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WAR ON BULLETINS.

PHILADELPHIA BASEBALL CLUB FORBIDS REPRODUCTION OF GAMES, PLAY BY PLAY.

Athletics' Management Claims Score-Boards Divert \$1,000 Worth of Admissions a Day—Reporters Ejected From Field and Pass Books Confiscated—News Bureau Contract Said to Have Been Cancelled.

(Special Correspondence.)

PHILADELPHIA, July 23.—Operation by newspapers or other news-distributing agencies of baseball score boards on which games in this city are reproduced on the street, play by play, has been forbidden by the management of the Athletics, the American League baseball club. The management takes the ground that the score boards are responsible for the loss of more than \$1,000 a day in attendance at the ball park.

Reporters of one Philadelphia newspaper were ejected from the field and their pass books confiscated when they ignored the request to discontinue the service to outside points. Furthermore, the relations between the club management and the Western Union Telegraph Company and the New York News Bureau, both of which agencies have been accustomed to transmit news of the games as they were played, have reached the breaking point.

NEWS BUREAU CONTRACT CANCELLED.

The contract with the New York News Bureau is said to have already been cancelled, and the arrangement with the Western Union, says Ben Shibe, president of the Athletics, will be terminated at the end of the season unless the company obeys the new orders.

"We will fight this matter to a finish," said Mr. Shibe today. "The loss of business which we suffered during the operation of the special bulletin boards amounted to \$1,000 a day. Connie Mack will substantiate those figures."

PRESIDENT SHIBE'S VIEWS.

"It is just as if everything that was taking place in theatres should be reported free to a crowd outside the house. I don't see why the newspapers want to supply such news. Why don't they give their papers away free? It would be just as reasonable."

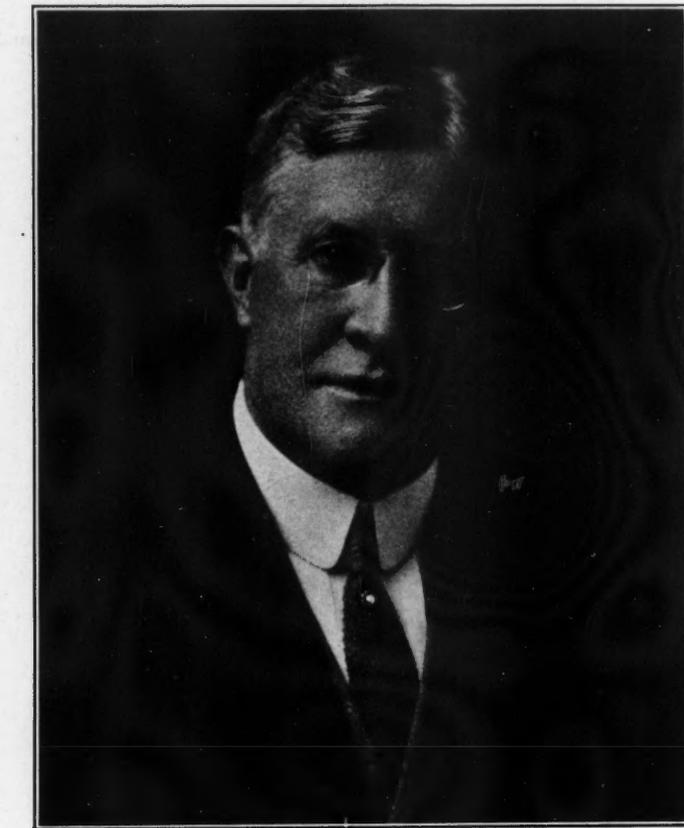
"I have cut off the telephone service also which is used by the ticker company to supply news of the games to saloons. We will permit nobody to send out news of the games in detail as they are being played. If any newspaper repeats the practice, its representatives will not be allowed to enter the grounds."

Will Investigate Vera Cruz Dispatch.

Senator Poindexter, of Washington, has introduced a resolution in the Senate calling upon the Secretary of the Navy to report on the truth of a press dispatch that a naval ensign of the United States at Vera Cruz on June 17 had shot unarmed Mexican prisoners under the "law of fugitives."

Newspaper Monopoly of Afghanistan.

The newspaper business is in its infancy in Afghanistan. Only one paper is printed in the country, and when Consul H. D. Baker wrote to the publisher, in Kabul, in regard to placing in it advertisements of American firms no reply was received.



W. D. BOYCE,

PUBLISHER OF THE INDIANA DAILY TIMES, INDIANAPOLIS.

W. D. BOYCE OWNER.

BUYS OUT LARKE AND CHANGES NAME OF INDIANAPOLIS SUN TO INDIANA TIMES.

Former General Manager Said to Have Received \$20,000 for His Interest in Evening Paper—Receivership Suit Dismissed by Settlement—J. W. Banbury Appointed Publisher of Daily—New Size Adopted.
(Special Correspondence.)

INDIANAPOLIS, July 18.—Negotiations between W. D. Boyce and George H. Larke came to an end this week with the purchase by the former of the latter's interest in the Indianapolis Evening Sun. With the final edition of today's Sun, that paper, which has been published here for twenty-six years, went out of existence. On Monday the paper will be issued as the Indiana Daily Times. Its motto will be "a square deal and fair play for every body."

The W. D. Boyce Company, 500 North Dearborn street, Chicago, is now the sole owner of the paper. The settlement was said to have been made on a basis of about 50 per cent loss to Mr. Larke. It is understood that he received \$20,000 for his interest in the business. The receivership suit has been dismissed but the Indianapolis Sun Company, defendant in the action, will pay the costs of the receivership proceedings.

LARKE GOING ABROAD.

Mr. Larke is going to take a rest of from three to six months and will probably go abroad.

The New Indiana Daily Times will be published each day with the exception of Sunday, and will be the only 1 cent evening newspaper in Indianapolis. J. W. Banbury will be the publisher, with headquarters in this city. There will be no other change in the publication's staff.

The width of the page of the new paper will be seven columns, 295 lines to the column, 2,065 lines to the page, and a width of column of 13 ems pica.

Suit for receiver of the Indianapolis Sun, and a judgment of \$33,000 was brought by Mr. Larke July 6, the Indianapolis Sun Company, and the Marion County State Bank, trustee for the bondholders being made defendants. Mr. Larke, until Friday, July 3, was vice-president, treasurer and general manager of the company. At a meeting of the board of directors of the company, which board was composed of W. D. Boyce, principal stockholder; Mr. Larke, minority stockholder; W. W. Wilson, Benjamin Boyce and Mrs. Larke, the Boyces and Wilson voted to remove Larke.

THE COURT PROCEEDINGS.

The hearing of the suit occupied several days in the circuit court. Much time was given to the question of the policy pursued by Larke in operating the paper, the contention of Larke being that he was backed by Boyce in his fight against the big merchants of Indianapolis. At the hearing, Boyce said he really did not know what Larke was publishing in the paper. He said when he did find out what Larke had been doing, he was not surprised that the merchants had refused to advertise.

In deciding that the Indianapolis Sun Company is insolvent, several days later, Judge Remster said he believed Larke had tried to follow out a policy which was in accord with the wishes of Boyce.

Portsmouth Star, New Ohio Daily.

F. W. Meyers, former editor and manager of the Urbana (O.) Daily Citizen, has started a new morning daily newspaper in Portsmouth, O. The company was incorporated last week with \$50,000 capital stock as the Portsmouth Star Publishing Company. The incorporators are Frederick W. Meyers, Frank B. Wilson, P. W. Young, Mark Crawford and Edgar O. Miller. Mr. Wilson was for a number of years proprietor of the Kenton News Republican. After selling out his paper in Kenton, Mr. Wilson was editor and manager of the Urbana Daily Citizen for one year.

No Crime to Sell Papers On Sunday.

The trial of T. P. Wright & Company, indicted at Weston, W. Va., for selling newspapers on Sunday, was held in that city last week. The argument resulted in instructions from Judge Raymond Maxwell that the burden of proof was on the State and it was the State's duty to prove that the selling of newspapers on Sunday was not a necessity. The State failed to prove this and Judge Maxwell instructed the jury to find the defendant not guilty.

Caldwell Buys Texarkana Post.

The Texarkana (Tex.) Evening Post, which was established on the Texas side of the town two months ago, changed hands last week, J. H. Beall, the owner, selling his interest to M. G. Caldwell. Mr. Beall will continue with the paper in an editorial capacity.

Germans Will Fight French Writers.

Several Paris duels are now in sight as a result of the alleged prosecution of Hansi, the Alsatian caricaturist, who has been lampooning everything German in Alsace-Lorraine. MM. Paul and Guy de Cassagnac took up the cudgels in behalf of Hansi and have made several savage attacks on German newspaper correspondents in Paris in their newspaper, L'Autorite. Herr Fuchs, the Paris correspondent of the Berlin Lokalanzeiger, announces that he will send his seconds to Paul de Cassagnac for alleged insults by the latter. The seconds for Herr Fuchs are M. Croci, vice-president of the Foreign Press Association, and Herr Stimson, a German correspondent. Paul de Cassagnac announces that he will send a challenge to Karl Lahm, the Paris correspondent of the Leipziger Tageblatt.

Charleston Herald Buys Fayette Sun.

The Charleston (W. Va.) Herald, a weekly newspaper launched the first of the year by W. A. Cantrell, S. E. Bowen and others, and publication of which was suspended last May, will be revived as the Charleston Sun-Herald, Sunday, July 26. Announcement to this effect has been made by one of the directors of the company. The company recently acquired the printing plant of the Fayette Sun, published at Oak Hill, and the equipment will be moved to Charleston at once and installed in the Herald building. The subscription list of the Fayette Sun has been taken over by the Herald, and the Oak Hill paper will cease publication.

FAKE AD MAN GUILTY. SENATOR MAKES A DISCOVERY.

Clothing Dealer Gets Into Trouble in New York by Offering Bargains Under an Alleged Receiver's Sale—Pleads Guilty in Court, but is Allowed to Go Free Under a Suspended Sentence—First Ad Case.

The first conviction in New York City under the new ordinance directed against "false and misleading advertising" was secured this week in the Harlem Police Court by the Harlem Board of Commerce when Jacob Kantrowitz pleaded guilty and was released under a suspended sentence by Magistrate Levy. The story of the case is, in brief, as follows:

Kantrowitz, who owns a clothing store at 270 Bowery, awhile ago leased a store at 127th street and Third avenue, formerly occupied by the Guarantee Clothing Co., of which Nathan Lemlein was proprietor. Lemlein's lease had six months to run when taken over by Kantrowitz on condition that he was not to use the name of the Guarantee Clothing Company in any way.

For a time Kantrowitz lived up to it, but about a month ago Kantrowitz had 9,000 circulars printed, half in Italian and half in English, which he distributed to advertise his business. These circulars were delivered from his other store at 270 Bowery and a number were sent out from the Harlem store. In the circulars Kantrowitz said that certain standard goods were being sold at prices far below cost owing to their being sold on the "order of a receiver."

RECEIVER A "FAKE."

Detective Hawkins, of the Thirty-sixth Precinct investigated and found that no receiver had ordered the sale. He made purchases at the Harlem store and found that the "standard goods" advertised by the circular were of very inferior grade and unknown manufacture. Certain collars that are usually sold at two for a quarter were advertised to be sold at three for the same money. Hawkins found that he could buy the collars sold on this advertisement at six for a quarter. He bought several and also bought a shirt that was advertised as "standard" at a price far below what such a shirt usually costs.

Hawkins asked the salesman, Morris Kaufmann, what guarantee he had that the goods were as represented. Kaufmann told him that he had the guarantee of the Guarantee Clothing Company and called his attention to the signs in the window, all of which bore the name of that company. Hawkins received a slip with his purchases bearing the name of the Guarantee Clothing Company, and this was in court as evidence.

CONTENT OF ORDINANCE.

The ordinance under which the arrest was made was adopted by the Board of Aldermen March 31, 1914, and reads as follows:

Be it ordained by the Board of Aldermen of the City of New York as follows:

1. Any person, firm, corporation or association, who, with intent to sell or in anywise dispose of merchandise, securities, service or anything offered, directly or indirectly, by such person, firm, corporation or association to the public for sale or distribution, or with intent to increase the consumption thereof, or induce the public in any manner to enter into any obligation relating thereto, or to acquire the title thereto, or any interest therein, makes, publishes, disseminates, circulates or places before the public, or causes directly or indirectly to be made, published, disseminated, circulated or placed before the public in this city in any newspaper or other publication sold or offered for sale upon any public street, sidewalk or other public places, or on any sign upon any street, sidewalk or public ground, or in any hand bill or advertisement posted upon any street, sidewalk or public ground, or in any placard, advertisement or hand bill exhibited or carried in any street or public ground, or upon any sidewalk, or on any banner or sign flying across the street or from any house, an advertisement of any sort regarding merchandise, securities, service or anything so offered to the public, which advertisement contains assertion, representation or statement which is untrue, deceptive or misleading, shall be fined not less than twenty-five (\$25) dollars nor more than two hundred and fifty (\$250) dollars, or by imprisonment of not less than five days nor more than six months, or by both such fine and imprisonment.

Finds That Newspapers Pay More Attention to Executive Than to Open Sessions.

Senator Thomas in commenting upon the manner in which the newspapers report the proceedings of the Senate, in addressing that body last week said:

"Mr. President, the Senate yesterday held a very long session behind closed doors for the purpose of considering a motion of the Senator from Nebraska (Mr. Hitchcock) to make public certain testimony of Mr. Thomas D. Jones. I notice this morning's Washington Post devotes four columns to our proceedings, including an accurate production of the testimony which was read from the record.

"It was suggested to me that since scarcely any mention is made by that paper of our proceedings in open session, that the best way from now on to secure publicity for what we do and say is to hold all of our sessions behind closed doors. I am in favor of publicity, and I have assumed that we could get it only by open sessions. I am now well convinced that publicity is the result of curiosity, which we can arouse by closing our doors, and thus attract, through the columns of the press, the attention of the public to all grave affairs which for various reasons are supposed to be carried on behind closed doors.

"Another thing which requires favorable comment in this connection is that the reports of our proceedings behind closed doors are not only more elaborate but in some respects more correct than are the reports of proceedings in open session."

IMPROVEMENTS AT DAVENPORT

Democratic and Leader's Building Remodeled at Cost of \$12,000.

The Davenport (Iowa) Democrat and Leader has just completed the remodeling of its three-story building at a cost of \$12,000. The Democrat Company, which has been owned and operated by the same stockholders, or their descendants, for over fifty-eight years, constructed the building forty-five years ago. The remodeled building is modern in architecture and equipment and a credit to the city as well as the Democrat Company.

J. J. Richardson, president of the company, is the dean of Iowa journalists, having recently celebrated his seventy-fifth birthday anniversary and his fifty-fifth anniversary of activity with the Democrat Company. Mr. Richardson has crossed the Atlantic Ocean twenty-eight times, having returned from his most recent trip last week.

CHICAGO NEWS HAPPENINGS.

(Special Correspondence.)

CHICAGO, July 22.—The National Editorial Bureau has been incorporated here with a capital of \$25,000 by F. Dalton O'Sullivan, S. E. Engleton and Leonard L. Cowan. It will do a publishing and printing business.

Members and friends of the Press Club were entertained at the Bismarck Garden Tuesday evening.

Charles W. Collins, Democratic editor of the Post, is co-author with Addison Burkhardt of a musical comedy, "One Girl in a Million," soon to be produced here.

Douglas Malloch, associate editor of the American Lumberman, sailed for Europe Saturday on the Imperator for a two months' trip.

Wallace Patterson won the July tournament of the West Advertising Golf Association held at the Evanston Golf Club grounds last week. He defeated C. C. Fogarty 1 up in 10 holes in the final.

The Court has authorized the receivers of the Alexandria (Va.) Daily News to sell the type and presses to James A. Curd.

TO FIGHT MEDICINE FAKES.

Dr. Goldwater Discovers Code Section That Applies to Public Fraud.

Dr. S. S. Goldwater, Commissioner of Health of New York City, has discovered an old section of the Sanitary Code under which he purposes to prosecute patent medicine fakers and forbid the sale of fraudulent proprietary articles. In announcing this week the beginning of a systematic investigation of the patent medicine business, Dr. Goldwater said the frauds had become a public nuisance and that dupes are swindled out of hundreds of thousands of dollars each year.

"It is such a profitable business that I anticipate formidable opposition from manufacturers and jobbers who handle the fraudulent stuff," he said. "The sale of fake medicines is forbidden in this city under a section of the Sanitary Code which declares it to be a misdemeanor to make any false or deceptive representation as to the quality, purpose or effect of any drug, medicine, decoction, drink, or other article intended to be taken as medicine. This old section appears to have been forgotten.

"I also believe that public opinion is now sufficiently enlightened to insure the success of a determined attack upon those who, by fraudulent and misleading statements, not only cheat the unwary, but injure the health of so many persons as to impair the vitality of the community as a whole.

"If it should be found that the code, as it now stands, and the ordinance against fraudulent advertising recently enacted are not sufficient to stop the extravagant promises of medicine fakers, the department will consider an amendment similar to the recently enacted law of the Philippine Islands. There the sale of patent medicines and secret formulae is absolutely forbidden for the benefit of public health.

"Perhaps there is no better avenue of approach to this evil than the avenue of publicity. If the manufacturer of a patent medicine is compelled to name the ingredients of his mixture, and if such ingredients prove to be either inert substances, as they often are, or harmful drugs or stimulants, as they are often known to be, it will be difficult to claim for preparations concocted of such ingredients the miraculous powers that continue to be ascribed by unscrupulous advertisers to many of the secret formulae now on the market.

"In dealing with the patent medicine evil the department asks for and expects to receive the cordial support of conscientious druggists. Of course, we cannot make the foolish person fool-proof by law or prosecution, but we can at least protect the people who are determined to prescribe for themselves and take patent medicines by showing them just what the article they buy is composed of."

The advisory board of the Department of Health, which is composed of some one hundred private citizens, physicians and druggists, is considering the Philippine law, which does not interfere with prescriptions representing the private formulae of legally qualified physicians, but provides that:

"Every preparation, whether of a simple substance or of compound substances, for the prevention, alleviation, or cure of human ailments, whether issued in or for retail trade, shall be accompanied by the formula of preparation plainly and legibly expressed upon the bottle, label or package immediately containing the preparation, in such way that it shall reach the purchaser at each and every purchase."

With the contents of the patent medicine receptacles thus presented to the public Dr. Goldwater believes that public opinion will drive the nostrums out of the market.

Berlin Vorwaerts Editor to Jail.

Herr Scholtz, editor of the Berlin Vorwaerts, was sentenced Wednesday to six weeks imprisonment for lese majesté.

PITTSBURGH JOTTINGS.

City to Have a Gazette Square and the Paper a New Building.

(Special Correspondence.)

PITTSBURGH, July 21.—Like Printing House Square, London, the Times square and the Herald Square, of New York, this city is now to have its Gazette square. In the early days of 1915, the Gazette-Times and the Chronicle-Telegraph will move to their new location at the wide intersection of three streets, Grant boulevard, Tunnel and Pentland streets, to which the mayor and city council have given the name Gazette Square. The new building will be eight stories high, equipped with everything that enters into newspaper manufacturing and will be devoted exclusively, from bottom to top, to the business of the newspapers named.

As usual, the papers here are preparing to more than adequately cover the International Tennis contest on the grounds of the Sewickley Country Club, thirteen miles from the city. Most of the out-of-town papers will receive their reports from their local correspondent, the Tri-State News Bureau, which has retained for this purpose, Harry Seymour, the secretary of the local tennis association, and a corps of seven other experts besides the usual reporters. The bureau has had special telephone and telegraph wires erected for the purpose of facilitating the getting of the reports to the press with a minimum of delay. As the German team arrives here on the evening of Saturday, July 25, there will be a solid week of tennis talk in the newspapers, as well as in "high society." Big crowds are anticipated, as all the tickets for seats were sold out last week.

Changes continue to be reported in the journalistic world of Pittsburgh. One of the most important was that of last Friday, when E. H. Smith, associate city editor of the Sun, was appointed day manager of the Tri-State News Bureau of Pittsburgh, filling the position made vacant by the appointment of J. Kingsley Burnett to the general management of the bureau. Mr. Smith is one of the leaders of a brilliant band of local journalists. He is but 30 years of age but has had considerable experience on both morning and afternoon papers, having served on the Post and the Gazette-Times previous to taking the city desk on the Sun.

NORTHWESTERN NEWS.

Edmonton's Municipal Newspaper a Financial Failure.

(Special Correspondence.)

EDMONTON, ALBERTA, July 19.—The Official Gazette, published by the city has not proved a success, and, as a result, it will hereafter be issued once a month instead of once a week. This will prove a big saving. To the end of June the Gazette cost the taxpayers \$7,262.14. Alderman Joseph Clarke said that it would cost the city \$50,000 a year to continue the Gazette by issuing it once a week. He said also that the Gazette had "fallen down" in attempting to give verbatim reports of the council proceedings. He also urged the local newspapers to show up the shortcomings of the Gazette.

H. A. Roth has resigned as advertising manager of James Ramsey, Limited, Edmonton's largest department store, to become sales manager in Alberta for the Canada Touring Company, which is arranging a series of excursions to the 1915 expositions in San Francisco and San Diego. A. E. Emery, vice-president of the Ramsey company, will have charge of the advertising in the future.

George F. Hartford, who was connected with the Chicago Inter Ocean for 18 years, has announced that he will establish newspapers at Willow River and Stuart River, B. C., in a few weeks.

George Sutherland, of Chicago, publisher of the British-American and the Canadian-American, was in Edmonton on July 13, on a tour of western Canada.

The BOSTON POST'S

Greatest Six Months

**A New Record
in Display Advertising
for Boston Newspapers**

3,495,713 lines

Here are the figures which prove Post leadership, showing the totals for Boston papers having Daily and Sunday editions for the first six months of 1914, also compared with same period of 1913 and 1912. Classified advertising not included. Advertising in all Sunday magazines included.

	First Six Months 1914	First Six Months 1913	First Six Months 1912
	AGATE LINES	AGATE LINES	AGATE LINES
POST .	3,495,713	3,157,030	2,901,310
Globe . .	2,715,808	2,655,352	2,637,909
American	2,339,444	2,386,946	2,477,987
Herald .	1,824,585	1,888,718	1,623,441

*Compared With
First Six Months
Last Year*

POST Gained	- - -	338,683 lines
Globe Gained	- - -	60,456 lines
American Lost	- - -	47,502 lines
Herald Lost	- - -	64,133 lines

June Was a Month of Roses—For the Boston Post

JUNE, 1914		JUNE, 1913		Gain
Agate Lines	Agate Lines	Agate Lines	Agate Lines	
Post	568,205	522,458	522,458	45,747
Globe	408,616	402,498	402,498	6,118
American	343,109	363,229	363,229	Loss 20,120
Herald	274,486	298,451	298,451	23,965

How Post's Lead in Display Advertising Climbs

	Post Led Globe	Post Led American	Post Led Herald
1st 6 mos.	LINES	LINES	LINES
1914	779,905	1,156,269	1,671,128
1913	501,678	770,084	1,268,312
1912	263,401	423,323	1,277,869

Automobile Display Advertising

Month of June, 1914		Agate Lines
Boston Post	31,254
Boston Globe	29,938
Boston American	18,829
Boston Herald	18,754

For three years the Post has shown its tail lights to all other Boston papers in automobile display advertising.

Financial Display Advertising

Month of June, 1914		Agate Lines
Boston Transcript	24,118
Boston Post	17,544
Boston Herald	15,373
Boston Globe	7,651
Christian Science Monitor	6,243
Boston Advertiser	3,999
Boston Journal	2,683
Boston American	2,133
Boston Record	1,576

The Boston Post rejected thousands of lines of objectionable advertising which was published by other Boston papers

The Boston Post

Was First in Display Advertising in

1912	1913	1914
January	January	January
February	February	February
March	March	March
April	April	April
May	May	May
June	June	June
July	July	July
August	August	August
September	September	September
October	October	October
November	November	November
December	December	December

And Has a Lead of 60,000 Lines For First Two Weeks of July.

The Post Leads

In Department Store Advertising

The Post Leads

In Local Display Advertising

The Post Leads

In Foreign Display Advertising

The Post Leads

In Automobile Display Advertising

June Circulation Averages:

BOSTON DAILY POST

442,511

BOSTON SUNDAY POST

311,150

VETERAN JOURNALIST.

Sir Mackenzie Bowell, at 90, Still Active as Editor of Belleville (Ont.) Intelligencer—With Same Paper for 78 Years—Started as a Printer's Devil and Was Knighted by Queen Victoria—A Hard Fighter.

By W. A. CRAICK.

When Colonel Henry Watterson of Kentucky addressed a gathering of Canadian newspapermen a few years ago, he took occasion to refer to himself in a jocular way as the father of American journalism. After he had concluded his speech there was introduced to him an old, white-haired, gray-bearded gentleman, who laughingly informed the Colonel that he had not only been an active journalist for seventy-five years but, what was still more unique, had been connected with the same newspaper all the time. Colonel Watterson promptly replied, "Well, sir, it seems to me, if I am the father of American journalism, you must certainly be its grandfather."

The veteran journalist was Sir Mackenzie Bowell, president of the Intelligencer Publishing Company of Belleville, Ontario. Seventy-eight years ago, when but a lad of twelve, he had entered the Intelligencer office as printer's devil. To-day in his ninety-first year, he still walks every morning from his residence in Belleville to the office of the self-same newspaper and there pens the editorials for the afternoon edition. It is a record of continuous service that is seemingly without a parallel in the history of journalism on the American continent and in itself would be sufficient to constitute its holder an interesting person.

HIS CLAIMS TO DISTINCTION.

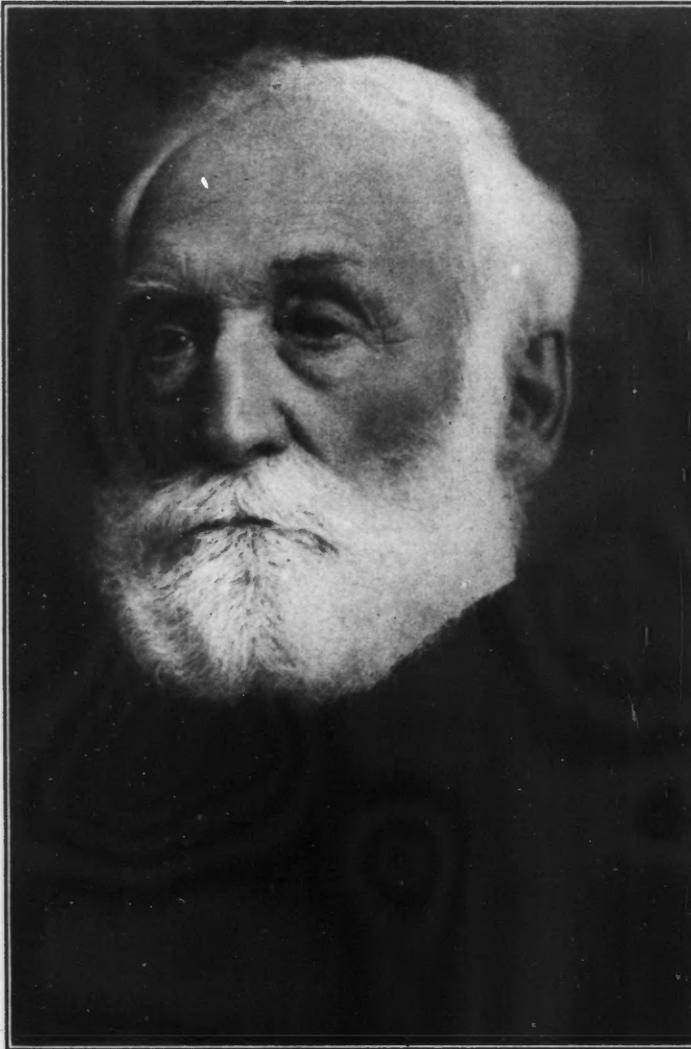
But Sir Mackenzie has other claims to distinction. No man in Canada can wear a handle to his name without having done something, either admirable or sensational, to merit it. And the story of the rise of the erstwhile printer's devil to the rank of Knight Companion of the Order of St. Michael and St. George is by no means lacking in interest. It carries him from an obscure country printing office to the highest position in the government of the Dominion and then restores him in tranquil and honored old age to the peaceful life of the small city in which he made his start.

The epoch from printer's devil to proprietor was soon accomplished. The English immigrant boy had a good deal of native talent and presently made himself so indispensable to the publisher of the paper that the latter was compelled to give him a half interest in the property. From being partner with another to complete ownership on his own account was the next step and it was not long before he was able to take it. While still in his twenties, young Bowell found himself a married man and the possessor of a thriving weekly paper.

Like a good many other newspaper men he essayed politics and after helping various political friends to gain honors at the polls, attempted to enter Parliament himself. On the first occasion that he offered himself for election he was defeated. The second time he was successful and from 1867 until 1893 he represented the same constituency in the Canadian House of Commons.

A HARD FIGHTER.

"Mack" Bowell, as he was familiarly



SIR MACKENZIE BOWELL, K.C.M.G.,
"THE GRANDFATHER OF AMERICAN JOURNALISM."

called, was a hard fighter. In a day when the niceties of Parliamentary warfare were unknown and stiff blows were struck, he was a doughty combatant. He spoke loudly, if not eloquently, invariably called a spade and was famous for his bluntness and outspokenness. Above all he was ruggedly honest and no time-server, a man of strong convictions and determination.

There was a change of government in 1878, following an election in which the principal issue was higher protection for Canadian industries. The protectionists under Sir John A. Macdonald were triumphant and in the cabinet which was formed on that occasion, Mackenzie Bowell was given the portfolio of customs. He administered this department continuously for fourteen years, dealing rigorously with its affairs and countenancing no breaches or contraventions of the law. Then he acted for a short period as Minister of Militia and in 1892 was given charge of the newly-created department of trade and commerce. All this time he retained his connection with the newspaper in Belleville, and continued to direct it as well as he was able from his office at Ottawa.

It was during his term of office as Minister of Trade and Commerce that he resigned his seat in the House of Commons and was made a member of the Senate, in order to lead his party in the Upper Chamber. Since in Canada the Senate is not an elective body but is made up of members appointed for life by the government in office at the time, Sir Mackenzie has continued to hold his seat in the Canadian House of Lords ever since.

PREMIER OF CANADA.

There was but one step higher which he could take and that was into the office of Premier. A way was providentially opened for him in December, 1894, when the Canadian Prime Minister, the late Sir John Thompson, was taken suddenly ill while dining with Queen Victoria at Windsor Castle and expired shortly after. Mr. Bowell was at once called on to form an administration and his cabinet was sworn in forthwith. His government remained in office for only a little over a year, when it succumbed to the gathering forces of liberalism which, under Sir Wilfrid Laurier's leadership, swept the country in 1896.

Sir Mackenzie accepted this adverse turn of the wheel of fortune with good

ANSWERS TO CORRESPONDENTS

I have been told that Mr. Hearst owns more periodicals and newspapers than any other publisher in America. Is this true? Can you furnish a list of his publications?
T. S. WATTS.

Philadelphia, July 8.

Undoubtedly Mr. Hearst owns more publications than anyone else in this country. The list, which includes nine daily newspapers, follows: New York American, New York Evening Journal, Deutsches Journal, Boston American, Chicago Examiner, Chicago American, San Francisco Examiner, Los Angeles Examiner, Atlanta Georgian, Cosmopolitan, Hearst's Magazine, Good House-keeping, Harper's Bazar, Motor, Motor Boating, Nash's (London), Vanity Fair (London).

Appointed Scripps Administrator.

Edward W. Scripps, West Chester, O., head of the Scripps-McRae newspapers, has been appointed administrator of the estate of his son, John P. Scripps, who died April 23 in San Diego, Cal. Young Scripps' estate is estimated at \$100,000 in newspaper and other stocks. He left a widow, Mrs. Edith McRae Scripps, daughter of Milton A. McRae, founder with E. W. Scripps of the Scripps-McRae newspapers, and a son, John, twenty months old.

The Cincinnati American Publishing Company, publisher of the defunct American, through President Albert H. Morrill, filed a dissolution suit in that city last week.

grace and retired to the seclusion of the Intelligencer office, where he solaced himself with writing caustic editorials on the contrast between liberal policy in opposition and liberal policy in power. When Parliament meets he travels to the capital with great regularity and is constantly to be seen in his seat in the Senate Chamber. For a time after his party's defeat he continued to lead the conservative Senators but advancing years finally compelled him to hand over this duty to a younger man.

BECOMES A KNIGHT.

It would make an interesting study to investigate the why and wherefore of every knighthood which has been conferred by the sovereign in Canada. In the case of Sir Mackenzie Bowell there can be no doubt that the honor was well deserved. Apart altogether from the circumstance that he rose to the premiership, he will always be remembered as the man who took the first step towards bringing about a practical system of imperial unity. It was he who arranged and carried through the first Imperial Conference, at which representatives of all the self-governing portions of the British Empire were present and it was for this service that Queen Victoria was recommended to confer the order of knighthood upon him.

A plain living, entirely unpretentious old gentleman, the nonagenarian ex-Premier is revered all through Canada. Opinions may differ as to his abilities, but there is only one sentiment abroad with regard to the strict honesty of his character. He is still remarkably active, travels extensively, is present at every function of national importance and continues to deliver speeches with almost as much force as in his palmiest days. He is intensely loyal to his profession and is ready to join any expedition organized by members of the press, even if the objective be the mining camps of Northern Ontario.

INTERTYPE

THE ACME OF HIGH QUALITY

89 INTERTYPES

(Including 38 Multiple Magazine Machines)

Were Sold Last Month—in spite of the false statements made by representatives of the former monopoly in their efforts to intimidate prospective purchasers.

International Typesetting Machine Co.
World Building, New York

FRENCH PEN WOMEN.

Influence and Remarkable Work in the Direction of Bettering Conditions of the Poor—Education Through Press on Maternal and Household Matters—Experts on Fashions—Leading Journalists.

(Editorial Correspondence.)

LONDON, July 12.—The increasing participation of women in journalism in France is liable to be obscure for the outsider somewhat by the fact that the term journalist, or rather "journaliste," if applied to women in France would savor of rudeness. The reason for this is a particularly French one and would be difficult to explain briefly. Sufficient for it is the fact that the moment a woman writes well enough to have her work published in a monthly, weekly or daily paper in France she is a "femme de lettres" or a "colaboratrice"; and, although, in comparison with England, France has few women writers, their standard of work is higher and their number is increasing, for Frenchwomen are slowly, but firmly, making themselves felt in the press as well as in memoirs, romance and poetry.

PLACE IN JOURNALISM.

There are women editors, women critics, women leader writers on several of the Paris daily papers, and a great many of the minor personalities on the staff of both weekly and daily publications are women. Fashion and advertisements in connection with feminine things are chiefly managed by women; and the practical, economical, purposeful mind of the Frenchwoman is quite at its best when called upon to organize the conflicting elements which make up a newspaper office. Philanthropy and feminism are opening out still wider opportunities to women in the French press, and although they still remain a "power behind the throne" in finance and politics, their influence in both is immense, and daily demonstrations of it are not wanting. A leading woman in the press told me only this week that it would make very little difference in the existing state of things if women were accorded the vote, because "en France la femme est presque omnipotente."

She is so closely allied to the man, so much a part of him, body and soul, that he is helpless without her, and her power is as much a tradition with him as his infidelity is with her. A Frenchman lives for a woman, not necessarily—indeed, very rarely—for the same woman long together; but always the influence of a woman marks his life, and it is to her he makes his speeches, plays his part, writes his books, and accounts for his existence. She is his strength and his weakness, and gradually, imperceptibly, he is working her way into public life where she intends to make a place for herself, not by putting men out of theirs, but by creating new ones especially suited to feminine activity.

DOING GOOD WORK.

There are women in French journalism today who are doing quite remarkable work in the things which touch on women's work. There is Mme. Brisson, editress of *Les Annales*, whose efforts in the education of girls through her paper and her lecture hall have produced amazing results. There is Mme. de Broutelles, editress of *La Vie Heureuse* and *La Mode Pratique*, by whose energy a most admirable scheme for dowering a number of poor girls every year has been proved successful and beneficial where benefits are due; and there is Mlle. Valentine Thomson, whose paper, *La Vie Feminine*, promises to be an organ of great importance in the world of women's work, especially in those branches which deal with hygiene and philanthropy. Already Mlle. Thomson is a personality in the Paris press, and her paper is a voice for women workers of all classes.

Among the women leader writers who have made their name in literature and can command equal payment with men of the same literary standing are Gerard d'Houville, Foemina, Mme. Sevérine, Mme. Marcelle Tinayre and Mlle.



W. M. O'BEIRNE,
NEW PRESIDENT OF THE CANADIAN PRESS ASSOCIATION.

Thomson. The number of women who write about clothes, furniture, cooking, hygiene, and household matters generally, is rapidly increasing; and it must be recognized that Frenchwomen write with admirable precision and some sense of style on any subject, no matter how trivial, if they write at all. They have the gift of criticism born in them; they see their subject as a whole, and they attack it with method. There is nothing tattered or vague about a Frenchwoman's article. Her ideas are lucid and her manner of expressing them is concise, so that, whether she writes of a philosophic abstraction or a cooking stove, the impression she leaves of it is clear and decided.

WOMEN'S SOCIAL SERVICE.

The subjects dearest to the Frenchwoman's pen in the press are those which deal with struggles against alcoholism, tuberculosis, and lack of maternal education. The "sob story" is becoming as much woman's work in France as in England and America. The eloquence of plain facts is theirs in the women's plea for the fighting of the evils which come from drink and disease. No time and energy is lost in sentimental reflections, and there is no attempt to hide ugly truths; so that, as one reads the facts and statistics of the conditions under which men and women live and bring forth children in the "workers" quarters of the city, the "sting of sudden tears" comes without any attempt at literature on the part of the woman writer.

The pictures drawn of the crèches and the baby clinics can also be painful; but they can also be the reverse; and if anything were needed to justify the power of women in the press the good it has done for the mothers and children of the poor would be sufficient.

T. R.

The Grant (Mich.) Independent and the Herald have been consolidated.

New Officers Canadian Press, Ltd.

The following officers were elected for the coming year at the annual meeting of the Canadian Press, Ltd., at Toronto recently: President, E. F. Slack, Montreal Gazette; first vice-president, E. H. Macklin, Winnipeg Free Press; second vice-president, W. J. Blackburn, London Free Press; secretary-treasurer, John Lewis, Montreal Star. Directors, J. Ross Robertson, Evening Telegram; Joseph E. Atkinson, Daily Star; J. F. Mackay, Toronto Globe; E. Prince, La Presse; W. M. Southam, Ottawa Citizen; John Nelson, Vancouver News-Advertiser; J. H. Woods, Calgary Herald; W. F. Kerr, Regina Leader; W. L. Roblin, Winnipeg Telegram; G. Fred Pearson, Halifax Chronicle; E. W. McCready, St. John Telegraph.

Journalism School Bulletins.

The Universities of Wisconsin, at Madison; of Ohio, at Columbus, and of New York, in New York City, have issued bulletins of their courses in journalism for the coming year. All of them give evidence of growth and enlargement of the scope of the work undertaken. Those of our readers who are interested in any of these courses should send for a copy of the bulletin to the above addresses.

Sinclair's Libel Suit Dismissed.

Judge W. B. Moorehouse, of Tarrytown, N. Y., dismissed on Wednesday the criminal libel charge brought by Upton Sinclair against W. A. H. Ely, editor of the Tarrytown Press-Record, and G. Fred Van Rassel and Wallace Odell, editors of the Tarrytown Daily News. When the case was called, Justice Sheffield, of counsel for Sinclair, said that his witnesses were not present. There had been two adjournments, and the court said it was time the case was cleared up.

AS TO AN IDEAL RATE CARD.

Ralph H. Booth Discusses Agents' Suggestion and Recommends Simple Scale.

There is a good deal of interest centering around the so-called "Ideal Rate-Card" suggested by the New York City Advertising Agents' Association and recently adopted by the Hartford (Conn.) Courant and the Rochester (N. Y.) Union and Advertiser, a copy of which is reproduced in the adjoining columns. When this matter was brought to the attention of Ralph H. Booth, publisher of five Michigan daily newspapers, he said:

"I should like to have you inform me on one or two points. First, and most important, it seems to me, is the question, 'How do you justify a discount of 50 per cent. between your rate for 1,000 lines and the rate for 5,000 lines? Also I should very much like to know what line of argument leads you to charge more for next-to-reading matter than you do for top of columns for first following reading matter.'

"My attitude on these matters is that the card would be better if it provided for only 1,000, 2,500 and 5,000 lines and that if the 1,000 rate were justifiably 7 cents, the 2,500 line rate should be 6½ cents and the 5,000 line rate 6 cents. As an extreme I should urge that it should not be a greater discount than 25 per cent.; and I believe 15 per cent. or 20 per cent. would be better between a 1,000 and 5,000 line rate."

"In reference to the position charge it is our experience of late years that so few advertisers desire to purchase next to reading matter that we have eliminated it from our card, and consequently, I should do so on the 'Ideal Card.' Also in simplifying rates we are now inclined to leave off the rates for insertions on stated days because the space contracts of 5,000 line maximum are really so small as to adequately take care of all foreign business. It really approaches the virtues of the flat rate idea with sufficient discounts to warrant contracts.

"On a rate card of this character, between 85 per cent. and 90 per cent. of the total amount of foreign advertising will be run at the 5,000 line rate. I refer, of course, to the total inches of advertising, not the number of advertisers. I think the minimum depth of advertisements according to their width is a very desirable feature, but the special rule that publishers reserve the right to revise or reject medical copy, would I think cause confusion, for is it not a fact that all publishers reserve the right to revise or reject all copy of an objectionable nature?"

"At an early date we shall make an increase in our minimum rates and it is our present intention to issue a new card and to simply eliminate the 10,000 line provision. I might add further that we would recommend a simple scale of rates, transient 1,000 lines, 2,500 lines and 5,000 lines without any special rates for special classes of business and also the rates for numbers of insertions."

HOLIDAYTIME IN TORONTO.

Mr. Scroggie, advertising manager of the Toronto (Ont.) Mail and Empire, has returned to his desk after a few weeks at Lake Joseph.

W. J. Darby, circulation manager of the Mail and Empire, is in the North country, fishing.

W. J. Argue, of the Star, is at Cedar-croft, Muskoka.

D. C. Frame, of the News, and Mrs. Frame are visiting friends in Detroit, Toledo, Marion, Cleveland and Buffalo.

Newsboys Guests of Publishers.

The 1,400 bona fide carriers of the Grand Rapids Press were guests of the Press at their twenty-first annual picnic Tuesday. The boys were taken to Ramona Park, a white city on Reed's Lake, in thirty special cars and spent the day there. Attractions were thrown open to them, and the vaudeville bill at the Ramona Theatre was given a special performance in the morning.

Buenos Aires Papers.

Argentine City's Native Press Has Approximate Daily Circulation of Half a Million—La Prensa, La Nacion, La Razon and El Diario Eagerly Read by Latin-Americans—Circulation and News Methods.

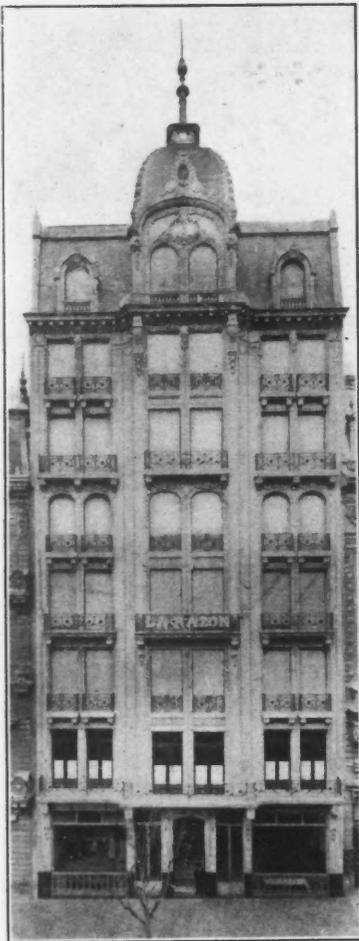
Buenos Aires is generally known as the most progressive Latin city in the world, eliminating Paris. It is, as many know, the liveliest city on the Latin-American map, the financial, commercial and social hub of South America. It is, therefore, quite naturally true that the condition of the press in the Argentine capital is equally progressive, for it follows that a newspaper's general appearance is usually a substantial criterion to the enterprise of the city in which it is published.

The foreign element in Buenos Aires is now so intense that the newspaper field is made up of dailies printed in a dozen foreign tongues. The foreign papers are but dwarfs in comparison with the native press; yet their restrictive patronage seems to provide a fruitful field for the issuance of wideawake dailies, entirely devoted to the doings of the particular nationality which they might represent. Every nation of any consequence is represented in the Argentine by a newspaper, the United States excepted.

CIRCULATION OF DAILIES.

The population of Buenos Aires at the end of 1913 was 1,500,000. The reading element is based on a three to one ratio. The approximate combined daily circulations of the influential native papers is placed at half a million; so it will be seen that, regardless of the undeveloped state of education, the city offers a substantial reading population. Pa Prensa, as is known, commands the largest circulation, its gross output being between 170,000 and 180,000 daily. La Nacion, its morning contemporary, enjoys a very exclusive class of readers and prints in the neighborhood of 100,000 daily. The two substantial evening papers, La Razon and El Diario, give figures at 75,000 and 50,000, respectively.

Circulation methods in detail are similar to those employed in the majority of cases by the American press. The sub-station method of distribution is used almost entirely. La Razon, the live wire in the afternoon field, places the bulk of its carrier circulation to remote points of the city by use of an extensive automobile service. Much of the circulation among the native papers is duplicated. The average Argentine thinks little of settling a \$55 yearly subscription for the four large native papers.



LA RAZON'S HOME.

Mail editions are printed by the four large Spanish papers, and one may read a daily from Buenos Aires at the foot of the Andes, a distance of nearly a thousand miles, eighteen hours after publication.

'DISSEMINATION OF NEWS.

Buenos Aires ranks after Sydney, Australia, in remoteness from the world's chief news centers. Some 7,000 miles from New York and equally distant from the nearest European capital, the press within its confines is able to supply, nevertheless, morning and afternoon, as complete a collection of the world's most important events of the day previous as could be desired by the most discriminate reader.

Aside from the fact that the foreign papers print each day full reports from their home capitals, the native press duplicates this news over its own wire services, so that one picking up a Spanish paper may find news from every important national capital on the globe.

La Prensa runs three foreign pages daily. News from each important nation is placed under a column head bearing the name of the country to which it refers. This style of dissemination of foreign news is used by all dailies.

As the Argentine capital is geographically isolated from the rest of the world, an extensive cable service is essential to the life of each of its newspapers. There is little regard for cost in securing the latest world's events. Many large stories are filed from their source without being skeletonized. La Prensa's annual foreign news service expense runs in the neighborhood of half a million dollars, and, in consequence, display advertising rates prevail from \$5 to \$8 gold per inch.

ALERT TO NEWS FEATURES.

Buenos Aires is growing faster than any other world city. Should its prosperity continue and the population increase at the same rate as in the past decade, it will in 1920 outstrip Paris in inhabitants. The newspaper editors, believing in this future, are preparing to meet the requirements of a greater reading population. Already many of the

plants have been enlarged, several of which have moved into entirely new quarters. The mechanical equipment now in use on the majority of the Spanish dailies is of the latest type, much of this machinery of American manufacture. Large plate glass windows have lately been installed in the La Razon building where the operation of four new presses may be seen.

Advertisers are favorable to special editions. Rarely does a "fiesta" (a holiday) pass without the appearance of specials on the streets, containing voluminous display advertising. Newspaper photographers are as alert in their work as those connected with the large New York journals. Seldom is an opportunity missed for reproducing any event of spectacular nature in the newspapers. Opportunity came in this connection with the recent visit of Colonel Roosevelt to Buenos Aires. During his ten days' stay there he was the subject of much photographing. He remarked during the course of his many appearances before the camera that he seemed unable to escape the newspaper photographers, even at a distance of 7,000 miles from the campaign field.

Conservatism prevails in the make-up of the Argentine press, the editors still adhering to the "one standard" of news classification, as is in vogue in London. Extra editions are seldom printed. Events of special significance are bulletined outside of each newspaper shop. La Prensa's famed whistle, which for many years was operated under heavy fine by the Argentine government when blown as an announcement of some extraordinary happening, has been relegated for more serious features connected with the paper's complete and extensive publishing quarters.

The Argentine women are great readers of the newspapers. This is most striking to the stranger.

FOR AN AMERICAN PRESS.

A close commercial alignment is now being warmly advocated between North and South America by men prominent in Latin-American affairs. Even State Department officials at Washington have only recently advanced opinions that the institution of American controlled newspapers in the countries to the south of us would be of manifold good towards the furtherance of better international relationship between the Spanish countries and the United States. It is the opinion of many responsible American business men in Argentina that a paper opened in Buenos Aires with American capital would undoubtedly prosper and receive the patronage of a substantial number of the 35,000 English speaking people resident in the republic.

One of the prime reasons advanced (Continued on page 127.)

Inform Your Readers

What Commission Government is Doing.
What Labor Reforms are Doing.
What Good Road Apostles are Doing.
What Civic Clubs are Doing.
Start Now—Write Today
BRUCE W. ULSH,
Sold by Mail - - Wabash, Indiana

Newspaper Correspondents

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

National Association Newspaper Correspondents
Germania Savings Bank Building
PITTSBURGH, PA.

The Philadelphia Press

mat service—it's great—8 pages of high grade features—the output of one of the best organizations in the country.

WOMEN'S WORLD OF WORK
Between Season Gowns

Problems of Everyday Life. A Helpful Page for the Housewife. Finances of the Family. To be Happy and Healthy.

You see how they run!
Send for sample pages.

World Color Printing Co.

ST. LOUIS, MO.
Established 1900 R. S. Grable, Mgr.

USE

UNITED PRESS

FOR Afternoon Papers

General Offices, World Bldg., New York

The Proof — RESULTS

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

No better circulation-making and circulation-holding features have ever been turned out. The records show. Let us send you samples of our colored comics, daily magazine pages, and Sunday magazine pages in black and colors.

Newspaper Feature Service

M. KOENIGSBERG, Manager
41 Park Row New York City

Pony Reports

BY TELEPHONE
Day or Night

All the news up to press time.

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

Weekly Home Circle Page

Contains Sedgwick's House Plans, fashion sketches by Ethel Demarest, articles by Elizabeth Lee, Louise Goodloe Falconer, Ned Padgett, etc.

The International Syndicate
Features for Newspapers, Baltimore, Md.

MOST CONVENIENT

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

DON'T FOOL YOURSELF.

You cannot fool your readers by publishing unreliable or stale news. They will find you out. You had better procure a reliable up-to-the-minute service. We have it.

Central News of America, 26-28 Beaver Street, New York.

Take small classified ads over the phone

and promptly collect all the money due for same by using the
WINTHROP COIN CARD BILLHEAD

We print below a letter from one of our 400 daily newspaper customers:
" . . . It would be almost impossible for us to transact our business in our Classified Advertising Department without the use of Winthrop Coin Cards. They make that department satisfactory and profitable."

Write for details, prices and samples, or send copy now for trial order.

THE WINTHROP PRESS
Coin Card Dept. 141 East 25th St., N.Y. City

John B. Gallagher & Co.

Feature Industrial Trade } **Editions**

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

FOR SIX MONTHS

The New York Times Leads

All New York Newspapers

In General Advertising

(Not Counting Help and Situation Wanted Advertising)

**Advertising Record New York Morning Newspapers
First Half Year 1914-1913—Daily and Sunday Editions**

	SIX MONTHS		THE NEW YORK TIMES—THE ONLY NEW YORK MORNING NEWSPAPER TO RECORD A GAIN IN ADVERTISING FOR SIX MONTHS OF 1914.	
	Agate Lines 1914	Total Space. 1913		
TIMES	4,889,460	4,770,701	Total Space.....	4,889,460
			Less Help and Situations Wanted.....	154,742
			General Advertising.....	4,734,718
WORLD	5,840,348	6,413,637	Total Space.....	5,840,348
			Less Help and Situations Wanted.....	1,281,942
			General Advertising.....	4,558,406
HERALD	4,897,411	4,996,368	Total Space.....	4,897,411
			Less Help and Situations Wanted.....	811,771
			General Advertising.....	4,085,640
AMERICAN	4,743,347	4,868,259	Total Space.....	4,743,347
			Less Help and Situations Wanted.....	473,378
			General Advertising.....	4,269,969
SUN	2,064,308	2,275,718	Total Space.....	2,064,308
			Less Help and Situations Wanted.....	5,196
			General Advertising.....	2,059,112
PRESS	1,657,828	1,774,613	Total Space.....	1,657,828
			Less Help and Situations Wanted.....	138,053
			General Advertising.....	1,519,775
TRIBUNE	1,370,458	1,572,190	Total Space.....	1,370,458
			Less Help and Situations Wanted.....	41,723
			General Advertising.....	1,328,735

ADVERTISING IN NEW YORK NEWSPAPERS, JANUARY-JUNE, 1913-1914.

NEWSPAPER	Books.		Financial.		Hotels— Restaurants.		Transportation.		Dry Goods.		Schools	
	1914.	1913.	1914.	1913.	1914.	1913.	1914.	1913.	1914.	1913.	1914.	1913.
TIMES	166,161	135,897	374,043	424,623	304,851	227,265	260,841	272,827	1,532,017	1,536,744	65,132	22,882
Herald	60,706	15,234	75,559	83,696	308,897	295,564	203,378	108,395	1,294,168	1,313,411	35,209	12,452
World	30,200	23,416	38,996	26,359	265,925	250,360	111,230	143,096	1,824,970	2,004,147	73,406	44,560
Tribune	19,304	18,871	103,866	120,476	141,932	186,000	155,832	173,813	233,116	333,541	21,852	18,664
Sun	75,857	64,561	200,739	226,600	155,219	164,801	220,477	235,872	532,171	718,861	29,188	13,162
American	16,708	9,657	57,950	54,356	130,737	132,438	145,313	128,462	1,787,313	2,002,033	32,809	22,332
Press	2,593	9,800	52,490	54,894	119,938	97,513	65,532	100,825	304,227	450,024	9,734	6,332

COMPILED BY NEW YORK EVENING POST STATISTICAL DEPARTMENT.

NEWSPAPER.	Real Estate.		Legal.		Wanted.		Automobiles.		Medical.		Amusements.		Miscellaneous.	
	1914.	1913.	1914.	1913.	1914.	1913.	1914.	1913.	1914.	1913.	1914.	1913.	1914.	1913.
TIMES	98,828	575,056	92,969	141,014	154,742	146,724	234,097*	314,166	4,906	10,413	158,224	122,984	1,042,649	840,102
Herald	798,284	916,209	2,942	3,330	811,771	899,810	252,290	272,698	9,625	16,220	146,751	119,497	895,831	849,852
World	634,177	778,714	2,422	634	1,281,942	1,629,782	167,316	164,758	75,239	104,745	149,089	124,928	1,185,436	1,118,138
Tribune	109,206	164,952	41,704	41,700	41,723	74,376	67,477	90,854	4,818	3,992	112,639	80,949	316,939	264,002
Sun	126,897	184,480	47,506	24,828	5,196	5,762	176,701	185,613	7,247	11,146	150,472	117,826	336,620	322,206
American	337,598	439,708	81,026	23,004	473,378	544,756	163,459	156,340	63,630	77,583	191,553	126,399	1,261,873	1,151,191
Press	188,688	195,590	36,249	27,610	138,053	49,954	22,473	63,372	3,466	16,460	109,591	102,770	604,794	597,863

*Without reading notice consideration.

The Advertising Rate of The New York Times—45 Cents Per Agate Line—with Circulation Sunday and Daily Far Exceeding 200,000, Makes the Cost Less Than One Cent a Line for Each 5,000 Circulation—the Cheapest, as it is the Best, Newspaper Advertising in the World.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, July 25, 1914

Service to the advertiser consists primarily of three elements: First, giving the advertisement a clean, efficient make-up; second, surrounding it with a class of reading matter that will be conducive of generous admiration for the entire publication; third, introducing the advertisement to a market that is in the position to buy the commodity advertised. Service counts.—W. R. ORR, publisher of the Detroit Saturday Night.

CENTENARY OF THE POWER PRESS.

It seems almost incredible that the steam power press will be only one hundred years old on November 29. To the most of us, hand power presses passed out of existence in the more important newspaper offices much more than a century ago. Mechanical improvement in newspaper production has been so rapid in recent years that, as a matter of fact, we do not realize that John Walter, on November 29, 1814, placed in the hands of his subscribers the first copy of the London Times that was printed on a press operated by steam power.

What a revolution has taken place in the press and composing rooms of newspapers since then! In 1827, twenty-three years later, the presses of the Times could turn out only 4,000 or 5,000 four-page papers an hour. Today they can print 150,000 in the same time. Type in those days, and even as late as 1882, was set by hand, a tedious method of composition. Then came the linotype that did for the composing room what steam did for the printing press, increased capacity, and cut down the time of turning copy into type enormously.

The power press and the linotype have revolutionized the newspaper industry. Publishers are now manufacturers in every sense of the word, although twenty-five years ago they would not allow themselves to be classed as such. Their aim today is so to reduce the cost of turning white paper into newspapers filled with advertising, local and general news and articles of literary, scientific and eugenic value, that the smallest wage earner can buy them.

As the application of steam to the operation of newspaper presses has contributed so much to the printing industry, it seems fitting that the approaching centenary anniversary of its first introduction on November 29 next should be appropriately observed throughout the world, not only by the newspapers themselves, but by the great public that has been so largely benefited.

THE EDITOR AND PUBLISHER suggests that the daily and weekly newspapers shall celebrate the event by issuing special editions on that date, which falls on Sunday, or on the preceding Saturday, containing a review of the progress made by the press during

the past hundred years. It will be a story worth telling, and one that should engage the pens of the most brilliant journalists in the entire world.

In addition, it would be well to arrange for special services in the churches with addresses on the same subject. The event could, with a little effort, be made a notable occasion and well worth the attention of all classes of people.

If you regard these suggestions as favorable, why not take them up and see what can be done?

EDITORIAL COMMENT.

In one of his addresses, Ambassador Page, at the Court of St. James, in speaking to a group of German journalists who were visiting London, suggested that it would be a good thing if a temporary, international exchange of editors could be agreed upon, just as we now have an exchange of professors between the universities. There is no reason why such a suggestion, which was made in a humorous way, should not be taken seriously and be adopted. If the editor of the London Times and the editor of the New York Times could exchange desks for a year what a broadening effect the experience would have upon both! Moreover, the readers of those two newspapers would be directly benefited through the readjustment not of editorial policy but of ideas concerning the two countries and peoples represented, as reflected in the news and editorial columns. A closer view of American institutions by the Englishman and a closer view of English institutions by the American could not but be highly beneficial to each of the editors.

The New York Times on Sunday showed its appreciation of the two-page advertisement of New York State daily newspapers that appeared in our issue of last Saturday by reproducing the entire ad for the benefit of its advertisers and readers. The advertisement contained a practical analysis by William C. Freeman, demonstrating how by a small expenditure of money the general advertiser can reach, expeditiously and directly, more than two million people of the Empire State whose income ability and financial capacity is of the highest character. THE EDITOR AND PUBLISHER receives daily evidence through its press clippings that its news and editorial columns are found worthy of reprint in the various papers of the country; but it is indeed a unique compliment to have a two-page advertisement reproduced entire by a metropolitan daily.

The statue of George D. Prentice, which, for many years, stood over the entrance of the Louisville Courier-Journal, has been accepted by the Louisville Public Library. How many of the younger generation of journalists know who Prentice was? Probably only a few, and yet he was one of the greatest editors America had produced. Had Prentice written books they would undoubtedly be among those that are now widely read, for he was a brilliant writer and a master of English prose. It is one of the regrettable things about the newspaper business that editorials that powerfully influence public opinion today are forgotten tomorrow. The journalist deals with the news and the questions of the moment. He occupies an enviable position but his fame is ephemeral.

AMONG THE NEW BOOKS.

"What's What in Canadian Advertising," is the name of a handy, pocket size volume issued by W. A. Lydiatt, of Toronto, Canada, containing valuable information concerning Canadian newspapers, magazines and other advertising mediums. Mr. Lydiatt, who has been identified with the advertising business in New York and in Toronto for many years, has assembled in this volume a vast amount of interesting data that should be in the hands of all general advertisers. The book contains a fund of statistics about Canada and a commercial description of every town or city in which a daily newspaper is printed. It gives complete data regarding the advertising rates of all Canadian publications, rates for street car advertising, bill posting, etc. In addition, there is to be found a list of two thousand Canadian ad-

vertisers, together with an extensive list of advertisers outside of Canada who use Canadian publications. The list of Canadian mediums is full and accurate. The population of the town in which a paper is published is given, together with its date of establishment, its frequency of publication, number of pages, number of columns to the page, length and width of columns, and the advertising rates. The statistical information is unusually comprehensive and accurate. To any advertiser or advertising agent who contemplates a Canadian campaign, Mr. Lydiatt's book is invaluable.

W. Y. Morgan, the publisher of the Hutchinson, Kansas, News, is the author of a book recently issued from the press of Crane & Company, Topeka, entitled "The Near East." It is made up of letters that were originally written in the summer and fall of 1913 for Mr. Morgan's newspaper, and tell of some of the conditions and characteristics of the people of the countries visited by Mr. Morgan during that season. "The Near East" is an interesting book to pick up and read for an hour or so when one is tired of pouring over works of fiction. The author, with his trained newspaper sense sees in the countries he visited many unusual things and tells about them in the most entertaining manner.

Among the countries visited by Mr. Morgan were Algiers, Austria-Hungary, the Balkans, Servia, Turkey, Greece, Albania, Montenegro and Dalmatia. Along with his descriptive matter, the author gives some valuable side lights on the history of the several peoples among whom he tarried. The matter is always dressed up in attractive form and, though Mr. Morgan never makes any attempt at fine writing, he does succeed in presenting his ideas in a way that holds the reader's attention to the end.

WHAT JIM DASH SAYS.

I was pleased by a little modern parable which appeared a few days ago in the New York Telegram and which applies with force to some of the present-day school of would-be funny writers. Once upon a time, according to the Telegram, two humorists dwelt in the same small town and both contributed to the Kansas City Sunday Star. As was but natural, they became wildly jealous of each other, and when one would win a little more prominence than his fellow the other would have seven kinds of fits. "Your Pleasant Valley Items give me a pain!" quoth one. "Your prose rhymes make me ill!" retorted the other. As they were about to come to blows there appeared on the scene a Good Samaritan and to him they appealed. "Which of us is the funnier?" they asked. "Neither!" was the prompt reply. "You are both as unfunny as wart hogs, and as tiresome as a trip across the Sahara!" Thereat they both set upon the gentleman from Samaria and beat him full sore, and dwelt together in amity forever after. Just now, the craze to maintain "humorous columns" is leading to the printing of some of the worst messes of wretched puns, near-jokes, poor English, slang, meaningless drivel and other things that ever found place in reputable journals. Let's have less of it!

THE FRANKFORD CHRONICLE.

(A Pike County Piece.)
Joe Tapley, of Bowling Green, was in town Friday, returning from Spencerburg.—From *The Frankford Chronicle*.

Picked up a little country sheet somewheres, I did today; I used to read it on the farm, when I was forkin' hay, Along 'bout thirty years ago. I hadn't seen it since, For all these years I've been perusin' these here city prints.

By jing! *The Frankford Chronicle*,
I'm mighty glad to know,
Is still a-chroniclin' events
The same as long ago.

The "Pers'nal Column," 'pears to me, is purty much the same.
I'm pleased to death to find in it that ole familiar name,
Joe Tapley. W'y, he practiced law in Bowlin' Green
when I
Was hoein' taters up the crick, an' loafin on the sly.

An' here he is: "Joe Tapley,
Of Bowling Green, was in
Town Friday." Makes me pine to hoe
That tater patch agin'!

An' here's a piece about a dance at Frankford Opry House
I rickollect one I went to, when timid like a mouse
I tried to partner Lucy Smith at that there gay fandango.
(Ah, that was long before the day of Bunny Hug an' Tango!)

"A dance is to be given
At the Opera House tonight,"
It says. Say fellers, what's the why
I haln't got no invite?

Now, lemme see, his name was Jones, the editor, them days.
Alas! I reckon long ago he quit these earthly ways—
Or mebbe went to Congress . . . Here's the editorial page—
An' ole Bill Jones' name is there! (I wonder what's his age?)

Yes, "William E. Jones, Editor,"
An' *The Frankford Chronicle* states
"On application," you can git
His advertisin' rates.
—Robertus Love in the *St. Louis Republic*.

PERSONALS,

John C. Shaffer, publisher of the Chicago Evening Post, is in Denver for a few weeks looking after his newspaper properties in that city. Mr. and Mrs. Shaffer will spend several weeks in Este Park.

Mrs. William R. Hearst and Mrs. Martin H. Glynn are in San Francisco, where they will inspect the buildings of the Panama Exposition.

W. P. Hobby, former publisher of the Waco (Tex.) Morning News, editor of the Beaumont Enterprise, and candidate for Lieutenant Governor of Texas, is reported to be making rapid progress in his campaign for office. His friends are confident of his election.

Andrew McLean, editor of the Brooklyn Citizen, sailed last week for Europe on his annual vacation.

Ella Wheeler Wilcox has permitted the production in movies for uplift purposes her poem, "The Price He Paid."

J. Fred Kurtz, editor of the Lewisburg (Pa.) Journal, took over the duties of postmaster at Lewisburg on July 5, succeeding William Housel, who will again take up his former duties as business manager of the Saturday News.

Ernest A. Scholz, who recently resigned as business manager of the Chicago Herald, is spending an extended vacation at his summer home in Bangor, Maine, following a visit to New York City during the past week, where he spent several days with his brother, Emil M. Scholz, of the New York Evening Post.

Charles M. Harwood editor-in-chief of the Baltimore News, went to Louisville, Ky., last week, for a short visit to old friends. He was formerly one of the editors of the Shelby (Ky.) Times and the Sentinel, but went to the Kansas City Times in 1887 and from there to Baltimore.

George W. Woolsey, editor of the Illinois Banner, Danville, has been named by the State Prohibition Convention at Springfield as candidate for United States Senator from that State.

John A. Hennessy, formerly managing editor of the New York Press, and possible gubernatorial candidate on an independent ticket, narrowly escaped serious injury at Cooperstown, N. Y., Tuesday, when an auto he was in skidded, plunged to one side of the roadway, struck a telephone pole, and was wrecked. He was thrown out, but was not seriously injured.

Albert C. Anderson, editor of the Southern Sentinel at Ripley, Miss., and former president of the Mississippi Press Association, is a candidate for Congress.

Henry Pearson, editor of the India Rubber World, New York, has offered a thousand dollar silver trophy for the best process of co-agulating plantation reeva that may be exhibited at the rubber exposition in London.

J. J. Anslow has retired as editor of the Hants Journal of Windsor, N. S., after fifty-eight years in journalism. Together with his brother, the late W. C. Anslow, he founded the Newcastle Advocate.

Henry Uden Masman, editor-in-chief of De Grondwet, Holland, Mich., for eight years and one of the leading Dutch journalists of the world, sailed for Holland this week. He is uncertain whether he will return to this country. Mr. Masman is 74 years old and came to the United States in 1882.

Harold C. Booker has taken the edi-

torial management of the Spartanburg (S. C.) Journal and Carolina Spartan. He was for eight years editor of the Greenville Piedmont.

GENERAL STAFF PERSONALS.

Alfred Hopkirk, of the Englewood (N. J.) Press staff, is in a very serious condition of health in Sunderland, England, where he is on a visit with his wife. If it is possible to make the voyage Mr. and Mrs. Hopkirk will very soon return home.

A. L. Shuman, advertising manager of the Fort Worth Star-Telegram, who spent several weeks in the East, after the Toronto convention, returned home last week.

Grant E. Hamilton, for many years art editor of Judge, has just been appointed by President John A. Sleicher, of the Leslie-Judge Company, as general art director for all his publications, including Leslie's, Judge, Magazine of Fun and Judge Quarterly. This does not presage any other changes in the art staff of these publications.

Leslie E. Neafie, circulation manager of the Toledo Blade, has been confined to his bed for several weeks with nervous prostration. Mr. Neafie was taken ill on the day following his return from the circulation managers' convention up the Lakes.

Charles L. Lancaster, of the Pittsburgh Gazette-Times editorial staff, has been chosen secretary of the Lake Erie and Ohio River Ship Canal Board.

George L. Moore has become circulation manager of the East Palestine (O.) Reveille.

Lyman Bryson, an instructor in the journalism department of the University of Michigan, is covering the aldermanic boodle cases for the Detroit Times. Mr. Bryson was formerly in the employ of the Times and the Detroit News.

Former City Editor Hubach of the New York Staats-Zeitung, who now has charge of the financial news, has gone to Europe on a vacation.

Charles D. Watkins of the Associated Press has been transferred from the Indianapolis to the Albany office.

Kent Cooper, chief of the traffic department of the Associated Press, with headquarters in New York, left this week for an extended trip through the South.

Joseph N. Ruckle, formerly managing editor of the Asbury Park (N. J.) Times, and, until last week, a member of the staff of the Morning Press, has assumed the editorship of the Ocean Grove (N. J.) Times, succeeding Oscar A. Morgan.

IN NEW YORK TOWN.

Alexander Humphreys Woolcott, who took Adolph Klausner's desk on the New York Times as dramatic critic, is in London doing the theaters there for his paper.

George G. Shor, formerly managing editor of the Philadelphia Times, is now connected with the Press.

Charles Sarver, formerly city editor of the Evening Mail, of the Evening Globe, on the copy desk of the American, later managing editor of the Boston Journal, is now night city editor of the Sun.

James A. Mills of the Associated Press is on a motorcycle trip to Montreal.

Eugene E. Early of the Evening Globe is taking a two-week rest at Coopers-town, N. Y.

James Dever, sporting editor of the Morning World, has returned from a vacation at St. Johns, N. B.

James W. Wells, of the World's biographical department, is at Mill Rift, Pa., on his annual vacation.

Edward Ransom, long a New York City newspaper man, but now of the Albany (N. Y.) Knickerbocker-Press staff, was in the metropolis this week, shaking hands with friends along the Row.

John C. Flinn, dramatic editor of the New York Herald, is visiting relatives in Evanston, Ill.

Francis Dean, former president of the Brooklyn Press Club, has joined the staff of the Morning Telegraph.

"Billy" Barrett, the well known advertising hustler, has quit the Brooklyn Times after twenty-five years' service, for pastures new.

PUBLISHER'S NOTICE.

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

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

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

The columns are 13 picas. Advertising will not be accepted for the first three pages of the paper.

Advertising Rates: Transient Display 25c. an agate line. Liberal discounts are allowed on either time or space contracts.

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

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

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

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

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

Detroit—Solomon News Co., 69 Larned street, W.

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

HELP WANTED.

Wanted, immediately.—Experienced advertising solicitor and circulation manager. Give full particulars and state amount salary desired. Sunday Call, Pittsfield, Mass.

We want a man who has had reportorial experience to work in connection with our business office and to boost real estate, automobiles and kindred lines. Address D 1247, care The Editor and Publisher.

BUSINESS OPPORTUNITY

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

To the ambitious young man with capital and experience, who desires to become a publisher, we can offer several good opportunities. Harris-Dibble Company, 71 West 23d St., New York City.

MISCELLANEOUS

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

DAILY NEWS REPORTS.

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

LINOTYPE MACHINES

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

RICH & McLEAN, New York. 51 Cliff St.

EASTERN DAILY

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

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

New York State Weekly

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

HARWELL, CANNON & McCARTHY

Newspaper and Magazine Properties,
Suite 1201-1202
Times Building, New York City

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

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

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

Newspaperman, 34 years old, New York, Chicago, Cleveland, Minneapolis and Denver experience, wishes executive editorial position in city of from 75,000 to 200,000 population, preferably in East. Familiar with practically all branches of editorial work, including make-up, and can work out strong circulation-getting ideas. I am not a cheap man, but will not make unreasonable demands. I have never been out of a job and am not now, but am tired of big cities. Address ALWING, EDITOR AND PUBLISHER.

Ad Manager of daily of 6,000 circulation wants change for personal reasons. Have doubled business in past year and increased rates 50 per cent. Experienced ad writer and service man and prefer opening of this kind with Eastern paper of opportunities. Work highly recommended by advertisers and agents. Eight years' experience in editorial, advertising and business departments. Thirty years old; married; no bad habits; highest references. Address Ad-Man-Writer, care Editor and Publisher.

FOR SALE

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

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

ADVERTISING MEDIA

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

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

WHERE THE GOLD COMES FROM!

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

CONCENTRATE Your Advertising Invest

Why? Because there are 6,500,000 people in this territory who
Because--Cost of distribution is less! Because--By centerin
you'll make a handsome profit in a short ti

By WILLIAM C.

One Million Five Hundred and Thirty-

The newspapers of a section or territory share the good repute of that section or territory.

Why should they not? Do they not help to make the reputation of their section or territory?

Everywhere one travels he hears the intelligence and thrift and home-loving qualities of New England people talked about.

History, of course, has had much to do with establishing the fine reputation of New England, **but newspapers** have kept alive old traditions and greatly assisted in the development of the modern New England.

There is probably no other section of the United States in which the love of home is so dominant or where people stick together so well.

Talk to a New England man or woman about the superiority of New York over Boston, for instance, and you will be laughed at—good-naturedly, of course, but nevertheless you are impressed with the seriousness of their opinion and the intensity of their loyalty.

New England people regard themselves as members of a big family, all working together for the good of all.

The newspapers reflect the pride and public spirit of the people and they, too, are pulling together.

If the endorsement of New England people of any manufactured product can be secured, its future is assured.

People everywhere, in all sections of the United States, respect the opinions of New England people because they know their approval is not lightly given.

They analyze propositions carefully and make up their minds based on facts, so if any article measures up to their standard in both the matter of quality and service it means that that article becomes a necessity in the majority of New England homes.

Don't you think it wise, Messrs. Advertisers, to cultivate the good will of the New England people—not only because of the sales you will make, but because also of

CONNECTICUT.

Paper	Circulation	2,500 l.	10,000 l.
Bridgeport Farmer (E).....	12,508	.0285	.0175
Bridgeport Post (E).....	*12,735	.035	.025
Bridgeport Post (S).....	7,000	.025	.02
Bridgeport Standard (E).....	*7,422	.03	.015
†Bridgeport Telegram (M).....	11,394	.02	.02
Danbury News (E).....	6,168	.0118	.0118
Hartford Courant (M).....	16,535	.06	.035
Hartford Courant (S).....	16,000	.06	.035
Hartford Post (E).....	15,856	.025	.02
Hartford Post (S).....	5,000	.025	.02
Hartford Times (E).....	*22,085	.06	.04
†Meriden Journal (E).....	†7,000	.03	.015
Meriden Record (M).....	*7,000	.0357	.015
†New Haven Journal-Courier (M)...	12,727	.03	.025
New Haven Union (E).....	**16,913	.05	.03
New Haven Union (S).....	8,821	.0285	.02
New London Day (E).....	*7,783	.0285	.0157
†Norwich Bulletin (M).....	8,771	.04	.018
Waterbury American (E).....	7,300	.0357	.0235
Waterbury Republican (M).....	8,385	.0285	.02
Population 1,114,756.			

MAINE.

†Portland Argus (M).....	7,389	.0178	.0143
Portland Express (E).....	*17,849	.0535	.0375
Portland Telegram (S).....	12,220	.0393	.0321
†Portland Press (M).....	11,740	.025	.02
Portland Press (S).....	5,500	.0393	.0321
Waterville Sentinel (M).....	7,000	.0285	.0143
Population 742,371.			

MASSACHUSETTS.

Boston Globe (ME).....	259,000	.30	.30
Boston Globe (S).....	318,783	.30	.30
Boston Herald-Traveler (ME)....	*155,777	.28	.25
Boston Herald-Traveler (S).....	*60,663	.23	.20
†Boston Journal (M).....	80,000	.16	.125
†Boston Post (M).....	404,927	.35	.35
†Boston Post (S).....	342,712	.35	.35
†Boston Transcript (E).....	31,404	.15	.15
Gloucester Times (E).....	7,500	.0214	.015
Haverhill Gazette (E).....	10,800	.0214	.0185
Haverhill Herald (E).....	*9,490	.02	.0171
Lynn Item (E).....	18,338	.0535	.0357
Lynn News (E).....	8,560	.0357	.0207

21 Leading Magazines Charge \$6.29 a Line for 1,339,000
 Times the Rate of the Above Listed Newspapers for

General advertisers seeking further light in respect to
 England territory, and the degree to which the important new
 operation," are requested to communicate with THE EDITOR
 Advocate, Suite 1117 World Building, N

Investment in These New England DAILIES

who have the largest per capita savings bank deposits in the world!

entering your fire at this "worth-while-crowd-of-home-folks"

short time with which to open up new territory

M. C. FREEMAN

Thirty-two Thousand at \$2.37 per Line

MASSACHUSETTS—(Continued).

Paper	Circulation	2,500 l.	10,000
New Bedford Standard and Mercury (ME)	*19,458	.03	.03
New Bedford Standard and Mercury (S)	*13,839	.03	.03
Newburyport News (E)	5,601	.0178	.0125
†Northampton Gazette (E)	5,411	.021	.014
*Pittsfield Eagle (E)	*11,874	.02	.0157
Salem News (E)	19,198	.042	.03
†Springfield Republican (M)	17,008	.075	.0625
†Springfield Republican (S)	18,463	.075	.0625
Springfield Union (ME)	28,430	.075	.06
Springfield Union (S)	18,576	.075	.06
Taunton Herald-News (E)	5,404	.025	.0178
†Taunton Gazette (E)	6,044	.0215	.015
Worcester Gazette (E)	*20,661	.0425	.032
Worcester Telegram (M)	28,275	.05	.05
Worcester Telegram (S)	31,726	.05	.05
†Worcester Post (E)	13,135	.0285	.0221

Population 3,336,416.

NEW HAMPSHIRE.

†Manchester Union & Leader (ME)	25,000	.08	.05
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Population 430,572.

RHODE ISLAND.

Providence Bulletin (E)	††47,620	.09	.09
Providence Journal (M)	††19,002	.07	.07
Providence Journal (S)	††30,567	.08	.08
Westerly Sun (E)	5,630	.0178	.0128
Woonsocket Call & Reporter (E)	12,183	.0357	.0214

Population 542,610.

VERMONT.

†Barre Times (E)	6,210	.0215	.015
Burlington Free Press (M)	9,418	.025	.0157
Burlington News (E)	5,976	.0214	.0171
Rutland Herald (M)	5,475	.0214	.0171

Population 355,956.

Total for New England..... 1,532,635 \$2.8788 \$2.371

*Net paid figures supplied by publisher.

°Government Report.

**Net paid figures certified by A. A. A. auditor.

†Publishers' signed statement of average gross figures on file in this office.

††Net paid averages for 1913 attested by N. W. Ayer & Son.

Other circulation ratings are from Nelson Chesman's Rate Book for 1913 and 1914.

Population New England, 6,552,681.

3,339,006 Circulation in New England, Over Two and One Half Papers for Nearly Two Hundred Thousand Less Circulation.

respect to marketing conditions and distribution facilities in the New England territory. The constant newspapers listed above will aid and assist with "local co-operation." M. C. FREEMAN, THE EDITOR AND PUBLISHER AND JOURNALIST, The Newspaper Building, New York. Phone, Beekman 4330.

the influence a success in New England will have on sales in all other sections of the country.

By concerted effort at very little cost in the daily newspapers of New England, you can make an appeal that will be heeded.

Some New Englanders in the past got away with some unworthy business propositions simply because they were New Englanders. In every flock there are some black sheep. But a New Englander once fooled never swallows hook and bait a second time. Unworthy projects will not secure approval in New England.

But if your proposition is a worthy one, it will soon be found out. You can very easily win their confidence by writing advertisements that appeal to New England customs and traditions and sentiment. Why should not advertisements be written to appeal to particular people touching on the things that the writer knows they are thinking about? The sooner commercialism is touched by human interest the faster it will work itself into the minds of people.

The Advertiser using New England newspapers should not economize in the use of space or stint himself in the use of words to make an effective human interest appeal.

An advertisement for a shoe-lace can be made interesting and it should be.

There is nothing like the daily newspaper in the New England territory through which to reach the hearts and pocket-books of the people—nor is there a more economical way of reaching them.

Study the circulation and the cost of advertising in the daily newspapers in the combination on this page.

You must realize the opportunity that is yours.

Get your Agent to say whether or not he approves of going into the New England territory.

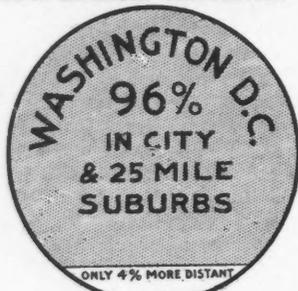
If he advises against it, then investigate your Agent.

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

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

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

CONC ENTRATED CIRCULATION



96% of the *Evening Star's* circulation is in Washington, D. C., or within 25 miles of the national capital.

A LIVE WIRE

The New York Evening Mail ranked first among papers of its class in the volume of advertising carried during the first six months of this year.

Its average net paid circulation for the six months just ended was

141,321

Mr. Advertiser, it pays to use

The Evening Mail

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

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

NEW YORK TRIBUNE

and be fully assured of Satisfactory Response.

THE NEW ORLEANS ITEM

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

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

YACHT RACE CO-OPERATION.

Press Associations and Newspapers to Have One Boat for Reporting International Event.

All of the press associations and the metropolitan daily newspapers will co-operate this year in obtaining the International Yacht Race news. The Government has decided to supply only one boat for the press reporters. This will be equipped with wireless and in charge of a Government agent, probably a representative of the Naval Radio-Telegraph Service.

There will also be a boat for moving picture operators and newspaper photographers. As usual, the patrol will be under the Revenue Cutter Service.

The Government will prevent, on racing days, the indiscriminate use of private wireless, so that there may be uninterrupted service to the press associations and newspapers. The races begin September 10, weather permitting.

AD FIELD NOTES.

Hashbrook Story & Brooks, who for some time have represented the Chicago Daily Journal in the eastern field, will, on and after August 1, also represent the paper in the western field. Up to this time the western foreign business has been handled by the home office.

On and after August 3, 1914, O'Mara & Ormsbee will be a corporation, the official name being O'Mara & Ormsbee, Inc. The incorporators are John E. O'Mara, Malcolm H. Ormsbee and Henry J. Grant. Following are the officers of the company: John E. O'Mara, president; Malcolm H. Ormsbee, treasurer; H. J. Grant, vice-president, and L. J. Delaney, secretary.

NEW INCORPORATIONS.

NEW YORK, N. Y.—National Press; capital, \$5,000; Hua-Chuen Mei, E. M. Scholz and Oswald Garrison Villard, incorporators.

LINTON, IND.—Sentinel Publishing Company, capital, \$5,000; publishing business; directors, Nelson Bennett, Jack Wakefield, Lewis Good and others.

LAUREL, MISS.—Leader Publishing Company; capital stock, \$10,000; incorporated by Stone Deavours, Edgar G. Harris and Charles R. Shannon.

Brooklyn Times Prosperity.

When the Brooklyn Times moved its office from the Eastern District to Fourth and Atlantic avenue, the geographical center of Brooklyn, some of its friends thought it was making a mistake. Subsequent events show, however, that it was the best thing the paper could possibly do. For instance, 100,000 more copies of the Times were sold in June than during the same month last year. The gain in advertising for the past six months has been exceedingly gratifying. Most New York newspapers have lost heavily during this period. The Times is making progress all along the line, and its business is growing in a way to please its owners.

New Ad Concern at Fort Dodge.

A new business concern with the sole purpose of advertising has been established in Fort Dodge, Ia., by J. W. Koenig and S. N. Wolcott, to be known as the Koenig & Wolcott Advertising Company. They will have their offices in the Loomis Block over the Welch Bros. shoe store. Since his resignation as advertising manager for the J. F. Russell Dry Goods Store about a year ago, Mr. Wolcott has been in the advertising business.

Swindles by Worthless Checks.

Rudolph Cohn, who claims to be an advertising man but probably is not, was arrested in Chicago last week for swindling several merchants by the use of worthless drafts on "his bankers," Brown Bros., of 59 Wall St., New York.

Roanoke Editor Sues Minister.

A. B. Williams, editor of the Roanoke (Va.) Times, has brought suit for slander against the Rev. B. Lacy Hoge, pastor of the Spurgeon Memorial Baptist Church of that city. The suit grew out of statements made by the minister in a sermon in which he attacked a report made by Mr. Williams on conditions in Georgia under prohibition. He is said to have charged that Mr. Williams was a paid representative of the liquor interests and made other statements that the Roanoke editor declares false.

Women to Launch 'Frisco Daily.

San Francisco is to have, within a week, a new daily newspaper, owned, managed and circulated by women. The paper is to serve the interests of the Democratic party in the coming campaign. At present the contract calls for publication only during the campaign, 100 days, but it is hoped by the promoters to make the paper permanent. Miss Mary Fairbrother will be the managing editor.

Gossips Cover Field; No Paper.

Denizens of College Mound, Mo., have decided that a local newspaper would be of no vital importance in the community because of competition by gossips of the town. Dana Castle, a resident, told a New York Herald correspondent that when the promoters met the citizens to discuss the possibilities of a paper one of the speakers said he couldn't see any good to come from a weekly newspaper, because it could not possibly print any news that would not be known around the village long before the newspaper came out.

Books for Journalism Students.

H. O. Severance, librarian of the University of Missouri, Columbia, has compiled a valuable little catalogue of books for the use of students in the School of Journalism of that institution. They are arranged under these heads: Journalism, Journalists, History of Printing, Reporting, Copy and Proof, Advertising, Type Setting—Composition—Machines, Engraving, Bibliography of Newspapers, Periodicals, Drawing and Photo-Lithography.

Deny Sale of Yonkers Daily.

It was rumored in Yonkers this week that State Comptroller Michael J. Walsh is to take over the Yonkers (N. Y.) Daily News. This was unreservedly denied to a representative of THE EDITOR AND PUBLISHER by officers of the paper. The News is owned by the Nepperhan Printing & Publishing Company, of which Leslie Sunderland is president and treasurer, and Dan C. Nolan, vice-president and secretary. Mr. Nolan is also editor and manager of the paper.

New York Tribune Marathon Swim.

Four entrants finished the course in the New York Tribune marathon swimming race from the Battery to Sandy Hook Sunday morning. It was the first competitive race of its kind. The course was about twenty-two miles. George R. Meehan finished first in 7 hours 18 minutes; Samuel Richards, second, in 8 hours 19 minutes; Walter Dunn, third, in 8 hours 39 minutes, and Charles Durborrow, in 8 hours 40 minutes. Thirty-two men were in the contest. Cups were given as prizes.

Issue First Roumanian Daily Paper.

The first issue of the first Roumanian daily newspaper in this country made its appearance in Columbus, O., last week. It is edited and published by George M. Ungureanu, under the name of Foasia Poporului (The People's Voice). The paper had been published as a weekly for the last two years.

Mustn't Print Military News.

The Austrian government has issued an order forbidding newspapers to print military news. At Prague several papers have been confiscated for publishing this kind of news.

The Globe
AND GLOBE'S ADVERTISER.

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

Net paid circulation for year ending June 30, 1914

153,330

Net paid circulation for June 30, 1914

174,206

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

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

There is no Duplication or Substitution in

Pittsburg Leader Circulation

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

VERREE & CONKLIN
Foreign Representatives
Steger Building, Chicago
Brunswick Bldg., New York

Reach the men and women who can afford to buy advertised products through

THE PITTSBURGH POST

CONE, LORENZEN & WOODMAN

Foreign Representatives

New York, Kansas City, Chicago

Get the Best Always

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

The Peoria Journal

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

H. M. Pindell, Proprietor

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

A Brief Story of Absorbing Interest to Food Manufacturers

How a New Food Product Which Was an Apparent Failure Has Been Made a Big Success at an Expense of a Few Hundred Dollars for Advertising in

THE NEW YORK GLOBE

A MAN who had had several years' experience as a traveling salesman and in other capacities for one of the largest concerns doing business with the grocery trade all over the country some time ago decided that there was not the sort of future he desired with the large corporation and that he would start in business for himself.

He raised the necessary amount of money to equip a modest little factory and started making and selling ordinary cheap crackers. He succeeded in building up a fair business, but at the end of four years decided that, if he was ever going to establish such a business as he wanted, he must specialize and get up a line of meritorious goods for which he could create a demand.

In January, 1914, he brought out a real whole wheat biscuit which he named "Wheatsworth" and started to introduce it on the market by the usual jobber, dealer, and consumer route. He first consulted the jobbers, who forced him to name a price far below the line of safety before they would deign to put out the goods or undertake to fill the orders of the trade.

The manufacturer stood the gaff, as most other manufacturers do, and started supplying a limited quantity of the goods to the jobber, who calmly placed them in stock until such time as the dealers demanded supplies. The jobber did nothing to stimulate the sale of the goods. One jobber sold fifty dozen in January, 150 dozen in February, 200 dozen in March, and seventy dozen in April, and the manufacturer very naturally was discouraged.

Carefully watching the food market, the manufacturer discovered that he was up against a system which would apparently force him to give up this wonderfully valuable article of food, and in desperation and as a final resort decided to advertise it in The Globe's "Pure Food Directory" after Mr. McCann had examined it and approved of it.

"Wheatsworth" Biscuit, being found strictly as represented, was admitted to the "Pure Food Directory" and was announced to Globe readers as a certified food on April 18th. In less than three months it has been developed into one of the successes of the present-day local food world. Globe readers, everywhere demand it, a direct consumer demand developed which has compelled over two thousand grocers to carry it in stock.

"Wheatsworth" Biscuit was given no other publicity than that of The Globe. It is not now handled by jobbers in the ordinary way, but is sold direct to grocers. It allows a liberal margin of profit to the dealer, pays a fair profit to the manufacturer and permits him to pay fair wages and buy the best grade of raw material on the market.

From a standing start, "Wheatsworth" Biscuit has developed a volume of business which is compelling its manufacturers to plan a new and much larger factory. They are working their force to the limit and have dropped several ordinary cracker lines in order that the facilities of the plant may be devoted to meeting the demand for "Wheatsworth."

This story of "Wheatsworth" Biscuit is a simple statement of fact without any exaggeration or coloring, as the F. H. Bennett Biscuit Co. will gladly prove to any one entitled to the information. To say that the company are surprised and more than satisfied with the results would be putting it very mildly. Their experience is the same as that of other manufacturers of pure and honest foods which are of a quality entitling them to be listed in The Globe's "Pure Food Directory" and to certification by Mr. McCann.

Globe Readers, Who for Eighteen Months Have Followed The Globe's Exposures of Impure and Rotten Foods, Naturally Respond to an Invitation to Buy Clean and Wholesome Foods Endorsed by Mr. McCann and Their Newspaper.

No Other Newspaper Provides So Direct an Appeal to Thousands of People Who, Through Education, Are Demanding Absolutely Clean and Pure Foods.

The Globe
AND COMMERCIAL ADVERTISER.
OLDEST DAILY NEWSPAPER IN THE UNITED STATES. EST. 1793.

Offers the Manufacturers of Pure Foods the Easiest and Most Effective Method of Breaking Into the New York Market—the Richest in the World.

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

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

The Shaffer Group

The Seattle Times

"THE BEST THAT MONEY CAN BUY"

Circulation for June, 1914—

Daily, 69,152 Sunday, 89,318
47,000—In Seattle—50,000

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

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

LARGEST QUANTITY—BEST QUALITY CIRCULATION

Buy the best and you will be content

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

Chicago Examiner

DAILY—Has the largest Chicago City circulation in the morning field. Strongest market reports. Best sporting pages. Woman's Forum. Club Notes. Society News.

SUNDAY—Has the largest circulation west of New York City. Reaches 2 out of every 3 homes in Chicago and 4,100 smaller cities and towns of Middle West. Leads in special features.

M. D. HUNTON
220 Fifth Ave.,
New York

E. C. BODE
Hearst Bldg.,
Chicago

The Florida Metropolis
FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

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

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

YOU MUST USE THE
LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN - - 150,000

GET CORRESPONDENTS.

How to Help a Newspaper to Widen Its Field of Activity and Service and Increase Its Number of Readers.

By CHARLES F. OURSLER.

Circulation for advertising, advertising for dividends, is as old and as true as any of Euclid's propositions. But how circulation? Managers of magazine subscription lists have puzzled, ever since there have been magazines, for means to extend the reach of their publication, to swell its monthly editions, and thus offer the firmest and surest appeal to the prospective purchaser of advertising space.

Newspapers and magazines have tried all sorts of plans. Premiums and gifts have been advertised; prizes offered; contests and selling schemes of all descriptions attempted, with varying success. But they were not based on the fundamental appeal on which all circulation rests: the interest the magazine itself contains for the reader. The more persons it interests, the more persons will read it. And there is the key, waiting to be turned.

When William Jones, farm implement dealer, up in Anyoldplace, picks up his trade journal, he is mildly interested in the trade and crop bulletins from all parts of the United States; he is quite determined to read at his leisure those articles on "The Law of Contract," "Selling Electric Tractors," etc., but his immediate attention is inevitably claimed by a little personal item about a dealer in a neighboring town who has just secured the local agency for a new line of manure spreaders. Crop reports and special articles, secured at considerable cost, can go by the board, but personal items about whom he knows are of the utmost importance.

MADE THE PAPER A SUCCESS.

The paper I had in mind when writing the foregoing established itself as a paying proposition through this plan alone. Though it was crammed with live articles by the best writers in the trade, it did not really grow until it secured regular correspondence from all parts of the country.

Securing competent representatives, the editors of this publication found no difficult task. Letters were sent to the city editors of the largest dailies in cities where correspondents were desired, asking them to recommend some live, dependable man on their staff. In this way they secured trained, experienced men, for the city editors naturally turned to men already engaged in trade journal work.

Once this correspondence system was started, the subscription cards began to multiply. Men who were not readers of the paper learned that it was publishing items about them now and then. Right away they mailed their subscription money. There were soon hundreds such; later thousands.

PERSONAL ITEMS COUNT.

Some journals pride themselves on being above the "newspaper idea." They print authoritative articles, well illustrated and made up, but would scorn the lowly item which recites that some humble follower of the craft had made a trip to town, or perhaps had become the father of a ten-pound baby boy. That is county newspaper stuff, true enough, but I have seen some splendidly edited publications make good use of it, back among the advertising pages. It breaks up the monotony of commercialism there; surely it doesn't hurt anybody; it costs little, and it builds a greater magazine!

"Why Wash at Home in Summer?"

The Toledo (O.) Blade has succeeded in getting the laundries of Toledo to unite in a campaign under the slogan, "Why Wash at Home in Summer?" The Blade will carry, altogether, twenty-four columns of this special advertising. Clarence R. Lindner, promotion manager of the Blade, will be glad to give information about this campaign to any publishers who are interested.

El Paso Newspaper Man Here.

Maurice Heller of the El Paso (Tex.) Times was a visitor at the office of THE EDITOR AND PUBLISHER last week. Mr. Heller was formerly the advertising manager of the Boston Store of El Paso. He accompanied the El Paso delegation to the Toronto Convention and was one of the staunch rooters for Mr. Sherman, the advertising manager of the Manhattan



MAURICE HELLER.

Heights Real Estate Concern of El Paso, Tex., who won the cue for oratory for the El Paso Club. Mr. Heller is enthusiastic about the Times. He states it has a morning circulation of 20,000 daily and about 25,000 Sunday. It puts out on an average a fourteen page daily paper and a forty-eight page Sunday paper. It circulates through New Mexico, Arizona and Old Mexico. He is returning to El Paso at easy stages, inspecting important newspaper offices and department stores en route. He will stop at Philadelphia, Washington, Atlanta, Montgomery, New Orleans, Houston and San Antonio.

WHY DON'T THEY PAY FOR IT?

Views of Publishers on Baseball News and Advertising.

The Boston Globe: "We have always regarded baseball from the standpoint of news, and we print matter not only on the National and American leagues but every other league that is of any interest to anybody in New England."

The Buffalo Evening News: "Every newspaper in the country loses money on running a sporting edition. Still they are obliged to do it. As long as conditions remain the same and the craze the same all over the country for baseball and athletics, we see no way of getting around the fact of advertising these features and at the same time give the public the news that they want."

The Chicago Daily News, Providence (R. I.) Journal, Indianapolis (Ind.) News and other papers agreed that the baseball clubs should be made to advertise. The Boston Globe does not think so. Numerous other papers are pessimistic as to the possibility of getting advertising from the magnates of the diamonds.

Must Have Papers Free.

Hoatling's News Agency, of New York City, which operates a number of stands for the sale of out-of-town newspapers, has notified many of the publishers that hereafter copies must be sent the agency free of charge or they will not be handled. This action on the part of Hoatling's is regarded by many of the newspaper publishers as a hold-up proposition, pure and simple.

The Greensboro (N. C.) Daily News has been admitted to associate membership in the American Newspaper Publishers' Association.

R. J. BIDWELL CO.

Pacific Coast Representative of

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

742 Market Street
SAN FRANCISCO

The Most Powerful Publicity Force in the Northwest

"The Prosperity Twins"

MINNEAPOLIS	ST. PAUL
DAILY NEWS	DAILY NEWS
60,901	70,646
7c. a line	9c a line

C. D. BERTOLOTTI
1110 Boyce Bldg., Chicago

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

THE HERALD

HAS THE
LARGEST MORNING CIRCULATION
IN
WASHINGTON

C. T. BRAINARD, President.

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

THE Detroit Saturday Night

guarantees the reliability of every advertisement appearing in its columns.

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

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

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

THE NEW HAVEN Times-Leader

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

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

WHAT PUBLICITY DOES.

The Place of Advertising in Modern Business, Social and Religious Life Pointed Out by an Expert.

By JOSEPH H. APPEL.

(From a lay-sermon delivered in Toronto June 21.)

Advertising, like speech, is God-given. It is a natural force to be used by man. Advertising has existed since the world began. The first word of barter between the cave dwellers was an advertisement. The hieroglyphics on the earliest tombs of Egypt were advertisements. Greece had her town crier to call out public announcements. Both Rome and Greece had their public inscriptions. The Bible is the greatest advertisement ever written. It advertises the revelation of God to man.

The first advertisement printed in English, after Guttenberg's discovery, was issued by William Caxton, England's first printer and publisher, about the year 1477, and was a religious announcement calling attention to certain rules for those officiating in service.

Today, advertising is employed in all of the five major divisions of human activity—production, distribution, government, education and evangelization. Advertising stimulates the production of the world's wealth, in mining, agriculture, and manufacture, by creating a larger market. Advertising aids in the distribution of the world's products through wholesale and retail business, banking, transportation and the public press, by giving helpful information to the public. Advertising has made possible all the great inventions used in business: the electric light, the typewriter, the telephone, the telegraph, the cable, the wireless; and it fairly supports and maintains the extremely low rates of postage in the postal service the world over.

WIDE VOGUE OF ADS.

Advertising, both paid and free (the latter published as news) is made use of by governments, national, state and municipal; by their executive, legislative and judicial branches. And the day will come when advertising is used freely by lawyers, and even physicians, without violation of their so-called code of ethics.

Advertising assists largely in the dissemination of education. It attracts great numbers of students to schools, colleges and universities. It opens new vistas to the mind, new fields of labor, and awakens ambition, all of which is educational in the highest degree.

Advertising makes possible the great periodicals and newspapers which could not live in their present educational form without it. Finally, advertising is educational in itself; the advertisements in the public prints are living textbooks on merchandise, fashion, invention, literature, science, ethics, music and the other arts, free to all who read.

And now advertising is summoned to the aid of the church in its evangelical work. First came mere announcements of Sunday service. Appeals for financial aid followed. Then came announcements of great revivals, beginning with Moody and Sanky, and developing into the "men and religion" movement. Today many churches in both the United States and Canada are frankly using the modern form of paid display advertising to fill their pews, to win souls to Christ, to carry the word of God to all people.

WHAT IS BACK OF IT ALL.

Now let us see what is back of advertising. Our text says: "Let your light so shine before men that they may see your good works and glorify your Father which is in Heaven."

What does Christ say we shall advertise?

Our "good works."

Why shall we advertise our "good works"?

"To glorify our Father, which is in Heaven."

Here we have summed up the whole gospel of advertising, the whole gospel of business, the whole gospel of life.

Back of advertising is business. Back of business is life. The three form a trinity that cannot be considered separately. Advertising is nothing in itself. It is only a means to an end: improved business. Business is nothing in itself. It is only a means to an end: improved living. Both are summed up in the one word: service—service to man and service to God.

Advertising expands and speeds business until it girdles the earth. Together they build great factories. They build great railroads and great steamships. They build great cities and great nations. In doing this they become the great teacher, the great civilizer, the great humanizer.

But, however advertising and commerce may grow and expand, however they may penetrate the farthest areas of civilization, if they have not in them the spirit of God, if the "works" they raise are not good and will not "glorify" our Father, which is in "Heaven," they will crumble in time as the dust of the earth.

This is the gospel which, I believe, our Saviour preached on the Mount. It is the gospel which the business men, publishers and advertisers which assembled in Toronto preached to the world.

JOURNALISTIC CHRONOLOGY.

Coming Week's Anniversaries of Interest to Newspaper Folk.

JULY 26—George Louis Beer, of New York, historical writer, born on Staten Island (1872).

JULY 26—Edward Bunnell Phelps, editor and author, born at New Haven, Conn. (1863).

JULY 26—Pittsburg (Pa.) Gazette-Times founded by John Scull and Joseph Hall, master printers from Philadelphia, Pa. (1786).

JULY 26—Edwin Balmer, editor, story-writer and author, born at Chicago, Ill. (1883).

JULY 27—Harrison Fisher, noted illustrator, born in Brooklyn, N. Y. (1875).

JULY 28—Jessie Storrs Ferris (Mrs. William E. Butler), writer, born at Black River, Mich. (1879).

JULY 29—Clarence Clough Buell, advisory editor of the Century Magazine, born at Laona, N. Y. (1850).

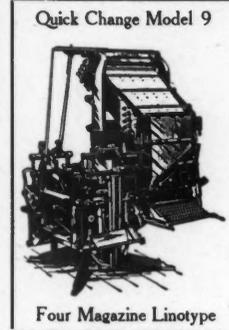
JULY 31—Richard Aldrich, journalist, born at Providence, R. I. (1863).

JULY 31—Joseph Ignatius Constantine Clarke, editor, playwright and author, born in Kingstown, Ireland (1846).

AUG. 1—Henry Sherman Adams, managing editor of Brooklyn Life, born at Wetherfield, Conn. (1864).

AUG. 1—Port Huron (Mich.) Daily Herald founded by E. J. Ottaway and Louis A. Weil, of Detroit, Mich. (1900).

The Providence Tribune



Installs the first
Quick Change Model 9
Four Magazine
LINOTYPES
In Rhode Island

Two Model 9's **Two Model 8's**
And a Lead and Rule Caster
Give the Tribune an equipment in its
Ad Room of which it may well be proud.

Mr. Dwyer, the Superintendent, has always been a student of efficiency, and when the opportunity came to modernize his composing room he recognized that
THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY

Mergenthaler Linotype Company
Tribune Building, New York

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

BUENOS AIRES PAPERS.

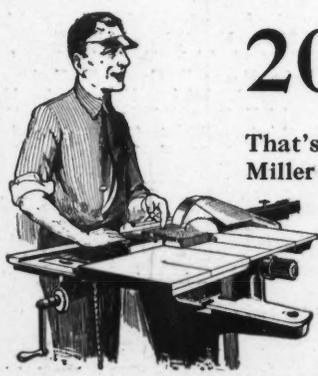
(Continued from page 118.)

by heads of American enterprises now located in Argentine on behalf of an American controlled newspaper is on account of the unjust persistent criticisms in the English press of American business ethics. These articles are often given editorial space and subsequently copied, in part, by the native press, thus widening the reading constituency among the Argentines and creating anti-American feeling, as against the encroachment of legitimate American capital and enterprise over that of other nations.

in Buenos Aires. The English newspaper field is greatly undeveloped and undoubtedly there is room for the successful existence of a third newspaper, printed in English, under American ownership.

Newspaper life in the Argentine metropolis is not, as many of us might suppose, based on that familiar Spanish word, "Manana," which to the south of the equator, and a few degrees north, is known as a Latin benediction. To the contrary, editors have coined a new word, "Hoy," meaning "Today," which has been and still is a king of religion among them during their gradual progressive efforts in up-to-date newspaper making.

Two British papers are now in life



20 Slugs a Second, or Slugs a Minute?

That's the difference in output between a Miller Saw-Trimmer and a lead cutter



A Miller Saw in the Ad Room is a 60 to 1 shot in closing forms, catching mail trains, and saving dollars.

Miller Saw-Trimmer Company

Point Building, Pittsburgh, Pa.

ALONG THE ROW.

IT'S A CINCH.

Pat McGann, a handy man,
Was thrown out of his job.
Did Pat despair, and tear his hair
And moan and sigh and sob?
'Twas none of that, for handy Pat,
He used the want ad page;
And now for sure he's a chauffeur
At good and steady wage.

THE PRESS OPERATOR.

The press operator sits at a table and receives news from the press associations and abuse from telegraph editors for getting Mexican names mixed up. The thing he likes to receive best from headquarters is "30," for then he can go out and buy something with froth on it. The office boy envies the operator because he is the first man in the office to get the baseball scores. An expert operator can receive, typewrite, eat a sandwich, smoke a cigarette and count words at the same time. He is under a great strain when he works, and sometimes behind a great stein, when he quits.

FIELD IS OVERCROWDED.

Rumor has it that a daily prohibition newspaper is to be published in Washington. Gracious! Aren't there enough of dry newspapers in the land now?

LIKE OTHER MORTALS.

Editors have troubles just like other people. One was shot at in Rockaway a few days ago in mistake for Dr. Carman. Another down in Texas was arrested because he published a liquor ad. One in Alabama committed suicide, and one in New York resigned from the Lookout because he had a spat with the boss. To live up this gloom it may be stated that an editor in Cuba who faced two years in jail for assault has been pardoned.

NONE WHATEVER.

There is no course in a school of journalism that teaches a man how much space he is going to get for a story when he is graduated.

AT FRANKFORT AND WILLIAM STREETS.

"Oh see the man with silver pants
Pa, he looks funny, don't you think?"
"A stereotyper, child, is he,
Who has stepped out to get a drink."

SWAT THE LIE.

The patent medicine faker has had his day. No longer does the editor of the village weekly give him a half page ad and a column reading notice for a quart or so of pills, or a half case of liver regulator. Editors of big magazines do not hesitate to call the patent medicine man a liar, and editors of big dailies are kicking medicine ads out of their columns and making their readers wise, besides saving them money. There have been cases in the past where a patent medicine concern would take a page ad in a New York daily, provided the paper would furnish the testimonials. Then all hands in all departments would have to get busy. Slug 27 would write that he had been saved from death by two bottles of compound. The lady reporter would vouch for the fact that she owed her success in life to six bottles; while kidneys, livers, lungs, hearts, intestines, etc., in the press and stereotyping rooms were all made gay, well and joyous after hope had been abandoned by their owners by this heaven-sent compound—all at 25 cents per agate line or something like that. Yes,

the patent medicine faker has had his day. On with the campaign of Swat the Lie.

HEARD AT THE PRESS CLUB.

"What's become of Dash?"
"He's a war correspondent now."
"The deuce you say. Where is he stationed, Very Cruz, Belfast, Londonderry or Union Square?"

WHY NOT.

Might also be a good idea to swat the baseball owner until he loosens up.

THERE ARE EXCEPTIONS.

The A. P. says that anyone can father news. Well, hardly; sometimes it is necessary to have a police card.

TOM W. JACKSON.

ANNUAL CAPPER ROUND-UP.

Advertising Staff of Publications Meet in Conference at Topeka.

The annual round-up of the advertising force of the Capper Publications was held July 9-11, at Topeka, Kansas. This is not a school for training solicitors, nor a "ginger" convention. Its purpose is to secure personal contact between the home office and the men in the field, and vice versa, and to confer on the practical details of the work of the organization.

This is the tenth meeting of the kind that has been held by the Capper force. Marco Morrow, director of advertising, presided at the sessions and guided the discussions. Friday evening those in attendance were entertained along with the 600 other Capper employes at the home of Mr. and Mrs. Capper. Saturday morning they were given an automobile tour across a good part of Shawnee County, where they gazed in wonder at fields of wheat in shocks so thick it was hard to pass between them, and at acres and acres of corn around 12 feet tall, and with ears that could just be reached by standing on tip-toe. Also, maybe a little more awe inspiring still, beautiful alfalfa meadows galore. The men from New York asserted there was nothing equal to it between the Atlantic and Kansas.

Those in attendance at the conference were: Marco Morrow, L. R. Booth, E. W. Rankin, E. R. Corbin, J. L. Vincent, W. S. Galloway, R. F. Howard, Paul E. Hoopes, L. H. Schenck, F. B. Cunningham, A. A. Frantz, J. W. Cunningham, William Temple, W. E. Hinesley, W. B. Flowers, W. R. Gilmore, K. Erwin. New York Office: W. T. Laing, H. V. Johnston. Chicago Office: J. C. Feeley, C. C. Clark, J. P. Fletcher, S. C. Berberick. St. Louis Office: B. P. Bartlett, A. W. Pinnell. Kansas City Office: T. D. Costello, R. W. Mitchell, Fred Aldrich. Omaha Office: J. T. Dunlap. Oklahoma City Office: M. L. Crowther. Moberly, Mo.: W. E. Cundiff. Fieldmen: A. B. Hunter, J. W. Johnson, Edw. R. Dorsey, J. R. Johnson, C. H. Hav, W. L. Blizzard. At Large: J. A. Hill, Geo. O. Boone.

NOTES OF THE AD FIELD.

The New York Evening Post will, on Saturday, begin the publication of a series of "Talks on Newspaper Advertising," by Truman A. De Weese, of Buffalo, N. Y. The talks will be written in Mr. De Weese's best style and will be interesting not only to advertisers but to the ordinary reader as well. The articles will appear each Saturday.

Putnam & Randall, newspaper representatives, 171 Madison avenue, New York, will represent the Portland (Me.) Eastern Argus on and after the 31st of the month. The Argus enjoys the distinction of being one of the oldest newspapers in New England and, in fact, has one of the most exclusive circulations of any newspaper in Maine. It now has a paid subscription of nearly 8,000 daily.

The Phoenixville (Pa.) Messenger has suspended publication.

LIVE AD CLUB NEWS.

A three ring circus was tame in comparison with the annual outing of the Cleveland Advertising Club last Saturday. J. G. Fogg, chairman of the athletic sports committee, had arranged such "stunts" as a triplet relay race, egg relay, three-legged race, pie-eating contest, wheelbarrow race and tug of war. There was also a prize baseball game between the "Fats," and the "Leans." Moving pictures were taken and will be shown at the next meeting of the club.

In education and vigilance, with the emblem of truth as a foundation will lie the activities of the Dayton Advertising Club for the coming winter.

A dinner-conference of the newly chosen officers last week gave evidence that really serious and highly beneficial work will be done by the club. President Robert W. Sullivan laid before the members present tentative plans of work for discussion and adoption. Among the things touched upon were educational lectures, establishment of a club library, a comprehensive survey of local conditions that directly and indirectly affect the profession of advertising. The question of membership and selection of members was freely discussed.

Different methods of advertising were brought out by F. Happy Day at the regular weekly luncheon of the Houston (Tex.) Ad Club. The speaker read the address on "Co-operation Between Specialty Advertising Interests and the Advertising Agencies" given at Toronto by R. R. Shuman, of Chicago. "Advertising is the art of winning men and women for your business," he said. Educational Director Leo Smith reported that the list of 100 subjects for discussion would be printed some time this week and copies distributed to members.

Call for the organization of an advertising club in Youngstown, O., has been sent out to members of the craft by H. H. Wickham. The purpose of the proposed organization is to secure the highest possible degree of efficiency in this line of work and cull out undesirable activity along any lines that may develop.

Nominations for officers of the Advertising Club of Baltimore have been made and will be voted upon at the club's election on the night of July 29. The nominations are: For president, William Woodward Cloud; first vice-president, P. E. Graff; second vice-president, E. Lyell Gunt; secretary-treasurer, N. M. Parrot, and counsel, Rignal W. Baldwin. For members of the board of governors, Joseph Castleberg, William H. Fehsenfeld, Thomas J. Pyle, A. J. Fink, M. E. Harlan, A. H. Hecht, Harry B. Green, T. E. Havard, Samuel J. Blight, Francis A. Hyde, Daniel E. Derr, Edward I. Shav, Harry S. Sanders, Frank T. Ellis, Benjamin R. Long, J. M. Keeler, Jr., and D. H. Stevenson.

The Birmingham (Ala.) Ad Club at its regular weekly luncheon nominated officers for the ensuing year as follows: For president, John Sparrow and J. D. Rosenberger; for vice-president, F. J. Holberg and F. A. Ribble; for secretary and treasurer, H. D. Cullen, W. J. Wheeler and Joe Saks. The nominations for the board of directors were: Bert Jacobs, Philip Oster, M. E. Linnehan, C. B. Marsh, J. A. Martin, W. S. Patterson, C. L. Chilton, Oscar C. Turner, W. C. Radcliffe, Charles W. Radt, Robert W. Ewing, J. W. Anderson, Laurens Block, Sam Blach, M. A. Mvatt and J. W. Beasley. The election will take place in August.

ELDORADO, ARK.—The Union County Tribune has changed hands, passing from the partnership of Martin & Grain to P. R. Grain, the sole manager.

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

American Newspaper Exchange
Rand McNally Building, Chicago

FOR SALE

Duplex Angle Bar, Flat Bed Press

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

WALTER SCOTT & CO.
Plainfield, New Jersey

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.
Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

We can increase your business—
you want it increased.

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

BURRELLE

60-62 Warren Street, New York City
Established a Quarter a Century

Most Far Reaching Newspaper
Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

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

Every pound guaranteed

F. E. OKIE CO.
PHILADELPHIA, PA.

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. 4900-4 Beekman

NEW PUBLICATIONS.

DAYTON, O.—The Progressive Times is the title of a weekly publication that is being promoted here by Dr. A. A. Smith.

LAKE CITY, MINN.—The Leader made its initial appearance last week. It is a very neat looking sheet and reflects much credit upon its publishers, Messrs. Paterick & Springer.

HICKORY, MISS.—The Post, a new weekly, has made its first appearance.

SPRINGFIELD, MINN.—Paul F. Delniel of Worthington is starting the Free Press, a new weekly.

BATH, N. Y.—William Carpenter will shortly begin publication of the Weekly Steuben County News at Atlanta and North Cohocton. Mr. Carpenter published the Times at Cohocton. Later, he did newspaper work in New York, Rochester, St. Louis and elsewhere.

Circulation Contest in Westchester.

The Westchester County Budget, which was established on June 13 by Ralph K. Guinzburg, and R. W. Lee-man, is making rapid progress. The paper recently started a subscription contest with three grand prizes. The first is a 35 horsepower Marathon touring car, valued at \$1,475; the second, a \$500 Bayer player piano, and the third, a \$150 Columbia Grafonola. There are also twelve other prizes all of which tend to make the contest full of interest, and will doubtless bring up its subscription list.

Popularity of the Sane Fourth.

The Chicago Tribune, pioneer of the movement for a sane Fourth of July, states that the safe and sane Fourth has gained this year over its best previous records. When the Tribune's campaign was started in 1900, the deaths on the Fourth of July were 59, and the injuries 2,767. On this year's Fourth the deaths were ten and the injuries 867. The number of cities celebrating a safe and sane Fourth is growing each year. Last year there were 394 cities; this year over 400.

VALLEJO, CAL.—The Valley Tribune, a new evening daily newspaper, has made its appearance. It is owned by a joint stock company.

Journalists Entertain Envoy Herrick.

Myron T. Herrick, the American ambassador to France, was entertained at a luncheon in Paris, last week, by the American newspaper correspondents stationed there and other American newspaper men. In replying to a toast to his health, proposed by Mr. Grundy, correspondent of the Sun, the ambassador claimed fraternal relations with his hosts by recalling some of his experiences on a Western newspaper. He said he began as a lad, and when he applied for the job he recommended himself as "an old newspaper hand," an appellation that stuck to him through his brief and stormy journalistic career.

Belfast Telegraph's Outing.

Sixty members of the staff of the Belfast, Ireland, Evening Telegraph held an enjoyable picnic at the seaside resort of Millisle on June 27. A delightful lunch was spread under the trees, and there was dancing, singing and instrumental music. Messrs. W. and G. Baird, the publishers of the Telegraph, congratulated their employees on the success of their outing.

Guests of Uniontown Record.

Three young ladies, winners of Bermuda trips offered by the Uniontown (Pa.) Daily Record, in its recent European tours contest, sailed on Saturday from New York on the steamer Bermudian. Upon their return they will visit Atlantic City and other seaside resorts. The Daily Record's European party included five young ladies, who arrived in Bremen July 14, and will return home the latter part of August.

Toledo Press Artists to Exhibit.

Toledo Newspaper Artists' Association will hold its first exhibit of the members' work at the Hotel Secor, Toledo, on September 14, 15, 16. The exhibit will include water colors, pastels, oils and black and white drawings, cartoons and commercial work.

Women Socialists Whip Editor.

Two Social Democratic women last week invaded the office of the Schwabische Zeitung at Stuttgart, Germany, and for five minutes mercilessly thrashed the editor because in an alleged article he had maligned women.

CIRCULATION NOTES.

Bulletin No. 3 of the Audit Bureau of Circulations states that the books of the organization committee have been recently audited by the direction of the Executive Committee. From November, 1913, to June 1, 1914, when the A. B. C. was permanently organized, the committee spent for the preliminary work the sum of \$9,582.88. This included the salaries of the employees, office rent, printing, traveling expenses, postage, etc. The services of the officers and the members of the Organization Committee were given without remuneration. This applied to time, traveling expenses, correspondence, lunches at meetings and everything else.

The members of the I. C. M. A. Committee, appointed to confer with the A. B. C., "expressed themselves vigorously in favor of uniform circulation blanks that would be acceptable to all those placing business." This committee consists of J. M. Schmid, chairman, J. B. Cox, St. Paul Dispatch-Pioneer Press; L. L. Ricketts, Des Moines Capital; James A. Mathews, Oklahoman, Oklahoma City, J. R. Taylor, Grand Rapids Press. This committee has been made permanent to co-operate with the A. B. C.

The following new members have recently joined the A. B. C.: The Advance, Lynchburg, Va.; the News, Lynchburg, Va.; the News, Buffalo, N. Y.; the Leader, Regina, Sask.; the News-Herald, Joplin, Mo.; the News, Perth Amboy, N. J.; Prairie Farm and Home, Regina, Sask.

The adoption of definite Standards of Practice by the various divisions of the A. A. C. W. on June 25, says the Bulletin, was by far the most important action taken at the Toronto Convention. "Every one of these standards, as adopted," it continues, "contains a plank in regard to truthful and accurate circulation information. The space buyers pledged themselves to require in the future exact information in regard to all mediums, while the various classes of publishers pledged to give all such information. These circulation planks in the standards of practice are a complete justification of the A. B. C. and recognition of its value.

"The A. B. C. is the concrete working answer to the best and most advanced thought of the day. It represents the 'practice' part of the 'standards.' It marks an epoch in the publishing and advertising business. Those who conceived the idea of the A. B. C. and had the courage of their convictions in the preliminary campaign to organize it, builded it better than they knew.

"The A. B. C. is the latest and best practical exemplification of the spirit of co-operation. It furnishes the machinery through which advertisers and advertising agents and publishers can carry out effectively their adopted standards of practice."

The Canton Daily Ledger carriers had an outing at Liverpool July 4 as guests of the paper. W. S. Scott, the circulation manager, had charge of the affair, and was assisted by George Cogshall.

Affirms Libel Verdict Against Press.

The \$10,000 judgment granted John F. Cohalan, ex-State Senator, against the New York Press for alleged libel, was affirmed by an opinion of the Court of Appeals last week. In criticizing Mr. Cohalan for voting to retain Otto Kelsey as Commissioner of Insurance after he was quoted as saying he would support Governor Hughes, who was trying to oust Kelsey, the Press was charged with perpetrating a libel. The newspaper's defence was lack of malice.

In a page advertisement of the New York Times, printed elsewhere in this issue, is presented the advertising record of New York daily newspapers for the first half of 1914. According to the figures the Times was the only morning newspaper in the city that showed a gain in number of lines carried, during that period.

OBITUARY NOTES.

SAMUEL SWIFT, a well-known newspaper art and musical critic, died Tuesday in the New York Hospital, following an operation. He was forty-one years old. He became connected with the New York Evening Mail as music critic and was art critic for the same paper from 1896 until 1907. During this period he also did much editorial work. In 1900 he was in London and Paris as correspondent for the Evening Mail. On leaving the Mail in 1907 Mr. Swift became assistant music critic for the Tribune, remaining there until 1909, when he took a similar position on the Sun. He was made art critic for that paper in 1912 and did that work for two years.

JOSEPH GORMAN, for many years editor of the Steubenville (O.) Gazette, died in that city July 17.

JOHN W. RANDALL died at the home of his sister in Norwich, N. Y., on July 14. As a newspaper man he served on the Brooklyn Eagle, New York Evening Journal and the Outlook. Recently he was in the employ of the New York World.

WILBUR S. ALLEN, managing editor of the Sedalia (Mo.) Capital, dropped dead in his office on July 14. He was sixty-four years old.

BENJAMIN F. DRUCKENMILLER, for several years the editor and manager of the Jeffersonian, now the East Stroudsburg (Pa.) Press, died July 8 at Hanover, Pa., while on a business trip.

FRANK W. LEAVITT, well known in newspaper circles, died last week at Minneapolis. He was formerly attached to the editorial staff of the Minneapolis Journal, and later became Minneapolis advertising manager for the Pioneer Press.



The New York Evening Post has been characterized hastily as a rich man's paper. It is, rather, the paper of the thoughtful man or woman and good citizen whatever his walk in life. Its practical usefulness to the business man or woman is unequalled by any other American newspaper. Its unbiased reports of the commercial and financial news of the world form a basis for the correct forecasting of future conditions upon which the success of business ventures largely depends. At a time when there is a tendency to treat financial news in an hysterical manner The Evening Post continues to report the operations of the world's financial centres in the same authoritative and accurate way that has marked the policy of the paper since it was founded in 1801. Its reports on matters of finance are the ones consulted by people best able to judge of their value.

The Jewish Morning Journal

NEW YORK CITY
(The Only Jewish Morning Paper)
The sworn net paid average daily circulation of The Jewish Morning Journal for 101,153 six months ending June 30, 1914.
The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.
The Jewish Morning Journal prints more HELP WANTED ADS. than any paper in the city, excepting the New York World.
I. S. WALLIS & SON, West'n Representatives
1246 First National Bank Bldg., Chicago

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

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

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

BUILD YOUR CLASSIFIED MEDIUM RIGHT

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

THE BASIL L. SMITH SYSTEM

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

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

When Publishers and Circulators Sit Up

To the fact that advertising space buyers will give their business in future to publications showing the largest average of copies actually sold (net sales), you'll see a great "rush" for newspaper distribution services as furnished by us.

It's Bound to Come

Because big advertisers are getting down to "brass tacks" and they know the difference between "net sales" and "copies printed." It sure is a big item to them.

Therefore, Messrs. Publisher and Circulator you will need our services as distributors of newspapers and magazines to the news-stands.

DUHAN BROTHERS

The organization that has made good since 1892.

TRIBUNE BUILDING Telephone: 3584 Beekman NEW YORK

TIPS FOR THE AD MANAGER.

Williams & Cunningham, 50 E. Madison street, Chicago, Ill., are now in charge of the advertising account of the Cudahy Packing Company of Chicago.

Amsterdam Advertising Agency, 1180 Broadway, New York City, is placing 42-line 13-time orders with a selected list of papers for the New England Hotels Association.

Jas. T. Wetherald, 221 Columbus avenue, Boston, Mass., will shortly take up the question of renewals for Chester Kent & Company, "Vinol," Boston, Mass.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are issuing orders to a selected list of Southern papers for Martin Wagner Company, can goods, Baltimore, Md.

Northwestern Advertising Agency, Essex Building, St. Paul, Minn., is forwarding 14-line 9-time orders to some Western papers for Nichols Expert School.

John F. Murray Advertising Agency, 17 Battery place, New York City, is extending the advertising in Southern cities for W. F. Young, "Absorbine Jr.," Springfield, Mass.

Lord & Thomas, Mellers Building, Chicago, Ill., are making 5,000-line contracts with some Western papers for the Rheumabath Company of Chicago.

J. H. Cross Advertising Company, 1524 Chestnut street, Philadelphia, Pa., will shortly place orders with papers in 250 of the principal cities for Joseph Black & Sons, Company, "Bachelors' Friend Hosiery," York, Pa.

It is reported that the United Drug Company, Rexall Remedies, Boston, Mass., is preparing copy for their fall advertising.

Van Cleve Company, 1790 Broadway, New York City, is again placing copy for the United States Tire Company, "Nobby Tread Tires," 1790 Broadway, New York City.

George L. Dyer Company, 42 Broadway, New York City, is sending out copy to a selected list of papers in cities where the Gillette Sales Company, "Gillette Safety Razor," Boston, Mass., will give a special demonstration.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago, Ill., is making 5,000-line contracts with Western papers for the Druggists' Co-operative Association, "Val Dona Products," Detroit, Mich.

Ireland Advertising Agency, 925 Chestnut street, Philadelphia, Pa., is reported, is taking up selected sections for the advertising of Fels & Company, "Fels Naptha Soap," Philadelphia, Pa.

Robert M. McMullen Company, Cambridge Building, New York City, is sending out orders to a few Western papers for Hill Brothers' products, 375 Washington street, New York City.

It is reported that P. F. O'Keefe Advertising Agency, 43 Tremont street, Boston, Mass., will use only agricul-

tural papers and magazines for the fall and winter advertising of the Winchester Repeating Arms Company of New Haven, Conn.

George L. Dyer Company, 42 Broadway, New York City, is placing orders with a selected list of weeklies for the Union Metallic Cartridge Company, Bridgeport, Conn. M. Hartley & Company, 299 Broadway, New York City.

Lyddon & Hanford Company, Cutler Building, Rochester, N. Y., are forwarding 3,000-line contracts to some New Jersey papers for Moon Brothers Chemical Company, Rochester, N. Y.

Snitzler Advertising Agency, Chicago, Ill., is making renewals generally for H. S. Peterson & Company.

R. A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is placing additional orders generally for "Velvet Tobacco," Liggett & Myers Tobacco Company.

Fatima Cigarettes Company is putting out new schedules generally through Frank Seaman, Inc., 116 W. 32d street, New York City.

Nelson Chesman & Company, 1127 Pine street, St. Louis, Mo., are issuing orders generally for the National Toilet Company, Paris, Tenn.

Nicholas-Finn Advertising Company, 222 S. State street, Chicago, Ill., is sending out 5,000-line one-year contracts to Florida papers for the Edwin Schiele Dist. Company.

W. S. Hill, Vandergrift Building, Pittsburgh, Pa., is renewing contracts with Pacific Coast and Southwest papers for J. S. Finch of the same city.

The Beers Advertising Agency, Havana, Cuba, is placing renewal ads for Poslam in Cuban papers to run until the end of October, every other day, 5 inches single and double column.

CHANGES IN INTEREST.

TWO HARBORS, MINN.—Theodore G. Johnson has purchased the interests in the Journal-News, of this place, and the Steel Plant News, of Gary, Minn., of G. W. Small and will conduct both publications alone in the future.

WAKEENEY, KAN.—Ralph T. Stofer has purchased an interest in the Trego County Reporter and will be editor of the paper.

EDINBORO, PA.—Frances L. La Bounty has purchased the plant of the Independent and will take immediate charge of the paper. He is installing new equipment.

MINING JUNCTION, O.—The Weekly News has been sold to A. S. Barnes, of Cambridge.

NODAWAY, IA.—Dr. W. G. Morgan has purchased the interest of E. J. Orr in the Nodaway Valley News. E. W. Orr will continue as a member of the company.

BURNSIDE, KY.—H. S. Irwin is now in control of the Item, a paper more than twenty years old.

HARTFORD, WIS.—C. R. Hathaway, of Milwaukee, has purchased an interest in the Times and will act as general manager.

ROGERSVILLE, TENN.—Lucien Smith and associates have bought the Review from the executor of the estate of John B. Alexander. George L. Perry is to be associate editor.

NORWALK, ILL.—Clark Brown has taken possession of the Free Press, which he recently purchased.

GASTONIA, N. C.—J. T. Bigham has bought the controlling interest in the Gaston Progress and will convert the paper into a semi-weekly.

AUBURN, CAL.—The Placer Republican changed hands last week when A. E. Felch sold the plant and business to W. B. Hotchkiss.

Fire did \$15,000 damage to the plant of the Fredericton (N. B.) Gleaner last week.

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.	NEW JERSEY.
GAZETTE—Av. Gross Cir. Mar., 1914, 7001, Phoenix.	PRESSAsbury Park
CALIFORNIA.	JOURNALElizabeth
THE NEWS.....Santa Barbara	COURIER-NEWSPlainfield
BULLETINSan Francisco	NEW YORK.
GEORGIA.	BUFFALO EVENING NEWS.....Buffalo
ATLANTA JOURNAL (Cir. 57,531) Atlanta	BOLLETTINO DELLA SERA, New York
CHRONICLEAugusta	EVENING MAIL.....New York
LEDGERColumbus	OHIO.
ILLINOIS.	PLAIN DEALER.....Cleveland
POLISH DAILY ZGODA.....Chicago	Daily Circulation for May, 1914, 125,439
SKANDINAVENChicago	Sunday155,257
HERALDJoliet	VINDICATORYoungstown
HERALD-TRANSCRIPTPeoria	PENNSYLVANIA.
JOURNALPeoria	TIMESChester
STAR (Circulation 21,589)Peoria	DAILY DEMOCRAT.....Johnstown
INDIANA.	DISPATCHPittsburgh
THE AVE MARIA.....Notre Dame	PRESSPittsburgh
IOWA.	GERMAN GAZETTE.....Philadelphia
REGISTER & LEADER...Des Moines	TIMES-LEADERWilkes-Barre
THE TIMES-JOURNAL....Dubuque	GAZETTEYork
KANSAS.	SOUTH CAROLINA.
CAPITALTopeka	DAILY MAIL.....Anderson
KENTUCKY.	THE STATE.....Columbia
COURIER-JOURNALLouisville	(Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
TIMESLouisville	TENNESSEE.
LOUISIANA.	NEWS-SCIMITARMemphis
DAILY STATES.....New Orleans	BANNERNashville
ITEMNew Orleans	TEXAS.
TIMES-PICAYUNE ...New Orleans	STAR-TELEGRAMFort Worth
MARYLAND.	Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
THE SUNBaltimore	CHRONICLEHouston
has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
MICHIGAN.	WASHINGTON.
PATRIOT (No Monday Issue). Jackson Average 1st qu. 1914: Daily 10,963; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	POST-INTELLIGENCERSeattle
MINNESOTA.	CANADA.
TRIBUNE, Mon. & Eve....Minneapolis	BRITISH COLUMBIA.
MISSOURI.	WORLDVancouver
POST-DISPATCHSt. Louis	ONTARIO.
MONTANA.	FREE PRESS.....London
MINERButte	QUEBEC.
NEBRASKA.	LA PATRIE.....Montreal
FREIE PRESSE (Cir. 128,384) .Lincoln	LA PRESSE.....Montreal
	Ave. Cir. for 1913, 127,722

Form Peterson-Dean Ad Agency. 433, Michigan Trust Building, Grand Rapids, Mich. Mr. Peterson, who is formerly vice-president and secretary, respectively, of the Schurman Advertising Service, have formed a new advertising agency to be known as the Peterson-Dean Company, with offices in Suite

New Orleans States
 Sworn Net Paid Circulation for 6 Months
 Ending April 1, 1914
28,427 DAILY
 Per P. O. Statement
 Carrier circulation averages over 19,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.
The S. C. BECKWITH SPECIAL AGENCY
 Sole Foreign Representatives
 New York Chicago St. Louis

AD FIELD PERSONALS.

Harry Tipper, advertising and sales manager of the Texas Company, and president of the Advertising Men's League of New York, sailed for Europe, on a vacation, Saturday, July 18.

T. F. MacManus has retired from the presidency of the MacManus Advertising Co., Detroit. William S. Power, vice-president, will probably be acting president until the election of officers in the fall.

H. F. Lewis, of the Ward-Lewis-Williams Special Agency, Tribune Building, New York, has just returned from a trip through the West, having visited a number of his publishers. He spent several days in Atchison at the Globe office and reports great prospects for the state of Kansas for the coming season. This firm represents a number of first-class Kansas dailies and has recently taken over the Eastern office of the Stockwell Special Agency.

Charles J. Brooks, who formerly represented the San Francisco Chronicle in New York and the Eastern field, returned from a four months' trip abroad on Saturday.

George A. Noffka, who for some years was with the John Braham Special Agency, is now with the New York office of Associated Farm Papers, of which Sam Leith is manager.

J. C. Bradlee, formerly with the J. Walter Thompson Agency, has been appointed sales and advertising manager of Selma J. Sotherland, manufacturer of Selma's Russian Toilet Preparations, 45 West 34th street, New York.

J. J. Geisinger will join the Federal Advertising Agency, New York, as advertising counsel on Sept. 1.

Guy C. Brown, for four years managing editor of the Pontiac (Mich.) Press-Gazette, has joined the Campbell-Ewald Company, Detroit, and will have charge of the newspaper publicity work.

L. S. French, formerly advertising manager of the Henderson Motor Company, succeeds P. P. Willis as ad manager of the National Motor Vehicle Company, Indianapolis, who has joined the firm of Thompson, Carroll & Pitt, Cleveland.

Earl Wolven of Petersburg, Ind., has gone to Blair, Neb., to take charge of the Democrat of that city.

WEDDING BELLS.

A. W. Brant, business manager of the Iowa City (Ia.) Daily Republican and well known in the newspaper field throughout the State, married Miss Deborah C. Titus at Osage, Ia., last week.

G. Sumner Ireland, vice-president of the Ireland Advertising Agency of Philadelphia, Pa., and Miss Dorothy Humphrey of Overbrook, Pa., were married in Philadelphia, Pa., recently.

Charles E. Young, assistant managing editor of the Boston Post, and Miss Diamond Troutman were married last week.

Duncan J. Stuart, advertising manager of the Jersey City (N. J.) Jersey Journal, and Miss Helen E. Hall were married in the home of the bride's parents last week.

C. K. Rockwell, editor of the North Baltimore Times, married Miss Cula Todd recently.

Famous Russian Editor Dead.

Prince Vladimir P. Mestchersky, editor of the St. Petersburg Grashdanin, died Wednesday in the Russian capital. He was 69 years old. He founded the paper in 1878 and published more than a dozen novels of high life in St. Petersburg. He was the advisor and right-hand man of the Czar. Prince Mestchersky in 1914 was sentenced to a week's imprisonment for publishing revelations regarding the mutiny on the vessels of the Baltic fleet the previous year.

New Westminster Times Company.

Owing to his health being impaired, Geo. K. Mather, founder and manager of the Mather Printing Co. and the Times, of Westminster, Pa., has been compelled to quit, and a number of gentlemen of that city have taken over the plant and formed a stock company, with a capital of \$12,000, and have issued 120 shares of stock at \$100 per share.

"Fighting for Truth at a Profit."

The Bridgeport Herald and the Waterbury Herald, Sunday newspapers, have issued a pamphlet entitled "Fighting for Truth at a Profit," written by Richard Howell, the editor and manager, giving an extended account of the fight put up by those publications on behalf of dependable advertising. The facts concerning the Herald's experiences have already been published in the EDITOR AND PUBLISHER.

Poster Men Want Truth in Ads.

At the closing session of its convention at Atlantic City last week the National Poster Advertising Association indorsed the movement to assure "Truth in Advertising," and donated \$3,000 for promotion of this work, under the direction of the A. A. C. W. Various speakers declared that the time for deception in advertising had passed and the association was pledged to aid in the elimination of such tactics from advertising in the future. The following officers were elected for the ensuing year: President, E. L. Ruddy, of Toronto; vice-president, J. E. Cassidy, of Knoxville; secretary, J. H. Logeman, of Chicago; treasurer, H. Breslauer, of Minneapolis. Chicago was selected as the next convention city.

Shoe Dealers for Strict Ad Law.

A plan for a law that would make it a felony to misrepresent any article of merchandise was made at the convention of the National Shoe Retailers' Association convention in Boston last week. A. C. McGowin, of Philadelphia, president of the organization, said: "We have shown the legislators and those who have advocated 'pure shoe' legislation that we are heartily and sincerely in favor of laws that will protect the consumer, that will drive fraud from the ranks of honest business, and we have advocated an honest advertising law in place of this so-called 'pure shoe' legislation, for the reason that the bills as presented will not cure fraud but will stimulate it."

Directory of Advertisers Aids'

Publishers' Representatives Advertising Agents

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| <p>ALLEN & WARD
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Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.</p> <p>HENKEL, F. W.
People's Gas Bldg., Chicago
Metropolitan Bldg., New Yo k.</p> <p>KEATOR, A. R.
601 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065.
171 Madison Av., New York.</p> <p>NORTHRUP, FRANK R.
225 Fifth Ave., New York
Tel. Madison Sq. 2042.</p> <p>O'FLAHERTY'S N. Y. SUBURB. LIST
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21 Warren St., New York
Tel. Barclay 7095</p> <p>ARMSTRONG, COLLIN ADV. CO.
115 Broadway, New York
Tel. 4280 Rector</p> <p>BRICKA, GEORGE W., Adv. Agent.
114-116 East 28th St., New York
Tel. 9101-9102 Mad. Sq.</p> <p>FRANK, ALBERT & CO.
26-28 Beaver St., New York
Tel. Broad 3831</p> <p>HOWLAND, H. S. ADV. AGCY., Inc.
20 Broad St., New York
Tel. Rector 2573</p> <p>GJENTHER-BRADFORD & CO.,
Chicago, Ill.</p> <p>THE BEERS ADV. AGENCY,
Latin-American "Specialists."
Main Offices, Havana, Club.
N. Y. Office, Flatiron Bldg.</p> <p>THE EXPORT ADV. AGENCY
Specialists on Expe.: Advertising
Chicago, Ill.</p> |
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HOW TO FIGURE HOUR COST.

Simple Rules That May Be Applied in Every Composing Room.

By GEORGE H. BENEDICT.

Just a few words in favor of a simple method of arriving at the hour cost of any man, or machines and men.

I have a conviction that the hour cost can and should be standardized. I find that all figures covering the proportion of the cost of productive labor to the entire operating expense (materials not included) prove that one-twentieth the weekly wage is so nearly exact that it can well be accepted as a fundamental law, well within the probability of error and a fair basis of arriving at the average hour cost of all productive labor. One-twentieth the weekly wage is 2 4-10 times the pay per hour for a 48 hour week.

My belief is that the complicated method used to arrive at the hour cost in all departments in different institutions are not necessary to all establishments, and that a standard hour cost accepted and approved will be readily accepted by the printer who dislikes the drudgery of keeping his own books, or to pay for having the work done.

What your hour cost is, is one thing. What your hour cost should be, is another and more practical bit of information.

The cost problem can be solved in ten words:

ONE-TWENTIETH THE WAGE
1 2 3 4
is the average hour cost of productive labor.

TEN CENTS PER HOUR PER THOUSAND
5 6 7 8 9 10
covers depreciation and interest.

For hand work: Divide the weekly wage by two, move the decimal point one place to the left, and you have the average hour cost for that man.

Add distribution and depreciation to the compositor's wages.

For machine work: Add to the operator's wage \$2 per week for each \$1,000 of the cost of the machine used.

Add pressman's time to the feeder's wages.—Master Printer.

Carl E. Grabill is offering the Greenville (Mich.) Independent for sale. The paper was purchased by his father, Major Cole F. Grabill, in 1866 and was run by him until he died in 1913, the dean of the newspapermen of Michigan. Carl E. Grabill is going West.

Dollar Day Special.

The Elgin (Ill.) Daily News on July 16 issued a twenty-four page issue, sixteen of which were advertising in celebration of Dollar Day in Elgin, which was held on Saturday, July 18. To the casual observer it would appear from the space occupied by the announcements of merchants that the News is a prime favorite among the business men of Elgin.

Watch the Times Grow
100,000
more copies of the **Brooklyn Times** were printed and sold during the month of **June, 1914,** than during the same four weeks in 1913. This is a net gain of substantially **4,000** a day. The Times has no circulation secrets. Advertisers who desire to reach the homes of Brooklyn and Long Island should use the Times. They are invited to visit the Times pressroom while the paper is being printed.
SEEING IS BELIEVING.

CIRCULATION

The successful publisher of today realizes that to build up and especially to maintain circulation he must give his readers the best newspaper it is possible to produce. Of course, a good circulation manager is needed, but he shouldn't be expected to make bricks without straw.

The Chicago Tribune maintains a Syndicate Department from which all newspapers in the United States and Canada, except in its own circulation territory, may obtain at a nominal price the best features that it is possible for money to buy. This department, unlike the average newspaper supply syndicate, is not run primarily for profit. Not a single feature is handled except what goes into *The Tribune*. If it's not good enough for *The Chicago Tribune* to publish, it's not good enough to sell. This rule absolutely insures a high standard of excellence.

These features include Comics, Fashion Pages, Sport Pages, Moving Picture Stories, Cookery, Beauty Culture, Foreign Letters, Talks to Women, Cartoons, etc., by the best artists and writers that money will secure.

The price of the service is also a most attractive feature.

Send for samples and full particulars.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

SYNDICATE DEPARTMENT

