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ON BUSINESS OUTLOOK.

CONDITIONS IN VARIOUS PARTS OF COUNTRY INDICATE A GOOD SEASON.

After an 8,000 Mile Trip to Pacific Coast and Northwest S. C. Dobbs Predicts an Early Return of Prosperous Conditions—The Big Crops in the South and British Columbia Will Make for Prosperity There.

S. C. Dobbs, vice-president and advertising manager of the Coca Cola Co., of Atlanta, Ga., who has just returned home from an 8,000-mile trip to the Pacific Coast and the Northwest, including Manitoba, in a letter to THE EDITOR AND PUBLISHER on the business outlook, says:

"At heart I am an optimist, and, to me, the outlook is good! It cannot be denied, however, that there is a stringency in matters financial throughout the country, and on account of the prolonged tinkering with the tariff and the varied controversies over the currency bill, business is hesitating and large interests are timid, which is, of course, adding to the general depression.

"I do not think, however, that this is an unmixed evil. Times of depression call for a readjustment of things, banks tightening up on the manufacturer, jobber and retailer, and he in turn pressing his collections and liquidating debts frequently incurred during a season of unusual prosperity. If our legislators, State and national, will quit their scrapping, shut up shop and go home, an early return to normal conditions is inevitable.

BILLION DOLLAR CROP.

"The South is now harvesting a billion dollar cotton crop, for which they are getting a big price. Enormous yields of wheat, oats and corn are being harvested in the West. The great wheat growing section of Canada, embracing the Provinces of Manitoba, Saskatchewan and Alberta, are harvesting an enormous crop, averaging exceeding thirty bushels to the acre, which, in many instances, is bringing more money than the price of the land. This crop is so big that the railroads are utterly unable to move it.

"Notwithstanding the apparent ravages of the freeze in California last spring, the citrus crop is only fifteen per cent. short of the previous year and bringing a good price.

"These are a few of the fundamentals that make for an early return of prosperous conditions.

"Just before leaving Chicago I met one of the largest cotton mill men in the South. To the inquiry, 'How's business?' he replied, 'Splendid; we are at present overrun with orders.' His only complaint was that the margin was not as much as he felt he was entitled to. But that is chronic with most business men.

HIGHER BUSINESS ETHICS.

"Therefore, to your inquiry, 'How does the situation look to you?' I answer, unhesitatingly, 'Good! Business is being carried on along higher ethical lines than ever before. Advertising, the motive power of all business, is being practised along scientific and efficient lines, and these are working together for good for all concerned—the manufacturer, distributor and consumer.'"

Henry F. Beaumont, of the Beaumont Advertising Agency, of Birmingham, Ala., writes:

"The outlook for business in Birmingham, the Magic City of the South,



GEORGE M. BURBACH,

THE NEW ADVERTISING MANAGER OF THE ST. LOUIS POST-DISPATCH.

is unusually satisfactory. The volume will only be slightly larger than 1912, but were it just the same it would be pleasing, as this district has just passed through a very trying year and is recuperating slowly. All of our old clients have made increased appropriations, some slightly, some liberally, and it is manifest that a number of accounts will be active this winter."

Tri-City Register to Appear Nov. 1.

E. P. Brown, publisher of the proposed Tri-City Morning Register, at Rock Island, Ill., expects to launch the daily by Nov. 1. He has appointed Ben A. Shepman advertising manager.

Bank Arrests Philadelphia Editor.

Daniel McCool, proprietor of the Philadelphia Young Republican, a political weekly, was held in \$800 bail by a magistrate last week, charged with larceny by the Philadelphia Bank of Commerce. It appears from the testimony that the republican carried State advertisements last year, the bill amounting to \$1,560. On Dec. 5 last the bank advanced McCool \$847 on his assignment of the claim against the State. On Aug. 20 the bank informed McCool that it had received from the State Treasurer \$936 instead of the full amount of \$1,560. This amount was credited to McCool's account. Later the bank discovered that the clerk had made

a mistake and that the \$936 received from the State Treasurer should have been credited to another political paper.

Meeting of Ad Bureau Directors.

At a meeting of the directors of the Bureau of Advertising of the American Newspaper Publishers' Association, held in New York yesterday, the work done by the management was heartily approved and especially that part relating to the securing of the co-operation of newspapers and advertisers. Those present were J. F. MacKay, business manager of the Toronto Globe; Jason Rogers, publisher of the New York Globe; D. B. Plum, publisher of the Troy (N. Y.) Record; Louis Wiley, business manager of the New York Times, and Fleming Newbold, business manager of the Washington (D. C.) Star.

St. Louis World to Be Sold.

Notices were posted Monday for the sale under foreclosure of the property of the St. Louis World Publishing Co., publishers of the World, of that city. The sale is under a mortgage given in 1906 to the late Edward Butler, Democratic leader of that city, to secure a note for \$24,000.

The Argus, of Chicago, and the Insurance Herald, of Atlanta, Ga., are to merge under the editorship of T. W. Dealy, and will be issued from Atlanta.

WASHINGTON TOPICS.

GOVERNMENTAL INTERFERENCE IN MEXICO DISCUSSED BY NEWSPAPER MAN.

Believes Preparations for War Should Be Made—Author of Currency Bill a New York Editor—Wedding of a Correspondent—Secretary Daniels' Order Concerning Naval News—Remarkable Speed in Telegraphy.

(Special Correspondence.)

WASHINGTON, D. C., Oct. 3.

Arthur W. Dunn, an expert on military affairs, having given the subject of the army and navy close attention during the Spanish War and the insurrection in the Philippines, is one newspaper writer who believes that interference in Mexican affairs is bound to come about sooner or later.

"For more than twenty years we were leading up to a war with Spain over Cuba," he said. "Nearly a quarter of a century elapsed between the Virginus affair and the blowing up of the Maine. All Americans will not get out of Mexico, and they can't take the \$750,000,000 they have invested in that country with them, even if they were disposed to leave.

SPANISH-AMERICAN AS HE IS.

"The Spanish-American is the same no matter whether in Cuba, Venezuela or Mexico. A century of republican form of government has not changed him in any of the South American countries, save where there has been a large influx of other nationalities such as in Argentine and Chili. He is jealous of those who have made greater progress and who come crowding into his territory and bringing prosperity, a higher civilization, a respect for law and order and a government for the benefit of the governed rather than for a select few of the governing class. Those people will sooner or later commit some overt act which will force action by the United States.

"No one wanted war when the Virginus was captured. We were too close to the Civil War to relish more blood-letting. But in 1898 we had acquired the war fever. We are too close to the Spanish War now to want any more bloodshed and carnage. But in time the war spirit, the fighting spirit, will prevail, and we will go to war with Mexico over some such outrage as has already been perpetrated, but which seems especially hideous, as did the blowing up of the Maine.

DO NOT LOOK AHEAD.

"It is a pity that our men charged with the duty do not look ahead and make such preparation in the way of reorganizing the army, creating a reserve and other improvements suggested by the Secretary of War as will enable the country to meet war conditions. For it is only a question of time when it will come."

The Washington Times gives Prof. H. Parker Willis, of the editorial staff of the New York Journal of Commerce, the credit of having written the administration currency bill. Mr. Willis for several years was the Washington correspondent of the Journal of Commerce, during which period he gave lectures on political economy in a leading educational institution of the capital. His extensive knowledge of finance admirably fitted him to undertake the work of formulating the currency bill now before Congress.

Answering criticism of Socialists against the press, W. L. Ormerod, newspaper man and Socialist, told a Pythian Temple audience a few nights ago that

newspapers do not suppress news because of conflict with editorial policies. Nor do they distort the essential facts of news, unless they are misguided in their information. Mr. Ormerod, who is a member of the Washington Times staff, explained the absurdity of the view that Socialist and labor news is "doctored" by the capitalist class, saying newspapers through a process of selection print only that of most interest to the most readers.

He declared that newspapers will print Socialist news just as long as it is "news."

After his talk, the club held a lengthy discussion of the paper, and nearly the entire group agreed with Mr. Ormerod's views.

Secretary Daniels has issued a statement in explanation of his recent order that no official or employe of the Navy Department shall give out any information regarding the business of the department except through the office of the Secretary.

"That order," said Mr. Daniels, "was in furtherance of giving out more fully and definitely naval news of interest and in order that the newspapers might not conflict in their statements as to the policy and transactions of the Navy Department."

"This order does not restrict the giving out of news or exert a more strict censorship in any manner whatever over information made public, but does correct technical errors and inadvertent mistakes that may creep into the various notices that are given to the public. The Secretary's office is always open to newspaper correspondents, and he is ever ready to discuss fully and freely all questions relating to the navy with seekers of news."

The application of "Tom" Watson, the Georgia publisher, for a receiver for the cigar and news business conducted at 507 F street in the name of Harry S. Burwell, was denied Friday by Justice Stafford in the District Supreme Court. Watson alleged that no profits had accrued from arrangements for the sale here of his literature, and asked the court to dissolve a partnership which he claimed existed between him and Burwell. The latter denied that such a partnership existed and asserted that the \$500 Watson claimed to have advanced was only a loan.

While fishing recently near that picturesque part of Maryland known as Point of Bluffs, W. H. Atkins, of the Associated Press, met a pretty girl who was destined to be his bride. After a short courtship he took Miss Virginia Ella Jenkins to Rockville and they were married. Miss Jenkins has a host of friends in this city. They will make their home at 807 Tenth street Northwest.

CUNNINGHAM'S CAREER.

A remarkable achievement in the transmission of news by telegraph—in fact, a world's record, it is believed—is recorded to the credit of Operators John A. Esslinger and Edgar T. Wolford, of the Washington traffic staff of the Associated Press. On circuit No. 33, over 1,800 miles of A. T. and T. wire between Washington and Tampa, Fla., with thirteen operators copying, these two senders, one in the morning and the other in the afternoon, on Saturday, Aug. 23, between 9 a. m. and 4 p. m., in 320 minutes of time, sent 15,565 words, an average of 2,937 words an hour.

For continuous rapid sending over a regular wire of such length and with so many copying points this is believed never before to have been attained.

While this high average was reached on a single day, a speed not a great deal less is maintained regularly on this circuit. During the week ending Aug. 23 the traffic chief's report shows a total of 90,961 words transmitted in 2,012 minutes, busy time, or an average of 2,712 words an hour throughout the six days.

While the highest average speed was made Aug. 23, a greater volume of news was transmitted Aug. 20, when 16,032 words were sent in 344 minutes, busy time.

CHICAGO HAPPENINGS.

Lord Northcliffe Inspects Newspaper Plants—Bussiere's Death a Mystery—Ad Club Nominates Officers—Foreign Language Editors Raise Fund to Reduce Accidents—Ad Man Elopes—Collins Writes Play.
(Special Correspondence.)

CHICAGO, Oct. 1.—Lord Northcliffe, the prominent English newspaper and magazine publisher, spent several days here during the week studying the local newspapers and their plants, and looking over the city. He was entertained considerably by James Keeley, of the Tribune, and on Sunday played golf on the links of the Chicago Golf Club at Wheaton. His wife was with him.

The mysterious death of Bertram J. Bussiere, former owner of the Classified Ad Co., is still the subject of speculation and investigation.

The Advertising Association, of Chicago, will hold its annual election on Monday, Oct. 13. On the regular ticket are: President, James M. Dunlap, vice-president, Dunlap-Ward Co.; first vice-president, F. E. M. Cole, financial secretary, W. L. Pressley; recording secretary, John A. Tenney; treasurer, Morton Hiscox.

Editors of foreign language newspapers have come to the aid of the public safety commission and have raised \$2,400 for the crusade to reduce accidents. Four of the editors are members of the commission.

Delegates to the convention of the Association of Official Surgeons were guests of the Press Club on Saturday.

The Red Roosters had their first luncheon of the season on Wednesday of last week.

Although forty years old, John K. Lawrence, an advertising man, eloped to Indiana and married Miss Addie Billings last week, fearing that his father would stop the wedding if he knew of it.

Walter A. Washburne, president of the Press Club, has appointed Mrs. W. D. Eaton chairman of the woman's auxiliary committee of the club. The committee will assist the officers at formal receptions given for notable guests by the club.

Charles W. Collins, dramatic critic of the Inter-Ocean, has collaborated with Addison Burkhardt to produce "The Joy Riders or Taxi 41144," an amusing play.

BURBACH ON POST-DISPATCH.

Foreign Advertising Manager of Munsey Papers Heads Department in St. Louis Paper.

George M. Burbach, who since Jan. 1 has been in charge of the foreign advertising of the Munsey publications, on Oct. 1 became advertising manager of the St. Louis Post-Dispatch, the dominant newspaper of that city.

Mr. Burbach is a young man whose advancement in the newspaper field has been earned by ability and hard work. He began his career on the St. Louis Republic, where he soon attracted attention because of his earnestness and close application to business. His progress was rapid, and in a short time he was made foreign advertising manager of the Republic with headquarters in Chicago.

He had held this position eight years when Frank Munsey offered him the foreign advertising management of the Munsey newspapers at the New York office. The offer was so attractive that Mr. Burbach felt he could not refuse it.

Although he made good in his new position, he realized that the Middle West, where he had a wide acquaintance among advertisers, was to him a more appealing field than the East; and so when negotiations were opened with him to return to St. Louis he willingly entertained the proposition made him by the Post-Dispatch and finally accepted it.

The Post-Dispatch has a larger circulation and carries more lines of advertising than any newspaper in its section of the country. William C. Steigers,

the business manager, who has probably done more than anyone else to bring the paper to its present commanding position, has hitherto given much attention to the advertising department.

WESTERN DIVISION A. P. MEETS.

Members Hear Prominent Publishers as Guests of Exposition Directors.
(Special by Wire.)

SAN FRANCISCO, Oct. 3.—The Western Division of the Associated Press met here yesterday to attend to the regular routine business of the summer convention. The members were guests of the 1915 Exposition directors at a luncheon.

The following well-known newspaper men were in attendance: Harry H. Chandler, Los Angeles Times; C. A. Morden and Edgar A. Piper, Portland Oregonian; Scott C. Bone, Seattle Post-Intelligencer at Chester; H. Rowell, Fresno Republican; Fred Hogue, Chas. S. Stanton, A. W. Copp, B. S. McClatchy, Sacramento; Col. Alden J. Blethen, Seattle; R. A. Crothers, A. M. McKay, Salt Lake; John Connor, J. E. Langdon, George C. Mansfield, J. L. Phelps, E. K. Johnson, H. L. Moody, N. J. Levinson, Clarence Brundige, L. S. Simpson and J. O. Hayes.

Speeches were delivered by Colonel Blethen, Chester A. Rowell and S. Fred Hogue. Vice-President R. B. Hale, of the Exposition, addressed the members, emphasizing the fact that the Exposition belongs to the entire Nation, because it was authorized by Act of Congress. After the luncheon the Associated Press members were taken in automobiles on a trip through the Exposition grounds.

Herbert E. Law, well-known financier and psychologist, addressed the Advertising Association of San Francisco this week. Mr. Law has made a study of efficiency and of the psychology of efficiency, as applied to advertising and salesmanship, and gave the members an interesting account of his experiences.

R. J. BIDWELL.

Dynamite for Potter Enterprise.

One side of the building housing the plant of the Potter (N. Y.) Enterprise, published by M. T. Stokes, was blown up by dynamite early Thursday morning. The force of the explosion broke windows in surrounding buildings. No one was in the plant at the time. To explode the charge a tunnel had been made from an alleyway under a wall. A reward of \$500 has been offered by the county commissioners for information leading to the arrest of the person responsible for the outrage.

Coshocton Newspapers at Odds.

Publishers of the Coshocton (O.) Daily Age have filed suit against the publishers of the Evening Times, of that city, charging breach of contract and demanding \$1,000 damages. The Age declares the Times agreed for \$1,000 to leave the evening field forever and publish only a morning edition. Nine months later the Times resumed evening publication, both papers having changed ownership in the meantime.

Newsboy Law Limits Age to 14 Years.

"Newsies" under fourteen years of age are no longer allowed to work in this State unless by special permit. Under a new law which went into effect on Thursday, no children below that age may sell papers unless they are physically fit, and wear a badge issued by the district superintendent of the local board of education.

Graff Buys Williamsport (Pa.) Sun.

The Williamsport (Pa.) Sun and News is hereafter to be known as the Sun. George E. Graff, manager of the publishing company, has acquired control of the property and is now responsible for the paper's policy.

Charles H. Thompson, for the past three years manager of the New London (Conn.) Telegraph, has acquired the interests of Frederick P. Latimer, its former editor.

Plan New Daily at Dallas, Tex.

Plans for the Daily Texan, the new paper to be published at Dallas, are progressing rapidly, according to M. M. Cherry, who is promoting the new enterprise. An issue of \$250,000 of stock is being sold. It is not known yet whether it will be an afternoon or morning paper. According to Cherry, while the paper will support all moral questions, it is not to be a Prohibition organ, but will be a general newspaper. If necessary, the capital stock can be increased to \$1,000,000.

Sturgeon, Mo., Leader Plant Burns.

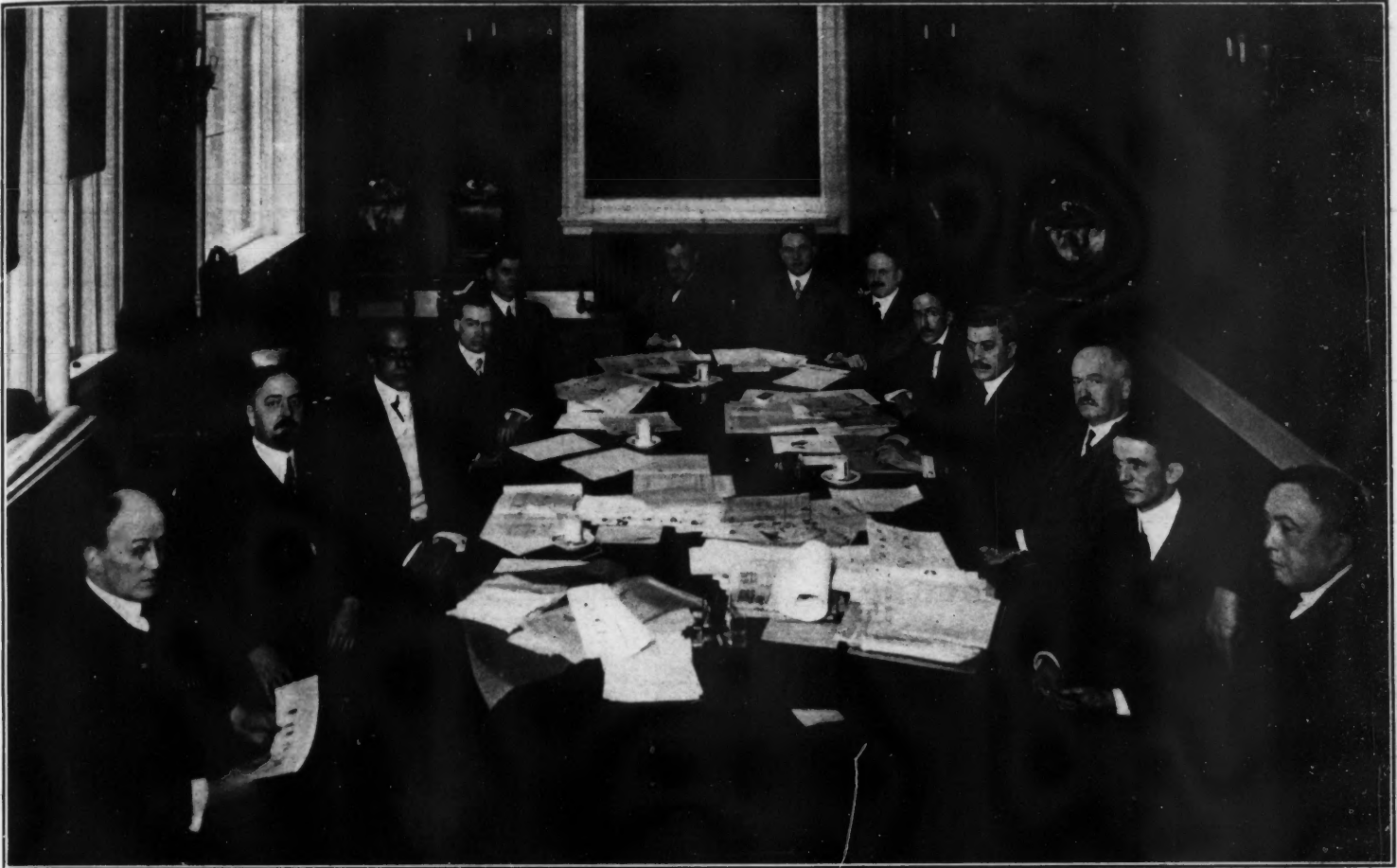
The Sturgeon (Mo.) Leader plant was destroyed by fire early Saturday morning, the loss on the building and equipment being \$10,000, with insurance of \$6,500. Omar D. Gray is the owner of the newspaper. Mr. Gray was celebrating his twenty-five years of newspaper work by issuing a twenty-four-page special edition, twenty pages of which had been printed. Arrangements have been completed for issuing the paper from another office and the Leader plant will be rebuilt at once.

TABLE OF CONTENTS.

On Business Outlook.....Front page
Washington Topics.....302
Chicago Happenings.....302
Burbach on Post-Dispatch.....302
Western Division A. P. Meets.....302
Employee Welfare Work.....303
Managing Editors Meet.....303
Women Writers of American Press..304
Dorothy Dix by A. C. Haeselbarth.
Press Club Problem.....305
By Word H. Mills.
Changes in Interest.....305
New Incorporations.....305
What Readers Want.....306
By Ray Morris.
Gas Ad Campaign.....306
Collier's New Art Director.....307
New Publications.....307
Editorials.....308
Personals.....309
Charles de Young Tributes.....310
Northcliffe on the Press.....311
Drops Suit Against Field.....311
Obituary Notes.....312
Press Associations.....312
Live Ad Club News.....312
Courses in Advertising.....312
Along the Row.....312
Brooklyn Personals.....312
Spirit of German Industrial Codes..313
By Henry W. Cherouny.
Tips for the Ad Manager.....314
Ad Field Personals.....315
New Ad Incorporations.....315

LIST OF ADVERTISEMENTS.

American Associated Newspapers...310
American Newspaper Exchange...313
Ayer, N. W., & Son.....304
Barnhart Bros. & Spindler.....313
Boston American.....306
Buffalo Evening News.....306
Burrelle.....313
Catholic Printing Co.....310
Central Press Association.....304
Chicago Evening American.....306
Classified Advertisements.....309
Detroit News and News Tribune...310
Detroit Saturday Night.....306
Directory of Advertising Aids.....315
Dominion Press Clipping Agency...313
Harwell, Cannon & McCarthy.....313
International News Service.....304
International Syndicate.....304
Los Angeles Examiner.....306
Mergenthaler Linotype Co.....316
Newspaper Feature Service.....304
News League of Ohio.....306
New Orleans Item.....310
New Orleans States.....314
New York American.....307
New York Evening Globe.....306
New York Evening Globe.....311
New York Evening Mail.....310
New York Times.....310
New York Tribune.....306
Okie Co., F. E.....313
Palmer, C. M.....309
Peoria Journal.....310
Philadelphia German Gazette.....310
Pittsburgh Dispatch.....310
Pittsburgh Press.....310
Pittsburgh Sun.....310
Powers Photo Engraving Co.....313
Reading News.....310
Roll of Honor.....314
Seattle Times.....305
Seattle Times.....306
Stamford Advocate.....306
Turner's Bulletin.....313
United Press.....304
World Color Printing Co.....304
Washington Herald.....306



MANAGING EDITORS OF ASSOCIATED NEWSPAPERS IN SESSION AT CINCINNATI.

Reading from left to right, those in the picture are: Paul Cowles, of The Associated Press; Joseph Garretson, Cincinnati Times-Star; F. B. Taintor, New York Globe; W. C. Jarnagin, Des Moines Capital; H. R. Galt, St. Paul Dispatch; C. H. Rembold, Cincinnati Times-Star; C. K. Blandin, St. Paul Pioneer Press; W. R. Watson, Omaha World-Herald; Harry G. Smith, Chicago Daily News; C. W. Danziger, Pittsburgh Chronicle-Telegraph; F. W. Joslin, Troy Record; H. H. McClure, manager, and Herbert Corey, special writer, Associated Newspapers.

EMPLOYEE WELFARE WORK.

Labor Department's Report Tells What the Evening Post Is Doing to Improve Conditions.

(Special Correspondence.)

WASHINGTON, Oct. 1.—In a study covering employers' welfare work throughout the United States, the Bureau of Labor Statistics, United States Department of Labor, has reported on some interesting features in this line existing in the newspaper and publishing business. The results of an investigation by Elizabeth Lewis Otey, Ph.D., are set forth, showing the activities of various commercial enterprises in behalf of their employes. The inquiry extended through manufacturing establishments of all kinds—machine shops, electrical factories, clothing factories, paint factories, foodstuff factories, printing and publishing establishments, department stores, telephone companies, railways, express companies and hotels. In connection with the printing and publishing business, the report, contained in Bulletin 123 of the Bureau of Labor Statistics, says of the New York Evening Post:

LUNCH AND REST ROOMS.

"The New York Evening Post is perhaps unique among newspapers in the provisions made for the comfort of employes. On the eleventh floor of its large building there are a kitchen and a lunch room, with a separate lunch room for the women employes—the proof readers—where lunch can be obtained at reasonable rates. The lavatories, individual lockers and a rest room bespeak special consideration for women employes. There are shower baths for the stereotyping and press room employes."

"On the eleventh and twelfth stories the balconies, from which a fine view of New York is obtained, are used as smoking balconies by the employes. The ventilation of the building deserves spe-

cial mention. In both the basement and the penthouse on the roof there are huge exhaust fans to suck out foul air from the building at the same time that fresh air is being pumped in. In the main composing room, where the air is apt to be impure from crowding and from oil, gas and metal fumes from the linotypes, a separate duct through which bad air is drawn out has been placed above each linotype machine.

BENEFIT ASSOCIATION.

"The employes in the composing room and its dependencies have organized the Evening Post Benefit Association, to which the Post contributes half of the benefit. The dues are ten cents a week, and in case of need members may be assessed. It has not been necessary to resort to assessments, as the funds in the treasury have been ample to meet the needs. Sick benefits of \$6 a week are paid for a period not exceeding thirteen weeks in twelve months, and no person having drawn this benefit for thirteen consecutive weeks is eligible for another benefit until a year has elapsed. In case of death the family of the deceased receives \$150. All the officers are elected by the membership. There are about ninety members, or as many as are eligible for membership. The married men of the association have combined in a special group within the association to pay a benefit on the death of a member's wife. This club entails no charge on the unmarried members of the association."

San Antonio Light Golf Experts.

Newspaper men in San Antonio, Tex., are taking an active part in golf matches being played this fall on both the Country Club and Laurel Heights links. Last week John Brogan, managing editor of the Light; Allen Merriam, telegraph editor, and Louis DeNette and Ray Hare, of the staff, defeated a team of San Antonio bankers in a 36-hole match.

MANAGING EDITORS MEET.

Those Connected with Associated Newspapers Get Together in Cincinnati.

The semi-annual meeting of managing editors of the newspapers belonging to the Associated Newspapers was held in Cincinnati on Sept. 26 and 27.

The association, which was organized two years ago by the Boston Globe, New York Globe, Philadelphia Bulletin, Chicago Daily News and Kansas City Star, now has a membership of thirty-two papers, which are co-operating in securing leading features for the exclusive use of its members. At the present time from three to four pages of matter daily are distributed, and the service includes many of the most popular features now being issued.

At the recent Cincinnati meeting the editors discussed the use of the present service and planned new developments for the fall and winter.

Newspapermen Visit Glacier Park.

A party of newspaper men are on a ten-day tour of Glacier National Park as the guests of L. W. Hill, chairman of the Great Northern Railway Co. In the party are: Selby Cline, city editor of the Kansas City (Mo.) Journal; Northrup Clarey, financial editor of the New York Times; Edwin Kaylor, Sunday editor of the Philadelphia Press; Charles E. Parker, feature writer for the Boston Post; E. B. Atcherly, city editor of the Kansas City (Mo.) Post, and A. C. Brokaw, of the Minneapolis (Minn.) Tribune.

Cost Congress at New Orleans.

The twenty-seventh annual convention of the United Typothetae of America and the fifth annual Cost Congress will be held at New Orleans, Oct. 20 to 23.

The Wilmington (N. C.) Star has purchased a new home for its plant.

N. E. A. Council to Meet in Chicago.

President Clyde Oswald, of the National Editorial Association, has issued a call for a meeting of the national council, which controls its affairs, to be held in Chicago, Oct. 30. There are 179 members of the council, each being a representative of a State or sectional editorial or press association. At the Chicago meeting the time and place of the 1914 convention will be determined. Invitations have been received from several cities, but the choice will probably lie between Houston, Tex., and Richmond, Va.

Editor Seeks U. S. Senatorship.

Charles I. Stewart, editor of the Enid (Okla.) Daily News, has issued a formal announcement of his candidacy for the United States Senate, to succeed Thomas P. Gore, the blind Senator from Oklahoma. Mr. Stewart, who is a native of North Carolina, was for several years editor of the Roanoke (Va.) Evening World and later identified with various newspapers at Louisville and Lexington, Ky. He was on the staff of the Philadelphia Public Ledger while Dr. William Bayard Hale, now figuring in the Mexican situation, was managing editor. Mr. Stewart was an original Woodrow Wilson man in Oklahoma and his friends think his chances for success in the Senatorial primary are good.

Young Hanna Starts in Press Room.

Emulating the success of his father, Dan R. Hanna, Jr., has started to learn the newspaper business in the mechanical department of the Cleveland Leader-News. Clad in overalls, he works at the same tasks as others in the press room. Twelve floors above, his father, Dan R. Hanna, owner of the paper, transacts his business in an office. The young man was graduated from an academy last year and is just back from his vacation at Ravenna, O. His father says he will advance him as soon as he is worthy of promotion.

WOMEN WRITERS OF AMERICAN PRESS.

Dorothy Dix, of the New York Evening Journal.

By A. C. Haeselbarth.

Eight modest lines in "Who's Who in America" are devoted to telling that Elizabeth Meriwether Gilmer is a journalist who was born in Montgomery County, Tennessee, on Nov. 18, 1870; was married at Clarksville, Tenn., to George O. Gilmer on Nov. 21, 1888; was editor of the woman's department of the New Orleans Picayune, 1896-'01; contributed to that paper a series of pa-

pers called "Dorothy Dix Talks"; and joined the New York Journal staff as writer on special topics, 1900. That's not much to say about Dorothy Dix, is it?

pers called "Dorothy Dix Talks"; and joined the New York Journal staff as writer on special topics, 1900. That's not much to say about Dorothy Dix, is it?

That Mrs. Gilmer possesses what is traditionally rare among women, a sense of humor, is very often proved by her with her pen and in her conversation. Yet, in her daily work, she plays the whole gamut of human emotions and has learned to perfection the fine art of harrowing the feelings of sympathetic readers when she desires to create sympathy.

Doubtless she has more than once been suspected of turning in tear-stained "copy" after sobbing her way through a story and of swallowing a lump in her throat every time she completes a sentence on her typewriter. Maybe she does, and maybe she doesn't. The fact is undisputed that she writes good stuff and draws good money for doing it.

What Dorothy Dix said to me when I told her that THE EDITOR AND PUBLISHER would like to print something about her journalistic career was in this vein:

"I took up newspaper work for two good reasons. First, because I needed the money and had to make a living. Secondly, because I was born for the job. I can not remember a time when



DOROTHY DIX,

OF THE NEW YORK EVENING JOURNAL AND OTHER HEARST PAPERS.

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own bread and butter, and I dived off into the sea of printers' ink, where I am still swimming.

"I had no preparation whatever for the career of journalism. I was born and raised on a big race horse farm, and educated in a flub-dub 'female academy,' in a little country town, where I was graduated in all the 'ologies' and 'isms' and a perfect love of a white organdie dress when I was sixteen—and three years from the time I first saw a real play in a real theater I was doing dramatic criticism for the New Orleans Picayune.

"Mrs. E. J. Nicholson, proprietor of the Picayune, gave me my start in newspaper work. I began at the bottom on the Picayune, doing the funerals—we are strong on funerals in New Orleans—and I was literally a howling success at reporting 'em, owing to my ability to always weep so copiously I was invariably thought to be the bereaved widower, or widow, and was thus given the front seat at all such mournful occasions.

"Then I worked up to being assistant to the literary editor, and editor myself of the woman's department, and I began writing the Dorothy Dix articles. These attracted the attention of Mr. Hearst, and he made me an offer to join his forces, which I accepted, and I have been with the Journal ever since,

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Dependable Facts for Buyers and Sellers of Advertising Space

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For particulars address

N. W. AYER & SON, Philadelphia, Pa.

PAGE MATS

Not the ordinary, every-day kind—but equal to, if not better than, those turned out in your own shop. Headlines matched exact.

Cost may be a trifle more—but your readers and advertisers will appreciate the difference—to say nothing of stereotyper and pressman.

The International Syndicate - Baltimore, Md.

doing all sorts of work, special articles, news stories, interviews, etc.

"Of course I think that newspaper work is the most interesting and fascinating work in the world, and I also think that it is work that offers peculiar opportunities for women. For one thing, it is the only profession, except the stage, where women are as well paid, if not better, for the same quality of work as men are. For another thing, it is a growing profession, for women are just beginning to be a world power, and the general public is just beginning to be really interested in the feminine point of view, which is by nature different from the masculine point of view. For this reason the newspaper woman is just coming into her own and reaching a point where she can quit writing about pink baby socks, and how to make sponge cake, and write about the woman's side of questions.

"As for the essential qualifications that the newspaper woman must have, I am strongly of the opinion that the newspaper man or woman, like the poet, is born and not made. Still, into the making of one must go a fair education, a facility for expression, an ability to work under any and all circumstances, robust health, no nerves, a good temper, and, above and beyond all else, a nose for news and the ability to seize on the one single thing that is interesting or picturesque in any story by which one can arrest public attention.

"Given these qualifications, and a willingness to work, any young woman can succeed in newspaper work. As a matter of fact, the newspaper field is woman's hereditary domain, for in private life women have been the news-gatherers and scandal disseminators of the world since the beginning of time, and a newspaper is nothing more than that—the aggregate gossip of the world. It takes fasting and prayer before a man learns to pick up news and tell it, but the trick comes to woman by nature; and so I look to see the time when a large part of every newspaper staff will belong to women."

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All Your Newspaper Needs to Get and Hold Circulation Supremacy

Except Local and Telegraph News

WILL BE SUPPLIED BY Newspaper Feature Service

41 Park Row 147 Nassau St.
NEW YORK CITY
M. KOENIGSBERG, Manager

WHAT! Transfer Embroidery Designs?

Yes, sir. That's just what the ladies do. Designs for waists, for doilies, for menograms; yes, and then some.

AND THE TRANSFER is made (without transfer paper) right from our feature in the columns of your paper. This is one of our strongest pullers. Wherever it lands it sticks!

Send for samples.

World Color Printing Company
ST. LOUIS, MO.
Established 1900 R. S. Grable, Mgr.

Ask About Our Red Letter Service

The Best "Time Copy"

UNITED PRESS

General Offices, World Building, New York

Daily News Mats

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

INTERNATIONAL NEWS SERVICE
200 William Street New York City

MOST CONVENIENT

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

PRESS CLUB PROBLEM.

Mr. Mills Suggests That Publishers Do Social Service for Newspaper-men by Contributing Towards a Maintenance Fund.

By WORD H. MILLS,
Secretary Baltimore Press Club.

The newspaper industry is about the only important one that does not make some kind of provision in the way of a place of rest, relaxation and recreation for its employes. Concerns of other industries, either individually or collectively, provide a hall, clubhouse or a Y. M. C. A. building, and some give pensions for service and disability. Banking institutions in various communities each contribute to a fund for the maintenance of club houses for their men. The large mercantile establishments have lunch and rest rooms for their employes and give them annual outings. Even the hotels have instituted a movement to establish club rooms for men employed by them.

Newspaper writers form about the only class of industrial employes not organized into a trade union inimical to the economic interests of their employes. They are the one class of hired men who do not watch the clock. They are the one class always loyal to the institution they work for. They are always alert to serve, and always on the job.

LITTLE SOCIAL RELATIONS.

As a class, newspaper men are not paid more than a subsistence wage, and, except they provide it themselves out of what they earn, they have no place they can feel free to go for social relaxation. As a consequence, some of them too often spend time in questionable places and do things that do not make for a high standard of morals. And, the higher the standard of morals maintained, the better the men mentally and physically—and the more efficient.

As has been forcefully pointed out in THE EDITOR AND PUBLISHER recently, self-maintenance of a press club by newspaper employes has long been known as a difficult proposition. The dues, though nominally low, must still be such that men paid less than \$25 to \$35 a week, if they have families or others dependent on them, can ill afford to spare the money. Few would refuse to pay a comparatively nominal sum monthly or quarterly supplementary to what the newspaper owners might collectively contribute.

It is seldom that the income from dues is even approximately sufficient to defray a well-managed club's expenses. The cost of maintaining a properly managed club, with adequate facilities in a large city, is from \$200 to \$300 per month; and if an entire building is used as a clubhouse, even more. Without enough income to meet the cost of proper conduct of a club, demoralization is the precursor of disintegration.

POLITE "HOLD UPS."

The experienced newspaper man knows that the usual method employed to make up the annual deficit is to take in associate members by solicitation, and the holding of annual entertainments. More questionable methods are sometimes employed. "Mug-books," for example. Soliciting associate members detracts from the dignity of the club, and the "mug-book" plan is worse. All the means usually employed, outside of legitimate membership dues, for replenishing the club's exchequer are regarded by many people as a more or less polite method of hold-up, a species of graft on the business public.

The responsible governing board finds no particular delight in the adoption of such methods, nor yet in the great amount of work they involve. But, when a club finds itself unable to meet expenses and very much in debt besides, what else is there left for it to do? Shall the club repudiate its debts and dissolve?

If interest is to be maintained in a press club it is necessary to have frequent meetings with attractive programs and refreshments. But social

Official Statement of The Seattle Daily Times

Statement of the Ownership, Management, Circulation, Etc.,
Every week-day published ... (Evening) ...
(Insert title of publication.) (State frequency of issue.)
at ... Seattle, Washington ... required by the Act of August 24, 1912.
(Name of post office.)

NOTE.—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the post office.

NAME OF— POST OFFICE ADDRESS.

Editor, ... Blethen, Alden J. ... Seattle, Wash.
Managing Editor, ... Blethen, Clarence B. " "
Business Manager ... Blethen, Joseph ... " "
Publisher, ... Times Printing Company of Seattle.
Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent or more of total amount of stock.)
... Blethen, Alden J. ... Seattle, Wash.
... Blethen, Clarence B. " "
... Blethen, Joseph ... " "
... Blethen, Rose A. " "
... Blethen, Florence A. " "
... Blethen, Marion E. " "
Known bondholders, mortgages, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages or other securities: None.
Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement. (This information is required from daily newspapers only) ... 66,001
Average Sunday Times ... 85,168
ALDEN J. BLETHEN, Editor.
Sworn to and subscribed before me this 10th day of July, 1913
F. D. HAMMONS,
Notary Public in and for the State of Washington, residing at Seattle.
[SEAL]
Form 3526. 012 (My commission expires Dec. 10th, 1915)
(From The Seattle Daily Times, July 12, 1913.)

Publisher's Statement

As is well known, the Government requires semi-annual statements of paid circulation to be printed in the publication itself, a copy of which is sent to the local Post Office and the original to the Postmaster General.

Because a contest was waged by the A. N. P. A. of New York before the Courts on the ground that the whole business was illegal, the statement which should have appeared in April was postponed by the Postmaster General until the decision of the Supreme Court was rendered, and which occurred early in July.

In the meantime the Postmaster General held up publications until the Courts decided. Therefore the next publication by The Times occurred in July. Here are the statements filed in October, 1912, the first after the law took effect and the statement filed in July, 1913, as required by the United States laws:

The statement for July, 1913, shows the following results:

- The average paid circulation of The Daily Times was 66,001
- The average paid circulation of The Sunday Times was 85,168

In October, 1912, and for the period of six months before the report was as follows:

- The average paid circulation of The Daily Times was 65,359
- The average paid circulation of The Sunday Times was 82,167

Here it will be observed that while the Daily increased only 642 copies per diem during the six months prior to July, 1913, The Sunday Times increased 3,001 in the same period.

Keep in mind the fact that the great fire that destroyed about \$200,000 worth of our property and put us out of our building wholly or in part for 72 days occurred during the six months contained in the statement of 1913.

TIMES PRINTING CO., Seattle, Wash.

THE S. C. BECKWITH SPECIAL AGENCY
Sole Agents Foreign Advertising
NEW YORK CHICAGO ST. LOUIS

Newspapers at the Isthmus.

Louis A. H. Hoffman, manager of the International Publishers' Supply Co., New York, who recently visited Panama to inspect the new canal, found the following newspapers on file at the Culebra Y. M. C. A. reading room: The Springfield Republican, the Cleveland Plain Dealer, New Orleans Picayune, San Francisco Chronicle, Pittsburgh Gazette-Times, Boston Globe, Chicago Record-Herald, Washington (D. C.) Post, Kansas City Star, Christian Science Monitor, Boston; Schenectady Gazette, Providence Journal, Atlanta Journal, Seattle Post Intelligencer, New York Times, New York Herald, New York Press, New York Globe, New York Tribune.

Elmira Herald, New Afternoon Daily.

The new daily to be launched soon at Elmira, N. Y., will be called the Herald. Francis J. Ross, formerly of the Star-Gazette of that city, is the business manager, and Thomas J. Wrigley of the Telegram, editor. The Herald Co. was incorporated last week with a capital stock of \$30,000. The incorporators are John J. Crowley, William E. Leffingwell and Daniel Sheehan.

CHANGES IN INTEREST.

FAYETTEVILLE, Ark.—S. E. Marrs, who has for the past twenty years owned the Democrat, and who for fifteen years has owned the Fayetteville Daily, both prosperous papers, retires, both papers having been sold to David A. Gates, Jr., of Little Rock, who takes charge this week.

BOUTON, Ia.—C. C. De Wald, recently of Grand Junction, has bought the Press from Harry Watson and takes possession at once.

WAUSAU, Wis.—W. D. Lambert, who for the past twenty-five years has been connected with the Tomahawk, filling every position from "devil" to proprietor, has disposed of the plant to R. G. Lee, who will merge the Tomahawk with the Leader.

TOLEDO, Ia.—H. B. Lee has purchased the interest of C. M. Richards in the firm of Lee & Richards, publishers of the Chronicle, and possession was given at once.

SWANVILLE, Minn.—The News has been bought by A. J. Hunt from the Swanville Publishing Co.

UNION GROVE, Wis.—A. P. Colby, who for the past thirty-six years has owned and published the Enterprise, has sold the paper and printing business to his son, Julian C. Colby.

FOX LAKE, Wis.—The Representative has been sold to F. H. Baker by D. J. Hotchkiss, who for more than twenty years edited and conducted the paper. The Representative was established in 1866 by the late John Hotchkiss.

DOUGLAS, N. D.—The Herald has been sold to G. J. Smith, of Plaza, who owns the Pioneer and the News at Ryder.

ZENDA, Kan.—The Citizen, which for some time has been under the management of the Zenda Commercial Club, has been sold to E. J. Garner.

SALLISSAW, Okla.—Another one of the members of the last legislature to re-enter the newspaper business is Senator M. S. Blassingame, who will immediately take possession of the Evening Star.

TECUMSEH, Neb.—A. J. Kirkpatrick has sold the Press at Du Bois, in Pawnee County, to H. A. Moore. The new publisher is now in charge of the office.

KIRKSVILLE, Mo.—The Green City Press has been sold by Col. R. H. McClanahan, who has owned the paper for over twelve years, to Ira Franklin, of the Milan Republican.

NARKA, Kan.—T. M. Cosad has sold the Hubbell Standard to H. M. Woolman.

Policeman Carries Editor to Work.

Eugene McKnight, editor of the Madison (Ill.) Republic, poet and philosopher, woke up one morning last week to find that his legs were paralyzed. Not the least phased by the mere loss of automation, he called up Police Headquarters and asked Capt. William Street to come to his assistance. Street took the editor on his back and trudged off with him to his sanctum. There he placed McKnight in his editorial chair and got messengers who proceeded to gather the day's news. The editor kept open house all day, and between times jotted down some of the philosophical paragraphs and verses that are a delight to the town.

NEW INCORPORATIONS.

SPOKANE, Wash.—Chronicle Co.; capital, \$150,000; incorporated by Thomas Hooker, Henry Rising and others.

MEMPHIS, Tenn.—Memphis Press Co., Shelby County. Capital, \$10,000. Incorporators: J. A. Keefe, L. H. Leech, A. G. Field, Alfred O. Anderson and J. C. Harper.

SEATTLE, Wash.—West Coast Lumberman; capital, \$50,000; incorporated by Charles A. Hughes, Frank B. Cole.

LITTLE ROCK, Ark.—Western Methodist Publishing Co.; capital stock, \$18,000. Officers: L. F. Blankenship, president; A. C. Millar, vice-president; Frank Barrett, secretary, and W. B. Harp, treasurer.

The Cannon (Tenn.) Courier plant was destroyed by fire last week.

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. GEO. 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

WHAT READERS WANT

Technical Journal of To-day Should Give Vital Record of Best Current Practice in Its Particular Industry, Says Mr. Morris.

By RAY MORRIS.

Formerly Managing Editor, Railway Age Gazette.

I am tempted to say what every reader wants most is an illustrated feature article about himself. Next to that, he would be glad to have an editorial and a leading article each week on his own specialty, and would appreciate it if the editor would omit everything else except confidential news about the doings of his competitors. But the reader goes even further than that; he wants both the leading articles and the news items to be right, thereby throwing a burden on the editor that has no parallel in the daily newspaper office!

There are two facts about technical journalism that has specially impressed me during my comparatively brief acquaintance with it. One is the very evident one that progress in almost every line of applied science and scientific industry has become so rapid that text books and other fixed reference works cannot keep up with it; so that technical journals and the proceedings of scientific societies to-day constitute the sole, vital record of best current practice in a hundred fields of endeavor.

PRESENT DAY TENDENCIES.

The other big fact is the spread into journalism of the specialization which is so marked as a present-day tendency. I think I should also add a third fact, which has had a tremendous effect in bringing about the editorial betterment of the technical press during the last fifteen years, and that is the application of scientific principles to advertising.

I should suppose that the service of the technical journal might be divided into two main classifications, of somewhere nearly equal importance. One is the text book function, already alluded to, which keeps up with current changes in applied theory; the other is the news function, which furnishes nearly every industry with vital, indispensable tools of trade.

I know people who think that the day of the editorial has gone by, like the day of the long sermon, and so far as that comment refers to harangues designed to foster existing prejudices, I concur. The country grocery orator is not needed in the editorial office. But I think there has never been a time when the need of real editorial writing was greater.

I think the very most troublesome idea and tradition ever connected with technical journalism is that which has constituted the paper a special pleader for its industry against the world; counsel for the defense, and professionally blind and deaf to the other side of the case. Yet this notion has been so widespread that rare indeed is the technical editor who commands authoritative attention and respect when he presents his industry's grievance against law or custom.

Dublin Union Newsboys on Strike.

The Independent Newspapers, Ltd., publishers of the Irish Independent and the Evening Herald, Dublin, and Eason & Son, Ltd., wholesale news agents, Dublin and Belfast, Ireland, are now circulating their papers under police escort, due to a strike of Transport Union hands. The Independent management has secured a fairly effective van delivery system in that city and to the railway stations. The vans are followed during their rounds by an "outside" car carrying two policemen, and the publishing offices are guarded night and day. It is said the Independent management will soon inaugurate a new policy with the newsboys which will put an end to the strike.

The Columbia (S. C.) Record is erecting a new building at Sumter and Lady streets, into which the plant will be moved next month.

GAS AD CAMPAIGN

More Comments Upon the Proposed Plan of the National Organization as Previously Outlined.

F. W. R. Hinman, business manager, Florida Times-Union, Jacksonville, Fla.; In every city worth while you will find a gas or electric plant whose advertising should be presented direct to the readers of the daily papers published there. What good could it do the Jacksonville Gas Co. to contribute to a general advertisement in every magazine published in the United States? It would simply be "shooting at stars." I grant you that it would do the manufacturers of electric and gas appliances in the larger cities good to have this advertising in the magazines; but how about the little fellows all over the country? Where do they come in?

It looks to me as if the numerous gas and electric plants throughout the country are being whipped into line by the national association more for the good of the association than the local companies. It may be a fact that the advertising they place in the magazines will be productive of good results in New York, Chicago and a few other very large cities where the monthly publications are published and most widely read. The owners and managers of the numerous gas and electric plants in cities of fifty thousand and upwards should carefully look into this matter before consenting to contribute to a national fund for general advertising which could not possibly be of any direct benefit to them.

The whole principle of the thing is wrong. Take, for instance, the Jacksonville Gas Co., which has built up a splendid business by wide publicity in the daily newspapers. It is a consistent and persistent advertiser, and giving full value for every dollar it receives from its patrons. If it desires to still further increase its business, how could it reach the people of Jacksonville through the limited number of magazines distributed here? Would it not be better to have its advertising printed in not less than 20,000 copies of the daily papers of Jacksonville? The success of the Jacksonville Gas Co. is not all due to the personal efforts of its wide-awake vice-president and his many capable assistants. The daily newspapers have told its story persistently and truthfully for many years. When it has anything to say in the papers it is fully believed by the people. Hence their phenomenal success. When the company makes any decided improvement in its plant the daily newspapers of Jacksonville give it widespread publicity. If the company gets its money here, why should it send it to foreign fields to advertise to home people? Would it be the proper thing to do? There is no quicker or more profitable way to reach the people than by proper advertising of facts in your own home papers. It is a trite saying, "If I had a million dollars to spend in advertising I would spend it all in the daily newspapers."

HOW HE WOULD SPEND MONEY.

Harry Adler, of Newark, N. J., who, as advertising manager of a number of important enterprises has spent large sums of money in advertising, writes us as follows:—"If I was authorized to spend one hundred to one hundred and fifty thousand dollars to advertise the gas and electric light business in this country and Canada I should use the daily, weekly and Sunday newspapers in the localities operating the gas and electric plants. I would buy space at the lowest possible price and furnish the best copy that could be procured.

"Some branches of the business I might advertise in a few reliable trade papers that specially cover them. This feature would necessarily emanate from the manufacturing and wholesale departments. I would install an excellent 'follow up' system for the companies.

"I believe I could influence more people with far better results for the same sum of money in the newspapers mentioned above than I could in any other way."

The Seattle Times

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,224,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines. The foreign business amounted to 1,028,000 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
290 Fifth Avenue Lytton Building
NEW YORK CHICAGO

PAID CIRCULATION

Is the only kind worth while when making up your list, or when readjusting your list to make your investment more profitable.

The News League Papers

Show net paid circulation for first six months of 1913, as follows:
Dayton News, 30,886; Springfield News, 11,605
Contracts accepted with guarantee of 30,000 for Dayton and 11,000 for Springfield. 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.

The **GLOBE** offers you two margins over any other paper in the high-class New York evening field:

More **NET CASH CIRCULATION** (Yearly Average).
Less cost per thousand circulation.

In New York it's

The Globe
Advertising Department

THE DAILY ADVOCATE

2 cents a copy. Stamford, Connecticut. 2 cents a copy.
Stamford's industrial population earns four million dollars a year. Its residential population includes many very wealthy families.

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

COLLIER'S NEW ART DIRECTOR.

Casey Started with the Publication as an Office Boy and Worked His Way Up.

Frank D. Casey, who was elevated to the position of art director of Collier's Weekly recently, is known to every illustrator of any consequence in New York. Many of them are his intimate friends, and probably not one artist who submitted a piece of work to him will have anything but pleasant things to say about him.

During the sixteen years Mr. Casey has been associated with the illustrating department of Collier's he has learned to turn down a cover page prospect when necessary in a manner that makes the artist feel that it was not due to a lack of artistic merit in the design.

Casey is a big fellow in every way. He stands about six feet two inches, before he puts on his shoes in the morning. And his physical make-up is only an outward indication of the bigness of his heart and the breadth of his mind.

He was a lanky youth when he got his first position in Collier's as an office boy, and he did everything that office boys do but loaf on the job. A year later he was transferred to the art department, where he hustled proofs from the art director's desk to the make-up and back again in time that never has been equaled for that classic event on track or field. He soon became acquainted with the artists that submitted work, and in a very short time Casey could tell a good piece of work before he untied the string.

Many of the artists he met in those days are his friends to-day, and they have joined with the other illustrators that know him in extending congratulations to Collier's Weekly as well as to Mr. Casey for the change that has come about.

Mr. Casey's training from that time to the present has been of a practical nature along artistic lines. His understanding of reproducing possibilities is second only to his appreciation of the work of a true artist and his knowledge of the requirements of the publication he serves.

The photo-engraving process has been one of his most ardent studies, and his thorough understanding of that art has made him a valuable part of the illustrating department of Collier's for a number of years. Much of the work that now rests entirely on his shoulders was in his hands long before he became head of the department.

Mr. Casey was born in Corning, N. Y., thirty-one years ago. He came to New York City with his parents before school age. Later he attended the public schools, and after graduating insisted upon finding a job for himself in spite of the desire of his parents to send him to college.

Journal Fair Edition for Berlin.

The New York German Journal is about to issue a special Panama-Pacific Exposition propaganda edition in Berlin, Germany, with the view of demonstrating to the German officials, the leading manufacturers and publishers the magnitude and attractions of the 1915 fair. This edition, which will be distributed all over Germany in hundreds of thousands of copies, comprises all the features of an up-to-date American newspaper, with its comic sections, its City Life, novels, popular scientific articles, etc., etc. Several news sections, printed at Berlin, will be devoted exclusively to the plan and scope of the exposition and will be profusely illustrated. They will also contain statements by leading Americans, as well as contributions by the greatest living authors and business men of Germany.

Il Progresso, the Italian daily, has leased for a term of years the new building at 534 Pearl street, into which the plant will be moved shortly.

The Evanston (Ill.) Daily News has started an automobile voting contest.



FRANK D. CASEY,
NEW ART DIRECTOR OF COLLIER'S WEEKLY.

Carnegie's Ambition for Journalism.

Andrew Carnegie, in an interview at Brussels last week, told how destiny deprived him of leadership in the newspaper field. "I have always had a liking for journalism," said the Laird of Skibo Castle, "and when I was young my one ambition was to join the staff of one of the Pittsburgh newspapers as a re-

porter, but fate decided otherwise. When still young, I wrote my first article for the Pittsburgh Journal, and I have written for newspapers ever since. For this reason I like newspaper men and am always interested in them."

The Floralo (Ala.) News and the Democrat will be merged as the News.

NEW PUBLICATIONS.

SELMA, N. C.—The Chronicle was launched Oct. 1 by John A. McLean, as editor and publisher. A model plant has been installed.

BRISTOL, Ill.—McDowell & Curren are the publishers of a new paper known as the Booster.

GRANVILLE, N. C.—The Enterprise is the newest addition to the list of weeklies in North Carolina. John W. Hester is editor, and J. Ben Comer business manager, of the publication.

BEACH CITY, O.—The first issue of the Tribune, a new weekly, has made its appearance under the editorship of J. T. Darling.

SAYVILLE, L. I.—The Advertiser, Frank H. Howell, editor and publisher, was recently launched.

MACON, Mo.—Charles C. Howard, formerly of Columbia, has begun the publication of the Daily Herald.

SYKESVILLE, Md.—The Herald Co., formerly of Columbia, has launched the Herald, a weekly, edited by Albert M. Hall, formerly of the Syracuse (N. Y.) Herald. David W. Dean is the business manager.

ETHBRIDGE, Mont.—The World appeared last Saturday. It is one of the B. B. Weldy publications, and is printed at Chester.

JACKSON, Minn.—The News, Carl Eastwood, editor and publisher, made its appearance Sept. 24 as the third paper in this city.

KENOSHA, Wis.—The Sunday News will make its appearance the first Sunday in October. The editor and publisher is Millard F. Culley, formerly of Racine.

GRANGER, Tex.—The Texas Farmer is the name of a new paper that will be issued shortly under the editorship of J. Droxda.

FAIRVIEW, N. D.—W. R. Mumby is the editor of a new paper to be launched soon as the Tribune.

Have you sent in your subscription?

Statement of the Ownership, Management, Circulation, Etc., of

New York American

SEPTEMBER 30, 1913.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., OF THE NEW YORK AMERICAN, as required by the Act of Congress of August 24, 1912.

Published daily and Sunday at New York.

Owner—STAR COMPANY, 238 William Street, New York City.

Stockholders holding 1 per cent. or more of total amount of stock: The Star Company, 15 Exchange Place, Jersey City, N. J.

Known bondholders, mortgagees and other security holders holding 1 per cent. or more of the total amount of bonds, mortgages or other securities: Columbia-Knickerbocker Trust Co., New York City.

Editor—John Temple Graves, 238 William Street, New York City.

Night Managing Editor—T. V. Ranck, 238 William Street, New York City.

Business Manager—Howard Davis, Broadway and Park Place, New York City.

Publisher—Star Company, 238 William Street, New York City.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the six months ending September 30, 1913: 346,851

Average of the daily Morning Edition (excluding Sundays), 284,776; average of the Sunday American, 722,464.

STAR COMPANY, By Bradford Merrill, Treasurer.

Sworn to and subscribed before me this 30th day of September, 1913.

CHARLES FRELLOEHR, Notary Public, New York County.

THE MORNING AMERICAN

DETAILS OF THE CIRCULATION OF THE WEEK-DAY MORNING NEW YORK AMERICAN.

TUESDAY, SEPT. 30, 1913.

A Normal Day.

City Carriers and News Stands.....233,826
Wagon Sales and News-hoys.....9,435
Main Office and Branches. 1,007

NET CITY SALES.... 244,268
Suburban Carriers and Agents.....58,586
Individual Subscriptions by Mail.....3,239
61,825

TOTAL ACTUAL SALES.... 306,093

Exchanges.....255
Advertising Department.....737
Railroad, Ferry and News Co. Employees.....625
Copies to The American's Employees.....475
Files, Editorial, Free, etc.....590
Unsold Copies.....2,587

TOTAL..... 311,362

Bradford Merrill, Treasurer Star Company.

New York County, }
State of New York. } ss:

Subscribed and sworn to before me this 30th day of September, 1913.

WILLIAM A. HAYES, L. S. Notary Public, No. 254.

THE SUNDAY AMERICAN

DETAILS OF THE CIRCULATION OF THE SUNDAY NEW YORK AMERICAN.

SUNDAY, SEPT. 28, 1913.

A Normal Day.

City Carriers and News Stands*.....368,152
Wagon Sales and News-hoys.....20,575
Main Office and Branches... 2,036

CITY SALES.....390,763
Suburban Carriers and Agents.....363,395
Individual Subscriptions by Mail.....2,343
365,738

TOTAL..... 756,501

*Subject to returns of approximately 4 per cent. from city districts.

Exchanges.....185
Advertising Department.....574
Railroad, Ferry and News Co. Employees.....650
Copies to The American's Employees.....827
Files, Editorial Rooms, Free, etc... 458
Unsold Copies.....5,378

TOTAL..... 764,573

Bradford Merrill, Treasurer Star Company.

New York County, }
State of New York. } ss:

Subscribed and sworn to before me this 30th day of September, 1913.

WILLIAM A. HAYES, L. S. Notary Public, No. 254.

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 LeROY BLANCHARD, Editor; GEORGE P. LEFFLER, Business Manager.

New York, Saturday, October 4, 1913

"Dead flies cause the ointment of the apothecary to send forth a stinking savour; so doth a little folly him that is in reputation for wisdom and honor."—Ecclesiastes.

PUBLISHERS' STATEMENTS.

National Banks, required to make detailed reports of their resources and liabilities, take proper advantage of that fact by giving such reports the widest publicity, through their publication in the daily newspapers. The fact that these statements are official, their veracity not open to question, makes them the best possible advertising matter for the banks.

A similar condition should prevail now with newspapers. Paid circulation, as it is known in the trade, the average of the net paid, less spoiled, left over, returns, file, exchange, advertisers and dead-head copies, for the last six months—April to September inclusive—should be made a matter of official record, not open to doubt or to question. Such semi-annual statements will be the strongest possible advertising for daily newspapers when placed before national advertisers. But, says Mr. Newspaper Publisher, there is a vast difference between National Bank statements and semi-annual newspaper statements. "National Banks, are examined by Government bank examiners, but the statements of the publishers are examined by nobody, and there is, a whole lot of bunk as to what is bona fide circulation."

The Comptroller of the Currency has the right to send, without notice, bank examiners into any national bank to verify figures supplied on call of the Comptroller. The Postmaster-General maintains that under existing statute he, too, is empowered to send a special agent of the department into any newspaper office to verify the truth of the statement filed by the publisher. The difference lies in the fact that for many years assets and liabilities and bank statements have been properly formulated by statute law, and present the same data.

On the other hand, "paid subscribers" seems to be an elastic term susceptible of varying interpretations. Doubtless the intent of the framers of the law was that the words should be interpreted as they are in the trade, namely the average of the output after deducting spoiled, left over, returns, exchanges, advertising copies, copies used by employees, files, complimentary, etc.

THE EDITOR AND PUBLISHER will make a strong feature of the publication of newspaper statements made in compliance with the Publicity Law, believing that this will enable publishers—will enable you—to take advantage of the new law, and to turn it to your distinct and great advantage.

If you haven't already mailed your semi-annual statement, please do so by next mail, advising if you wish to add the names of your foreign representatives—the rate is 15 cents an agate line.

OUT OF THE ADVERTISING RUT.

That we are all creatures of habit is a fact that continually impresses itself upon the minds of mature people. When we ride on the street railways we always sit on one particular side of the car when we can exercise our choice. In going to our places of business we walk on the same side of the street day in and day out. We arrive at the office at about the same hour, and sit at the same table in the restaurant where we lunch. If we care to do so we can, of course, change these habits, but unless something happens to force us to do so, we keep them up to the end.

In the handling of the business department of a newspaper the manager is apt to follow along the same beaten path week after week. As long as the machinery of the organization keeps moving the average business manager lets things go along in the same old way. It is only when revenues fall off and the paper gives evidence of losing its grip on the public that he wakes up. Feverishly he sets to work to turn the tide. He is indeed lucky if he succeeds.

The trouble with many advertising and business managers of newspapers is that they do not study to improve either themselves or their publications. If they would use their brains a little more and thus get out of the rut they are in they would soon be surprised at the results they achieve.

Here are some questions that the advertising or business manager should seriously ask himself:

The prosperity of your paper largely depends upon your advertising revenue. Your advertising revenue depends upon the results obtained by your present advertisers. Your future advertising revenue further depends upon the new advertisers who will recognize the value of your medium.

What are you doing for them all? Are you honestly using every endeavor to make advertising pay your advertisers?

Are you spending a fair proportion of your advertising revenue on new fonts, borders and display types? Are you constantly trying to make the advertisements you carry read by your readers?

Are you excluding all advertisements of a doubtful character so that the honest advertiser may reap the full reward due to him?

Are you helping to squelch the substitution bogey so that the advertising results really do reach the man who pays your bill?

Are your advertising rates based on your honest circulation, fair to the advertiser, or are you compelled to give rebates to "those who know" your real circulation?

If you are trying to obtain more than the intrinsic value of your circulation, rest assured your sins will eventually find you out, and your revenue will suffer. It may be a longer or shorter period, but one day Mr. Advertiser will drop out, never to return.

And as to the future advertiser, what are you doing to educate him up to the merits of your medium? What are you doing to counteract the statements made by the big dailies that they cover the country like a blanket and that the local advertisers are mere duplications at excessive rates?

The future advertiser really does believe this. It is told him so frequently and so eloquently that he is forced to do so, and it is quite probable that you are satisfied to just tell your old, old story to the advertising agent and rely on his good will.

Any live advertising man who reads his trade paper faithfully can know what methods are being employed by successful managers to build up the volume of advertising. He cannot possess this knowledge, which should be invaluable to him, unless he keeps in touch with the work of others, and this can be done in no other way save through the trade press that assembles each week the experiences of men engaged in the same business.

Frank A. Munsey, in calling attention to the first anniversary of the New York Press under his ownership, states that the newspaper has made gains both in circulation and in advertising, the latter showing an increase of over a million lines over

the preceding year. The paper has been equipped with new machinery and its size increased from ten to twelve pages and the width from seven to eight columns. Mr. Munsey has so far had better luck with the Press than with the Continent and the Daily News, perhaps because he has had more experience in handling newspaper properties since then, and is able to avoid former mistakes.

END OF A PROMISING CAREER.

The passing of Charles de Young, publisher of the San Francisco Chronicle, demands more than a passing notice. Mr. de Young was on the threshold of a career of large promise when the summons came. The only son of M. H. de Young, for years a dominant figure in American journalism, he had had all the advantages wealth could bestow, a university education, the benefit of travel at home and abroad, and an affectionate father's care.

Since childhood the thoughts of this young man had been directed toward newspaper work, and when he had at length completed his studies and entered upon newspaper work in the Chronicle office his father was more than pleased to note the ability he showed in mastering the details of the business. His rapid advancement from one position to another, due not to favoritism or because he was the son of the Chronicle's owner, but to real merit, delighted the elder de Young, who saw in the youth one upon whose shoulders he could later on lay the mantle of his business interests and know that they would be carefully safeguarded.

Charles de Young was only thirty-two when he was given the full responsibility of the Chronicle's destinies. His training, which had been of the most thorough character, had fitted him to assume his father's burden. But scarcely had he entered upon the duties of his new position when he was seized by an attack of typhoid fever, which resulted in his death on Sept. 17.

Mr. de Young inherited many of his father's sterling qualities. He was the embodiment of a kindly nature, thoughtful of others, quick to perceive the value of a news story, and possessed a capacity for hard work that aroused the admiration of his associates.

In Charles de Young's death Pacific Coast journalism has lost one of its most promising representatives.

IN MEMORIAM

Charles de Young—1881-1913.

Dead ere his prime is one we loved so well;
Called ere life's noon unto its earthly end
A faithful comrade, an inspiring friend.
Deeper our grief than mournful terms can tell;
No magic phrase could e'er convey the spell
Of youthful grace and chivalry
Cast by his personality.
His was the daily charm that could impel
All hearts to service in the common cause;
His was the joyous nature that could fill
The dullest atmosphere with laughter free;
In Thespian role command the wild applause;
And yet, though first in lightest revelry,
He brought to big ambitions iron will.

—GEORGE DOUGLAS.

Reprinted from the San Francisco Chronicle, Friday, Sept. 19, 1913.

The Steering Wheel.

The exhilaration of driving a 100-horsepower car, although great, is utterly outclassed by the exhilaration of holding the steering wheel of a 100-horsepower business. With the engine you obtain increased speed by the pulling of a lever, with the business—by increased advertising.—*W. Blanchard Bancroft.*

Job for an Expert.

A gang of navvies were employed on a railway contract removing earth with wheelbarrows. While proceeding with his work, one of the navvies noticed that the wheel of his barrow was squealing terribly, and to put a stop to the noise he turned the barrow over, and was in the act of greasing it when the ganger noticed him and shouted out:

"Halloa, O'Brien. What the deuce are you doing?"

"I'm greasing my harrow, sir."

"Who told you to do that?"

"Sure, no one, sir. I took it upon myself."

"Well, don't let me catch you at it again. What do you know about machinery?"—*Tit-Bits.*

PERSONALS.

Andrew M. Lawrence, publisher of the Chicago American, who is visiting San Francisco, was tendered a banquet last week by more than two hundred persons prominent in the business and social life of the Pacific Coast.

H. M. Pindell, editor of the Peoria (Ill.) Daily Journal, has been nominated to the post of Ambassador to Russia.

Charles H. Grasty, publisher of the Baltimore Sun, contributes an article on "Change the Constitution" to the Independent of Sept. 25, which is of interest to newspaper men.

Lord Northcliffe, speaking before the Chicago Press Club Wednesday night, declared that newspapers do one-half of the police work of the world and get no credit for it. He said that the publicity given to diplomatic proceedings by the American newspapers was the most effective way of averting war.

E. W. Barrett, proprietor of the Birmingham (Ala.) Age-Herald, and his family are returning on the Imperator from a summer holiday passed in Carlsbad and Lucerne.

Edward H. O'Hara, publisher of the Syracuse (N. Y.) Herald, with his family, enjoyed recently an automobile trip to New York and return. Mr. O'Hara's son has entered Columbia. He will take a course in journalism.

John F. Case, for sixteen years owner and editor of the Whitesville (Mo.) Banner, has suspended the publication of that paper to become editor of Arthur Capper's Missouri Ruralist at St. Louis. Mr. Case is well known as a farm paper writer and has been a frequent contributor to the columns of the Ruralist.

H. A. Sloan, formerly circulation manager of Farm Life, Spencer, Ind., has become business manager of La Follette's Weekly, Madison, Wis.

Harry Rowe, publisher of the Medina (O.) Gazette, is on a month's hunting trip in the Maine woods.

Edgar B. Speer has succeeded W. L. Aikin as editor of the Newcastle (Pa.) Herald.

Charles F. Scheers, publisher of the Akeley (Minn.) Herald, is a candidate for State Senator from his district.

Clarence Ousley, of the Fort Worth Star-Telegram, has been elected Chairman of the Board of Regents of the University of Texas.

The Misses Norma and Harriet Mack, daughters of Norman E. Mack, proprietor of the Buffalo Times, left on the Kaiserin Auguste Victoria Thursday for a two years' stay in Paris, where they will continue their educational training.

GENERAL STAFF PERSONALS.

Clyde S. Holland, publisher of the St. Helena (La.) Echo, has been appointed by Governor Hall of Louisiana member of the Board of Supervisors of Election.

Henry Barrett Chamberlin, managing editor of the Chicago Record-Herald, is mentioned for a place on the Illinois Public Utility Commission, soon to be appointed by Governor Dunn.

Julian Miller has succeeded Paul Lucas as editor of the Charlotte (N. C.) Evening Chronicle.

James E. Callahan has resigned from the Trenton (N. J.) Evening Times to become city editor of the Asbury Park Evening Times, the new paper that makes its appearance this week. Mr. Callahan was previously night editor of the Trenton True American.

Edward J. Gallagher, publisher, and

correspondent at Concord, N. H., of the United Press, New York Tribune and Boston American, is a candidate for mayor of Concord.

Claude Callan, formerly editor of the Menard (Tex.) Messenger, has inaugurated a daily humor column in the Fort Worth Telegram under the caption "Cracks at the Craft." The feature contains comments on paragraphs from other newspapers and is written in Callan's characteristic style.

F. M. Gerrie has become sporting editor of the Edmonton (Alta.) Journal, succeeding F. H. McPherson, resigned to go into business at Hamilton, Ont. Mr. McPherson was recently entertained at a banquet by his former associates and presented with a gold watch, suitably engraved.

George D. McLarney, for six years with the editorial department of the Duluth (Minn.) Herald, has been appointed assistant secretary of the Duluth Commercial Club.

Leo P. Sullivan has resigned from the Burlington (Ia.) Gazette to join the staff of the St. Paul Pioneer-Press.

Peter M. Hughes has been made manager of the classified ad section of the Minneapolis Tribune.

A. D. Bell, formerly of the Cleveland Plain Dealer staff, is a recent addition to the copy desk of the Syracuse (N. Y.) Post-Standard.

Byron R. Newton, for many years an active newspaper man in Buffalo and New York City, and more recently private secretary to Secretary of the Treasury McAdoo, has been nominated by President Wilson as Assistant Secretary of the Treasury to succeed Sherman Allen, who will have charge of the revenue cutter, internal revenue and life saving services and public buildings.

David A. Dennison, formerly with the Bradford (Pa.) Era, has become a member of the Elmira (N. Y.) Advertiser staff.

Harry L. Agner, editor of the Milford Center (O.) Ohioan, is the Republican candidate for Mayor of that city.

Robert W. Johnson, city editor of the Wilkes-Barre (Pa.) Record, has sailed for Germany, where he will spend several months.

IN NEW YORK TOWN.

Samuel J. Fisher, formerly of the World, has joined the rewrite staff of the Tribune.

George T. Hughes, city editor of the New York Globe and lecturer on journalism at New York University, addressed the students of the Plainfield (N. J.) High School last week on "Journalism as a Profession."

Charles P. Fearing, of the Sun, is visiting friends in Asheville, N. C.

Eugene Bertrand, copy reader on the staff of the World, is back at work after an illness that lasted several months.

Richard G. Conover, of the Sun, has written a popular song entitled "Don't Yuh Know Dat Money Kept a-Talkin' to Me?"

Theodore Moore, formerly financial editor of the Tribune, has joined the copy desk staff of the Press.

Russell Micheltree has resigned from the Tribune editorial staff to become English instructor at Swarthmore College.

Dever, sporting editor of the World, is on a two-week vacation.

Speed, the rewrite man of the Morning World, who is down in Virgin, regaining his lost

health, are expecting him back next week.

Robert Blalock, who hails from the South, is a new recruit on the Tribune staff.

R. B. Morrison has changed from the art department of the Press to the art sanctum of the Evening Mail.

WASHINGTON PERSONALS.

Jerry A. Mathews, of the New York Sun, and Mrs. Mathews, accompanied by their two children, will spend October in Winchester, Ind.

Parker R. Anderson, of the Greensboro (N. C.) News and other North Carolina papers, has just returned from a two weeks' visit to North Carolina.

Morton M. Milford, of the Indianapolis News, has been elected chairman of the membership committee of the National Press Club.

Howard Acton, of the Cincinnati Enquirer, who has been in the hospital for a minor operation, is again on duty.

Edward B. Clark, of the Chicago Evening Post, visited the Panama Canal while on vacation, and is now contributing articles on the subject to the Chicago Post, the St. Louis Times and the Star League papers in Indiana.

Lawrence Todd, of the United Press, and Arthur Johnson, of the Post, will leave in a few days for a bicycle tour of New England.

Kent Cooper, traffic superintendent of the Associated Press, visited Washington this week.

Don Allen, of the Cincinnati Times-Star, right-hand man of Charles P. Taft, was a visitor to the city this week.

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:

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

Brooklyn—Frank Williamson, Borough Hall, Washington, D. C.—Bert E. Trenis, 511 14th street, N. W.

Chicago—Morris Book Shop, 71 East Adams street.

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

ADVERTISING MEDIA

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

HELP WANTED

WANTED—News editor, one who can handle local and telegraph copy; also able to write some editorial; state experience and wages expected. THE DAILY NEWS, McKeesport, Pa.

WANTED.—An advertising solicitor who knows how to create advertising customers by writing advertisements. Address THE REPUBLICAN PUBLISHING CO., Hamilton, Ohio.

BUSINESS OPPORTUNITY

SPLENDID MONEY-MAKING OPPORTUNITY is open for successful newspaper man with \$5,000, if taken promptly. WALTER CONNELLY, Jacksonville, Fla.

BUSINESS OPPORTUNITY—\$12,000 will buy controlling stock in evening daily and weekly newspaper and job plant in live Indiana city of 10,000 population. Value of business \$22,000. Company capitalized at \$25,000. An excellent opportunity for one or two newspaper men. Address "W. L.," care THE EDITOR AND PUBLISHER.

LEGAL NOTICE

The Annual Meeting of the Stockholders of the Dahl Manufacturing Company will be held at the Company's factory, 518 E. 138d street, in the Borough of the Bronx, New York City, on the 6th day of October, 1913, at 8 o'clock p. m., for the Election of Directors and Inspectors of Election for the ensuing year.
CARL M. NICHOLSON, Secretary.

COUNTRY WEEKLY

without competition in excellent field. Returned owner in 1912 for personal effort and investment \$3,821.18. Will be sold for \$9,000. An excellent investment for a practical printer-publisher willing to live in an eastern village. Proposition I. C.

G. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

SITUATIONS WANTED

Advertisements under this classification will cost 1c. per Word; Display, 15c. per Agate Line

NEWSPAPER WOMAN of 12 years' experience wishes column or department work. Verse, humor, preachlet, features, interviews. Best references. Headquarters can be at home. Address "D, 1101," care THE EDITOR AND PUBLISHER.

I WANT

to correspond with big Eastern dailies who have no Chicago representative, or who may be dissatisfied; also list representatives with view to taking interest in the business. Have been in Chicago 20 years and managed branch office of one publisher for eight years. Want larger opportunities. Popular with clients and successful. Plenty references, but best one is past record and ability. Address, with particulars, 918 Hearst Building, Chicago.

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.

WANTED.—Position as editorial writer by experienced, successful newspaper man. Address "X. Y. Z.," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

TYPEWRITING,

Including one carbon copy, 50 cents per 1,000 words. Promptness and neatness assured. Address Mrs. R. A. Logan, Brockwayville, Pa.

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,

61 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.

TYPEWRITING neatly and correctly done. Fifty cents per thousand words, including carbon copy. Address "D., 1102," care THE EDITOR AND PUBLISHER.

FOR SALE

A WEEKLY PUBLICATION in the amusement field can be bought for \$30,000. 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.

HOE PRESS FOR SALE.

In first-class running order, including stereotype machinery. Double supplement press, prints 2-4-6-8-10 and 12 pages at 24,000 per hour; 16-20 and 24 pages at 12,000 per hour. 7 and 8 columns, 22 inches long. This press is erected and in running order in Manchester, N. H.

Owing to the consolidation of the Union and Leader this complete equipment is released from service and offered for sale at a big bargain.

Also several Model 1 Mergenthaler Linotype machines, equipped with individual Emerson motors, thoroughly rebuilt within the past five years. Address THE UNION-LEADER, CO., Manchester, N. H.

PRESSES FOR SALE.

For Sale.—One 3-deck Duplex Tubular Press, prints 4-6-8-10-12 pages. Taken in trade for one of our Straightline Presses. Tubular press will be sold at a bargain. GOSS PRINTING PRESS CO., 16th St., and Ashland Ave., Chicago; 1 Madison Ave., New York City.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

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 September

In September THE NEW YORK TIMES published 884,674 lines of advertisements compared with 817,051 lines in the same month last year a gain of 67,623 lines—the best September in its history.

THE NEW YORK TIMES has a daily circulation greatly exceeding 200,000 copies, and its readers represent the greatest purchasing power in the world.

It's the Productive



MINING CAMP THAT ATTRACTS THE GOLD DIGGERS.

It's the productive advertising field that brings quickest returns.

The Pittsburgh Sun

(Every Afternoon except Sunday)

goes into the homes of the prosperous people in a productive territory.

EMIL M. SCHOLZ, General Manager,
CONE, LORENZEN & WOODMAN,
Foreign Advertising Representatives,
NEW YORK. DETROIT. CHICAGO.

GET THE BEST ALWAYS

The Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper

WALLACE G. BROOKE, HORACE M. FORD,
Brunswick Bldg., Peoples Gas Bldg.,
New York Chicago
H. C. ROOK,
Real Estate Trust Bldg., Philadelphia.

THE PEORIA JOURNAL

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

THE LARGEST CIRCULATION. NET PAID

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

CHARLES de YOUNG TRIBUTES.

San Francisco Chronicle Devotes a Page to Expressions from Staff.

The first page of the second section of the San Francisco Chronicle of Friday, Sept. 19, was given up to tributes to the late Charles de Young by George Douglas, John P. Young, Burnside Cromwell, E. E. Bowles and George Hamlin Fitch, under the caption, "in Loving Memory of Charles de Young."

Mr. Young's tribute dealt with "the way the chosen heir of a great newspaper was carefully educated for its management." The Cromwell estimate relates "an incident of election night which showed Charles de Young's appreciation of good work." The Bowles story asserts that the "city room vacancy cannot be filled." The Fitch eulogy gives "my recollections of Charles de Young as publisher, employer, associate and sincere friend."

George Douglas' classic in verse is reproduced on the editorial page of this issue of THE EDITOR AND PUBLISHER.

Mrs. Blumenberg Sues Executors.

Marc A. Blumenberg, owner of the Musical Courier, the Musical Courier Extra, the Musician, and the Blumenberg Press, when he died in Paris on March 27 last, left an estate valued at about half a million of dollars. This estate is now in the process of administration. On Saturday Mrs. Ruth Blumenberg, of Paris, appealed to the Supreme Court here to order the executors under her husband's will to pay her something in advance, in order to relieve her "dire necessity." Mr. Blumenberg left his widow a bequest of \$1,000 a month, none of which she has thus far received. The executors are Louis Blumenberg, president of the Musical Courier Co.; Alvin L. Schmoeger, treasurer; and Ernest F. Eilert, president of the Blumenberg Press. Mrs. Blumenberg alleges that her husband's annual income from his various properties and enterprises was \$45,000.

Asbury Park Paper Quits the Field.

The People's Advocate in its issue of Sept. 26, announces that the publication of the paper ceases with that number, the property having been sold to the Asbury Park Publishing Co., which early this month will launch a new daily called the Times. William K. Fenn, editor and publisher of the Advocate, was a candidate for the Assembly at the recent election, but was defeated.

Gazette's Big Industrial Number.

The Steubenville (O.) Daily Gazette published an 18-page industrial supplement in addition to its regular issue on Sept. 11 that was remarkable in the amount of advertising it carried. But two pages of the eight contained reading matter. Almost every material producer in that section of Ohio was represented among the advertisers. H. H. McFadden, editor-in-chief of the Gazette, commented editorially on the good showing, and takes a pardonable pride in the general token of confidence so practically expressed by Steubenville manufacturers.

To Discuss Sales and Advertising.

The principal speaker at the approaching dinner of the Sphinx Club, to be held at the Waldorf-Astoria Oct. 14, will be R. H. Grant, of the National Cash Register Co., on "The Relationship of the Sales Department to the Advertising Department." Mr. Grant is a successful trainer of salesmen and will describe the National Cash Register plan, which is particularly notable for its efficiency.

Ad Man Delivers Address on Type.

Elmer Helms, assistant advertising manager of the New York Tribune, addressed the members of the Board of Advertising of New York, Sept. 29, his subject being "Type." Mr. Helms gave a brief historical sketch of the origin and development of printing from mov-

able types, the confusion occasioned by the many names designating both sizes and type faces, showing the logical development of the present point system and its great advantages in the present worldwide use of types, as a means of conveying ideas as well as facts. After the lecture Mr. Helms conducted a forum which dealt mainly with the use of type styles, sizes and white space, as applied to newspaper advertising.

Louisville Ads in New Orleans.

The New Orleans Item, in its issue of Sept. 28, carries a four page advertisement from the merchants of Louisville, Ky. It is believed that this is the first time that the merchants in a city 800 miles distant have used local newspaper advertising to this extent in reaching out for trade. The advertising was secured by Mr. Caldwell, advertising manager of the Item, who hails from Louisville.

The Independent Weekly, New York, has increased its capital from \$75,000 to \$150,000.

The Detroit Tribune

(Note the changed name)

Detroit's Winning Morning Paper

NET PAID CIRCULATION

Week Days exceeds 50,000

Sundays exceeds - 100,000

I. A. KLEIN,
Metropolitan
Tower,
NEW YORK.

JOHN GLASS
Peoples Gas
Bldg.,
CHICAGO.

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

The Philadelphia German Daily Gazette

CARRIES MORE

Local and General

ADVERTISING

than any other German daily published in this country.

HOWARD C. STORY,
Publishers' Representative

NEW YORK: 806 Nassau-Beekman Bldg.

CHICAGO: PHILADELPHIA:

1100 Boyce Bldg. 924 Arch St.

The Catholic Tribune

(English)

Katholischer Westen

(German)

Luxemburger Gazette

(German)

40,000 Circulation Guaranteed

CATHOLIC PRINTING CO.
Dubuque, Iowa

HERE'S A GOOD BUY—

THE READING NEWS

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 884 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

50,000,000 People

read the country newspapers of the United States.

100 PER CENT

of country newspaper subscribers read the advertisements that appear alongside the "home news."

If, Mr. Advertiser, you are spending your money for space in the magazines and the metropolitan dailies, you no doubt are getting the worth of your money; but, if your proposition is right, country papers will give you

Twice Your Money's Worth

The country people of to-day are good buyers. They have millions to spend. Our business is to help you get your share of these millions.

Write us, and we will tell you how.

American Associated Newspapers

General Offices, Rand-McNally Building

CHICAGO

NORTHCLIFFE ON THE PRESS.

London Publisher Looks to the Extension of Evening Newspapers.

Lord Northcliffe, who is expected to arrive in New York in a few days after a visit to his Newfoundland paper mills, was interviewed by a representative of the Advertisers' Weekly, of London, just before he left home for Canada. In the course of his talk on newspapers and advertising he said:

"I do not see any sign of the extension of the national newspaper. No national newspaper can pretend to compete in local county affairs with a really ably conducted provincial morning or evening newspaper, and, after all, as Dr. Johnson said, a runaway horse at Edgware is of more interest to the people of Great Britain than any inundation in China destroying millions of Chinese. It is doubtful whether the public needs greater extension of national newspapers. On the other hand, there is abundant sign here and all over the world that local opinion and local news, if properly expressed, have a very strong hold at home.

"It is never wise to prophesy unless you know—nobody does know—but I look to a further extension of local evening newspapers. Numberless new ones have arisen in the last five-and-twenty years, and they afford the advertiser an instant method of reaching a definite and easily ascertained community.

"The evening newspaper seems to suit provincial habits far better than it does those of Londoners. Some cities like morning papers, others like evening papers. The circulation of the New York morning papers is comparatively small; their evening papers can publish immense figures.

"Paris, on the other hand, has practically no evening papers, though the *Matin* made a splendid effort with one of the evening papers, the *Gaulois*, which, however, the people of Paris would not have. Again, the Paris morning papers, quite apart from those which are really national papers, have prodigious sales.

"Two things puzzle me about advertisers—first, their lack of combined effort to ascertain the actual day-to-day circulation of the journals they so generously support. There can be no valid reason why a newspaper does not publish its actual figures of circulation for every day of the year. Apart from advertising there is probably no business in the world in which shrewd commercial men are content to pay out huge sums on mere vague statements such as that the average circulation of such a newspaper is so much.

"The result of this weakness on the part of advertisers has been the creation of what might be termed a parasite press, which lives by the ineptitude of so-called business men and the craft of its conductors. Advertisers should realize that newspapers so cheaply produced as not to be able to disclose their circulation, as a rule give very large public and private commissions to some of the weaker advertising agents.

"The second matter is the lack of care so many advertisers still show in the presentation of their advertisements." Lord Northcliffe went on to say. "It is a kind of vanity, I suppose, which induces every man to believe that he can write an advertisement, but I personally lament the carelessness which causes some advertisers to insert in my own newspapers hopelessly unsuitable public appeals, and on more than one occasion I have sent them back to the advertisers.

"I can see the time coming when an advertisement will be judged as an advertisement, and the great advertisement copywriters will take rank with the great authors and great artists. I can see the time when every good advertisement will be signed by the man who produced it, and advertisers will be competing for signed advertisements by the best writers, just as editors compete now for stories signed by the best authors."

We Find It Pays

to be particular as to the kind of advertising we accept.

There is no maudlin sentiment about this—it is not that we are "goody-goody" or "straight-laced"—but we are publishing a paper for profit—and in order to make the paper a recognized authority we must be careful as to the kind of advertisers we endorse.

When we do accept an advertisement we endorse the advertiser—recommend him and his goods to our readers—stand back of him, as it were—adding to his prestige, wherever he may be.

Our net paid average circulation for the year ended September 30, 1913, was over 139,500 copies daily. Our net paid daily average circulation for the month of September was 156,317 copies.

This is the largest high-class evening circulation in New York.

If your advertising can measure up to our standard you will find THE GLOBE an immensely profitable medium for you.

We are looking for new accounts—the old ones renew their contracts almost automatically. They do this regularly, because

They Find It Pays

The Globe
AND **Commercial Advertiser**. 1852.
NEW YORK'S LARGEST NEWSPAPER.

NEW YORK

O'MARA & ORMSBEE

Foreign Advertising Representatives

Brunswick Building
NEW YORKTribune Building
CHICAGO

Symposium on Billboard Reforms.

Billboard advertising from the standpoint of general ugliness will be discussed at a meeting of the Municipal Art Society at the National Arts Club, New York, Oct. 8. William L. Harris, president of the society, is making every effort to interest advertisers in the meeting. The principal speaker of the evening will be James P. Heney, director of art in the city high schools, who has just completed a tour of Europe in which he gave special attention to advertising posters. A plan to make all signboards public property to be rented out for municipal revenue will also be discussed at the meeting. This plan, it is stated, is now in vogue in many European cities.

Scranton Tribune to Borrow \$10,000.

Leave was granted last week by Judge Witmer, sitting in the Federal Court at Scranton, Pa., to John T. Porter and William H. Peck, receivers of the Scranton Tribune Publishing Co., to borrow \$10,000 so that they may pay an instalment due on the real estate holdings of the company. The loan will be applied to the purchase of the property sold the Tribune Publishing Co. by Frank Bird. The consideration was \$60,000 and the agreement was that the money was to be paid in instalments of \$10,000 each. This payment became due last January.

Tercentenary Commission.

The official minutes of the New York Commercial Tercentenary Commission, just published, contain a list of the members of the commission, among whom are a number of newspaper men, including William Berri, publisher of the Brooklyn Standard Union, and Herbert L. Bridgman, business manager; James Wright Brown, publisher of THE EDITOR AND PUBLISHER; A. E. MacKinnon, of the New York World; John C. Cook, business manager of the Evening Mail; W. C. Freeman, of the Tribune; Herbert S. Gunnison, of the Eagle; J. E. Hardenbergh, of the City News Association; Frank A. Munsey, of the Press; Charles W. Price, of the Electrical Review; William C. Rieck, of the Sun, and John A. Sleicher, of Leslie's Weekly.

The Whole Forty-seven.

An amusing story is told of Winston Churchill, England's Home Secretary, who has made Scotland Yard give the press access to some of its secrets. One week no fewer than forty-seven American correspondents called on him at the Board of Trade offices for an interview on the American tariff, and as none of them had sufficiently good credentials he refused to see them. Finally a correspondent came with a letter from Mr. Lloyd-George and him, Mr. Churchill saw gladly. "Do you know," he said to the young man, "that I have refused to see forty-seven of your compatriots on this very subject?" "I ought to know it," the correspondent answered, "for I'm the whole forty-seven!"

DROPS SUIT AGAINST FIELD.

Plaintiff in Libel Case Changes His Mind About Damages.

On the eve of the meeting of the Grand Jury which would have taken up the case of Carter Field, formerly editor of the Cumberland (Md.) Press and American, David A. Robb, who had charged the editor with criminal libel, swearing out three warrants in July, wrote to State's Attorney Perdue asking that the cases be dropped.

Mr. Field left the Press Sept. 1 to become financial editor of the Washington Times, one of Frank A. Munsey's papers. In the letter Mr. Robb said he did not feel that the people of the community needed to be protected from the paper since Mr. Field left it, admitting frankly that he brought the suits for libel to curb the paper.

The attack on Mr. Robb was made by the Press because he attempted to have the bail of a negro accused of attacking a fifteen-year-old white girl reduced from \$1,000 to \$500.

Mr. Field, on learning that the libel suits had been dropped, expressed his dissatisfaction, as his lawyers were certain he was perfectly within his rights, not only legally, but morally. He did not believe that any jury could be obtained in Allegany County that would convict him.

OBITUARY NOTES.

WILLIAM F. ROTH, editor and proprietor of the Allentown (Pa.) Leader, died Saturday, at his home in that city. He was sixty-four years old. Mr. Roth was a devoted lover of out-of-doors sports. He came from a long line of Federalist and Whig ancestors, who were bitter in their opposition to slavery, and when a youth, Roth helped many black men from county to county by the "underground railway."

EDWARD R. TAYLOR, for thirty years a newspaper writer, formerly on the Brooklyn Eagle and the New York Herald, and at his death an insurance agent, died in Brooklyn, Sept. 19. He was born in 1843.

AUGUSTUS DENNIS SHEPARD, one of the founders and a former president of the American Bank Note Co., died of heart disease at his home in Fanwood, N. J., Sept. 29. He was 78 years old. His brother, Col. Elliott F. Shepard, was at one time proprietor of the New York Evening Mail and after Col. Shepard's death his brother managed the business affairs of the paper for the estate.

EMSLEY A. OVERMAN, seventy-three years old, at one time owner and editor of the Tipton (Ind.) Times, died at his home in that city recently.

FREDERICK STANHOPE HILL, author and publisher, died at his home in Cambridge, Mass., on Saturday. He was born in Boston on Aug. 4, 1829. He served in the Civil War. In 1866 he bought the Cambridge Chronicle and for several years was editor of the Cambridge Tribune. He was the author of many books on naval and religious subjects.

GEORGE WILSON, publisher of the Bingham (Utah) Press Bulletin, died in that city last week.

W. A. HARPIN died at Vancouver, B. C., on Sept. 21. He was at one time city editor of the Montreal Star, and was associated with the Ottawa Journal when it was started.

WILLIAM TOUSEY, a director of the American News Co. and a son of Sinclair Tousey, the founder of the company, died Monday at his home in New York. He was born in Syracuse sixty-nine years ago.

HENRY H. GRATZ, eighty-nine years old, founder and publisher of the Kentucky Gazette and Lexington, until his retirement in 1903, died in that city Sept. 21.

The New Lots Evening High School of Brooklyn is offering a course in advertising free to the public.

PRESS ASSOCIATIONS.

About 100 delegates were present at the State convention of the West Michigan Press Association at Grand Rapids Friday. The program included addresses by F. M. Johnson, of Lowell, "The Editor's Opportunity and Responsibility"; T. C. Huckle, Reed City, "Solicitation—Successful and Otherwise"; Charles Mackey, Dean-Hicks Printing Co., "How to Figure on a Job"; William Van Kovering, Zeeland, "Means and Methods of Increasing Circulation," and H. Van Antwerp, Rockford, "Advertising Campaign for Weekly Newspapers." The annual convention will be held in January.

The Western Iowa Editorial Association in recent convention at Atlantic City elected the following officers: President, F. H. McCabe, Logan Observer; vice-president, H. J. Hoogenaker, Audubon Republican; secretary-treasurer, C. C. Sheaffer, Randolph Enterprise.

Henry W. Bleyer was re-elected president of the Milwaukee County Pioneers' Association at the thirty-ninth annual meeting last week. Only seven of the original eighty-six members survive. Those in the association are Charles Ray, Frederick Layton, R. W. Pierce, Peter Van Vechten, George Chase, Gen. Charles King and Mr. Bleyer. The members called on Mayor Bading after the meeting.

The organization of the Austin (Tex.) Press Club was completed last week. The following officers were elected: William M. Thornton, staff correspondent Dallas News, president; J. A. Fernandez, Houston Chronicle and Dallas Times-Herald, first vice-president; Lloyd P. Lochridge, editor Austin Statesman, second vice-president; R. C. Lowrey, Houston Post and Fort Worth Record, secretary; W. A. Philpott, editor Texas Bankers' Record, treasurer. Board of governors to consist of the first three named officers and the following: D. C. McCaleb, A. G. Smoot, Ed S. Newton, San Antonio Express; A. G. Walton, Austin Tribune, and R. W. Lorance, Austin Statesman.

The Toronto Press Club listened to an interesting address by Arthur Spurgeon, manager of Cassell & Co., publishers, at its first fall meeting last week. Mr. Spurgeon related in telling manner the strength and weakness of the newspaper craft. While expressing confidence that newspapers were of great influence in molding the public character through their editorial columns, Mr. Spurgeon declared that the press of today tended to be less and less an organ of opinion, and more and more a vehicle of news.

The Central Association Sports Writers was organized at Burlington, Ia., last week. Ralph B. Ross, sporting editor of the Keokuk Constitution-Democrat, was elected president over Lee C. Duke Orbach, of the Muscatine Journal, the margin being one vote. Lyman C. Hedge, of the Burlington Hawk-Eye, was elected vice-president, and Mr. Orbach was chosen secretary.

Editorial Reunion Day in the program of the celebration of the Allegheny County anniversary last week was marked by the meeting of more than 200 members of the Pennsylvania State Editorial Association at Pittsburgh. There was a banquet at McCreery's, at which Mayor W. A. Magee spoke, and a number of entertainments that kept the editors busy all day. J. H. Zerbe, president of the association, and Robert P. Habgood, secretary, were among the speakers at the reunion. R. A. Walker, editor and owner of the Saltsburg Press, talked on the change in the country newspaper at the morning meeting in the Hotel Schenley.

The Brandon (Man.) Morning Times has ceased publication.

ALONG THE ROW.

A down-and-out newspaper man, who had been in the rural districts during the summer, drifted along the Row Monday, and after touching an acquaintance for a dime, said: "Johnny Meehan is dead, and Doc Perry is dead. That shuts off my food and drink—and a cold winter coming on."

"These," said the city editor of a morning paper, handing a cub some clippings, "are for your guidance. Go out and get some new facts about the story. The clippings will show you what facts have been ascertained thus far." So the cub went forth, spent a couple of hours chasing around, came back and started his story as follows: "If what the afternoon papers last night said was true, the following are the facts in this case."

Advertising agents are all wearing smiling faces from the Row to Forty-second street.

The night wire of the Publishers' Press is again in operation, with W. G. F. Price in charge.

The greatest man in the sanctum these days is the baseball reporter. Even the office boys bow before him, for the world's series will soon be on, when every line he writes will be "must" copy. Meanwhile the yachting expert is covering a police court and muttering to himself: "Ah! wait until Tom Lipton sends his boat across the deep, and then I will show them who is who, and likewise it."

BROOKLYN PERSONALS.

Douglas Grismer, of the Times, is back from a honeymoon trip through Canada. He went away without telling the boys anything about it.

Burt Pierce, former city editor of the Times, has gone to the copy desk of its Manhattan namesake. Pierce can hold his own with the best copy devourer.

Walter Funnell, who had a personal acquaintance with everyone on Long Island from Williamsburg to Montauk Point, and who for long years was Long Island editor of the Times, is now running a paper in Ithaca.

William Richards, who has contributed hundreds of articles to the papers on old-time theatrical events and people, is being advised by his friends to publish them in book form.

Allan M. Gordon, of the Standard-Union, will forsake bachelorhood this month.

Bob Pierson, financial man of the Standard-Union, is back to work. He spent a vacation at Fire Island. "Nice place," says Bob, "but not to be compared to 'St. Louis.'"

John W. Fox, of the Citizen, all braced up by four weeks' vacation, is now posting its readers on the political situation. John knows the game thoroughly—it's his long suit.

Joe Flannery, recently of the Standard-Union, has entered the bonds of matrimony. He has left the newspaper field, it is said, for another calling.

Richard Webster, Edward Reilly and William Dunney, in addition to their daily newspaper work, also do press work for three Brooklyn theaters.

Edward Hubbell, who left Brooklyn some time ago, is now one of the editors of the Yonkers Statesman and seldom crosses the city line.

John Halton, editor of the Standard-Union, has been writing editorials for that paper since the days when Fort Sumter was fired on, and his pen is as vigorous as ever, as political evil doers have good reason to know.

Tom Mitchell, an old-time newspaper man, paid the boys at Borough Hall a visit on Tuesday. He received a hearty welcome from the veterans. Tom is now raising chickens far out in New Jersey.

Send in your subscription now.

LIVE AD CLUB NEWS.

Boosting home-made products was the feature of the meeting of the Birmingham (Ala.) Ad Club last week, and a campaign was launched to educate the people of the city up to the idea of using home-made products. The meeting was well attended, and among those who spoke were Oscar Turner, Fred M. Jackson and Bert Jacobs. Mr. Turner suggested a manufacturers' exposition open to the public.

Human Interest in advertising was the subject for discussion at the weekly luncheon of the Houston (Tex.) Ad Club. Pat Dougherty, advertising manager of the Houston Heights Company, told the members of his experience in preparing attractive copy and explained some of the "tricks" of the craft. He laid down the principle that what appeals in the news columns of a paper would appeal in selling to the reader of that particular paper.

The weekly meeting of the New Orleans Ad Club was concerned with a discussion of the subject "Preparing the Product Before Advertising It." The speakers were Fred I. Meyers, John M. Draper, Nathan Forsheimer, George A. Simms, I. R. Jacobs, E. E. Edwards, Louis F. Beauvais and C. W. Hancock. At each of the future meetings some particular product will be discussed and suggestions as to its proper preparation for an advertising campaign will be given.

Members of the Fort Smith (Ark.) Ad Club met last week and perfected the organization of the club by the election of Milton Becker as president, Duke Murta, secretary, and Al Pollock, treasurer. During the evening short addresses were made by W. A. Johnson, Claude Crawford, Joe Langfelder, E. T. Dimmick and others. They spoke on the purpose of the organization which they declared to be the education and interchange of ideas on ad writing. Also to promote absolute honesty and accuracy in every phase of advising the public upon the merit of goods carried by firms which they represent.

The proposal to change the name of the Town Criers to the Montgomery (Ala.) Ad Club evoked spirited discussion when the organization held its regular meeting last week. Final action on the proposition was deferred indefinitely. The members who favor the proposed change of name are said to be advocates of a club devoted to advertising strictly. Two letters illustrating the most approved methods of advertising were read and discussed at the meeting.

The first meeting of the fall and winter season of the Fall River (Mass.) Ad Club was held last week at the Chamber of Commerce rooms. The speaker was William Watson of New York, who spoke on "The Ad in Stage-land." The talk was followed by a lively discussion on theater advertising and advertising "schemes."

COURSES IN ADVERTISING.

New York University and 23d Street Y. M. C. A. Provide Good Program.

The Advertising Division of the New York University, which opened on Sept. 29, has provided six courses of instruction. The first course, "The Essentials of Advertising," will be conducted by Harry Tipper, advertising manager of the Texas Co.; the second, "Advertising Copy," by G. B. Hotchkiss, of the George Batten Co.; the third, "Magazine and Newspaper Advertising," by James Melvin Lee, director of the department of journalism; the fourth, "Advertising Psychology," by Prof. H. L. Hollingworth, director of the psychological laboratory of Columbia University; the fifth, "Advertising Campaigns," by Mr. Tipper and sixth, "Advertising Display," by Frank Alvah Parsons, principal of the New York School of Fine Arts.

The courses of lectures are given on different evenings so that it will be possible for students to take them all if they care to do so.

The Twenty-third Street Y. M. C. A. course in advertising, which is now in its ninth year, begins Wednesday evening, Oct. 8, under the direction of Frank Le Roy Blanchard, with H. W. Doremus as assistant instructor.

The list of lectures includes the names of some of the foremost advertising men in this city and other cities. Among them are Don C. Seitz, business manager of the New York World, who will speak on "Newspaper Advertising"; H. C. Brown, advertising manager of the Victor Talking Machine Co., will talk on "Advertising in its Relation to Distribution"; George French, who will lecture on "Printing in Its Relation to Graphic Art"; Harry D. Robbins, advertising manager of N. W. Halsey & Co., and chairman of the National Vigilance Committee of the A. A. C. A.; Richard H. Waldo, advertising manager of Good Housekeeping, whose topic will be "Magazine Advertising"; Gould B. Wadsworth, president of the Eastern Division of the A. A. C. A., who will speak on "Practical Suggestions on the Preparation of Advertising Copy"; Thomas Dockrell, who will talk on "Mental Domination," and Col. Eugene L. Markey, sales manager of the Duplex Printing Press Co., who will speak on "Principles of Successful Solicitation."

A Fifteen-Page Ad.

The Niagara Falls Record broke its advertising record on Sept. 23, by printing a fifteen-page advertisement for S. Hirsch's & Sons department store. This is said to be one of the largest advertisements printed by any newspaper in New York State. The issue of the Record containing the ad consisted of thirty-two pages, probably the largest newspaper ever printed in Niagara County.

A Matter of Distance.

"My girl and I were up in an airship 2,000 feet above the ground. Suddenly she looked down and said: 'Gee, I've busted another pearl button off my jacket. I see it way down there on the ground.'"
"That isn't your pearl button," I replied, "that's Lake Erie."—Humorists' Convention.

STATEMENT OF OWNERSHIP, MANAGEMENT, ETC., OF THE EDITOR AND PUBLISHER AND JOURNALIST.

Published Weekly at New York, N. Y.

Required by the Act of Aug. 24, 1912.

NAME OF	POST-OFFICE ADDRESS
Editor, FRANK LEROY BLANCHARD,	105 East 15th street, New York City.
Managing Editor, MICHAEL KLEY,	1936 Bathgate avenue, New York City.
Business Manager, GEORGE P. LEFFLER,	1253 St. Nicholas avenue, New York City.
Publisher, JAMES WRIGHT BROWN,	234 Valentine lane, Yonkers, N. Y.
Owners: (If a corporation, give names and or more of total amount of stock):	addresses of stockholders holding 1 per cent.
JAMES WRIGHT BROWN	234 Valentine lane, Yonkers, N. Y.
FRANK LEROY BLANCHARD	105 East 15th street, New York City.
GEORGE P. LEFFLER	1253 St. Nicholas avenue, New York City.
T. J. KEENAN	Keenan Building, Pittsburgh, Pa.
Mrs. MARTHA JANE LEFFLER	1253 St. Nicholas avenue, New York City.
JOHN HULDERMAN	Harrisville, W. Va.
J. B. SHALE	314 W. 100th street, New York City.
GEORGE C. KOBBE	44 Wall street, New York City.
Known bondholders, mortgagees, and other total amount of bonds, mortgages, or other securities: None.	

Sworn to and subscribed before me this the 26th day of September, 1913.
JAMES W. BROWN, Publisher.
E. A. PRATT, Notary Public, Nassau County.
Certificate filed in New York County.
(My commission expires March 30, 1914.)

SPIRIT OF GERMAN INDUSTRIAL CODES.

By Henry W. Cherouny.

(Continued from last week.)

EVOLUTION OF THE CODE.

The guild organization of the German trades was at Napoleon's age as corrupt as that of every other country. It was no longer the foster-mother of civic virtues, but a pliable instrument for the enrichment of a few privileged families—a source of corruption for the high and low.

The great Prussian statesmen Stein and Hardenberg, therefore, willingly lent their ear to Adam Smith's political doctrines. But they seem to have cautiously distinguished between his good and bad theorems. The first industrial codes of 1810-12 show that its framers held unlimited competition to be as bad as unlimited restriction.

Therefore, the guilds were not dissolved, but only deprived of their rights of compelling membership. Proof of good character was sufficient to secure entry into any trade. Some trades, for example, the apothecaries, printers, builders, etc., were open only upon proof of qualification or by special license. Business conduct was placed under police supervision. The law of custom, preserved by decaying guilds, regulated the relations between employers, apprentices and journeymen.

STATE INTERFERENCE NOT WHOLLY GOOD.

Students of the whole period of trade-legislation and police supervision from 1810 up to 1845 are strongly impressed with the truth that the Prussian Government has always intently watched the effect of legislation according to Adam Smith's doctrines upon the economic life of all nations. Furthermore, that in the light of practical experience the leading men of Germany came to the conclusion that the middle road must be found between extreme competition and extreme restriction. Also that limitation by the State and police supervision had proved to be as dangerous as absence of all trade regulation or absolute guild supervision.

FREE GUILDS REVIVED.

As a result of long deliberations, lasting about ten years, the industrial code of 1845 was promulgated. It reasserted

the fundamental doctrine that no authority should prevent a person of good character from entering any business, except in such pursuits where ignorance could endanger public safety. However, a person in business should be governed by the customs of the trade and the law of business customs should be set by voluntary guilds embracing masters and journeymen.

This was the age of great German enlightenment, when it was the general belief that human nature is primarily good and requires only the light of knowledge to do what is right. The new code, therefore, encouraged the existing guilds to exert themselves as voluntary peace-makers between the different classes of mechanics. They were especially admonished to take care of the neglected apprentices as well as of sick benefits and continuation schools. The belief existed in high places that favorable governmental consideration of the guilds would without compulsion preserve both industrial order and business liberty.

In many of the skilled trades the right to employ apprentices was dependent on guild membership after proof of qualification. The Berlin Government assiduously tried to teach city mayors and county heads to open municipal continuation schools. The writer had three uncles who were "burgomasters" or "Amtmen," and it was in later years his greatest delight to search the old files containing the ministerial orders and instructions of how to start good continuation schools and voluntary guilds in towns and villages.

PERSONAL RECOLLECTIONS.

The writer's apprenticeship fell in the reign of this beneficial code. He remembers the stateliness of the meetings of masters and journeymen, and still feels in his old age how deeply he was affected by the ceremonies of his initiation and graduation. He sees, as of yore, the mind picture of the venerable compositor who was his official teacher of the mysteries of the printing trade. Deeply moved, he remembers the hoary-headed old "stick" examining the youngster after continuation school nights and reducing to practice the theoretical deductions of the teachers. It was he who endowed the youngster with his love of vocation and craftsmen's pride, that never gave way to fantastic theories and, alas—prevented the writer from following up other remunerative opportunities when over-competition struck the printing trade with discouraging poverty. When he reads now the grandiloquent speeches of the Typothetae about their hobby, "the cost system," which his night-school teachers revealed in 1857-9, then he thinks himself and his proud American colleagues—a lot of continuation schoolboys.

EFFECT OF REVOLUTION FELT.

The period of 1848 with its revolutionary tendencies was not favorable for this constructive statesmanship. Besides the factory system with its intricate problems broke into all well-meaning schemes to govern an ever-growing industrial population through kindness without authority. But the public interest in the ideas of the guild system was renewed. Old statutes were abolished or remodeled to suit the progressive age.

WAR AND FACTORY BRING PROBLEMS.

The seed of the benign spirit of the industrial code of 1845 had hardly taken root in the hearts of the people when the three wars of 1864, 1866 and 1870 engaged all forces of the Germans and suspended all peaceful pursuits. In the meantime, the factory system with its inventions increased the problems of social adjustment. A period of experimental legislation followed, but it was generally found that patchwork reform merely ends one evil and opens up many others never thought of before. We Americans apparently never learn this simple lesson.

COMPULSORY GUILDS REVIVED.

At last, after the German empire had satisfied the yearnings of the people for unity, the work of industrial reform was taken up with renewed vigor. The most important work was the promulgation of the industrial code of 1897 and the extensive legislation for the protection of laborers against all possible abuses by employers; for sanitation of working places; sick and old-age pensions; protection of their spiritual development and the preservation of their economic and political independence.

The code of 1897, which is in force now, provides for a gradual change of the voluntary guilds into compulsory guilds; that is, where a majority of mechanics of a certain district determine to get the power of compelling all members of allied trades to join them, the Government issues a charter for this purpose.

The legal purposes of the guilds are: (1) The fostering of the public spirit and strengthening of the sense of honor of all members; (2) the fostering of good relations between employers and employes, as well as the establishment and support of houses of call with labor bureaus; (3) the regulation of the apprenticeship system and proper provision for a technical, business and moral education; (4) the decision of disputes among employers and employes.

In compliance with these purposes, the guilds have continuation schools and trade high schools, which must be attended by every apprentice. They have examinations to establish the qualifications of journeymen and masters. There are provisions for sick and old-age benefits. Trade courts decide all shop disputes. Guild members can have co-operative stores for the sale of their products as well as for the buying of raw material. Trade schools and trade courts are in charge of employers and employes, share and share alike.

Districts with several guilds are under supervision of Chambers of Mechanics. They are clothed with power to carry out all ordinances, especially those pertaining to the proper schooling of apprentices. It is now stated by good authority that almost sixty per cent. of the German youth have absolved continuation schools and know how to keep a set of account books.

VALUE OF THE TITLE MASTER.

The best part of the law is the provision that only such mechanics as have the right of calling themselves "masters" can "coach" apprentices. In no case can an employer, not duly brought up in the trade, work with apprentices without engaging graduates of the trade school to instruct the boys.

Of course, it is impossible to enter upon the detail of this well-considered code. The writer has as far as possible viewed its operation on the technical and moral elevation of the people. He will, in his next article, try to show how this organic law of trade fosters enterprise and prosperity together with fairness in the distribution of the national surplus.

(To be concluded next week.)

Edmonton Enterprise.

It gives a conceited newspaper man in the States something of a jolt to learn that a city the size of Edmonton, Alberta, is capable of producing a thirty-two-page newspaper that, judged by editorial standards, compares favorably with those published on this side of the line in the big cities. The Edmonton Journal, of which M. R. Jennings is editor and general manager, and John McLaren is business manager, is one of the most enterprising to be found in British Columbia. Its telegraph service is excellent, its local news is ably selected and written, and its advertising columns are filled with well displayed and intelligently composed announcements. It's the kind of a paper that appeals to intelligent readers.

The executive committee of the Georgia Weekly Press Association has selected Commerce, Ga., as the place to hold the annual convention on July 14 and 15, 1914.

\$125,000 Cash

Balance deferred, will buy prosperous Middle West daily in live manufacturing city, showing over 12 per cent. net upon the investment, inclusive of owner's salary. All equipment as good as new. This is a gilt-edge proposition.

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.,
286 Fifth Ave., New York

STOP THE LOSS BY FIRE

THE statutes of New York and other States and the rules and requirements of Insurance Underwriters are such that inflammables must be provided with a receptacle and the danger from gasoline, benzine and naphtha must be minimized. These objects are attained by using a fireproof steel paper baler costing \$22, \$24, \$38 or \$40, according to size, which easily, quickly and safely bales the vast accumulations of waste paper in your place, thus converting danger, cost and waste into profit, since the old stuff sells on the spot for thirty to fifty cents per 100 lbs.; also by using the Justrite Oily Waste Can (\$2 and \$3) and the Justrite Safety Benzine Can \$2, \$4 and \$5. Carried and sold by

Barnhart Brothers & Spindler

(who also furnish everything a printer needs)
Chicago New York Washington, St. Louis
Dallas Kansas City Omaha St. Paul Seattle

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

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

BURRELLE

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.

64 Nassau St. N.Y. Tel. 4300-4 Beekman

\$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

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TEN THOUSAND DOLLARS buys a high-class weekly paper and printing establishment in a Minnesota city of 8,000. Net receipts now exceed \$3,000 a year. Fine chance for daily in connection and unlimited opportunity to increase business. Terms: One-half cash, time on balance.

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

TIPS FOR THE AD MANAGER.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are placing 70 in. 15 t. orders with a selected list of papers for Fleischmann's, 701 Washington street, New York City.

The Washington Advertising Agency, U. S. Savings Bank building, Washington, D. C., is sending out 28 1/4 t. orders to Southwestern semi-weekly papers for the Southern Feather & Pillow Co., Greensboro, N. C.

A. W. Ellis Co., 10 High street, Boston, is forwarding 3 1/2 in. 20 t. orders to a few New York and New England papers for the Hub Rubber Co., United States Rubber Co., "Hubmark Rubbers," of Boston, Mass., and New York City. At the expiration of the contract with the above agency the Van Cleave Co., of 1790 Broadway, New York City, will place all of the advertising for this company.

W. H. H. Hull & Co., Tribune building, New York City, it is re-ordered, will place orders with a selected list of papers the latter part of October for Lord & Taylor, "Merode Underwear," 901 Broadway, New York City.

J. Sale Poston, 1320 F street, Washington, D. C., is issuing classified orders to a large list of papers for W. T. Fitzgerald & Co., patent attorneys, Eighth and F streets, of the same city.

The Federal Advertising Agency, 231 We 1 Thirty-ninth street, New York City, is handling the advertising account of A. G. Hyde & Sons, "High-Grade," 361 Broadway.

Collin-Armstrong, Inc., 115 Broadway, New York City, is getting up a list of newspapers for the North German Lloyd Steamship Co., 5 Broadway, New York City.

C. Brewer Smith Advertising Agency, 55 Devonshire street, Boston, Mass., is making 5,000 l. contracts with a few Connecticut papers for the Harvard Brewing Co., Lowell, Mass.

The Wyckoff Advertising Co., 14 Ellicott street, Buffalo, N. Y., and New York City, is renewing contracts with a large list of papers for the Tokalon Manufacturing Co., Rochester and Syracuse, N. Y.

Taylor-Critchfield Co., Brooks building, Chicago, Ill., is forwarding contracts to a selected list of papers for H. J. Heinz Co., "Heinz Products," Pittsburgh, Pa.

George G. Powning & Son, New Haven, Conn., are placing mail order copy generally for E. J. Woods, 142 East Thirty-second street, New York City.

Frank Presbrey Co., 456 Fourth avenue, New York City, is making contracts for the advertising of the Greenbrier Hotel, White Sulphur Springs, W. Va., with a selected list of papers.

George Batten Co., Fourth Avenue building, New York City, is issuing orders to a few New England papers for Fuller & Warren Co., "Stewart Ideal Range," Troy, N. Y.

E. P. Remington Advertising Agency, 1280 Main street, Buffalo, N. Y., is renewing contracts for Foster Millburn Co., Buffalo, N. Y., and Dr. Leonhardt Co., of the same city.

Richard A. Foley Advertising Agency, Bulletin building, Philadelphia, will shortly issue orders for William H. Luden, "Luden's Menthol Cough Drops," 220 North Eighth street, Reading, Pa.

Hill & Tryon, Pittsburgh, Pa., and New York City, are making 500 in. contracts with Pennsylvania papers for the Cook Pharmaceutical Co.

Johnson Advertising Corporation, Steger building, Chicago, Ill., is reported to have charge of the advertising account of the National Cash Register Co., of Dayton, O.

Wylie B. Jones Advertising Agency, Birmingham, N. Y., is handling the advertising accounts of the Sterling Chemical Co., 1 Madison avenue, New York City, and Earl Hopkins, of Washington, D. C. He is also placing small orders generally for the Washington Civil Service School, of Washington, D. C.

Meyen & Co., Tribune building, New York City, are placing advertising contracts for the Imperial Shaving Cream Co., 67 West 125th street, New York City.

F. Wallis Armstrong Advertising Co., North American building, Philadelphia, is reported to be figuring on a list of newspapers for the advertising account of Joseph Campbell Co., "Campbell's Soups," Camden, N. J.

Dunlap-Ward Advertising Co., Hartford, Hartford building, Chicago, Ill., is placing orders with farm publications in the Southwest for the Pennsylvania Salt Co., "Lewis Lye," 116 Chestnut street, Philadelphia, Pa.

Calkins & Holden, 250 Fifth avenue, New York City, are sending out contracts generally for the Curtis Publishing Co., "Criterion Magazine," 1 Madison avenue, New York City.

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, is forwarding 36 t. 7 l. orders to a few selected papers for Frontier Asthma. It is also placing 1,000 l., 1 yr. contracts with Pacific Coast papers for J. A. Smith.

W. H. Dilg, of Chicago, Ill., is issuing 5,000 l., 1 yr. contracts to Southern papers for the Sunny Brook Dist. Co.

M. P. Gould Co., 120 West Thirty-second street, New York City, is handling the advertising account of the Locomobile Co., Bridgeport, Conn.

The Johnson Advertising Co., Steger building, Chicago, is making 8,000 l., 1 yr. contracts with Middle West papers for the Armour Co.

The Van Cleave Co., 250 Fifth avenue, New York City, is renewing contracts for the White Rock Company.

H. A. Woods, of Indianapolis, Ind., is issuing 56 l. 12 t. Saturday orders to a few Texas papers for the Schulling Rupture Institute.

Witt K. Cochran Advertising Agency, Boyce Building, Chicago, Ill., is handling the advertising account of the Mitchell-Lewis Motor Co., Racine, Wis. Their New York City advertising account is handled by Bromfield & Field, of the same city.

H. K. McCann Co., 11 Broadway, New York City, is placing orders with a few Southern papers for the Standard Oil Co., of the same city. It is also placing 7 in. 6 t. orders with selected cities for the Hercules Powder Co. (Infallible Powder).

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., is renewing copy for the E. W. Rose Medicine Co., "Zemo," 3,032 Olive street, St. Louis, Mo. It is also making 2,000 l. contracts with large city papers for F. J. Kellogg Co., Protone Co., "Sanitone Wafers," Battle Creek, Mich.

Goldsmith Co., 207 Market street, Newark, N. J., has charge of the advertising account of the Eisner-Mendelson Co., "Johann Hoff's Malt Extract," 90 West street, New York City.

E. J. Goulston Advertising Agency, 18 Tremont street, Boston, Mass., is handling the advertising account of Hydelem & Lassner & Co., "Storm Queen Veil," 110 Fifth avenue, New York City, in a selected list of papers.

Charles H. Touzalin Agency, Kesner building, Chicago, is sending out 35 l., 78 t. orders to Pacific Coast papers for Allan & Co.

The Kendall Co., 102 West Forty-second street, New York City, is figuring on a list of New York and New England papers within 1,000 miles of New York City for the Hotel Cadillac, Broadway and Forty-third street, New York City.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is forwarding 4 in., 26 t. contracts to a selected list of Southern papers for Jenks, Gwynne & Co., 27 William street, New York City. It is also placing 100 in. orders with New England papers for Hudson & Co., "Sulpholac," 149 West Thirty-sixth street.

H. W. Kastner & Sons, Sieger building, Chicago, Ill., are issuing 60 l., 2 t. orders to Texas papers for the Greeley Dist. Co.

L. W. Rinear Co., Cleveland, O., is sending out advertising contracts for the Miller Rubber Co., Akron, O.

J. W. Barber Advertising Agency, 258 Washington street, Boston, Mass., is making 5,000 l. contracts with some Connecticut papers for White, Warner Co., "Quaker Ranger," Taunton, Mass.

The Graham-Miller Co., Cary building, Milwaukee, Wis., is placing contracts with Southern papers for the United Doctors, Zanesville and Toledo, O.

C. Ironmonger Advertising Agency, 20 Vesey street, New York City, is sending out orders to some Southern papers for the Monticello Distilling Co., of New York City and Baltimore, Md.

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	MINERButte
CALIFORNIA.	NEBRASKA
ENTERPRISEChico	FREIE PRESSE (Cir. 128,384)....Lincoln
RECORDLos Angeles	NEW JERSEY.
TRIBUNELos Angeles	PRESSAsbury Park
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	JOURNALElizabeth
INDEPENDENTSanta Barbara	COURIER-NEWSPlainfield
BULLETINSan Francisco	NEW YORK.
CALLSan Francisco	KNICKERBOCKER PRESS.....Albany
RECORDStockton	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.54989)Atlanta	STANDARD PRESS.....Troy
CONSTITUTIONAtlanta	OHIO.
CHRONICLEAugusta	PLAIN DEALER.....Cleveland
LEDGERColumbus	Circulation for August, 1913.
ILLINOIS.	Daily 118,491
POLISH DAILY ZGODA.....Chicago	Sunday 143,188
SKANDINAVENChicago	VINDICATORYoungstown
HERALDJoliet	PENNSYLVANIA.
NEWSJoliet	TIMESChester
HERALD-TRANSCRIPTPeoria	DAILY DEMOCRAT.....Johnstown
JOURNALPeoria	DISPATCHPittsburgh
STAR (Circulation 21,589).....Peoria	PRESSPittsburgh
INDIANA.	GERMAN GAZETTE.....Philadelphia
THE AVE MARIA.....Notre Dame	TIMES-LEADERWilkes-Barre
IOWA.	GAZETTEYork
REGISTER & LEADER.....Des Moines	SOUTH CAROLINA.
THE TIMES-JOURNAL.....Dubuque	DAILY MAIL.....Anderson
KANSAS	THE STATE.....Columbia
CAPITALTopeka	(Sworn Cir. June, 1913. D. 21,733; S. 21,960)
KENTUCKY.	TENNESSEE.
COURIER-JOURNALLouisville	NEWS-SCIMITARMemphis
TIMESLouisville	BANNERNashville
LOUISIANA.	TEXAS.
DAILY STATES.....New Orleans	STAR-TELEGRAMFort Worth
ITEMNew Orleans	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
TIMES-DEMOCRATNew Orleans	CHRONICLEHouston
MARYLAND.	The Chronicle guarantees a circulation of 35- 000 daily and 42,000 Sunday. Increase in advertising rates effective January 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-INTELLIGENCERSeattle
MICHIGAN.	WISCONSIN.
PATRIOT (Morning).....Jackson	EVENING WISCONSIN.....Milwaukee
Daily (Except Monday) Aver-age, Year of 1912	CANADA.
Daily..... 10,589 Sunday..... 11,629	ALBERTA.
MINNESOTA.	HERALDCalgary
TRIBUNE, Morn. & Eve.... Minneapolis	BRITISH COLUMBIA.
MISSOURI.	WORLDVancouver
POST-DISPATCHSt. Louis	ONTARIO.
	FREE PRESS.....London
	QUEBEC.
	LA PATRIE.....Montreal
	LA PRESSE Ave.Cir.for 1912, 114,371 Montreal

New Orleans States
Sworn Circulation
Over 40,000 copies daily

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

(Continued on page 314.)

AD FIELD PERSONALS.

Frank Presbrey, of the Frank Presbrey Co., advertising agents, of New York, and his son, Charles Presbrey, have been spending a few days at White Sulphur Springs, Va.

Frank W. Maas, for several years identified with the advertising field through his connection with various publications, has been appointed advertising manager of Newspaperdom.

W. O. Paisley, of Omaha, Neb., has become advertising manager of the Helena (Mont.) Independent.

John Lee Mahin, of Chicago, was the principal speaker at a banquet of the Sales Managers' Bureau, St. Louis Business Men's League, last week. He discussed idealism in advertising.

J. E. Junkins, formerly advertising manager of the Miami (Fla.) Metropolis, has been elected vice-president of the Realty Securities Corporation, Jacksonville.

Chattanooga News Big Ad Section.

The Chattanooga (Tenn.) News has printed several notable advertising sections. On May 22 a ten page section was devoted to exploiting a Knox-Thomas-Spears Company ad. The day following the News printed another ten page section ad of the Palmer Hardware Company, both based on a local Confederate reunion. On September 15 they repeated their former advertising triumphs by another ten page section regarding the new store of Edwards & Le Bron, local jewelers. The section deals with the firm, its stock, management and methods. Pertinent and interesting material is grouped around the advertising matter in such a skillful way that the ad is entirely uncontaminated. The Chattanooga News may well feel proud of the results it has achieved.

Pilgrim Publicity.

The October number of Pilgrim Publicity, the official organ of the Pilgrim Publicity Association of New England, which is now in its fifth year, appears in a colored cover that is unusually attractive. A new feature which is inaugurated with this issue is the publication of a series of articles on advertising having an educational value. The first is by Prof. Paul T. Cherington, of Harvard University, on "Analysis of Advertising Plans." The magazine is brought out each month by the publication committee, consisting of Mortimer Berkowitz, Harold F. Barber, Lyle T. Hammond, Charles S. Parr, Raymond E. Huntington and Thomas Dreier.

Ad Agency Files Bankruptcy Petition.

The Pettingill-Flowers Advertising Co., Memphis, Tenn., has filed a voluntary petition in bankruptcy in the Federal Court at Memphis, setting forth liabilities of \$6,243.79, and assets of \$1,536.70. E. A. Pettingill is president and T. B. Hilton secretary of the concern, which has been established in Memphis for some time.

A Correction.

An error in the setting up of a paragraph regarding the Valentine Co.'s advertising in last week's issue made it appear that the E. N. Erickson Advertising Agency had placed the accounts; whereas it should have been the A. W. Erickson Advertising Agency.

Objectionable Ad Copy.

A Minnesota newspaper had a contract with a department store for a certain amount of advertising, the copy to be unobjectionable to the publisher. By and by the advertiser offered some copy about trading stamps and the paper refused to print it, stating its reasons and calling for unobjectionable copy. The advertiser refused to comply, whereupon the paper brought suit to recover on uncompleted contract. The court declared unmistakably that the newspaper had a right to refuse the advertisements.

AD FIELD NEWS NOTES.

The Beaumont Advertising Agency, of Birmingham, Ala., formerly of Nashville, but for the last few years located in Birmingham, Ala., has been obliged to seek new quarters because of its rapidly growing business and on Oct. 1 will be located on the seventh floor of the American Trust Building in the latter city.

The Washington Star has issued a four-page sheet filled with announcements of nationally advertised goods that regularly appear in its columns, for distribution among the grocers of Washington. On the front page is a display advertisement urging grocers to take advantage of the advertising put out by the manufacturers and wholesalers by giving a proper display of the goods.

The Kelly-Smith Co., of New York and Chicago, has been appointed the special foreign representative of the Worcester Telegram.

Trell & Pratt Agency, Inc., is a new advertising firm recently launched in New York by T. B. Pratt and T. S. Trell.

William A. Beaman, advertising, Springfield, Mass., has filed a petition in bankruptcy. Liabilities, \$3,393; assets, \$300.

S. C. Stevens and Harry W. King have associated themselves in Stevens & King, Inc., publishers' representatives, 286 Fifth avenue, New York, and Hearst Building, Chicago.

NEW AD INCORPORATIONS.

NEW YORK, N. Y.—W. W. Sharpe & Co.; Manhattan, general advertising, capital, \$15,000; William W. Sharpe, Henry C. Thomas, John N. Thomas, incorporators.

SPRINGFIELD, O.—The Brand Advertising Co., general advertising; capital, \$5,000; incorporated by William A. Brand, W. J. Barrett, C. B. Heffner and others.

NEW YORK, N. Y.—The Benton Co., Manhattan, general advertising; capital, \$20,000; incorporators: E. T. Benton, Jr., Edwin Sefton and Louis Rotter.

NEW YORK, N. Y.—Stevens & King, Manhattan, general advertising; capital, \$10,000; incorporators: Seth C. Stevens, Inez R. Roy, Roy W. King.

The Deutsche-America, a weekly published at Nokomis, Ill., for nearly thirty-five years, has been discontinued.

TIPS FOR THE AD MANAGER.

(Continued from page 314.)

Lord & Thomas, Mallery building, Chicago, Ill., are handling the advertising account of The General Fireproofing Co., "Allsteel Filing Equipment," Youngstown, O., 396 Broadway, New York City. They are also placing orders with a few large city papers for the Pulitzer Magazine Co., 1035 Sixth avenue, New York.

Mator-Menz Advertising Co., Bulletin building, Philadelphia, is putting out copy for the winter advertising campaign of the Eckman Manufacturing Co., Sixth and Market streets, Philadelphia, Pa.

Shaw Advertising Co., Transportation building, Chicago, will shortly issue orders to papers in Cleveland, then Boston, Detroit, New York City and Philadelphia, and may extend to cities with a population of 100,000 or more, for the Automatic Electric Co., "The Auto-Phone," Chicago, Ill.

H. D. Stewart Co., 119 West Madison street, Chicago, Ill., is making 1,000 contracts with papers in the Central States for the Earnshaw Knitting Co., Inc., "Vanta Baby Garments," 1201 West Jackson Boulevard, Chicago. It is also placing orders with papers the early part of October for the Continental Tailoring Co.

Alfred Gratz, 1001 Chestnut street, Philadelphia, Pa., is sending out 2 and 4 in. 10 t. contracts to Southwestern mail order papers for the Sunlight Co., of Dayton, O.

Hall Advertising Co., Merrill building, Milwaukee, Wis., is forwarding contracts to Southern papers for Moore Brothers.

Hugh A. McAtamney & Co., 42 Broadway, New York City, are gradually extending the advertising account of The Claridge Hotel (formerly Rector's), Broadway and Forty-fourth street, New York City.

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

ALLEN & WARD
Brunswick Bldg., New York
Advertising Bldg., Chicago

ANDERSON, C. J., SPECIAL AGENCY
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112

JOHN M. BRANHAM CO.
Brunswick Bldg., N.Y., Mallery Bldg., Chic.
Chemical Bldg., St. Louis.

BUDD, THE JOHN, COMPANY
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis

CARPENTER-SCHEERER SP. AGCY
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago

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

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

HENKEL, F. W.
People's Gas Bldg., Chicago
Tel. Randolph 3465

KEATOR, A. R.
601 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065

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

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

OFLAHERTY'S N. Y. SUBURE. LIST
150 Nassau Street, New York
Tel. Beekman 3636

PAYNE & YOUNG
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York

PULLEN, BRYANT & FREDRICKS CO.
225 Fifth Avenue, New York.
Tel. Madison Sq. 9729.

PUTNAM & RANDALL,
45 W. 34th St., New York
Tel. Murray Hill 1377

STOCKWELL SPECIAL AGENCY
286 Fifth Avenue, New York
People's Gas Bldg., Chicago

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

Contracts are being made by the American Advertising Agency, Inc., Washington, D. C., for the advertising of John D. Bear, Elkton, Va., in newspapers in the States of Virginia, North and South Carolina, Maryland and Eastern Pennsylvania.

The American Advertising Agency, Inc., Washington, D. C., is placing in Southern agricultural and farm publications the advertising of the Williams Mill Mfg. Co., Ronda, N. C., and also the advertising of the Richmond Stove Co., Inc., Richmond, Va.

Mahin Advertising Co., 104 South Michigan avenue, Chicago, Ill., is making 1,000 l. contracts with Southwestern papers for Towle Maple Products Co., St. Paul, Minn.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is handling the advertising account of A. V. Jackson, Falmouth Mushroom Cellars, 68 Clifford street, Falmouth, Mass.

Kilmer, "Swamp Root," is renewing contracts direct.

Bromfield & Field, Inc., 1780 Broadway, New York, are sending out orders for 2 1/2 in. advertisements to a list of daily papers for the Seaboard Air Line Railway.

The American Advertising Agency, Inc., Washington, D. C., has secured the advertising account of the Heer Engine Co., Portsmouth, O. Farm papers will be used. This agency has also recently taken over the ac-

Advertising Agents

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

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

BRICKA, GEORGE W., Adv. Agent.
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Tel. 9101-9102 Mad. Sq.

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

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

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General Advertising Agents,
Republic Building, Chicago

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Tribune Bldg., New York
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Clearing House For All Agencies
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N. Y. Office, 1710 Flatiron Bldg

THE EXPORT ADV. AGENCY
Specialists on Export Advertising
Chicago, Ill.

count of the Perkins Wind Mill & Engine Co., Mishawaka, Ind.

Bromfield & Field, Inc., 1780 Broadway, New York City, are placing orders with a few large city papers for the F-I-A-T Auto Co., Broadway and Fifty-seventh street, New York City.

The Siegfried Co., Inc., has been given the contract for the campaign advertising of the Hon. Everett Colby, Progressive candidate for Governor of New Jersey. Copy is being sent to a selected list of newspapers throughout New Jersey.

The Freeman Advertising Agency, seventh floor Mutual Building, Richmond, Va., recently made contracts for 14,000 lines with sixteen leading Southern newspapers for the advertising of the Lynchburg, Va., Shoe Merchants' Association. Seventy to ninety-inch advertisements will appear on Sundays until the space is used.

The advertising of the Lo Sales Co., La Porte, Ind., is being placed rather extensively in Chicago newspapers, and in the near future it will probably be extended to other cities in the Middle West. This business is being handled by the American Advertising Agency, Inc., Washington, D. C.

Mary.

Mary had a little calf,
But it was white as snow,
She wore her skirt slashed up the side,
And that is how I know.

—New York Sun.

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