCKER PRESS.....	Albany
RECORD	Stockton	BUFFALO EVENING NEWS....	Buffalo
Only newspaper in Stockton that will tell its circulation.		BOLLETTINO DELLA SERA, New York	
GEORGIA.		EVENING MAIL.....	New York
ATLANTA JOURNAL (Cir. 54,989) Atlanta		STANDARD PRESS.....	Troy
CONSTITUTION	Atlanta	OHIO.	
CHRONICLE	Augusta	PLAIN DEALER	Cleveland
LEDGER	Columbus	Circulation for August, 1913.	
ILLINOIS.		Daily	118,491
POLISH DAILY ZGODA.....	Chicago	Sunday	143,188
SKANDINAVEN	Chicago	VINDICATOR	Youngstown
HERALD	Joliet	PENNSYLVANIA.	
NEWS.....	Joliet	TIMES	Chester
HERALD-TRANSCRIPT	Peoria	DAILY DEMOCRAT.....	Johnstown
JOURNAL	Peoria	DISPATCH	Pittsburgh
STAR (Circulation 21,589).....	Peoria	PRESS	Pittsburgh
INDIANA.		GERMAN GAZETTE.....	Philadelphia
THE AVE MARIA.....	Notre Dame	TIMES-LEADER	Wilkes-Barre
IOWA.		GAZETTE	York
REGISTER & LEADER.....	Des Moines	SOUTH CAROLINA.	
THE TIMES-JOURNAL.....	Dubuque	DAILY MAIL.....	Anderson
KANSAS		THE STATE.....	Columbus
CAPITAL	Topeka	(Sworn Cir. June, 1913. D. 21,733; S. 21,960)	
KENTUCKY.		TENNESSEE.	
COURIER-JOURNAL	Louisville	NEWS-SCIMITAR	Memphis
TIMES	Louisville	BANNER	Nashville
LOUISIANA.		TEXAS.	
DAILY STATES.....	New Orleans	STAR-TELEGRAM	Fort Worth
ITEM	New Orleans	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.	
TIMES-DEMOCRAT	New Orleans	CHRONICLE	Houston
MARYLAND.		The Chronicle guarantees a circulation of 35- 000 daily and 42,000 Sunday and will in- crease its advertising rates on October 1, 1913.	
THE SUN.....	Baltimore	WASHINGTON.	
has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.		POST-INTELLIGENCER	Seattle
MICHIGAN.		WISCONSIN.	
PATRIOT (Morning).....	Jackson	EVENING WISCONSIN.....	Milwaukee
Daily (Except Monday) Average, Year of 1912		CANADA.	
Daily.....	10,589	HERALD	Calgary
Sunday.....	11,629	BRITISH COLUMBIA.	
MINNESOTA.		WORLD	Vancouver
TRIBUNE, Morn. & Eve.....	Minneapolis	ONTARIO.	
MISSOURI.		FREE PRESS.....	London
POST-DISPATCH	St. Louis	QUEBEC.	
		LA PATRIE.....	Montreal
		LA PRESSE Ave. Cir. for 1912, 114,371	Montreal

New Orleans States
Sworn Circulation, 42,320 copies daily
City 29,386—Country 12,934
Carrier circulation in June averaged over 19,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

AD FIELD PERSONALS. LIVE AD CLUB NEWS.

J. W. Booth, of the St. Louis Ad Club and advertising manager for the Missouri Pacific Railway, has been appointed chairman of the publicity committee for the celebration of the one hundred and fiftieth anniversary of the founding of St. Louis next spring.

John M. Gibbon, at one time editor of Black and White, and author of "Scots in Canada," has been appointed general publicity agent of the Canadian Pacific Railway Co.

F. W. Muller, of the E. H. Clark Advertising Agency, will leave for a trip to Europe next month.

W. O. Paisley, of Omaha, Neb., has become advertising manager of the Helena (Mont.) Independent, in which he recently purchased an interest.

E. B. Hanson, of the San Francisco Ad Club, accompanied by J. A. Clairmonte, arrived in Boston last week, completing an automobile tour from San Francisco. He is blazing a route for the Panama-Pacific Exposition in 1915 by marking the roads with neat blue signs, on which a large arrow points the way, and labeled, "This Route to the Panama-Pacific Exposition."

E. H. Purshing, for many years ad manager of the Henry Siegel Co., Boston, has been appointed advertising manager of the Simpson-Crawford Co., New York.

James M. Irvine, for a number of years editor of the Fruit Grower at St. Joseph, Mo., has joined the advertising department of the Country Gentleman at the Chicago office.

Merwin R. Crawford is the new advertising manager of the Rapid Washing Machine Co., Chicago. Mr. Crawford was formerly with the Goodyear Tire & Rubber Co.

F. E. M. Cole has joined the Independent force as advertising manager in the western field. He recently resigned as western manager of McClure's.

George W. Cecil, Jr., has resigned from the advertisers' service department of the Philadelphia Record to join the copy staff of the George A. Deutel Agency, Baltimore.

Fred. W. Hegman, of Verrec & Conklin's New York office, was in Pittsburgh last week as a guest of W. E. Moffett and then went on to Chicago to spend his two weeks' vacation with his mother.

A. B. Chivers, advertising manager of the Cleveland Leader and News, was in Pittsburgh recently on business.

J. F. Whitehall, formerly in the classified department of the Pittsburgh Leader, is now handling display advertising.

Arthur W. Hecker, who has been in the advertising department of the Pittsburgh Leader for over two years, has been made assistant advertising manager.

AD FIELD NOTES.

The A. W. Erickson Advertising Agency, of 381 Fourth avenue, New York, has been succeeded by the Erickson Co., Inc., a corporation organized under the laws of New York State. The personnel of the organization remains unchanged.

Sweyd & Branner is the name of a new service agency to be established in New York by J. R. Branner and A. M. Sweyd, both connected with the Drygoodsman, St. Louis, Mo.

The Carter & Russell Publishing Co., proprietor of the Jacksonville (Fla.) Metropolis, has changed its name to the Metropolis Co.

The Dallas (Tex.) Advertising League at its weekly luncheon listened to an interesting presentation of a lecture by E. St. Elmo Calkins, dealing with "A Complete Advertising Campaign," which dealt with the subject technically and in detail. It was read by O. S. Bruck, of the educational committee. J. O. King, a former resident of Dallas, who has been in business for some time in South America, spoke of trade conditions in that continent. Mr. King's remarks came as a valued report to the ad men, and was listened to with great interest.

Thomas Dixon, the author, playwright and producer, was the leading speaker at the weekly luncheon of the Rochester (N. Y.) Ad Club at the Hotel Rochester. Mr. Dixon came at the invitation of Melville A. Pollock, president of the club. In most eloquent language the speaker showed how even the lowliest occupations have in them the elements of sacredness and how a divine spirit permeates all commercial activity. Clark H. Quinn presided over the meeting, which was the best attended of any held this year. Robert Woodruff gave a short talk on the value of trade paper advertising.

A program with "What is Drawing Power?" as the chief topic of most of the addresses was given at the weekly luncheon of the Los Angeles Advertising Club. W. Maxwell Burke, professor of principles of business organization in the Southwestern University, was speaker of the occasion. Claude B. Davis, of the Gibraltar Investment Co., and I. H. Dimmitt, of the Western Lithograph Co., also gave interesting talks.

Members of the Toledo (O.) Advertising Club, meeting at their weekly luncheon, were much interested in the address by W. C. Kenaga, manager of the Ad-Art Service, of Cleveland, who discussed the subject of fraudulent advertising. The attendance was large. President Machen named the following committee to arrange for a representation of the club at the Cincinnati convention of the Central Division Associated Advertising Clubs of America, September 24-26: Blaque Wilson, chairman; Lewis H. Clement, Smith B. Oueal, E. A. Arkenberg, Charles F. Dowd, James A. Taggart, Maurice Elpitter, Austin Bement, Harry T. Irwin, Frank Kapp and William Becker.

A special train occupied by members of the Tacoma (Wash.) Ad Club, Commercial Club and Chamber of Commerce carried a large number of Tacoma men to Centralia and Chehalis, the chief purpose of the pilgrimage having been to attend the Southwest Washington Fair.

Members of the Fort Worth (Tex.) Ad Club inspected the North Main street viaduct now under construction as a part of the entertainment at Hermann Park. More than 100 members attended the cabaret show at the park. A number of short speeches were made during the course of the luncheon served.

That the San Francisco Advertising Association may have a new home on Market street in a \$500,000 building was the announcement made by Chairman C. H. Harwood at the weekly luncheon. He said that the Willis Polk Co. had agreed to erect a skyscraper to cost not less than \$500,000, to be named the Ad Club building, where the association could have its headquarters. In case the club decides to accept the offer of the firm of architects, the building will be completed and ready for occupancy before 1915. George H. Perry, of the exposition, urged the ad men to start the campaign to get other ad clubs back of the State buildings. Another speaker

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- GUENTHER-BRADFORD & CO.,**
Chicago, Ill.
- THE BEERS ADV. AGENCY**
Lat.-Am. Off., 37 Cuba St., Havana, Cuba
N. Y. Office, 1710 Flatiron Bldg.
- THE EXPORT ADV. AGENCY**
Specialists on Export Advertising
Chicago, Ill.

was Joseph R. Hamilton, who called the attention of the ad men to the fact that San Francisco business men did not go out after the country trade, had no mail-order establishments or long country deliveries.

The Cleveland Ad Club is making elaborate preparation to act as host to the Advertising Affiliation, consisting of clubs in Detroit, Buffalo, Rochester and Cleveland, when it convenes in that city this fall. The president has appointed a committee to co-operate with the Federation of Charities on matters of research and publicity.

"Department Store Advertising" and "Advertising with Electricity" were the subjects of two highly interesting and instructive papers read before the Waco (Tex.) Ad Club at its regular meeting last week. The papers were read by M. Pomeroy Carlock, a prominent department store advertising manager, and J. E. Kuykendall, electric supply advertiser. Both dealt with the latest uses and methods of publicity. The members took part in discussions after the reading of the papers.

Newspaper Men's Magazine Appears.

The National Newspaper Men's Magazine, a monthly publication which will comment on current topics of the day through the "views of responsible newspaper writers from everywhere," was launched in this city last Saturday. The publishing company is headed by Horace H. Herr, with James R. Noland as vice-president and Nathaniel S. Corwin secretary-treasurer. The initial number contains forty-eight pages, clearly printed and well illustrated. "Lobby Revelations at Washington," by John Callan O'Laughlin, leads the articles in this issue, which also contains editorial opinions on topics of the day and a representative illustrated section.

Mrs. George F. Richards, for many years the only woman correspondent in the Press Galleries of Congress, has added the Manchester Mirror to her string of New Eng'and dailies.



An Occasional Full Page In The Chicago Tribune

Will Prove a Short Cut to a Greater Success



164 NORTH FIFTH AVENUE

CHICAGO, Aug. 21st, 1913.

Mr. E. W. Parsons
Advertising Manager
The Chicago Tribune
Chicago, Ills.

My dear Mr. Parsons:-

You no doubt will be interested in knowing the results obtained from my full page advertisement published in The Tribune of July 28th, 1913. Your slogan "Dull months are out of style" is a very true saying. In the twenty-seven years that I have been in business, the month of August always has been very slack with me, but due to the full page in your paper of July 28th, I have turned August 1913 into a banner month.

You will remember that on July 29th, the thermometer registered one hundred degrees, which was the hottest day we experienced this year. Still Tribune readers responded to my advertisement to the extent that July 29th, 1913, was the biggest day in the history of my business.

This page is the third full page I have placed in The Tribune in eight months in addition to my regular small weekly copy, and I find that this method of advertising instills confidence and creates the impression of bigness, something which I have been trying to convey to the public for some years past. You can expect another full page from me in the early Fall.

Yours very truly,

Martin Larson

The Tribune prints far more advertising than any other Chicago paper

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