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10 Cents a Copy

WALDO JOINS TRIBUNE.

WELL-KNOWN MAGAZINE MAN
ENTERS NEW YORK DAILY
NEWSPAPER FIELD.

To be Associated with General Manager Rogers in Administrative Duties—Made Enviably Record as Business Manager of Good Housekeeping—Plans New Advertising Policy—Other Staff Changes.

A change of considerable moment both in the newspaper and the magazine field comes with the announcement that Richard H. Waldo, who has made an enviable reputation for himself as business manager of Good Housekeeping Magazine, will join the host of well known men who have been called from various fields in the reorganization of the New York Tribune. Mr. Waldo's principal work has been his consistent and winning fight for truthful advertising. He scored a notable victory by persuading Dr. Harvey W. Wiley, the former chief of the U. S. Bureau of Chemistry, to resign from the government service where the latter had been badly hampered, to accept the position of contributing editor on Good Housekeeping, where the eminent scientist had pretty much his own way in the editorial end and passed upon all advertising of food manufacturers before the copy was accepted.

WILL AID ADMINISTRATION.

On the Tribune Mr. Waldo will be associated with G. Vernor Rogers, who assumed the general management of the property January 1, 1914, and in general administrative duties will have no particular title. With the aid of Elmer Helms, the advertising manager, he will endeavor to inaugurate a policy of guaranteed and accurate advertising, which, under his direction, has been found so successful in Good Housekeeping.

Mr. Waldo believes the metropolitan newspapers have never fully come into their own in advertising. The future of the magazine field is pretty closely defined, but he feels that no man's imagination can hope to compass the possibilities so far as the newspapers are concerned. It is his opinion that in the metropolitan district the advertising service of newspapers to their clients has hardly begun and in the development of such service in the next few years a man can find plenty to occupy his time and ambition.

All of this is directly in line with Ogden Mills Reid's policy. Perhaps no paper in the country has recently undertaken a more ambitious program than the Tribune.

STAFF'S EFFICIENCY INCREASED.

Mr. Waldo states that the Tribune's increase of circulation since the first of the year has been notable. At that time Franklin P. Adams, the famous "F. P. A.," came to the paper. A few weeks later C. A. Briggs, formerly of the Chicago Tribune and one of the most popular sporting cartoonists in America, began work for the Tribune. Early in May, the services of Miss Harrison, formerly editor of Vogue, were secured for the conduct of a Women's Page. The Tribune is the only New York City morning newspaper, it is said, that prints regularly such a department. These new features, with the greatly bettered and enlarged sporting department, have all been contributing factors in the Tribune's increased circulation, says Mr. Waldo.

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RICHARD H. WALDO,
WHO ENTERS THE NEWSPAPER FIELD ON THE NEW YORK TRIBUNE.

ADVERTISING MEN CONFIDENT.

Natural Cancellations Due to War Are Offset by New Business.

Several of the agents present reported that they had already closed or were closing new accounts of considerable importance which are going ahead with new and vigorous campaigns and that these accounts are not being deferred because of the war.

Many members of the Association of New York Advertising Agents met a few days ago to discuss conditions abroad and learn the facts at first hand regarding rumored cancellations. It was disclosed that the report was largely rumor. A number of importers who either get their raw materials or their finished products from abroad and are, therefore, obviously not in a position to handle their trade at the present time, have cancelled their advertising. Also, naturally, some of the European steamship companies and tourist organizations have stopped their advertising. On the other hand, to offset this, a number of the American manufacturers are increasing their advertising appropriations to take advantage of the opportunity presented.

The whole tone of advertising men is confident. The consensus of opinion of the meeting was that except in isolated cases there is no sound reason for cancellation. There are reasons why advertising in many cases should be increased this fall. With competitive imports practically stopped; with the crops that are to be handled; with the high prices that are going to be obtained from the sale of those crops; with the freight rate settled; and with the new currency law in operation to facilitate commerce, there is bound to be a steadily increasing prosperity.

New York Weekly, Born of the War.

The Fatherland, a pro-German, pro-Austrian weekly, printed in English, made its initial appearance in New York on August 10. The editors are George Sylvester Viereck, Frederick F. Schradler and Louis Sherwin. The avowed purpose of the publication is to place the German side of the present European war "fairly and squarely before the American people," to review each week the actual events of the war and the attitude of the American press and to combat expressed anti-German sentiments. The new paper condemns most of the New York dailies as being unfair to Germany and Austria, both in news and editorial columns. It is published by the International Monthly, Inc.

Grunel Buys Dayton Volkzeitung.

Paul Grunel has purchased the Dayton (O.) Volkzeitung, a German publication. He has been employed in the office of that paper for the past seven years. Mr. Grunel stated this week that he would change the name of the publication to the Gross-Daytoner Zeitung and continue on a daily and weekly basis. There will be no other changes. The Volkzeitung was owned by Edward Nevin.

HARD TO OBTAIN NEWS.

RIGID CENSORSHIP DEMORALIZES
CABLE AND WIRELESS
PRESS SERVICE.

Germany and Austria Practically Cut Off and Only One Direct Cable to Continent in Operation—Japanese Interference Complicates Situation—U. S. Government Plans to Censor All Cable News—English Rules.

With only one cable line direct to the Continent in operation, and a rigid censorship imposed not only on that but on the cable lines to Great Britain, the newspapers of the United States are finding it difficult to furnish their readers with reliable news of the war.

There is practically no communication with Germany or Austria. Some idea of the character of Germany's censorship is given in a special despatch to the New York Herald from Berlin. This despatch had to be sent to Amsterdam by courier and was cabled from there by way of London.

MARCONI CO. PROTESTS.

The rigorous censorship on wireless code messages and messages addressed to persons assumed to be in the service of belligerents has caused the Marconi Wireless Company to send a letter of protest to Secretary of the Navy Daniels. The company bases its protest on the broad ground that it is a corporation serving the public, that its messages are privileged, as are the mails and telegraph lines, and that the Government has absolutely no right to interfere with the transmission of wireless messages.

Japanese interference with cable messages to Russia and countries in the Far East via San Francisco and Japan complicated this week the difficulties under which American cable companies are now operating. Companies here have simply been notified that no messages could be sent via the Japanese stations, and the Japanese Government has backed up the prohibition.

This fact, added to the strict censorship being enforced by the British authorities on all messages to the Continent via England, has brought the situation here near to the breaking point.

The Italian government has established a cable censorship as rigid perhaps as that of any of the belligerent European countries except Germany.

BELGIUM MAY CLOSE DOWN.

The Commercial Cable Company announced that the Belgian Government had advised the suspension of deferred cable service to and from Belgium. This is taken to indicate that communication with that country may soon be cut off.

The French Cable Company, which has the only direct line from the United States to France and the Continent, was forced to announce a minimum delay of forty-eight hours on all messages.

Austria, as well as Germany, has now been cut off from communication. It is said abroad that the most abnormal delay exists on all messages.

The United States Government has practically decided to institute the same censorship on English and French cable lines as is maintained over the German-owned wireless stations at Sayville, L. I., and Tuckerton, N. J. Cable lines, as well as wireless stations generally, will be affected.

Earl Kitchener, British Secretary of State of War, to-day notified the press that any newspaper publishing news of naval or military movements, except that issued by the official press bureau, will be suspended.

MAROONED IN EUROPE.

Locations of Editors, Publishers and Newspaper Men Caught in War Zone—Mr. Mack on Aix-les-Bains Committee—Senator Oliver Is in London and Frank Presbrey Still in Stockholm—Merrill Active Abroad.

Several lucky newspaper men got in on the Philadelphia this week, but the situation in regard to men of the craft in Europe is little improved. Matters have quieted down, however, in the big cities, and there is half a chance that a number of those marooned will be enabled to get away on neutral or American-owned ships within the next week.

Norman E. Mack, owner of the Buffalo (N. Y.) Times, Mrs. Mack and daughter are among the 300 Americans at Aix-les-Bains, in Eastern France. Mr. Mack is a member of the repatriation committee.

Andrew McLean, editor of the Brooklyn Citizen, returned Monday from Halifax, where the Mauretania landed him. Mr. McLean had planned to sail by the Anchor Line, but that line canceled its sailings immediately on the outbreak of hostilities. Passage on the Mauretania was secured, and that vessel after learning of hostile warships in its vicinity changed its course and made a hurried trip to Halifax.

Frank Presbrey, head of the Frank Presbrey Agency, is reported in Stockholm. Frank A. Munsey is at Carlsbad. Ernest Abbot of the Outlook, one of the survivors of the Carnegie Peace Foundation meeting at Lake Constance, who is in London, expects to sail steamer on the St. Louis today.

Ralph Pulitzer of the New York World is in Stuttgart. His son, Ralph, Jr., eight years old, who was abandoned by his German nurse at Labourboule, is now being cared for by Francis Emerson Webb, who took the boy to Paris after obtaining a special permit.

Thomas J. Fitzmorris, exchange editor of the Omaha (Neb.) Bee, and Mrs. Fitzmorris were touring the continent. It is thought that they have gone to Holland by this time. Edward Perkins, a former member of the Bee staff, is now representing the Schuberts in Berlin. Paris and London. Leonard Scott, high school correspondent for the Bee, is in Paris.

C. B. Wolfraus, publisher of the German Herold, New York, is in Switzerland.

"Rube" Goldberg, cartoonist of the New York Evening Mail, who expected to sail on La France August 5 from Paris, is still in that city.

Harry Baxter Nason, Sunday editor of the Philadelphia Inquirer, who was "among the missing" in central Europe, has been heard from. He reached Milan and was one of four Philadelphians to send a message to the State Department, reading: "Hundreds in distress; what relief from you?"

Senator George T. Oliver, owner of the Pittsburgh Gazette Times Chronicle Telegraph, is reported to the State Department as among the Americans in London.

Theodore W. Noyes, editor of the Washington (D. C.) Star, and his family are in Geneva.

Max Annenberg, circulation manager of Chicago Tribune, arrived in New York with his family on the Philadelphia from London on Wednesday. They took the first train for the Windy City.

Louis Blumenberg of the Musical Courier, New York, is among the marooned ones now in Europe.

William Perrine, of the Philadelphia Evening Bulletin, has been in Europe for seven weeks. He is now marooned in Paris.

Captain Barclay Warburton, who took out "Battery A" of the State Guard, during the Spanish-American fracas, son of the founder of the Philadelphia Evening Telegraph, and owner of the paper until it was sold to the Wanamaker interests, was last reported from St. Petersburg. Mrs. Warburton and her daughter are at Carlsbad.

We are in receipt of postal card dated

August 1 at London from George J. Auer, business manager of the Atlanta Georgian, in which he says that he hopes to get to Paris if war conditions permit.

Bradford Merrill, publisher of the New York American, is directing the International News service activities while marooned in London. Prof. Willard G. Bleyer, head of the course in journalism of the University of Wisconsin, is abroad.

Willis J. Abbott, chief editorial writer of the New York American, is acting as special correspondent for his paper. His dispatches are coming from Paris.

Frederic W. Wile, New York Times correspondent at Berlin, was arrested at the Adlon Hotel on a trumped-up charge of espionage and dragged roughly through a hostile mob to the Police Presidency. Charles Tower of the London Daily News, who was staying at the same hotel, was arrested shortly afterward on the same charge. His accuser was a taxicab chauffeur.

Two American correspondents, Bouton of The Associated Press and Von Wiegand of the United Press, who called at the hotel to assist Mr. Tower, were arrested as being in collusion with him. Efforts of the United States Ambassador obtained the release of all four in the course of the night.

J. A. Richardson, editor of the Sunflower Tocsin, published at Jackson, Miss., and one of the best known members of the Mississippi Press Association, is reported in Paris and headed for Switzerland. He expected to leave London on the trip home about September 15, but his friends do not know of his present whereabouts.

G. W. De Graw, of the Merrill Advertising Agency, New York, is in London, but has not been heard from since the war began.

W. T. Bost, city editor of the Raleigh (N. C.) News and Observer, who is marooned in London, had watch and \$40 stolen by a plausible stranger posing as an American ostrich farmer. He also got \$300 in travelers' checks, but the thief, curiously, returned them to Mr. Bost at his hotel by messenger.

George C. Crogness, publishers' representative, is in Munich. Meier Steinbrink, of the Brooklyn Standard-Union, returned this week on the Philadelphia.

Charles Henry Meltzer, dramatic critic for the New York American, has gone from London to Paris, where he expects to make arrangements with Sarah Bernhardt with regard to her next American tour.

MEDILL McCORMICK'S GOLD.

War Correspondent Nearly Missed His Ship By Counting It.

Joseph Medill McCormick, former publisher of the Chicago Tribune, who gathered interesting experiences as war correspondent down in Mexico for the Chicago News, got away very early Tuesday morning in the direction of Europe, where, it is understood, Mr. McCormick intends to cover the campaigns of the German Army. A \$10 gold piece was responsible for Mr. McCormick's making the Rotterdam by a close shave.

With Mr. McCormick goes a young man who will act as his secretary, and also attend to the expense account. The expedition took with it \$5,000 in gold, \$2,000 of which was contained in a money belt worn by Mr. McCormick, and the remainder in a thick canvas bag.

Shortly after midnight Mr. McCormick decided that the money he had with him ought to be counted, and for this purpose he went into the cashier's cage at the Walcott, and emptied his belt and the bag on a small ledge at the back of a desk. When the pile had been counted it was found to be short by \$10.

The clerks were impressed into the search for the missing gold, which was eventually discovered filling a chink in the floor. Mr. McCormick and his companion rushed to a taxicab and were driven to the pier at full speed.

CORRESPONDENTS CAN'T WIRE.

And What They Write Will be Censored, Say French Rules.

Regulations governing correspondents with the French Army were issued by the Minister of War at Paris Tuesday. They provide that only French correspondents and those of the allied nations may accompany the army. A French correspondent may also represent a paper of an allied country.

Only one correspondent to each paper will be allowed. He must speak French perfectly. He can write only in French, and can transmit news only by mail.

A foreigner must obtain credentials from the War Minister after recommendation from his Ambassador. He must satisfy the authorities as to his honor and ability and furnish them with three photographs. He will wear an armband with the name of his paper.

All copy will be censored. Correspondents can move about only accompanied by an officer. The Government will furnish transportation, supplies and a hospital.

The regulations do not state when the correspondents will depart from Paris. All will be under military law.

MM. Paul and Guy de Cassagnac, editors of L'Autorité of Paris, and duelists of the first order, have buckled on their swords and taken the field against certain German newspaper correspondents located in France. Leave France at once or fight, is their ultimatum. And by fight they mean a real battle with swords just as in the good old days. The editors have announced that they do not expect to let up against the correspondents until they have all been chased across the frontier.

MAGAZINE FACTS ARE WANTED.

McBride Gets Court Order for Century Secretary to Testify.

Supreme Court Justice Seabury signed an order Wednesday directing Douglas Z. Doty, secretary of the Century Company, to testify before trial in behalf of Robert W. McBride, who is suing to compel the Century Company to carry out the terms of an agreement to sell him the Century Magazine for \$200,000. The court appointed John Z. Lowe, Jr., to take the testimony of Mr. Doty.

Mr. McBride says that he expects to prove by Mr. Doty that on June 24 last the trustees of the Century Company had a special meeting at which it was reported that the sale of the magazine had been negotiated by the president, William W. Ellsworth, and it was voted to confirm the sale.

He wants to show that the deficit on the publication of the magazine for 1913 exceeded \$70,000 and that upon the face of the receipts for the first six months of 1914 the deficit will be more than \$87,000 this year. He wants to prove that the Century Company has loans of \$200,000 outstanding.

Newspaper Men on Committee.

New York City journalism is well represented on the Committee of Fifty named on August 13 by Mayor Mitchell to investigate the arbitrary rise in the price of foodstuffs in the metropolis. The list includes Melville E. Stone, of the Associated Press; Ogden M. Reid, of the Tribune; Oswald G. Villard, of the Evening Post; Adolph S. Ochs and Louis Wiley, of the Times; William C. Reick, of the Sun; Victor Ridder, of the Staats-Zeitung, and Ralph Pulitzer, of the World.

New York Herald's Giant War Map.

The New York Herald has set up a large war map of Europe on the Broadway side of its building. The map measures twenty-eight by twenty-four feet and is drawn to a scale of 350 miles to the inch. At night it is powerfully illuminated by electric lights. The positions of the contending forces are indicated by means of miniature flags, while the countries are differentiated by vivid colors.

PHILADELPHIA NOTES.

Public Ledger Publishes Two Afternoon Editions Daily—Press War Map Attracts Much Attention—Henry F. Keenan Pays Visit to Quaker City—Coming and Going of Vacationers—Bacon at Ventnor.

(Special Correspondence.)

PHILADELPHIA, Aug. 12.—The Public Ledger, which has for two Sundays past gotten out a "War Extra," began on Tuesday to publish regularly during the week, two afternoon editions, at four and at seven. The daily sales are said to amount to thirty thousand copies, and are just "eaten up" at two cents, remember. Is this the forerunner of the long rumored Evening Ledger? Whichever way you guess, you may guess wrong, say those who are in a position to know.

The official announcement is that the afternoon editions are merely later issues covering the day's news, making seven editions per diem in all, "to be continued as long as the war emergency lasts." The paper has further extended its war service by placing a screen on Broad street, between two wings of the Land Title Building, opposite the North American Building, on which every evening the latest bulletins supplied by the Central News are flashed.

PRESS MAP AN ATTRACTION.

The Press war map, posted outside of the office at Chestnut and Seventh streets, on which the positions of the various opposing forces are marked from day to day by colored stickers, is attracting much attention.

Henry F. Keenan, of Forresterville, Md., "looking like Whistler's portrait of Thomas Carlyle," was in this city recently. He is one of the best known newspaper men in the country, having been associated with both the late John Hay and Whitelaw Reid on the New York Tribune, and with many other famous men. Under the pen name of "Junot" he sent brilliant descriptions of court life to the Chicago Times, from Europe, and was war correspondent of that paper and the New York Sun, during the Turko-Russian war. He has for some time contributed the "Dunois" column, on "foreign views and reviews," to the Evening Bulletin.

OFF ON VACATION.

John C. Eckel, night editor of the North American, has gone to Camp Kilkare, in Georgian Bay, for his vacation. A. S. Genung, assistant night editor of the same paper, has just returned from Wildwood, New Jersey.

Daniel Patton, of the Evening Telegraph, ex-president of the Pen and Pencil Club, and present chairman of the membership committee, leaves on Saturday for a trip to Montreal and Quebec.

Mary Isabel Brush, of New York, who has been in London for two months, came in on the last exciting run of the "Kaiser Wilhelm" and was in the city during the past week.

Edward R. Bacon, business manager of the Inquirer, is at Ventnor, N. J., until September 1.

Mrs. Reid Aids Red Cross Fund.

Mrs. Whitelaw Reid, wife of the late owner of the New York Tribune, and Ambassador to Great Britain, has advised Miss Mabel Boardman that she will defray the expenses of twelve Red Cross nurses for Great Britain for the period of one month, as a means of helping along the American Red Cross's plan to send hospital units abroad in a chartered ship. A unit consists of three physicians and twelve nurses. Mrs. Reid also has sent \$1,000 to the British Red Cross.

Altoona Gazette and Tribune Merge.

The Altoona (Pa.) Gazette, a Republican evening paper, has suspended publication. In its announcement in the last issue it stated that it will be merged with the Altoona Tribune, a morning Republican paper, "but as soon as business conditions warrant, an evening edition will in all probability, be issued from the Tribune office."

PAPER RESERVE AMPLE

Increased Demands Making Inroads on Supply but Early Rise in Price Is Not Expected—Foreign Countries Suffer Most—Great Consumption in New York—Views of Expert.

Although some pessimistic writers claim to see menace of a famine in news print paper in this country due to increased demand, such fears, according to experts, are unfounded. Men who ought to know the truth claim that it will be at least two months before any advance in price may be expected. Canadian papers, however, the daily press says, have suspended quotations.

England's consumption of paper has increased quite as rapidly as America's since the war began. Her supply, which chiefly comes from Sweden and Norway, is likely to be cut off at any moment, and when that contingency arrives England will have to turn to Canada. This will, obviously, affect the United States.

CAUSING WORRY IN ENGLAND.

A London cable under date of August 13, to the New York Herald, says that a question which is seriously concerning English newspaper proprietors is how long they will be able to supply the public with news. It is estimated that the reserve stocks of white print paper in England are normally equal to ten weeks' supply, but at the present rate of consumption, even with a reduction in the size of the papers, there is only sufficient paper for another six weeks.

England gets from Newfoundland 900 tons weekly; from the Continent, including German mills, 2,600 tons, while 11,500 tons is manufactured in England. The Newfoundland supplies are not affected, but the Continental supplies of paper and wood pulp for the manufacture of paper in England are stopped for the present.

Added to this a rise of 75 per cent. in the price of paper, but the most serious point is that unless supplies of wood pulp are forthcoming soon newspaper publication in England is in danger of being reduced to single sheets in the near future.

RESERVE STOCK BEING DEPLETED.

A. E. Wright, of the International Paper Company, said on August 10:

"The United States and Canada make about 6,500 tons of paper every day. Five thousand tons of this is used in the United States and 400 tons in Canada. The rest is exported. The present export demand is in the neighborhood of 1,600 tons a day and will, no doubt, increase shortly.

"There is also a decided increase in demand for paper on the part of the American publications, but for the present America is fairly well prepared to take care of this country's and Europe's requirements. To do so, though, I fear that we will have to use our reserve stock and if the war continue for any length of time it is safe to predict a material shortage by the late fall.

"Everything is crippled in Paris as it is in the large German cities and the papers have been cut to mere postal card size. This is partly because of the shortage in paper, but chiefly because of all the able bodied men having enlisted.

CARING FOR AMERICA FIRST.

"The American newspapers need not worry for some time to come, as it is the policy of most of the manufacturers of this country to take care of America first and at all hazards. We will not take any unfair advantage of the present conditions. This is, and will continue to be the policy of our company."

Mr. Wright added that the present reserve supply of paper in this country is about 65,000 tons, or 195,000 rolls, enough to last twelve days at the present rate of consumption. The average price of the print paper is \$40 a ton net at the manufacturing point, making the present reserve stock worth \$2,600,000.

It is interesting to note that of the 5,000 tons of print paper used daily in



NEW HOME OF GAZETTE-TIMES AND CHRONICLE TELEGRAPH.

this country New York City consumes about 850 tons, or more than the total amount used by Russia, Norway, Sweden, Japan, China, Austria, Belgium and Holland.

ASKS NEWSPAPER SUPPORT.

Pan-American Union Wants Widespread Publicity of Its Plans to Capture Trade.

The officials of the Pan-American Union in Washington, D. C., have begun the compilation of exhaustive data which will show in great detail the extent of the commercial and financial dependence of South American countries upon Europe, from intercourse with which they are now cut off.

The data will be distributed as fast as compiled among manufacturers, exporters, importers, trade associations and commercial bodies of all kinds for the purpose of reinforcing the appeal which Director Barrett has already made to American business interests to grasp the remarkable opportunities which the European situation affords.

The information to be disseminated will be prepared with a view to showing Americans just what the opportunities are and also to indicate how they may be grasped by this country.

Director Barrett, after appealing to the banking, shipping, manufacturing, exporting and importing interests of the United States to give at this moment every possible aid and attention to the critical South American situation brought on by the European war, adds: "I also ask the newspapers in both their editorials and news columns to give all publicity possible to this matter, so that their constituents interested in this situation may be informed of their responsibility and opportunity."

Harper's Weekly Corporation has increased its capitalization from \$225,000 to \$312,000.

GAZETTE-TIMES' NEW HOME.

Pittsburgh Chronicle-Telegraph, Also, to Occupy Model Structure.

The Pittsburgh Gazette-Times and Chronicle-Telegraph have broken ground for their new building at Gazette Square. It will be ready by the first of the year and will contain the mechanical, business and executive offices of both newspapers.

This change of location on the part of the Gazette-Times and Chronicle-Telegraph from the corner of Wood street and Oliver avenue has been rendered necessary by the recent growth of the two newspapers. Nine years ago these papers erected their present plant. Pressroom space and paper storage as well as other departments have become so congested that this new move was rendered necessary.

The new building, eight stories, with an area of 100 x 80 feet, will, it is expected, furnish ample accommodation for many years to come.

The completion of the new quarters will bring about many mechanical improvements. These include the purchase of two new additional Goss straight line, high speed octuple presses; duplicate Junior Autoplate equipment in stereotyping room and a new equipment of the most modern linotype machines.

The pressroom will occupy the first floor, with paper storage on the second floor. The business, accounting, executive, editorial and art departments will be located on the third, fourth, fifth and sixth floors. The seventh floor will be the stereotyping room and on the eighth floor, under the sky-lights, will be the composing room.

Youngstown Editor Offers Reward.

For the arrest and conviction of the persons implicated in the dynamiting of his home last week S. G. McClure, publisher of the Youngstown (O.) Telegram, has offered a reward of \$1,000.

STONE EXPLAINS NEWS DELAY.

Associated Press General Manager Says Cables Are Overwhelmed and Censorship More Rigid.

The Associated Press, through Melville E. Stone, its general manager, issued Tuesday the following note to editors of papers taking the association's news service:

"Advices to The Associated Press from London state that an increasingly rigid censorship is being imposed on all matters from Brussels. This increases the delay on such dispatches as are allowed to come through. The French Cable Company, which except those with terminals in the British Isles, is the only direct line to Europe now in operation, has given notice that the congestion on its lines is such that all messages are subject to a minimum delay of forty-eight hours.

"In an effort to avoid this delay direct dispatches of The Associated Press from Paris are being routed through London, but the delay there is also very great. Dispatches which left Paris early yesterday are being received with a delay of from fifteen to seventeen or more hours, and other Paris dispatches have suffered even greater delay in transmission.

"There is absolutely no direct communication with Germany or Austria by any routing. A few censored dispatches are coming through via London, and these are recensored for transmission out of England.

"The Associated Press has been making every effort to communicate with Germany, through the wireless companies operated from New York. On Sunday a message was sent to the Berlin bureau of The Associated Press, and the wireless company notified us that it had been received in Germany, but since then only fragmentary signals have been exchanged over the system.

"Inability to secure wireless communication with Germany since the cutting of the direct German cable at the outbreak of the war and the increasing rigor of the London censorship still further obscures what has actually transpired within the military zone."

Editor's Widow Aids Red Cross.

Bride and widow within a year, Mrs. Bertha Kohanyi, owner of the Cleveland Szabadsag, is head of a movement to establish American-Hungarian Red Cross societies in every city in the country. Although relatively a stranger in a strange land, she has demonstrated her fidelity to the cause dear to the heart of her husband. Not only did the late E. T. Kohanyi lend the powerful influence of Szabadsag which, translated, means "Liberty," toward the elevation of Hungarian immigrants to the American standard of citizenship, but in every way open to him he strove for the betterment of his compatriots at home and abroad. When he died in Cleveland, March 10, 1913, his young widow became the owner of the newspaper.

Jacksonville Has New Sunday Paper.

The Siamese twins of the newspaper business, George A. McClellan, publisher, and R. S. Carver, general manager, of the Jacksonville (Fla.) Metropolis, have invaded the Sunday field in Jacksonville, the first Sunday paper being issued last Sunday. It was a forty-four page edition, with comic supplement, and the New York World feature service. It carried 15,020 inches of local advertising. A full-page advertisement of Cohen Brothers was printed in colors.

Vandals Wreck Newspaper Plant.

Vandals broke into the plant of the Palisades Post, of Grantwood, N. J., Monday night, and wrecked the typesetting machine, press, and motors. Editor McDermut did not report the matter to the police because he wanted to have an exclusive story on Thursday for his issue. This is the second time in two weeks that the plant has been entered and damage done.

Receivers of the Alexandria (W. Va.) Daily News, which suspended a year ago, have sold the plant to Alexander J. Wedderburn.

87 1/2 %
of Washington D.C.
read the one edition
of the "Evening Star"
every day -

12 1/2 %
NON-
READERS

THE TIMES
Alone
Gains in Advertising

In the seven months of 1914, THE NEW YORK TIMES gained 215,041 lines of advertising—the only New York morning newspaper which shows growth during this period.

IN WESTERN PENNSYLVANIA
You will make no mistake by using
The Johnstown Leader
The only newspaper between Philadelphia and Pittsburgh printing an eight-page two color Saturday Feature Magazine Section.
S. G. LINDENSTEIN, INC.
Special Representative
118 East 28th Street New York City

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 six months ending June 30, 1914, **101,153**
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

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

NORTHWESTERN NEWS.

Edmonton Dailies Issue Sunday War Extras for First Time—Journal's Press Service and Correspondence—Bulletin's One-Time Staff Revisits Town—Scandinavian Editors to Tour Alberta—Gazette Suspends.

(Special Correspondence.)
EDMONTON, ALTA., Aug. 8.—Several war extras were issued on August 2, by the Journal, the Bulletin and the Capital, thus giving the people of Edmonton and central Alberta their first taste of Sunday papers. It is the first time in the history of Western Canada that newspapers have been published on the Sabbath. All the papers made highly creditable showings and were complimented by their readers and advertisers. The Bulletin says in an editorial: "Sunday newspapers are not allowed by the Canadian law, nor wanted by the Canadian public or newspaper men. But when the fate of the British Empire, and all that it stands for, is in the balance, apologies for breaking even so wholesome a custom and taking chances on the law are hardly necessary: The Bulletin's justification for publishing Sunday editions, for the first time in its history—and, it is hoped, the last—is the conviction that while this unprecedented crisis exists in the world's affairs, its duty is to supply its readers with every available scrap of information at the earliest practicable moment."

JOURNAL'S PRESS SERVICE.
The Journal is covering the war situation in good style. In addition to the regular press services, it has the exclusive service in Edmonton of the New York Herald and the Hearst Syndicate, the cable services by "Windmere" in London, and its own correspondent, Arthur R. Ford, at Ottawa, also the special cables to the Montreal papers. The Journal is printing from four to seven editions, in addition to maintaining a free bulletin board service in the center of the city. M. R. Jennings, editor and managing director, is supervising the entire arrangements.

Fred W. Harding has resigned as news editor of the Capital to engage in special edition work with C. A. Violette, who is planning an industrial number for the Leader of Regina, Sask. Mr. Violette is completing a special edition for the Phoenix at Saskatoon, Sask. Mr. Harding was at one time city editor of the New York Press. He has occupied responsible positions on newspapers in various parts of the country.

ASHLEY REVISITS EDMONTON.
W. H. Ashley, until recently editor and publisher of the Globe at Boissevain, Sask., and his son, B. W. Ashley, are in Edmonton looking for a suitable new town to establish a newspaper. Mr. Ashley was in Edmonton in 1881, when there were 25 people at the old trading post. At that time he was the entire staff on the Bulletin, owned by Frank Oliver.

Sixty editors of Scandinavian newspapers published in the United States, chiefly in the middle west, will make a tour of central Alberta the latter part of August. While in Edmonton they will be entertained by F. T. Fisher, secretary of the Board of Trade. They are also planning to visit western British Columbia and Southern Alberta.

Mayor McNamara announced, on August 5, that the commission board of the city of Edmonton has suspended the publication of the official Gazette. Leonard W. Brockington, a trained journalist, was editor of the publication.

HAS EYE ON SENATE SEAT.

J. A. Francis, of New York World, Did Good Work in Assembly.

James A. Francis, for twenty-four years connected with the various activities of the New York World's business department, is a candidate for Republican senatorial honors in the Nineteenth District. Mr. Francis served as member of Assembly in 1906-07-08 and 1909, and enjoyed the confidence of Governors



JAMES A. FRANCIS.

Higgins and Hughes, representing the Twenty-third Assembly District.

Like all newspaper men, he responded readily to intelligent public sentiment and was responsible for many of the most progressive measures enacted into law during his service.

Probably his conspicuous work was the revision of the Banking Law during the panic of 1907-08, when Superintendent of Banks Clark Williams cooperated with Mr. Francis in putting through legislative bills which knocked out expensive receiverships, jacked up reserves, limited loans, and so changed the law generally that to-day, despite the most threatening period in our financial history, the banks of New York State are ready to face the strenuous demands.

When Mr. Francis was 16 years of age, he was arrested for tossing a ball a distance of 6 feet in the streets of Boston, and suffered for over two hours in a vile, dirty cell. Result: a system in New York that saves 100,000 persons annually from going to a cell, thanks to the summons system inaugurated by the Inferior Courts Commission, created by Assemblyman Francis's bill, and on which Commission Mr. Francis served.

Japanese Editor Fined.

The Supreme Court of Oregon has affirmed the ruling of the King County Superior Court in finding E. Taksuchi, editor of a Seattle Japanese daily newspaper, \$150 for libeling a fellow countryman. The court says that while the translations of the article in question may differ, there is no question about the intent of the same.

The New York Evening Post is planning to syndicate its magazine section material. A selected list of papers will use the syndicated material.

The Norristown (Pa.) Times has installed a new Hoe perfecting press.

Throughout the hundred and more years of its existence The New York Evening Post has constantly upheld the highest ideals of American citizenship. Founded under the protection of a group of distinguished public men of whom Alexander Hamilton was one, the paper has always held and expressed positive opinions on all matters pertaining to the welfare of the Nation. These well defined views of politics and economics, while necessarily provoking many antagonisms, have crystallized the loyalty of its friends and built up for it a constituency of readers as faithful as it is exceptional throughout America. No paper has preserved more unassailably its editorial independence from its earliest issues up to the present time.

Buffalo News
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue NEW YORK Lytton Building CHICAGO

If your Product or Proposition is Worthy, tell about it in the
NEW YORK TRIBUNE
and be fully assured of Satisfactory Response.

THE NEW YORK EVENING MAIL
carried more advertising during July than any other New York evening paper in its class. It has held this enviable position for several years.
The Evening Mail goes into the homes of over 140,000 well-to-do people every day and its readers believe in it.
It pays to advertise in
The EVENING MAIL

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.

INTERTYPE
THE ACME OF HIGH QUALITY

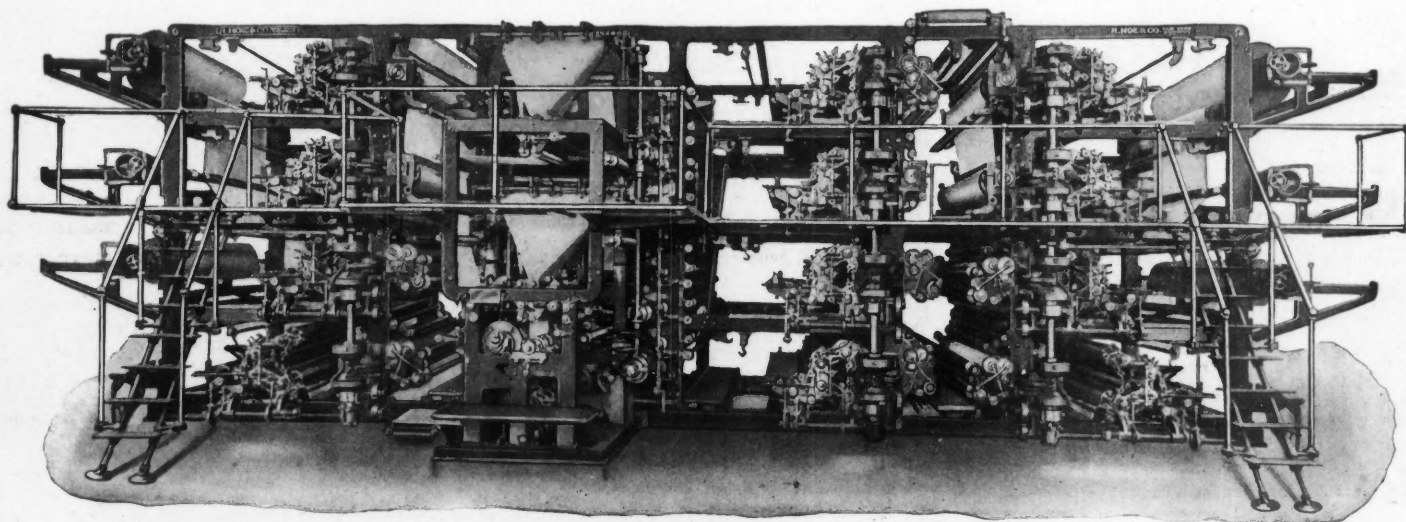
SPEED
Two Intertype operators recently set 3,751,000 ems of solid 6-point in 29 1/4 hours—an average of 12,800 ems per hour.
Such remarkable results are possible because the Intertype is built for speed and not for "stunts."
The Intertype is always the machine selected by newspaper foremen for the rapid composition of important late news.
International Typesetting Machine Co.
World Building, New York

The Surest Sign

of wise newspaper management is when you see a publisher installing a HOE PRESS or HOE MACHINERY of any kind. There are no better judges of efficiency and economy in the production of newspapers than the makers of the great army of dailies that are printed on

Hoe Machinery Exclusively

For more than a century newspaper publishers have placed their reliance upon R. HOE AND CO. for PRINTING PRESSES and STEREOTYPING MACHINERY that will stand the severest tests.



1 TWELVE-CYLINDER MULTI-COLOR AND HALF-TONE ROTARY WEB PERFECTING PRESS
Four-Plates-Wide, with Single High-Speed Folder and Two "Formers"

One of the six HOE MULTI-COLOR PRESSES used exclusively for printing the comic supplements, magazine sections and music sheets for the Hearst publications. These machines also do ordinary black newspaper printing or combination color and black printing with equal facility.

Like all HOE MACHINERY, they are thoroughly reliable and efficient, convenient and economical to operate, easy running and speedy.

TELL US YOUR NEEDS AND WE WILL SHOW YOU HOW TO TAKE CARE OF THEM IN THE BEST POSSIBLE MANNER.

R. HOE and CO., 504-520 Grand Street, NEW YORK

7 WATER STREET, BOSTON, MASS.
120 ST. JAMES STREET, MONTREAL, CANADA

544-46 SOUTH CLARK STREET, CHICAGO, ILL.
109-112 BOROUGH ROAD, LONDON, S. E., ENGLAND

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, Aug. 15, 1914

THE ADVERTISER'S OPPORTUNITY.

The press of the United States is practically a unit in recognizing the fact that Europe's commercial loss by war should be this country's immediate commercial gain. Thousands of American editorial pens are earnestly trying to impress this truth upon the public mind at a psychological hour which, once past, may never come again. News columns also show, from day to day, where American products will be a necessity. The most serious question yet undecided is how to get our goods into the markets supplied largely heretofore by the nations now at war. It is to be hoped that Congress will not dally long with the merchant marine question, but will find a way to supply bottoms to American shippers and to dot the seas of the world with the Stars and Stripes over American cargoes.

In the meantime, American advertisers can and should seize this opportunity to use more freely than ever the columns of the newspapers both to build up business and to conduct a campaign of education as to the merits of American goods which have heretofore been in sharp competition with foreign manufacturers. This will teach buyers that countless homemade articles are as good or better than those made in Germany, Austria, England or France. If prices are not arbitrarily raised without excuse, an enormous volume of home trade will result. For instance, why should Americans mourn because Paris cannot, for a time, set the styles in millinery and women's garments for Americans, or send us perfumes no better than our own? What about our cotton goods? Can we not manufacture and sell more of them at home, if we can send abroad, as we did in 1913, about \$550,000,000 worth of cotton? How about our laces, woollens, plain woven fabrics, linens, silks, shoes and countless other commodities? How much of the \$200,000,000 spent yearly by Americans who go abroad can be kept here through a vigorous paid publicity of the slogan "See America First"?

The American newspapers are giving gratuitously thousands of columns of valuable space to arouse America to commercial activity with the slightest possible loss of time. Advertising men should capitalize this interest in new accounts. Advertising agents, special newspaper representatives should study the list of non-advertisers as never before and lay seige. A forceful presentment of the newspaper propaganda cannot help but produce large returns. Local advertising staffs should concentrate attention during the next few weeks on a study of the war situation and how it affects local manufacturers and distributors. Information with reference to the ef-

fect on distribution of nationally advertised articles should be passed on speedily to the Bureau of Advertising.

Last, but not least, newspapers should show their faith in advertising by advertising liberally in trade papers, thereby setting the example to the national advertiser who may be considering a newspaper investment.

HE SEES A LIMITLESS FIELD.

Hundreds of trained advertising men who know and can accurately estimate the pulling power of the energy, experience and resourceful nature of Richard H. Waldo, perhaps the best equipped advertising man in America today, will watch with keen interest his course in the daily newspaper field in the up-building of the income of the New York Tribune. As business manager of a big magazine, Mr. Waldo has been eminently successful, but he has reached the conclusion that while the magazine field is broad the newspaper field is much broader, in fact, limitless.

There is no reason to question the soundness of Mr. Waldo's philosophy. The possibilities which loom so large before him are substance, not shadows. The right sort of advertising, rightly written and rightly placed in daily and weekly newspapers will produce larger returns at less cost than any other advertising media.

The newspaper goes into countless homes that are never entered by magazines, and the newspaper has the advantage of "a license from the people" and unless all signs fail, the newspaper is coming into its own as publicity agent for manufacturers and dealers who have heretofore seemed to think that magazines were the only respectable and profitable advertising mediums. Because of this sentiment, magazines have enjoyed a tacitly allowed pre-emption of much advertising that could at least have been profitably divided with the newspapers. There is business enough for all deserving publications, especially for the daily newspaper that will get after it.

EDITORIAL COMMENT.

The optimistic feeling among the advertising agents of New York City, the metropolis more affected by the European war than any other part of the United States, as to the prospects for business this fall, is very encouraging. Men like members of the Association of New York Advertising Agents, when they meet to discuss facts at first hand, go deeply and seriously into questions. At such a meeting, to consider rumored cancellations, these men recently learned that while some importers, steamship companies and tourist agencies have naturally cancelled advertising, new business already assured by American manufacturers will more than counteract the effects of this relatively small loss. Furthermore, reports from all parts of the country indicate a steadily increasing prosperity in which, of course, the advertising men and the newspapers will share. The combined reports at the meeting referred to elsewhere in this issue showed American business as a whole to be healthy and prosperous. Under the circumstances, with ad men planning new, vigorous and wide campaigns, it would seem to be a very appropriate time for calamity howlers to go away back and sit down.

Without questioning the right or the necessity of nations to exercise strict censorship of news despatches in time of war, there can be no less doubt that newspapers, as well as individuals, are entitled to a reasonably prompt release of their telegrams and cables. The newspapers owe a vote of thanks to Hon. T. P. O'Connor for taking up a cudgel in the British House of Commons a few days ago in behalf of the newspaper correspondents who were protesting against the dilatory work of the censors. Mr. O'Connor asked Reginald McKenna to increase adequately the staff of censors who now were overworked and to give them the assistance of trained newspaper men so that despatches would not be unduly delayed. Mr. McKenna promised to see what could be done in the matter. He agreed

that journalistic common sense would be a help in the work of the censorship bureau and that news matter should not be delayed for lack of it. Surely, newspaper men are well fitted for that task suggested by Mr. O'Connor, and if put upon their honor not to divulge certain state secrets, those secrets would not get out. Violation of confidence reposed in a newspaper man is rare. But such news as might properly be released would find its way speedily to the public through newspaper channels. All nations would save time and the public would have better service by a general adoption of the suggestion of Mr. O'Connor.

DIVERS DASHES.

Lawyers are not condemned for defending criminals, clergymen are not frequently criticized for their sermons, and the work of professional men generally is considered impersonal except in the case of the editor. An independent editor is always suspected of airing his personal grievances and is knocked accordingly. I say this because I have been reminded of it by a pathetic note which is sounded in the valedictory editorial of Hon. George R. Lanning, editor of the Egan (S. D.) Express, who has just sold that paper, which he founded thirty-six years ago. In all that time he has been active in the development of his town, county and State. Yet I can almost hear his sigh as, in referring to his work, he wrote: "In doing this I have made some enemies, but I wish to say that I have no ill will against any of them, and trust that now, as I retire from active newspaper participation in politics, that my political enemies will cast aside those feelings which they have entertained and feel toward me as I feel toward them." Such a plea as this by one who was so long a public servant ought not to be necessary when, at the age of 70, he lays down an editorial pencil and with it his business cares. Because, as he has from time to time deemed it his duty to oppose certain men or principles is not evidence of personal animosity. An editor does such things as part of his day's work—and he generally does them fearlessly and well.

To some of the "dead-and-alive" country editors who cannot find time to do more in a week than get out a poor paper in a half-hearted sort of a way, I commend consideration of a recent accomplishment of Harry Hammond, editor and publisher of the Byron (Cal.) Times. I have just seen a "booster edition" of the Times, a 156-page issue, filled with valuable data and fine half-tones and bound in covers in five printings and a dash of gold. Harry Hammond did alone the stupendous task of getting out this special and it cost him \$5,000. His town has less than 500 inhabitants. Will Davis, the assistant editor of the Times, says of Mr. Hammond and his work:

"He is such a human dynamo of energy that his close friends and associates have ceased to wonder whether he will be able to accomplish the great tasks he sets for himself. The wonder is, what will he do next. Some idea of Mr. Hammond's tireless energy may be realized when I relate what I saw him accomplish the afternoon I came to assist him with his regular edition. In a comparative brief space he posted his books for the month, made out his monthly bills (which are many), wrote several personal and business letters, laid out the first page of his weekly newspaper, accepted two new subscribers, wrote a couple of stories for his regular edition, dictated some editorial matter, went over the plans for his new Byron home, talked with three different contractors, learned the difference between a watt and a kilowatt, had time to phone his wife and have a few pleasant words with her, killed seven flies and one bumble-bee with a swatter and refused two invitations to drink on the ground that he hadn't done enough work to make him thirsty."

Comparatively few men would have seen as Mr. Hammond did the opportunity for such success. Or, having seen it, many would not have toiled so steadily to reach a goal of high ideals.

I found among some old papers a few days ago a magazine page which bears no identification marks so I cannot credit it. It interested me, however, because it very justly condemns the writing of bad English by careless reporters. Then, as a sort of balm, it adds: "Nevertheless newspaper men may take heart o' grace in the comfortable reflection that even Homer sometimes nods.

"Even great metropolitan newspapers err grievously in the matter of bad arrangement of words, e. g.:

"I saw a man talking to the Rev. Dr. Gunsaulus who was so drunk he could hardly stand."—Chicago Tribune.

"A Syracuse young lady of somnambulist tendencies found herself in her father's stable by the side of a vicious horse in her night dress."—New York Sun.

"He blew out his brains after bidding his wife goodby with a gun."—Chicago Chronicle.

They are funny, of course, but they never should have crept into print in the form which makes them so absurd.

JIM DASH.

PERSONALS.

Governor Cox's majority for renomination by the Democrats of Ohio approximated 60,000 votes over Congressman John J. Whiteacre.

William R. Hearst, it is rumored, will try for the Democratic nomination for United States Senator from New York State.

Ogden M. Reid, editor of the New York Tribune, is spending the summer at Upper St. Regis, N. Y. Vernon G. Rogers, general manager of the Tribune, and brother-in-law of Mr. Reid, has been at the camp the past week.

Arthur Capper, the Kansas publisher, who was nominated for governor by the Republicans at the recent primary in that State, received the largest vote ever given a candidate in a Kansas primary. In his home city of Topeka he broke all records, his vote being nearly six times larger than any other candidate on either ticket. Mr. Capper's friends believe he will be elected in November by a fine majority.

Roy Howard, president of the United Press Associations, sailed for London Friday morning. He was accompanied by William G. Shepard, the war correspondent who was recently recalled from Vera Cruz.

John A. Hennessy, formerly managing editor of the New York Press, says he is not a candidate for the Democratic nomination for State Comptroller of New York, but that he may run for the gubernatorial nomination in the primary, against Governor Glynn, on an anti-Tammany platform.

C. A. Bond has recently joined the staff of the Far Eastern Bureau as associate editor. Mr. Bond was formerly part owner and editor of the Shanghai (China) Press and at one time editor and owner of the Manila (P. I.) Sunday Sun.

Harold C. Green became editor and manager of the Manchester (N. H.) Advocate on August 1. He comes of a literary family and has had newspaper experience himself. His grandfather, W. L. Green, was publisher of the Congressionalist for 40 years and his father is head professor of English literature in Johns Hopkins University.

Professor Merle Thorpe of the University of Kansas addressed the Commonwealth Club on "Journalism and Its Relation to the Public," a few days ago. Professor Thorpe completed recently his course of lectures at the University of California on the general phases of newspaper work.

Milo Shanks, editor of the Elmira (N. Y.) Advertiser, has been elected a member of the board of trustees of Keuka College.

Thomas E. Grady, editor and proprietor of the Montgomery (Pa.) Mirror, has been nominated as postmaster of Montgomery borough.

GENERAL STAFF PERSONALS.

Val B. Holman has been appointed advertising manager of the Times-Dispatch, Richmond, Va. He had been with Ewing & Miles, advertising agents of this city.

E. T. Heyn, formerly of Milwaukee, Wis., for nine years correspondent in Berlin of London and American newspapers, is visiting in Milwaukee after an absence of four years. He represented the New York World at The Hague peace conference last year.

John T. McCutcheon, the cartoonist, having returned from Mexico, is now assigned to France as a war correspondent for the Chicago Tribune. He plans (or hopes) to join the French army.

WASHINGTON PERSONALS.

Bernard Andres, for seven years steward of the National Press Club, has resigned.

Morton Milford of the Indianapolis News Bureau is spending his vacation at Atlantic City.

Edward L. Conn, former telegraph editor of the Baltimore Sun, and at one time managing editor of the Raleigh News and Observer, has accepted a position with the Washington Post. Mr. Conn will be associated with a former co-worker on the Baltimore Sun, John B. Musgiller.

Paul Wooten, now Washington correspondent of the New Orleans Times-Picayune, was for a number of years a member of the staff of the Mexican Herald.

Stanley Meade Reynolds is rapidly recovering from an operation for appendicitis. Mr. Reynolds is the Washington correspondent of the New York Press and has for several years covered the White House news for the Munsey papers.

Orville H. Stewart, well known newspaper man, has been appointed Washington Commissioner of the National Star Spangled Banner Centennial to be held in Baltimore September 6th to 13th.

IN NEW YORK TOWN.

T. E. Niles, managing editor of the Mail, has taken a house at Sea Gate, L. I., for the summer.

Joseph Gollomb, of the editorial staff, is going to Europe to report news of the war for the Mail, if he can obtain passage.

A. W. McCann, food expert of the Evening Globe, has recently returned from a trip South, which took him as far as Savannah, Ga. It is reported that his presence in that city produced commotion among the dealers who had received rotten meat consignments from New York. McCann will no doubt land a few more convictions of New York food fakers.

Norman G. Twaites, of the cable desk of the New York World, and who was formerly one of the secretaries of Joseph Pulitzer, Sr., sailed this week with other British army reservists, to join the colors in England.

Samuel Hoffenstein has succeeded Acton Davies as dramatic critic of the Evening Sun.

George W. Stearns has resigned as Sunday editor of the Press. He will continue until his successor is appointed.

James Getleson, the Evening Mail's popular understudy to the famous humorist R. L. Goldberg, is leaving the city for Haines Falls.

WEDDING BELLS.

Percy A. Moulton, city editor of the Portsmouth (N. H.) Times, formerly State editor of the Portsmouth Union, is soon to be wedded to Miss Ethel May Spaulding of Rumney.

Miss Diamond Troutman, of Long Branch, N. J., was recently married in Trinity Church, New York, to Charles E. Young, assistant managing editor of the Boston Post.

Announcement has been made of the marriage of Earle C. Titus, an artist employed by the Boston Post, to Miss Mildred K. Tevlin of Somerville, Mass.

The marriage of Henri M. Hall, business manager of the Journal Printing Co. of Jamestown, N. Y., and Miss Jesse W. Phillips took place recently.

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. Payable yearly in advance.

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 Suhway; 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.

ADVERTISING MEDIA

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

THE BLACK DIAMOND

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

WHERE THE GOLD COMES FROM!

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

FOR SALE

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

A LIVE COMMERCIAL PRINTING PLANT FOR SALE!

One of the best equipped printing offices in central New Hampshire. Six power presses, including one cylinder and five job presses, power paper cutter, perforating, punching and round cornering machines, loose leaf ledger punch. Office has recently been remodeled, and thoroughly equipped with new type. Present owner has continually carried on this business thirty-four years. For further particulars apply to "A Live One," The Editor and Publisher, 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 CHURCH ST.

CENTRAL WEST DAILY

which has been returning owner \$4,500 annually for personal effort and investment, can be bought for \$14,500. Proposition K. E.

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.

Advertising manager, desires position, city 75,000 to 400,000 population. Twenty years' experience. Finest letters reference from some of the biggest papers in the country. Go anywhere. Married, 35 years of age. Address D 1279, care the Editor and Publisher.

Editorial executive—Either city or managing editor's position, where new ideas, clean work, energy and popularity are needed. No salary under \$35 considered. D. 1274, Care The Editor and Publisher.

Successful man with 20 years' experience as advertising and business manager on growing papers; capable of handling both advertising and business end at same time on moderate size paper, desires to make a change. Knows all parts of newspaper like a book. Trebled advertising on paper in two years. Address D1277, Care The Editor and Publisher.

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

HELP WANTED

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

"I want three good advertising solicitors who are not satisfied with the money they are making for the business they are producing and who have sufficient confidence in their ability to work on a commission basis. One of my men recently left a \$25 a week job on the Chattanooga Times and is now averaging \$80 to \$100 a week. He never has drawn less than \$80 a week. Another one who came to me from Omaha was making \$25 a week and now makes from \$75 to \$100. I don't want a solicitor that cannot make from \$50 to \$100 a week. A solicitor who is making good in soliciting advertising for daily newspapers cannot fail to make good on my proposition." Address D1281, Care The Editor and Publisher, 1117 World Building, New York City.

Wanted, an energetic, experienced circulation manager to handle the largest dailies in Connecticut. Address P. O. Box 588, Bridgeport, Conn.

WANTED—By September 15, subscription solicitor with or without crew to cover small city and surrounding territory. Address "Solicitor," Care The Editor and Publisher.

Only afternoon (six-day) paper in Southwestern city of 65,000 population, desires services of a good, live, experienced, sober advertising man. Give us your record. Address "Hustler," Care The Editor and Publisher.

BUSINESS OPPORTUNITY

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

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

THE COST OF ADVERTISING IN NEW YORK AVERAGES ONE CENT PER ANNUM

The Cheapest, Most Effective

Can you beat it?

It has been habit among advertisers and agents to say that it requires a lot of money to launch an advertising campaign in the New York territory—State and City.

The amount required is no greater, proportionately, in the New York territory than it is in any other territory. ALL NEWSPAPER ADVERTISING AVERAGES ABOUT THE SAME COST EVERYWHERE.

Do you know that the ordinary newspaper campaign, in ANY territory, averages a cost of about one cent per inhabitant per annum?

Do you get that?

ONE CENT PER INHABITANT PER ANNUM!

A campaign of One Million Dollars, apportioned about equally among newspapers in all sections of the United States would cost ONE CENT PER INHABITANT PER ANNUM.

One per cent of 100,000,000 is 1,000,000.

I have been a solicitor of advertisements for newspapers for 29 years. Every year I learn something new about the value of newspaper advertising. I realize its Niagara force more and more.

I wonder why we do not get more advertising for newspaper columns. Is it because we really do not fully comprehend the value of what we have to sell?

Or is it lack of pull-together in presenting our case to the general advertiser?

Something is wrong because newspapers are not getting what they deserve from the general advertising field.

Now that the newspapers represented on this page have united, is it not possible for the representatives of each one of them to talk about the value of all of the others, and show advertisers what can be accomplished by intelligent and cooperative combination?

It is too bad that all of the newspapers of New York State are not in this combination, but enough good ones are represented to make a powerful impression on the minds of advertisers and agents who do not yet see how economically a campaign can be conducted in this great section of the country with its enormous wealth and industries and its prosperous people.

A CLOSE ANALYSIS for THE

By WILLIAM C.

NEW YORK STATE DAILY NEWSPAPERS

City	Paper	Circulation	2,500	10,000
Albany	Journal (E)	°16,127	.05	.035
Albany	Times-Union (E)	°39,915	.06	.06
Albany	Knickerbocker-Press (M)	°32,417	.06	.05
Albany	Knickerbocker-Press (S)	°26,069	.06	.05
Auburn	Citizen (E)	°6,449	.0178	.0135
Binghamton	Press-Leader (E)	°24,576	.05	.04
Brooklyn	Eagle (E&S) 3c	°44,754	.16	.16
Brooklyn	Standard-Union (E)	**61,731	.15	.15
Brooklyn	Standard-Union (S)	**64,611	.15	.15
Brooklyn	Daily Times (E)	42,117	.11	.09
Buffalo	{ Courier (M) *60,472 } { Enquirer (E) *51,334 }	*111,806	.14	.12
Buffalo	Courier (S)	†102,902	.14	.12
Buffalo	News (E)	°96,059	.15	.14
Buffalo	News (S)	30,000	.06	.06
Buffalo	Times (E & S)	°57,006	.09	.08
Elmira	Star-Gazette (E)	°19,221	.035	.03
Gloversville	Herald (M)	°7,068	.02	.015
Gloversville	Leader-Republican (E)	°5,511	.0143	.0107
Ithaca	Journal (E)	°5,293	.025	.015
Lockport	Union-Sun (E)	°5,234	.0157	.012
Mount Vernon	Daily Argus	°5,444	.0214	.015
New York	Globe (E)	°144,982	.28	.28
New York	Herald (M)	85,000	.40	.40
New York	Herald (S)	200,000	.50	.50

New York newspapers serve advertisers business known local

Twenty-four (24) leading magazines, with circulation have in the State of New York alone a combined circulation of 2,792,623.

In order to obtain this New York State circulation of these magazines, in as much as it is manifestly by zones.

Therefore, the advertiser who wishes to buy the 1,000,000 circulation of these magazines, in New York must pay the combined rate of these magazines, which is \$79.56 per line.

Now, assuming that the national advertiser could obtain the same circulation of these magazines in the State from these magazines costs him a total of \$8.44 per line.

Comparing the cost of this New York magazine circulation with the cost of the same circulation of newspaper circulation around which this advertiser can buy a newspaper circulation of 2,792,623 at a bonus of 1,005,503 circulation at less than half the cost.

General advertisers, agents and space buyers seeking advertising facilities in New York City and New York State should contact the Editor and Publisher and Journalist of the New York Herald, Building, New York. Phones Beekman 4330 and 4331.

NEWSPAPERS IN ANY TERRITORY ANNUUM PER INHABITANT—

Best Advertising in the World!

Can you beat it?

THE GENERAL ADVERTISER

W. M. C. FREEMAN

NEW YORK STATE DAILY NEWSPAPERS—Continued

	City	Paper	Circulation	2,500 1	10,000 1
.035	New York	Post (E)	†30,004	.18	.16
.06	New York	Telegram (E)	172,000	.30	.27
.05	New York	Telegram (S)	120,000	.20	.20
.05	New York	Times (M&S)	°246,118	.45	.40
.0135	New York	Mail (E)	°130,137	.32	.29
.04	New York	World (M) }	°380,540	.40	.40
.16	New York	World (S) }			
.15	New York	World (E)	°360,902	.40	.40
.15	Rochester	Union & Advertiser (E)	°36,613	.08	.055
.09	Schenectady	Gazette (M)	†††23,006	.06	.04
.12	Troy	Record (M&E)	**22,106	.035	.035
.12	Troy	Standard-Press (E)	°13,519	.0357	.02
.14	Watertown	Standard (E)	°10,324	.021	.0142
.06	Watertown	Times (E)	°13,061	.02	.02
.08			2,792,622	5.2609	4.9004

°Government Report.

†††Average Gross A.A.A. Audit.

*Net paid figures supplied by Publisher.

**Average net paid A.A.A. Audit.

°°Average net paid sworn to by publisher.

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

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

Advertisers in the dual capacity of making their ad locally and nationally.

Circulation scattered all over the United States and Canada, and circulation of 1,787,119.

For this circulation, it is necessary, however, to buy the entire circulation—manifestly impossible for them to sell circulation by states or

by the 1,787,119 magazine circulation in the State of New York, which is \$79.56 per line.

He could use all the circulations of the magazines, whose total is 1,787,119 circulation which he gets in New York at \$8.44 per line.

Magazine circulation with the cost of the combined concentrated advertisement is written, we find that for \$4.9004 per line the advertiser gets in newspapers a circulation of 1,792,622. On this basis, the advertiser gets in newspapers a circulation of 1,792,622 at the cost of the magazine circulation.

Advertisers seeking further light in respect to marketing conditions in New York State and the degree to which the dominant local cooperation, are requested to communicate with THE JOURNALIST, The Newspaper Advocate, Suite 1117 World Building, New York City, N. Y.

New York State is an empire sure enough—a tremendously fertile advertising territory which should command thorough sowing of seed and intense cultivation. The harvest to be gathered is worth the effort.

Advertising in New York State newspapers is like sowing wheat in Kansas—it is bound to produce a great crop. The only difference between newspaper advertising and a crop of wheat is that newspaper advertising is not dependent upon weather conditions—it works all of the time, rain or shine, hot or cold. IT GETS THERE.

How many bushels of trade do you wish to harvest?

Is not one field a good place to try out the particular seed you wish to plant and cultivate?

Why scatter a little seed in every State—growing a crop of weeds in most of them—instead of covering thoroughly ONE STATE or SECTION, giving it your undivided attention—cultivating it thoroughly—putting the soil (distribution) in splendid shape.

Don't you think that you, Mr. Advertiser, should plough and harrow and gather a harvest in one field at a time?

As you become prosperous, you can add new territory, developing it on the basis of planting your goods well every time you can tack on another harvest field.

Put your machinery at work in the New York territory as a starter.

The accompanying table shows you the cost of planting the seed.

The harvest will yield you a great return, steady year in and year out, provided, of course, the soil is kept good (that is, if your product is O.K.) and provided you do not cease to cultivate regularly and at the proper time—(that is, helping the dealers by advertising in their local newspapers).

Any advertising campaign, involving as much or as little money as the advertiser wishes, is bound to be successful in the list of newspapers grouped on this page, if the article offered is dependable.

The list can be added to later, but THIS list is a starter—and any advertiser employing it will sell enough so that the cost of his advertising will not exceed 5% to 7% of the gross business done.

The Globe
AND COMMERCIAL ADVERTISER

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

Net paid circulation for year ending July 31, 1914

155,602

Net paid circulation for July 30, 1914

169,194

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

One priceless aid to advertisers is given by this paper. It is the FAITH of its readers.

THE PITTSBURGH SUN

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

Get the Best Always

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

THE NEW ORLEANS ITEM

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

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

KEELEY'S CLARION CRY.

Chicago Herald Owner Urges Ad Men to Support Move for Upbuilding of American Merchant Marine—Tells Them This Is Chance to Open New Avenues of Opportunity for Business Held by European Exporters.

Advising the Chicago Advertising Association on August 7, James Keeley, proprietor of the Chicago Herald, made a strong plea for the upbuilding of the American merchant marine at once and for going after the foreign trade which Europe has for a time lost through the war now raging. After referring to the 100,000 American tourists now marooned in Europe, and saying that probably not one-tenth of them had seen the worth-while sights of their own country, he urged the advertising men to ceaselessly sound the slogan "see America first."

Regarding an American merchant marine trade Mr. Keeley said in part:

"Some people figure that we can't enlarge our foreign trade because of the war. I don't know why we can't. During the Napoleonic wars we had much the same situation that we have now—all Europe fighting and America at peace. During fifteen years of those wars our foreign trade increased more than 450 per cent. and the tonnage shipped in American bottoms increased more than 500 per cent. Why can't we do the same thing over again and when we get the foreign trade this time, keep it?"

MERCHANT MARINE NEEDED.

"However, in matter of enlarging our foreign commerce we are up against the proposition: We have lots of stuff to export—grain, other food stuffs and manufactures—but no ships to carry them. When the European war broke out, it was discovered that vessels carrying 86 per cent. of the export trade of the United States were of foreign register and liable to withdrawal from service because of the war. Such a situation is all wrong, of course, and it couldn't exist if we had such a merchant marine as we once had and ought to have now. If the exports of the United States were carried in ships that flew the flag of the United States all of Europe could go to war and stay at war and our foreign trade would not be tied up in a double bow knot as it is at present.

"Well, what's the remedy? Building up our merchant marine again. Some of our legislative friends in Washington have seen the necessity and risen to the occasion. Others are disposed to haggle, for political advantage, I suppose, maybe for higher motives. Anyway, the house took very little time to pass an amendment to our shipping laws, admitting to American registry under easier conditions than have been interposed heretofore. The bill is still hung up in the Senate. When it is passed and on the statute books Americans will be able to purchase ships abroad to carry the freight now tied up at ocean docks all along the Atlantic because the king spots over in Europe are flying at one another's throats.

SOME GREAT TRADE POSSIBILITIES.

"A lot of American-owned ships are sailing under foreign flags. That doesn't seem right. However, they'll probably be glad to get under the Stars and Stripes in a hurry now that the war makes it dangerous to be floating around the high seas under the colors of England, or Germany, or France, or any of the other powers of Europe.

"Now, what new foreign trade can we get when we get the ships to handle it? It seems to me we stand a fair chance to get a pretty good chunk of the foreign trade of the world. We haven't much of it now, but we ought to be willing to go out after it. The competition of Europe is shut off for the time being, but the people of Asia, Africa, Oceania and South America will continue to want the stuff they have been buying from Europe. While this war lasts, where will they get it? From the United States, of course, if we are alive and go out after the business in

the right way. In the ports of the outlying countries I have named, the exporters of four European nations do a business of more than a billion dollars a year. In those same countries the United States does about one thirtieth of that total. Europe can't supply that billion dollars worth of goods while she is being torn up by war. Why can't we?"

Down in South America, Germany controls a large share of the foreign trade. The South Americans like German goods and German ways, and for some reason or other they don't like Yankees. Maybe it's because they don't like our "Big Brother" attitude on the Monroe Doctrine; maybe it's because they don't know us. Anyway, now is our chance to make them like us and like our goods and get in the habit of buying them. Our trade in many of the other parts of the world has been hampered by lack of means to finance it and by the age-old habit in much of the world of looking to London for money supplies, goods, and everything else that is needed.

THE OUTLOOK HERE IS GOOD.

"The basic business conditions in this country are good—so the business experts tell us and so nearly all the outward appearances indicate. We will have abundant crops beyond question and a bigger demand for them than ever before. There is no over supply of manufactured goods. We have been going too cautiously for that. We are a nation of 90,000,000 people or more and meeting their ordinary necessities is a pretty good basis for big business. The eastern railroads have got some of the freight rate advance they asked for and there is better feeling all around on that account. The railroad strike that threatened will probably not eventuate. It's a good time for everybody who has a job to keep at work.

"So things don't look so bad at home and this war over in Europe opens up a lot of new avenues of opportunity which the United States has not had before for a century.

"And this is where you advertising men count. Up and at 'em. It's your chance, my chance, everybody's chance. "Recently I printed an editorial entitled 'Sit Tight; Don't Rock the Boat.' I'll add another line—'Get your Oars Out and Pull Like —, Advertising Men.'"

HARDWARE FIRM'S HUGE AD.

Albany Company Takes Nine Pages in the Times-Union.

The Albany (N. Y.), Times-Union for August 5, contained nine pages of paid advertising setting forth the merits of many articles on sale at Albany Hardware and Iron Company. T. A. Brown, advertising representative of the Times-Union, who prepared all of the advertisements, with the exception of the plate matter, writes that "this is the largest advertisement ever carried in the regular course of business in one issue by a newspaper in this section of New York State."

Mr. Brown had the co-operation in getting up this special section, of E. M. Mathew, the advertising manager of the hardware concern. The first page of the section was devoted to a descriptive story, well embellished with attractive interior views of an "aggressive hardware corporation." W. B. Wackerhagen, vice-president of the Albany Hardware & Iron Company, was interviewed on the subject of newspaper advertising, and he gave newspapers, and the Albany Times-Union in particular, an excellent "send-off."

The section contained advertisements for the U. S. Column Company, Birtman Electric Company, Lamson & Goodnow Manufacturing Co., Belden Machinery Company, Manning Sand Paper Company, Brown & Sharpe, Victor Safe and Lock Company, American Block and Motor Company, Hoenfield Company, Alaska Refrigerating Company, The Motor High Speed Washing Machine Company, and thirty-one other display advertisements from interests allied to the Albany Hardware & Iron Company.

Executive Position

on a daily paper in a city of 35,000.

Circulation 15,000, is offered to a young man of ability who can make an investment of \$10,000. This proposition is positively one of the best in the newspaper field for an able newspaper man who can show ability by past results, and who can make the investment.

Are You the Man?

Write at once concerning yourself and we will treat all confidentially.
Proposition D.-350.

AMERICAN NEWSPAPER EXCHANGE
Rand McNally Building, Chicago.

FOR SALE

Four Hoe Matrix Rolling Machines in good condition. Can ship same quickly.

WALTER SCOTT & CO.

Plainfield, N. J.

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 of a Century

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
154 Nassau Street Tel. 4806-4 Bookman

MISS HANSEN LANDS BIG JOB.

Talented Woman Becomes Ad Manager of Simpson-Crawford Co.

Miss G. H. Hansen, whose likeness accompanies this article, succeeds W. Haskel as advertising manager of the Simpson-Crawford Corporation. Miss Hansen began her advertising



MISS G. H. HANSEN.

career with the old Fourteenth Street Store under the management of T. P. Comeford. Six or seven years training on the Sixth Avenue firing line has developed in her a quick action and a practical talent that does things fairly, quickly and accurately.

Her work differs from many women admen who can make a lot of very good copy out of very meagre mate-

rial. She possesses the far more valuable talent of taking a lot of material and concentrating it into effective advertising without waste.

Good Time, and Money Back.

David A. Lee, treasurer, for the board of directors of the New York Advertising Men's League, is sending to each of the 171 members of the league's delegation at Toronto last June a refund of \$1.61 for each \$5 paid to defray expenses in connection with promotion work, making the net cost only \$3.39 per person. For the perfect arrangements which added much to the pleasure of the league delegation Mr. Lee says that credit is due "to John Sullivan and his efficient On-to-Toronto Committee. The work in connection with an affair of this kind is very great and those who are not close to it, cannot appreciate the tremendous amount of time and detail it entails. For weeks previous to the convention, practically all of Mr. Sullivan's time was taken up with On-to-Toronto matters.

Ads Must Be in Good Company.

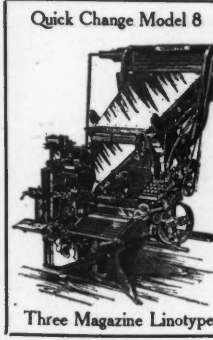
George A. Murphy, an advertising agent of Grand Rapids, Mich., aids the cause of clean advertising by printing at the bottom of each of his order forms: "One of the conditions under which this advertisement is placed, is that it shall not appear upon the same page with that of any drug, remedy, prescription, instrument, appliance or system of treatments, recommended or suggested for the prevention, relief or cure of any form of, or conditions following what are known as diseases of women, or private diseases."

Incorporate College of Advertising.

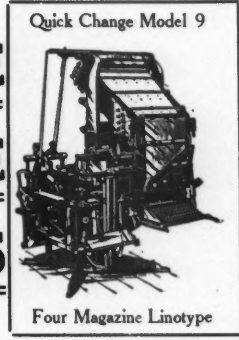
The American College of Advertising, Chicago, has been incorporated with a capital stock of \$2,500, to conduct a school or college for giving instruction in advertising, to publish books on advertising, etc. Leroy J. Grandler, Rudolph J. Mohr and Elizabeth L. McFall.

BIG WAR EDITIONS

Heads, sub-heads, bold news, text, etc., — all produced with ease and rapidity on



**MULTIPLE
MAGAZINE
LINOTYPES**



In addition these versatile machines set all other matter, display advertising, etc., for the modern **quality** newspaper

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

Another Southern Newspaper Smashes Record

The Augusta Daily Herald, the leading daily newspaper in Augusta, Georgia, has just issued a feature edition of 108 pages carrying in excess of \$11,000.00 in high class, clean advertising. This is practically double the amount of money ever carried in any single issue of an Augusta newspaper. This edition was gotten out by **WILL N. HUDIBURG, Newspaper Specialist,** and his corps of efficient advertising experts. Mr. Bowdre Phinizy, Publisher of The Herald, one of the leading newspaper publishers in the South, writes about the edition as follows:

"The One Paper in Most Homes—The Only Paper in Many Homes"
THE AUGUSTA HERALD
Daily and Sunday

Augusta, Ga., July 30, '14.
Dear Mr. Hudiburg:
It is needless for me to state the great satisfaction the Herald's feature edition, "Augusta in 1914," has given, both to the management of the paper and to the public generally. Your work speaks for itself in a splendid edition of 108 handsomely illustrated and well prepared pages. It is the best and biggest and most satisfactory edition the Herald has ever published. We believe it is the best ever issued by a newspaper in the South in a city the size of Augusta. Splendid cooperation and entire harmony has added greatly to the satisfaction of this work.
Sincerely yours,
BOWDRE PHINIZY, Pub.

On May 6, Mr. Hudiburg and his staff published the Confederate Veteran Reunion number of The Florida Times-Union, recognized as the first paper in Jacksonville by local as well as foreign advertisers. In excess of \$18,000.00 was carried in this edition. On July 30th Mr. F. W. R. Hinman, Business Manager of The Times-Union, wrote:
Dear Mr. Hudiburg: Our Feature Edition of May 6th gotten out by yourself was the best from a financial point of view of any paper ever gotten out by this company since I have been Business Manager. We had something over \$18,000.00 worth of advertising, and there only remains to be collected about \$1,600. We lost two accounts through the failure of the parties making the contract and consider the other amounts perfectly good, only a little slow in paying.
F. W. R. HINMAN, Bus. Mgr.

I am now getting out an edition for the State at Columbia, S. C., and also one for the Charleston Evening Post, at Charleston, S. C., two of the leading newspapers in this State, and we are already assured of breaking any record that has ever been made in either one of these cities.

MR. PUBLISHER

Do you appreciate high class and original features? Do you want to place your publication, your city, your organization and your state before the eyes of the world? Would you appreciate a high class feature edition that you and your organization can point to with pride? Do you want to make a master stroke from an advertising and business standpoint?

I do not interfere with your regular advertisers, and work in absolute harmony with your regular advertising staff. I am booked solid to Jan. 1st, 1915, but will consider now four contracts on **real** newspapers for publication during 1915. Every man employed upon my staff is an advertising expert, graduated in the majority of instances from Business and Advertising Managerships of some of the leading newspapers of the country—I employ no "Special Edition" men. I invite your investigation not only of myself but of every man in my organization.

WILL N. HUDIBURG Room 1119 World Building, NEW YORK CITY
Or CHATTANOOGA, TENN.

We pride ourselves on our ability to supply a Sunday Comic Supplement that will compare more than favorably with any Comic now on the market. In fact it is

A Real Comic

"chock" full of good, clean humor, well embellished with masterful drawings, well printed, from good inks on good stock at a price considerably below what you'll be willing to pay for our service.

Write for Samples

World Color Printing Co.

ST. LOUIS, MO.

Established 1900 R. S. Grabje, Mg.

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

THE TEST

CIRCULATION is the big asset. To earn it and HOLD it you must "deliver the goods." RESULTS are the true test. ASK OUR CLIENTS what the output of Newspaper Feature Service has done and is doing in the way of circulation-making. 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

WAR NEWS

and

PICTURES

Unequaled service. Moderate prices. Splendid daily war layouts in matrix form. Special signed cables day and night. For details and prices write or wire to

International News Service

238 William St. New York City

WAR PICTURES

Editors, Are You Equipped to Illustrate Big European War News ON THE INSTANT? Modern Morgue Systems, Patented from Best News Morgues in Country. Price, \$5. Write right now.

BRUCE W. ULSH

Morgue Systems Wabash, Ind.

CIRCULATION NOTES.

Judge Henry Neil, the Mothers' Pension man, recently spent five days in Detroit as the guest of Henry Ford, the millionaire automobile manufacturer. Otto McFeeley told of Neil's talks with Ford in a series of articles syndicated by the Newspaper Enterprise Association. Ford told of his aims and aspirations, the \$5.00 a day plan, his schools and hospitals.

I asked Neil to give the readers of



JUDGE HENRY NEIL.

THE EDITOR AND PUBLISHER a side light and to tell about the plan. "That's been pretty generally discussed," said Neil, "but this is new: Ford had ten million more than he needed. He decided to give it to his men. He didn't know just how to do it, but finally, with the help of his associates, he worked out the \$5.00 a day idea. He put the money in the pay envelopes of his people. Now, after a six-months' trial, Ford finds that after all he has not given anything away. That his men took the ten million and returned it to him with another ten million to boot. Ford has found that men with contented, clear minds, not confused with the worry of insufficient wages, do better work than when struggling with an income too small for their actual living expenses. They are more efficient. There is less waste in time and material—more action. Better results. Ford supplies his men a living wage. They're happy. Their families are happy. Ford says that giving to charity organizations is a waste. Paying men well is a good investment. He believes in high wages and elimination of competitive conditions."

McFeeley's stories were well embellished, with pictures of Ford and Neil, en tour of the plant. One of the stories told of Ford's 75 teachers and the plans under way for inculcating into the minds of Ford's employees and their wives and families a desire for the better things of life. One of the articles referred to the Cancer Hospital which Ford is building in Detroit. Another referred to the consumptive sanatorium at the factory. The last article in the series was signed by Ford personally. "Ford has the right idea," continued Neil. "In the last analysis he is merely typifying the new spirit that has come over the American business men. I heard the other day that Andrew Carnegie had said that if he had his life to live over again there would not be any Homestead strikes." P. L.

Ralph Garrison, formerly country circulation manager of the Chicago American, has joined the staff of H. L. Starkey, circulation manager of the Herald in a similar capacity.

Ben Bloom has been appointed country circulation manager of the Chicago American, succeeding Ralph Garrison. Bloom was formerly circulation manager of the Milwaukee Sentinel.

The New Oxford (Pa.) Item suffered damage by fire and water last week.

THE SUN'S NEW CIRCULATOR.

Edward J. Barry Succeeds Robert E. Powell in Important Position.

Edward J. Barry has been appointed circulation manager of the New York Sun and Evening Sun. He was on the staff of the Tribune for about a year as circulation manager before joining the Sun staff. Prior to that he was circulation manager of the Herald and Telegram for seven years.

Mr. Barry succeeds R. E. Powell, who has been in charge since Mr. Reick assumed control of the papers. Mr. Powell was in charge for several years of the New York Times. As consulting circulation manager he has filled engagements with the Brooklyn Eagle, Syracuse Post-Standard, Boston Herald and others.

Send Condolences to President.

Washington correspondents in the Senate Press Gallery adopted resolutions Saturday expressing sympathy for President Wilson and his family on the death of Mrs. Wilson. A floral offering was sent to the White House as a tribute to Mrs. Wilson, from the newspapermen. H. E. C. Bryant, of the Charlotte (N. C.) Observer, was elected member of the standing committee in place of John Corrigan, who resigned.

John B. Gallagher & Co.

Feature Industrial Trade Editions

Tulane-Newcomb Building

NEW ORLEANS, U. S. A.

Eastern Office: Equitable Bldg. Baltimore, Md.

Many of **YOUR CLIENTS**

are sending out circulars from time to time asking for a small remittance.

WINTHROP COIN CARDS INCREASE RETURNS

from 10 to 40 per cent.

Ask us for details, prices, etc.

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

Newspaper Correspondents

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

National Association Newspaper Correspondents

Germania Savings Bank Building
PITTSBURGH, PA.

Weekly Comic Page

Containing "Romantic Rosie and the Movies," sketches by Wood Cowan, 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

WAR NEWS AUTHENTIC CRISP PROMPT

CENTRAL NEWS OF AMERICA

26-28 BEAVER STREET, NEW YORK

We Are Ready for War!

We are shooting to the front several special war extras besides our regular editions of dailies, and our facilities can take care of a few more.

DUHAN FOR DISTRIBUTION

DO your DUTY—WIRE, 'PHONE or WRITE

DUHAN BROTHERS

Newspaper Distributors who have made good since 1892

TRIBUNE BUILDING, Telephone, 3584 Beekman. NEW YORK

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.**

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. G. 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 **E. C. BODE**
220 Fifth Ave., Hearst Bldg.,
New York Chicago

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

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

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

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

OBITUARY NOTES.

W. H. ROBERTSON, editor and owner of the Peterboro (Can.) Morning Times, which he established in 1872, died on August 2, from the effects of a paralytic stroke. He is survived by a widow and one daughter.

FINLAY HARRIS, formerly news editor of the Washington Post, died at Abington, Va., on August 6. He was a Confederate veteran.

JOHN E. McVEY, at various times on the Lewiston Sun, the Lewiston Daily News, and the Worcester Telegram, died at Hodgdon, Me., on August 7. At one time he owned a Sunday paper which he published at Lewiston. He was a good newspaper man. He is survived by his wife and two sisters, Mrs. T. F. Callahan and Mrs. Henry McCusker, both of Lewiston.

ERNEST A. CODDINGTON died after a short illness in Detroit on August 3. He was for a number of years connected with newspaper and farm publications in Detroit.

VINCENT J. LANE, who founded the Wyandotte Herald in 1871, died at his home in Kansas City, Mo., on August 12. He retired, after a service of nearly 40 years, in 1910.

NEW INCORPORATIONS.

ROSEBURG, ORE.—The Liberator Publishing Company has been incorporated by R. E. Smith, Harry Pargeter and F. I. Gollehur, all of Roseburg. The capital stock is fixed at \$15,000. The purpose of the company is to publish a monthly magazine, the Tax Liberator.

NEW BRITAIN, CONN.—The Liberty Company has been incorporated to publish a newspaper and to conduct a printing business, with a capital of \$5,000.

CHICAGO, ILL.—The Slovak Press Association has been incorporated with a capital of \$15,000, to engage in printing and publishing daily, weekly and monthly newspapers, etc. The incorporators are Sam Papanek, Susan Augustiny, Emil Teehlar.

RUSHVILLE, IND.—The Jacksonian Publishing Company, capital \$10,000, has been incorporated with Josephine Punenny, F. L. Behymer and Wallace Morgan as directors.

CHANGES IN INTEREST.

EWING, KY.—Charles B. Morford, who has been editor and publisher of the Ewing Inquirer for eight years, has sold that paper to the Rev. L. N. Thompson and L. R. Thompson.

WILTON, IA.—The Wilton Advocate-Review has changed hands, W. P. Pierret, editor of the paper, having sold it to R. R. Polson of Geneseo, Ill.

HETLAND, S. D.—J. A. Dawley, of Sioux City, has leased the New Era newspaper plant and building at Hetland and will conduct the business.

HIGHLAND, WIS.—George W. Dille, foreman of the Press office for nineteen years, has assumed entire management of that paper, having purchased the plant from H. E. Howe.

STRATFORD, ONT.—William Appel of Tavistock, the warden of Oxford county, has gone into the newspaper business and has purchased the Tavistock Gazette from T. H. Leslie, the late proprietor.

It is the Montclarian Now.

The name of the Montclair (N. J.) Essex County Echo has been changed to the Montclarian. The new name was suggested by Frederick H. Siegfried, a resident of Montclair, who is president of the Siegfried Advertising Agency, of 30 Church street, New York. In accepting Mr. Siegfried's suggestion Editor William H. Van Wart, of the Montclarian says that the present owners of the paper did not like the name Echo, as an echo, after all is only an echo and pre-supposes an original "big noise."

Moffett Prophesies Larger Prosperity.

The Pittsburgh Leader carried 819,736 agate lines of advertising in July. The advertising manager, William E. Moffett, says that this was an increase of 109,288 agate lines over July, 1913. "We are going to have the best times this country has ever had," writes Mr. Moffett. "The Newspaper fellows will develop fields that never have been touched. Think of the American wines and beers—American fashions, silks and corsets. There are hundreds of lines susceptible of large development through newspaper advertising."

Sees Fire Insurance Opportunity.

Arthur G. Newmyer, business manager of the New Orleans Item, raises the question as to what effect the war will have on the foreign fire insurance companies, some of them operating in the war zone with home offices outside of the States. "We believe that they carry a certain amount of American assets to offset American insurance," writes Mr. Newmyer, "but we are dubious as to whether their American fire risks plus their foreign war risks would not make this amount trivial and practically make a policy with them valueless should their countries be invaded by their enemies. In other words, if a Belgian company has invested its money in Liege securities, is that Belgian company good for a policy which we hold? Was there ever a greater opportunity for American fire insurance companies to grab the American business to which they are rightfully entitled?"

TRIBUNE GETS WALDO.

(Continued from front page.)

Mr. Waldo is enthusiastic about the Tribune. He points out that Grantland Rice, the well known sporting editor, will be with the Tribune in a few months to be followed by Acton Davies, for years the dramatic editor of the New York Evening Sun, who will join the Tribune staff this month, and that seeking increased circulation the Tribune recently contracted a \$250,000 outdoor publicity campaign.

MR. WALDO'S GOOD RECORD.

Mr. Waldo went to Good Housekeeping nine years ago and has steadily advanced until now he is regarded as among the successful admen in the United States. He served the Associated Advertising Clubs of America for four years as chairman of its publicity committee, completing his work this year with the successful campaign for the Toronto Convention. Mr. Waldo was recently honored by being asked to direct the publicity of the American Public Health Association. He is one of the few laymen who has been elected to membership in this body. Quite recently Mr. Waldo accepted the chairmanship of the publicity committee of the Chamber of Commerce of the United States.

Mr. Waldo will be succeeded on Good Housekeeping by C. Henry Hathaway, who six months ago came to the New York office of Good Housekeeping to become advertising manager at the time Mr. Waldo was advanced to be the business manager of the magazine. Like his predecessor Mr. Hathaway has been successful in the magazine field.

The change will become effective September 1st.

N. Y. American's New Uptown Home.

Plans for a new home for the New York American and Journal, at Columbus Circle, the structure to cost \$1,900,000, have been filed with Building Superintendent Ludwig. The building is to be twenty five stories high, fire-proof, and built of brick and limestone. It will have a frontage of 37.10 feet on the Circle, 316.4 feet on Broadway, 261.6 on Central Park West and 195 feet on Sixty-first street. It will thus cover the entire block. The Veronica Realty Company, of which Solomon S. Carvalho is president, and Martin F. Huberth, secretary, is the owner.

R. J. BIDWELL CO.

Pacific Coast Representative
of

- Los Angeles Times**
Portland Oregonian
Seattle Post-Intelligencer
Spokane Spokesman-Review
The Editor & Publisher (N. Y.)
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. BERTOLET
1116 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, 601 Hartford Bldg., NEW YORK.
A. R. KEATOR, 801 Hartford Bldg., 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

TIPS FOR THE AD MANAGER.

Freeman Advertising Agency, Mutual Building, Richmond, Va., is placing 1 page in Texas papers for the Lynchburg Shoe Merchants' Association, Lynchburg, Va.

Ireland Advertising Agency, 925 Chestnut Street, Philadelphia, Pa., is making up a general list for S. B. and B. W. Fleisher, Inc., 8th and Chestnut Streets, Philadelphia, Pa.

N. W. Ayer & Son, 300 Chestnut Street, Philadelphia, Pa., and Fifth Avenue Building, New York City, are placing large copy in Kansas and the West for the Meriden Britannia Company, Silverware, 49 West 34th Street, New York City.

Dennison Pharmaceutical Company, 555 N. Parkside Avenue, Chicago, Ill., is issuing 300 inch contracts to Pennsylvania papers.

Guenther Bradford Company, 64 W. Randolph Street, Chicago, Ill., is forwarding 70 lines 2t. orders to the South for the Cumberland Sanitarium, Cumberland, Tenn.

Charles J. Johnson, 52 Broadway, New York City, is sending out 2-in. 1t. a. w. orders for three months to New York State and New England papers for Pablo-Calvert & Company, "McDougall's Dog Dip," 97 Water Street, New York City.

H. E. Lesan Advertising Agency, 440 Fourth Avenue, New York City, is now in charge of the advertising account of the Peerless Check Protecting Company, Rochester, N. Y. This agency is now also in charge of Hall & Ruckel's (Sozodont), 215 Washington street, New York City, advertising account.

Paris Medicine Company, 2620 Pine Street, St. Louis, Mo., is making renewals direct in the South.

Snitzler Advertising Company, Hearst Building, Chicago, Ill., is renewing contracts of 5,000 lines in New York and Southern papers for the Dearborn Supply Co., 5 N. La Salle Street, Chicago, Ill.

M. Volkman Advertising Agency, 5 Beekman Street, New York City, is reported to be making up a list for the Vapo Cresoline Company, 62 Cortlandt Street, New York City.

M. Wineburgh & Company, 576 Fifth Avenue, New York City, are renewing contracts generally for the Omega Chemical Company (Omega Oil), 576 Fifth Avenue, New York City.

Snitzler Advertising Agency, Chicago, Ill., is placing copy to apply on contract in south and West for Madam Isabell's Toilet Manufacturing Company of Chicago.

Matos Menz Company, Philadelphia, Pa., is making renewal contracts in the South for the Eckman Manufacturing Company of Philadelphia.

Taylor-Critchfield Company, Chicago, Ill., is handling 35-inch, 4-time orders in Southern papers for the Firestone Tire and Rubber Company, Akron, O.

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

Hotel Publicity Association, 23 West 31st street, New York City, is placing advertising on a trade basis for the Brawner Restaurant, Broadway and 47th street, New York.

Walter Baker & Company, Boston, Mass., are issuing direct 3-inch, double-column, 26-time orders in Saturday Southern papers.

Fuller Advertising Agency, Chicago, Ill., is forwarding 2,800 lines to Southern papers for the Ko-Rec-Tive & Lawrence Co.

The Wade Advertising Agency, Chicago, Ill., is sending out 20-line copy to run 9 times in weeklies in the West for Albaugh Dover Company, Chicago.

Cowen Company, New York City, is placing orders and copy in the West for P. Lorillard & Company (Zira).

The Clague Agency, Chicago, is issuing orders and copy to Southern and Western papers for the Mitchell Lewis Motor Company.

AUGUSTA HERALD ENTERPRISE.

Publisher Phinizy Credits Will N. Hudiburg With Success of 108-Page Edition.

"Augusta, Ga., 1914," was the title of a special feature edition of the Augusta Herald, issued on July 27, which contained 108 pages, about 70 per cent of which was paid advertising matter. The edition told the story of the "New Augusta Spirit," "Over Six Million and a Half of Construction Work Under Way," "A City of Beautiful and Historic Churches," and "The Development of Augusta's Public Works."

Bowdre Phinizy, publisher of the Herald, also owner of the Athens (Ga.) Herald, credits Will N. Hudiburg and his organization with the success of this enterprise. Hudiburg and seven men began work on the Herald's edition the middle of May. The rates charged were \$160 a page, \$85 a half, \$45 a quarter, and \$2 an inch. Mr. Phinizy says that this is by far the most successful edition ever issued in Augusta.

Hudiburg has quite a number of successes in the special edition feature line to his credit. The Gettysburg Fiftieth Anniversary Number of the Public Ledger, Philadelphia, last July, carried about \$18,000 worth of business, the Reading News about \$8,700, the Montgomery Journal over \$8,000, Mobile Post over \$9,000, and the Confederate Veteran Reunion Number of the Jacksonville Times-Union over \$18,500.

"Every man working for me," writes Hudiburg, "is one who has had his entire experience on the daily newspaper staffs of daily newspapers and are not special edition solicitors. In fact, I don't employ any man for my work who has had experience on special editions. I don't accept a contract with any paper if I am not in a position to give my personal attention to it."

JOURNALISTIC CHRONOLOGY.

Coming Week's Anniversaries of Interest to Newspaper Folk.

Aug. 17—George Roberts Miner, Sunday editor of the New York Sun, born at Manchester, Vt. (1862).

Aug. 19—Hamilton Holt, editor of the Independent, born in Brooklyn, N. Y. (1872).

Aug. 20—Arthur Bennington, assistant Sunday editor of the New York World, born on the Tees, England (1865).

Aug. 21—Frank A. Munsey, newspaper and magazine publisher, born at Mercey, Me. (1854).

Aug. 21—J. Carl Pehl, illustrator, born (1872).

Aug. 21—Eugene K. Bunnell, veteran advertising agent, born at Franklin, N. Y. (1849).

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. GAZETTE—Av. Gross Cir. Mar., 1914, Government Statement, Apr. 1, 1914 6,544 Gross 7,001	NEW JERSEY. PRESS Asbury Park JOURNAL Elizabeth COURIER-NEWS Plainfield
CALIFORNIA. THE NEWS.....Santa Barbara BULLETINSan Francisco	NEW YORK. BUFFALO EVENING NEWS, Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York
GEORGIA. ATLANTA JOURNAL (Cir. 57,531) Atlanta CHRONICLEAugusta LEDGERColumbus	OHIO. PLAIN DEALER.....Cleveland Circulation for July, 1914, Daily126,967 Sunday153,063 VINDICATORYoungstown
ILLINOIS. POLISH DAILY ZGODA.....Chicago SKANDINAVENChicago HERALDJoliet HERALD-TRANSCRIPTPeoria JOURNALPeoria STAR (Circulation 21,589)Peoria	PENNSYLVANIA. TIMESChester DAILY DEMOCRAT.....Johnstown DISPATCHPittsburgh PRESSPittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADERWilkes-Barre GAZETTEYork
INDIANA. THE AVE MARIA.....Notre Dame	SOUTH CAROLINA. DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. Mch, 1914, D. 22,850; S. 23,444)
IOWA. REGISTER & LEADER...Des Moines THE TIMES-JOURNAL....Dubuque	TENNESSEE. NEWS-SCIMITARMemphis BANNERNashville
KANSAS. CAPITALTopeka	TEXAS. STAR-TELEGRAMFort Worth Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers. CHRONICLEHouston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
KENTUCKY. COURIER-JOURNALLouisville TIMESLouisville	WASHINGTON. POST-INTELLIGENCERSeattle
LOUISIANA. DAILY STATES.....New Orleans ITEMNew Orleans TIMES-PICAYUNENew Orleans	CANADA. BRITISH COLUMBIA. WORLDVancouver ONTARIO. FREE PRESS.....London QUEBEC. LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722
MARYLAND. THE SUNBaltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	MINNESOTA. TRIBUNE, Mon. & Eve....Minneapolis
MICHIGAN. 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.	MISSOURI. POST-DISPATCHSt. Louis
MINNESOTA. FREIE PRESSE (Cir. 128,384) .Lincoln	MONTANA. MINERButte
NEBRASKA.	LOUIS WEISBERG KILLED BY FALL. Louis Weisberg, a newspaper man, formerly of New York City, but a resident of San Juan, Porto Rico, since 1900, was killed by a fall in San Juan last week. Mr. Weisberg was one of the editors of the San Juan News, the first American paper in Porto Rico. Later he represented the New York Times in the island and still later was editor of the San Juan Times. He was also editor of the insular government's official Record. He was 42 years old and is survived by his mother and a sister.

AD FIELD PERSONALS.

Everett C. Whitmyre, who has been connected with the Advertising Department of the Burroughs Adding Machine Company for some time, has become Advertising Manager with the Diamond Power Speciality of Detroit.

Thomas Crane, Jr., who entered the employ of Sir Thomas Lipton twenty years ago as export manager in London, has been made advertising manager for the Lipton organization with headquarters in New York. He succeeds M. Fitzsimmons, who has returned to England, where his home is.

Ralph Pryne has joined the staff of the Thomas M. Bowers Advertising Agency, Chicago. He was formerly with Walter G. Bryan in newspaper promotion work.

John G. Ham, the advertising manager of the Castoria Company, left last night on a six weeks' trip in the West, during which he will visit 25 cities.

Manning Wakefield, who has been in the newspaper game for five years on various Atlantic dailies, has been added to the soliciting staff of the John M. Branham Company, Publisher's Representatives, New York.

Gena Herbert Hands, has been appointed assistant to Fletcher W. Taft, advertising manager of the Carter's Publishing Company, New York. Mr. Hands was formerly with the John J. Morgan Advertising Agency, Boston, Mass.

George L. Willman has been appointed advertising manager of the Studebaker Corporation from the first of this

month. The new manager is very familiar with the work of the department of which he now assumes charge and is especially fitted by temperament for his new duties.

Major W. H. Porter, one of the best known advertising men in the west, has become associated with the Dunlap-Ward Advertising Co., Toledo, O. He was formerly with the MacManus Co.

Barrett Hanson Witherbee has been appointed advertising manager and assistant sales manager of the Rutherford Rubber Company. He was for a time of the staff of the New York Times.

George L. Louis is the newly appointed advertising manager for A. Stein & Co., Chicago, manufacturers of Paris Garters.

William L. Austin has been made advertising manager of the Detroit Lubricator Company. He was formerly with the Gray Motor Company, Detroit, prior to which he had a connection with the O. J. Mulford Advertising Company and the J. Walter Thompson Company, Detroit branch.

Optimism Pays, Says Woodward.
 "The man who makes the most friends looks on life with the eyes of the optimist," writes John B. Woodward, advertising manager of the Chicago Daily News, and the well known New York special representative of Boston Globe, Baltimore Sun and other strong newspapers, in a letter to the general advertisers. "So it is with the newspapers. The newspaper that sees the rainbow and not the rain is the one that makes and keeps readers. The Chicago Daily News is an optimist; it believes in American business; in American institutions. It believes in Chicago, in its hustling commercial activity, in its quiet home life. It believes that Chicago's remarkable past is only a promise of a more remarkable future."

AD FIELD NOTES.

A. H. Messing, assistant publisher of the Chicago Examiner, states that an advertiser in the Sunday Examiner received 25,000 answers from a single advertisement.

Frank Armstrong, for the past year advertising manager of the Capital City Carriage Company, Des Moines, Ia., has opened an office under the name of Armstrong Advertising Service. Mr. Armstrong has spent twenty years in advertising and printing, and is one of the well known advertising men of Iowa. He was formerly president of the Des Moines Admen's Club and of the Associated Advertising Clubs of Iowa.

David E. Victor and Nathaniel Williams will conduct an advertising service agency in Wilmington, Del. Mr. Victor was assistant advertising manager of the Crowley-Milner Co., Detroit, was for some time advertising manager of a large department store in Wilkes-Barre, and later with the Frank Kieran Agency of New York. Mr. Williams was manager of classified advertising of the New York Globe, business manager of the Nassau County Item, and is experienced in other ways. The new concern will offer a general service for advertisers in both the local and foreign field.

The Clover Leaf Newspapers have just issued to general advertisers, agents and space buyers a unique piece of advertising literature bearing the picture of L. V. Ashbaugh, publisher of Clover Leaf Newspapers, on the front cover. Ashbaugh is shown in the easy attire of the camper in the attitude of holding a frying pan over a camp fire on the shore of a very picturesque lake. "The Queen of the Waters" is portrayed by the fly and the hook. "The King of Combination List" is shown to be the St. Paul Rural Weekly, the Woman's Home Weekly, the Omaha Rural Week-

Directory of Advertisers Aids

Publishers' Representatives

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

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

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

BROOKE, WALLACE G. & SON,
 225 Fifth Ave., New York City.
 Tel. 4955 Madison Sq.

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

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

CONE, LORENZEN & WOOD-MAN
 Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

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

HENKEL, F. W.
 People's Gas Bldg., Chicago
 Metropolitan Bldg., New York

KEATOR, A. R.
 601 Hartford Bldg., Chicago, Ill.
 Tel. Randolph 6065.
 171 Madison Av., New York.

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

O'FLAHERTY'S N. Y. SUBURB. LIST
 22 North William St., New York
 Tel. Beekman 3636

PAYNE, G. LOGAN, CO.
 747-8 Marquette Bldg., Chicago; 200 Fifth Ave., New York; 40 Bromfield St., Boston.

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

Advertising Agents

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

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

BRICKA, GEORGE W., Adv. Agent
 114-116 East 28th St., New York
 Tel. 9101-9102 Mad. Sq.

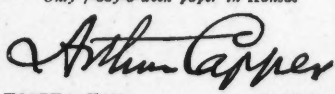
FRANK, ALBERT & CO.
 26-28 Beaver St., New York
 Tel. Broad 3831

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

GJENTHER-BRADFORD & CO.,
 Chicago, Ill.

THE BEERS ADV. AGENCY,
 Latin-American "Specialists."
 Main Offices, Havana, Club.
 N. Y. Office, Flatiron Bldg.

THE EXPORT ADV. AGENCY
 Specialists on Expo.: Advertising
 Chicago, Ill.

Topeka Daily Capital
 LEADS IN TOPEKA AND KANSAS
 Average Net Daily Total Circulation in July, 1914 34,122
 Net Average in Topeka in July, 1914 9,472
 It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.
 Only 7-day-a-week paper in Kansas

ARTHUR CAPPER
 PUBLISHER
 W. T. Laing, Flatiron Bldg., New York
 J. C. Feeley, Mallery Bldg., Chicago

Connecticut's Biggest and Best Daily Newspaper
The Hartford Times
 Hartford, Conn.
 THE TIMES' circulation is 3c. circulation Home circulation
 "One paper in the home is worth a hundred on the highway."
KELLY-SMITH COMPANY
 Representatives
 220 Fifth Ave. New York Lytton Bldg. Chicago

Deutsches Journal
 The N. Y. German Journal is America's Greatest German Newspaper

ly and the American Home Weekly. The little folder carries with it the breath of green fields and running brooks. The salutation is, "Halloo, you, across the river, there! It's here—the vacation season." The command is, "Now sink the snell deep! Strike hard and soon!" which is interpreted to mean "Big copy—copy with a punch and early in the season." The injunction is, "Get up at dawn, you know, and onto the stream before the other fellows wake up." The souvenir is the "Queen of the Waters Trout Fly."

George W. Eoff, for years connected with Toledo newspapers in editorial positions, and his son, Robert J. Eoff, who has had several years' experience in advertising and sales work in Detroit and Toledo, are the heads of the Eoff Advertising Company, just formed at Toledo.

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.

Good Cuts For Newspapers
 We make plates for newspapers that are etched deep and will print well.
 Our prices are right and as we operate a day and night force, we are able to give newspapers a highly satisfactory service at all times.
Atlas Engraving Company
 205 West 40th Street New York

ANNOUNCEMENT

I beg to announce that this concern, the Wood Newspaper Machinery Corporation, capitalized at \$4,750,000, has just been organized by me to conduct a general engineering business exclusively for newspapers.

The Corporation has absorbed the Autoplate Company of America and the Henry A. Wise Wood Company, and has obtained, in addition to the Autoplate and my new Newspaper Making Machine, certain inventions of mine which have not heretofore been upon the market.

The purpose of the Corporation is to furnish every mechanical appliance, excepting composing machines, used by the newspaper, to design and equip new and reconstruct old plants, and generally to perform for the publisher the functions of an expert adviser in all matters which relate to the manufacture of his product.

For several years I have been a severe critic of the engineering quality of present-day newspaper machinery. Cast iron is universally used where steel should be employed, while the general trend of practice has been towards the use of cheaper rather than of better materials and methods of manufacture. Fashions of design long obsolete are still adhered to, and there has existed no tendency whatever to profit by the brilliant progress made in the engineering sciences during the past ten years.

To such a manufacturing policy, and the business practices which it entails, the purposes of the Wood Newspaper Machinery Corporation are wholly opposed. It will offer nothing that is not in every sense of the word the best of its kind; its prices will be matters of public knowledge, uniform to every purchaser—being not subject to discount, rebate, or bonus secretly given—and it will not take discarded machinery of any kind in exchange for its products. Experience has taught me that after this fashion only can business be conducted with economy, fairness and dispatch, and sufficient money be made to support such radically progressive research engineering work as is necessary to provide the industry with the new methods and machines which its growth demands.

The active officers of the Corporation are myself and my brother, Benjamin Wood. Its executive and selling offices are at No. 25 Madison Avenue, this City, and its factory office is at Taunton, Mass.

WOOD NEWSPAPER MACHINERY CORPORATION

BENJAMIN WOOD,
Vice-President and Treasurer.

HENRY A. WISE WOOD,
President.

