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BOMB FOR GEN. OTIS.

OWNER OF LOS ANGELES TIMES AGAIN ESCAPES DEATH BY ASSASSINATION.

Infernal Machine Sent to His Home by Mail—Japanese Servant, Suspicious of Contents, Warns the Publisher, Who Turns It Over to the Police—It Was Charged with Dynamite and Ready for Action.

Had it not been for the alertness of his Japanese servant, General Harrison Grey Otis, owner of the Los Angeles Times, would probably have been killed on Tuesday by a dynamite infernal machine sent to him by mail. Fortunately, the package was turned over to the police before anyone attempted to open it, and the General's life was saved.

This is the second attempt to end his career by dynamite. The first bomb was sent to General Otis' home a few hours after the Times building was destroyed by the McNamara conspirators three years ago and twenty-one persons were killed.

The circumstances attending the most recent attempt on General Otis' life are as follows:

The bomb was delivered at the General's home at eleven o'clock Tuesday morning by a postman. It was contained in a small package, five inches long, three inches wide and two inches deep, wrapped in brown paper. With other mail it was given by the postman to the Japanese servant. He removed the wrapping paper before taking it to General Otis and told the General that he thought there was something suspicious about the package.

Captain E. B. Feltz, a powder expert in the police department, took the machine to a field near the Los Angeles River and there pried open the box. He found the matches fixed to the inside of the cover in such a way that if it were opened they would have rubbed against pieces of sandpaper and ignited some loose black powder, which would have fired a scrap of fuse set in detonating caps fixed in two sticks of eighty-five per cent. dynamite. The apparatus was ingenious and deadly.

General Otis said the motive was unmistakable. "It is merely another attempt," he said, "by dynamite miscreants to accomplish what they failed to do three years ago—namely, to destroy my life through a cowardly, stealthy and deadly process. The inspiration of the attempt is plainly attributable to malice caused and emphasized by the former failure. I have no fear that the leaders, cohorts and adherents of lawless organized labor (I never opposed lawfully organized labor or law-observing union labor) can subvert the spirit of industrial liberty which has so strong a hold upon our city. Los Angeles is industrially free, and with the aid of her law-abiding and liberty-loving citizens, under the blessing of God, she will remain free."

The police and postal authorities, however, believed that the Mexican question possibly had a part in it.

General Otis is largely interested in lands in the Mexican territory of Lower California, where two years ago Industrial Workers of the World joined the "direct action" element of Mexicans in an effort to establish a socialistic commonwealth. A few weeks ago there was an outburst, caused, according to report, by the employment of Chinese in the place of Mexican laborers by ranchers in Lower California.



ELBERT H. BAKER,

WHO HAS BEEN ELECTED PRESIDENT OF THE CLEVELAND PLAIN DEALER.

BAKER HEADS PLAIN DEALER.

Death of L. E. Holden Causes Readjustment of Executives.

At a meeting of the trustees of the estate of L. E. Holden, owner of the Cleveland Plain Dealer, who died Aug. 26, Elbert H. Baker was elected president and general manager of the Plain Dealer Publishing Co. Mr. Baker has had general charge of the paper for many years and the marked success it has attained has been largely due to his efforts. He is now serving his second term as president of the American Newspaper Publishers' Association.

George M. Rogers, who has been business manager for some time, has been made assistant general manager; Eric C. Hopwood is reappointed managing editor and George F. Moran business manager.

CHARLES de YOUNG DEAD.

Publisher of San Francisco Chronicle Succumbs After Month's Illness.

Charles de Young, the publisher of the San Francisco Chronicle, died of typhoid fever at 11 p. m. on Wednesday, Sept. 17, at the De Young home, San Mateo, Cal. He was the only son of M. H. de Young, owner of the Chronicle, and had but recently taken over the management of the paper.

Although only twenty-seven years old, Mr. de Young was considered one of the most promising men on the Pacific Coast. He was born in San Francisco, and was graduated from Harvard at an early age. Overwork is said to have been the initial cause of his death.

Mr. de Young was very prominent in society in San Francisco and was intimately interested in civic affairs.

TRADE PRESS MEETS.

EIGHTH ANNUAL CONVENTION OF THE FEDERATION HELD IN NEW YORK CITY.

Sessions Attended by Over 300 Live Editors and Publishers from All Parts of the Country—President Swetland's Address—Interesting Facts Regarding Industry—Some of the Papers Read at the Sessions.

More than 300 members of the Federation of Trade Press Associations of the United States attended the opening sessions of the eighth, annual convention, held at the Hotel Astor, New York, on Thursday, Friday and Saturday of this week.

This unusually large attendance was doubtless due to the aggressive work of the committee of arrangements, of which William H. Ukers, of the Tea and Coffee Trade Journal, was chairman, and the strong list of speakers and subjects provided by the program.

In his annual address at the first session, held Thursday morning, President H. M. Swetland, publisher of the Automobile, called attention to the size and importance of the trade press by citing some interesting figures connected with the industry. He said:

TRADE PRESS STATISTICS.

"There are 715 class, technical and trade journals in America, of which 236 are included in the membership of the Federation of Trade Press Associations in the United States. More than seventy-five different trades, professions and industries are represented by the Federation membership.

"The amount of capital invested in trade papers in this country has been estimated at not less than \$50,000,000. The Federation alone represents a capital investment of not less than \$35,000,000.

"The total number of employes engaged by the Federation membership is about 5,900; estimated yearly expense for labor is \$12,272,000, and apart from labor the gross annual expenditures for rent, materials and general expense are \$15,000,000."

After recounting the work that had been done during the past year by the officers and committees of the association, President Swetland strongly recommended:

PRESIDENT'S RECOMMENDATIONS.

First—That the organization be reconstituted with sufficient power to control all admissions to membership.

Second—That the organization continue such work as is already in progress, and put itself in a position to develop such other efforts as may be deemed expedient by its board of governors.

Third—That the Federation provide a permanent headquarters, employ a thoroughly competent executive to carry out the directions of the board of governors, and

Fourth—That the convention adopt such measures as will produce funds sufficient for the work of Federation.

The address of welcome was delivered by Hugh M. Wilson, president of the New York Trade Press Association. Ten-minute speeches were also made by the presidents of the Boston, Chicago, St. Louis and Philadelphia trade press associations and by R. I. Clagg, of Cleveland, for the unaffiliated papers.

The first of the assigned topics to be

(Continued on page 274.)

WASHINGTON TOPICS.

Postmaster Burleson in No Hurry to Forward Magazines by Mail Instead of Freight—Socialistic Editors Tell Senate Committee of Confiscation of Their Papers—Promotions in Consular Service—Gilliland Home.

(Special Correspondence.)

WASHINGTON, D. C., Sept. 15.—In spite of the fact that the Postmaster General has been authorized to reweigh the mails to determine the cost of discontinuing the transportation of periodical mail matter by freight and restoring it to mail trains, department officials declare there is no present intention of discontinuing the hauling of magazines by freight. Certain periodicals which carry news matter, however, may be restored to the mails after the department has worked out plans now under consideration.

The request of Postmaster General Burleson for permission to take some of the periodicals from the freight service and restore them to mail trains was made public when the Comptroller of the Treasury gave an opinion Friday granting this permission. But at the Postoffice Department it was declared nothing sweeping was contemplated in changing the basis of mail transportation.

The transfer of magazine shipments from the mails to fast freight is said to have resulted in a big saving to the department. This, of itself, would contribute materially to increase the surplus, which it is claimed now exists in the Postoffice Department funds, because the magazine mail is probably the largest bulk of that which the department has contended for years was not paying for itself.

Whether Postmaster General Burleson's recent inquiry of the controller of the Treasury as to his right to restore the mail shipments of magazines and to abolish freight shipments is an indication of a purpose to help reduce the surplus and at the same time to "throw a sop to Cerberus" by adding to the pay for transporting the mails by railroads and thus withdraw their fire from the parcel post service is a matter upon which there is a diversity of opinion in the department.

The story of the confiscation of their newspapers by the West Virginia State Government was told last week to the Senate special committee investigating the West Virginia coal strike by W. H. Thompson, of Huntington, and C. H. Boswell, of Charleston, editors of Socialist papers in the respective cities. Mrs. Thompson also testified. Both papers supported the strike. The editors described their arrest and confinement in jail without knowledge of the charges against them.

Attorney Vincent, for the coal operators, during the cross-examination of the witnesses, stated that the strike was due to the Socialist Party, adding that the United Mine Workers had been made a part of the Socialist Party.

Attorney Belcher, for the United Mine Workers, entered a strong denial to these statements.

H. P. Edwards, of the Cleveland Plain Dealer, T. L. Terrell, of the Cleveland Leader, and H. T. McDaniels, of the Cleveland News, who accompany the Cleveland Americans around the baseball circuit, visited the Press Galleries of Congress when the Cleveland team played the Nationals last week.

Mrs. Rheta Childre Dorr, who is to be editor-in-chief of the Suffragist, the weekly newspaper and magazine to be published by the congressional committee of the National Woman Suffrage Association here, is in Washington to make final plans for the paper. The first issue will be Oct. 19. Newsgirls will sell the paper on the streets of Washington. The Newsgirls will be suffragist workers, since Washington women do not believe in sending young girls on the street to solicit sales.

Two former newspaper men have been promoted in the Consular service.



CHARLES DE YOUNG,
PUBLISHER OF THE SAN FRANCISCO CHRONICLE, WHO DIED ON WEDNESDAY.

John Edward Jones of the District of Columbia, consul general at Winnipeg, Canada, has been transferred to be consul general at Genoa, Italy. Mr. Jones was for many years a newspaper man in Washington, employed by the Star.

Lucien Memminger has been promoted to be consul at Paris. Although appointed from South Carolina, Mr. Memminger made his home in Washington for several years before entering the consular service and was with the Times for many years.

The President has sent the nomination of John B. Elliott, of Los Angeles, Cal., to be collector of customs at Los Angeles. Mr. Elliott formerly was a member of the staff of the Associated Press in Washington, and reported the proceedings of the House for several sessions.

George E. Gilliland, Washington newspaper man for thirty years, arrived here Friday night after a tour of Europe. Mr. Gilliland was much improved in health, and was surprised to learn that cable reports which preceded him to this city said he was returning to America in a serious condition.

In order to prevent "leaks" in his department, of items of news which he prefers to have issued through his office, Secretary Daniels, has issued a "hush order" to prevent all naval officers and civilian employes at the navy department, from discussing with persons outside the department any business pertaining to department however important or trivial.

Col. Charles P. Higgins, the popular sergeant-at-Arms of the United States Senate, has assigned a special page to the Senate lobby whose sole duty it is to attend to the cards of newspaper men. Members of the press galleries of Congress can now send in their cards to senators while the Senate is in session

and find out at once if they can see the senators or not. The newspaper men are much pleased with this innovation of Col. Higgins.

Two editorials from the New York Times on "Facts of the Business Outlook" and on "Combination in Restraint of Trade," were reprinted in the Congressional Record last week.

Honor Escort for Late Mayor Gaynor.

Mayor Kline has appointed a committee of representative citizens to act as members of an escort of honor at the funeral of the late William J. Gaynor. Among these are the following publishers and newspaper men: Herman Ridder, Staats Zeitung; Henry L. Stoddard, the Evening Mail; William C. Reick, the Sun; Adolph S. Ochs and Lewis Wiley, New York Times; William Berri, Brooklyn Standard Union; Frank A. Munsey; Col. George Harvey, North American Review; Andrew McLean, Brooklyn Citizen; Dr. St. Clair McKelway, Brooklyn Eagle, and Melville E. Stone, Associated Press. A delegation of more than fifty members of the New York Newsdealers' Association will attend the funeral.

Thaw "Fake" Publisher Goes Free.

Philadelphia officials have so far failed to discover a statute under which they could prosecute Jacob A. Lazar, publisher of the erstwhile Sunday Telegram, which printed a fake story that Thaw had been killed while attempting to escape from prison in Canada. Superintendent Robinson, of the Philadelphia police, says that there is no law covering the case and that Lazar, who, in co-operation with a man named Goldberg, got out the "beat," will have to go free.

PORTLAND'S CLOTH SIGN LAW.

Ordinance Limiting Size May Help Fight Against Fake Ads.

Portland, Ore., has passed a cloth sign ordinance, that should prove a valuable aid in fighting dishonest special sales in which big rag signs are put up, entitled "Fire Sale," etc. The ordinance went into effect Aug. 8, and was largely due to the efforts of Albert G. Clark, Portland member of the National Vigilance Committee, A. A. C. of A.

The ordinance may be worth considering by other cities. Its main clauses follow:

Section 1. It shall be unlawful for any person, firm or corporation to construct, maintain or tack any sign, banner or card constructed or made up in whole or in part of any combustible material, upon the outside walls, front, rear, sides or roof of any building or other surface, or over or upon any of the sidewalks within the City of Portland, excepting as provided in Section 2 hereof.

Section 2. Signs, banners and cards not exceeding twenty (20) square feet in area are not prohibited by this ordinance; provided, however, that not more than one of such signs, banners or cards shall be constructed, maintained or tacked within every twenty lineal feet.

Section 3. Signs, banners and cards provided for in Section 2 of this ordinance shall be securely fastened and attached to the building or surface upon which they are placed. No sign, banner or card, as provided for in this ordinance, attached to the outside walls of any building, shall project higher than its blocking course or fire wall.

Section 4. Any person, firm or corporation violating any of the provisions of this ordinance shall, upon conviction thereof in the Municipal Court, be punished by a fine of not less than ten (\$10.00) dollars or more than two hundred and fifty (\$250.00) dollars or by imprisonment in the city jail not to exceed sixty days, or by both such fine and imprisonment.

Section 5. The Police Department is hereby authorized to remove any and all signs, banners or cards which are now in existence or which may be hereafter constructed, maintained or tacked in violation of the provisions of this ordinance.

Saltzman Buys Norwalk Sentinel.

De Witt Saltzman, formerly advertising manager of the New Haven Journal-Courier, has purchased the South Norwalk (Conn.) Sentinel. William O. McLaren, formerly of the Norwalk Hour, and Hubert M. Sedgwick, are associated with Mr. Saltzman in the new enterprise. The publishing company has been incorporated with \$100,000 capital stock, of which \$75,000 has been paid in. It will do a general publishing business and will start publishing the South Norwalk Sentinel Oct. 1.

Dean Walter Williams in Vienna.

Dr. Walter Williams, dean of the School of Journalism, University of Missouri, has been in Vienna some weeks studying the conditions and character of Austrian journalism. Dr. Williams is making a tour of the world to investigate journalism in most of the important countries and has already visited Great Britain, Belgium, Holland, France, Germany and Russia. He goes from Austria-Hungary to Italy and will return to the United States by way of India, China, Japan, Australia and South America.

Dying, Editor Wrote Own Obituary.

Howard P. Merrill, fifty-six years old, dramatic editor of the Springfield (Mass.) Union, died last Sunday of cancer. When told that the end was near, Mr. Merrill wrote his own obituary and dictated for the current issue of his paper the announcement of the discontinuance of a column which he had for years contributed to the Sunday edition. He chose his own pallbearers from among fellow workers and made the selection so as not to conflict with hours in which the services of the bearers might be required by their papers.

Host to Bennett and Greeley Dead.

Benjamin F. Freeman, who named Sheepshead Bay seventy-five years ago, died in Saratoga last week. He was 97 years old. Freeman once owned a hotel at what was then called The Cove, in Brooklyn, which soon became famous for good food. James Gordon Bennett, founder of the New York Herald; Horace Greeley, of the Tribune, and others often dined there.

CHICAGO HAPPENINGS.

News to Erect \$90,000 Fresh Air Sanitarium—Brown Plans Tri-Cities' Daily at Rock Island—Hodges Wins Western Ad Golf—Pelletier Buys Auto Plant—Theaters to Refuse Press Passes—Cupid Hard at Work.

(Special Correspondence.)

CHICAGO, Sept. 17.—The Chicago Daily News is planning to erect a new building, to cost \$90,000, on the lake front at Lincoln Park, to house its Fresh Air Fund sanitarium for sick babies. The present buildings are old and, while once on the lake shore, are now inland, due to the filling in of the lake front there.

Rock Island, Ill., is again to have a morning daily paper to cover the tricity, Rock Island, Davenport and Moline. E. P. Brown, publisher of some weekly paper thereabouts, is at the head of the project. It will be a Democratic organ.

Editors of Chicago religious publications have pledged support to the Anti-Saloon League for the next legislative campaign.

G. T. Hodges won the main trophy in the one-day golf tournament of the Western Advertising Golfers' Association at the Midlothian Country Club.

John C. Eastman, proprietor of the Journal, has one of the finest dairy farms in northern Indiana at Griffith. It is said he has more demand for his fine Holstein cattle than he can supply.

Le Roy Pelletier, advertising manager of the Maxwell Motor Car Co., has purchased the Flanders auto plant at Pontiac, Mich., and will manufacture an electric car.

Seven of Chicago's leading theaters have made a compact to refuse passes to newspapers.

Mr. and Mrs. Walter Pulitzer, of New York, spent a few days here last week. Mr. Pulitzer while here considered a scheme for a local publishing house.

Joseph H. Williams, western manager for the Cosmopolitan Magazine, in company with Miss Harriet Lawson, daughter of Col. W. F. Lawson, of Omaha, made a quick trip to an Indiana Gretna Green the other day and were married.

Frank T. Fowler, formerly proprietor of the Washington (Ill.) Daily Sun, is now owner of the lungmotor and is fitting up a factory in Chicago to make it.

H. H. Windsor, editor of Popular Mechanics, and family have returned to their suburban home in Evanston, after a summer on the Maine coast. They made the trip in their automobile.

Albert Saboth, son of Judge Saboth, newspaper man and amateur playwright, is to marry Miss Olive Oberndorf, daughter of Daniel Oberndorf, next spring.

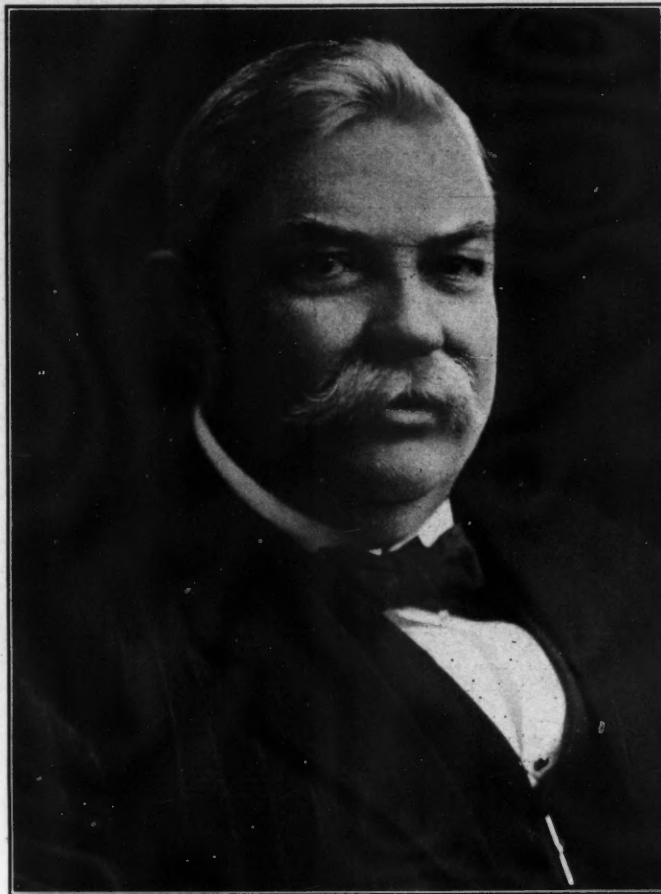
Mrs. Donald C. Price has sued for divorce, charging her husband, publisher of the Fruit Auction Reporter, with cruelty and desertion.

Dawes Heads Eugene Field Fund.

Charles G. Dawes, of Chicago, has been appointed treasurer of the Eugene Field Memorial Fund. The committee in charge of raising the fund is composed of the Rev. Frank Gunsaulus, Hobart C. Chatfield-Taylor, Charles G. Dawes, William J. Davis and Slason Thompson. The friends of the poet were pleased to discover that a considerable fund is in the hands of Melville E. Stone, general manager of the Associated Press. The money was brought in chiefly through the sale of an edition of the poet's works, illustrated by his artist friends.

English Journalists in Canada.

A number of English journalists and magazine writers are making a tour of Canada and British Columbia gathering material for future articles. The list includes Walter L. Warren, of London, who is to write a book on Canada; W. G. Sleeman, representing the Illustrated London News, and Albert Wyndham, special correspondent of the London Daily Mirror.



COL. ROBERT EWING,
OWNER OF THE NEW ORLEANS STATES.

COLONEL EWING OPTIMISTIC.

Declares That Louisiana Will Harvest Largest Sugar and Cotton Crops in Its History.

Colonel Robert Ewing, proprietor of the New Orleans States, was in New York last week. He had brought along his family of boys to give them an autumnal outing in Gotham.

Colonel Ewing was in the pink of condition and looked happy, healthy and cheerful. He told a representative of THE EDITOR AND PUBLISHER that Louisiana is feeling fine over political conditions and is gradually reconciling itself to the sugar situation. The sugar crop, by the way, he declares will be the largest this year in the history of Louisiana. The cotton crop will also be larger than ever. Other bumper crops are expected.

With its staple products of sugar, rice and cotton giving bulging yields, Louisiana never had a more hopeful outlook than at the present moment.

Colonel Ewing also expressed the fullest confidence that the country has already practically adjusted itself to the new conditions which must prevail following acceptance of the new tariff. He also feels that the country is settling down to an appreciation of the power of Woodrow Wilson as President and that he is not going to make foolish blunders that will precipitate the country into anything approximating a panic now or in the future. He believes we are entering upon a period of national industrial progress unparalleled in the country's history.

Regarding the States, Colonel Ewing says that it was never as prosperous as at the present time, having passed the 40,000 mark on daily circulation and is going upward all the time. New Orleans itself never looked better than now. Its commerce is gradually enlarging and the benefits that will accrue from the opening of the Panama Canal are making everybody feel hopeful that New Orleans will be a million city in a very few years.

Everything in the Crescent City is on the up grade. Buildings are going up in all directions. Public improvements are going forward rapidly. The new drainage system has worked wonders and pavements are being laid in all directions, so that it will not be a great while before suburban New Orleans will be a reality.

Hearst Buys Adjoining Chicago Lot.

The Illinois Publishing and Printing Co., the corporation publishing the Hearst newspapers in Chicago, has taken title under a 99 year lease to a lot 25x180 feet on West Madison street, immediately east of the present Hearst building and 160 feet west of Franklin street. The frontage on Madison street is twenty-five feet. The first year's rent, \$2,500, is for a fiscal period ending Dec. 31 next. For the succeeding nine years, ending Dec. 31, 1922, the total rent is \$45,000, payable monthly. For the balance of the term the total rent is \$534,000, payable \$500 monthly.

Bristol Ledger Reorganization.

The stockholders of the Bristol (Conn.) Ledger met and effected a reorganization last week, choosing the following officers: President, Charles F. Michael; vice-president, Adrian J. Muzzy; secretary, Charles W. Eaton; treasurer, George W. Hull; directors, C. F. Michael, William J. Phelan, A. J. Muzzy, John M. Donnelly, A. G. Muzzy, C. W. Eaton and George W. Hull. The new executive committee consists of Messrs. Michael, Hull and Eaton, who will be the managers of the paper.

Visalia's Third Daily Launched.

With the advent of the Tulare County Press, which made its initial appearance last week, Visalia, Cal., now has three daily newspapers. Luther M. Rood is the editor and publisher of the new enterprise. The paper has a complete Hearst news service and will have the Hearst syndicate features. It is seven columns wide and will run 16 pages.

NEWSPAPER CHANGE AT FARGO.

Courier-News Passes Into Control of L. T. Guild, of Toledo.

An important change in North Dakota newspaper circles was consummated September 1 when Lewis T. Guild, of Toledo, O., became managing editor and treasurer of the Fargo Courier-News, having purchased a controlling interest in the company which took over the individual holdings of A. Y. More, who had been sole proprietor of the paper since his purchase in 1912.

Mr. Guild is an experienced newspaper owner and practical printer, and will bring to the Courier-News force of character and a record of achievement that cannot fail to add to the importance of the paper and to its hold on its field. Within the past year a new twenty-four-page and color combination press has been installed, with complete stereotyping equipment, and the paper strengthened in all departments.

Mr. More continues as president of the Courier-News, and A. M. Baker, who has been general manager for the past year, continues under the new management as business manager, and will take active charge of the advertising.

Speaking of his new connection, Mr. Guild says: "I was attracted to the Fargo field by the tremendous possibilities of a morning paper in that location. From Fargo it is possible to serve nearly every part of North Dakota, northwestern Minnesota and eastern Montana on the day of publication. Train and mail service is especially favorable to a paper published in Fargo in the morning, and I expect to make the Courier-News in every sense a State paper with an unusual circulation for a city the size of Fargo."

Receivership for Advertising Agency.

The advertising agency of Burkitt & Co., Chicago, was placed in the hands of Howard Howe, as receiver, Tuesday, on petition of the New York Times, the New York Sun and S. C. Beckwith. Liabilities are estimated in excess of \$20,000, with assets of \$15,000.

BROOKLYN PRESS CLUB.

Housewarming Brings Out a Large Attendance of Members.

The Brooklyn Press Club—which was burned out some few weeks ago—is no longer homeless, for it is now installed in a commodious building on Fulton street, which has been decorated and furnished in a handsome manner.

The club has a membership of 150, and is constantly growing. It is a press club in the true sense of the word, and good fellowship is the chief item in its make-up.

The club last week held a largely attended house warming, and during the winter it will pull off several stunts for the entertainment of members.

One of the new members has suggested that the club start an evening school of journalism, but the older members at once pointed to the fact that the last man who tried to start such a school in Brooklyn had to be sent to King's Park—a beautiful rural spot where the city maintains a large institution for people who see things and imagine they were kings and editors.

New Haven Wreck News Hard to Get.

Reporters covering the wreck of the Bar Harbor express, nine miles from New Haven, recently, experienced considerable difficulty in obtaining the news. Howard Elliott, the new president of the New Haven road, was at first disposed to give full publicity, even pledging himself to allow the reporters to attend the company's own inquiry, but after a short conference with Vice-President Hustis it was announced that newspaper men would be barred from the inquiry room because "the witnesses would be nervous and embarrassed if examined before a crowd." For some unknown reason telephones were out of order within any practical distance of the wreck, but the Western Union operators established temporary wires and apparatus on the ties.

The Hartford (Conn.) Courant's Sunday edition will appear Oct. 5.

NORTHWESTERN NEWS.

Contest Suit Based on Time of Closing—Clinton Coffin Married—President Woodhead Visits Spokane—Boom Ad Man for City Commissioner—Changes on Spokesman Review—J. G. Tuttle Sells Big Bend Empire.
(Special Correspondence.)

SPOKANE, WASH., Sept. 15.—W. L. Penney, editor of the News at Kellogg, Idaho, is made defendant in a suit brought by Mrs. Hattie Thomas, the action resulting from a recent subscription contest of the News. On May 31, the editor started a subscription contest in which he offered an automobile as first prize, gold watches to the next three highest contestants and other minor prizes. Mrs. Thomas says she entered the contest and at its close, which was announced to be at 8 p. m., on Aug. 26, she had deposited 33,424,705 votes, which she alleges, was far in excess of the votes cast by any other contestant at the time of the announced closing of the contest. The plaintiff alleges that Miss Golda Holt, the winner of the automobile, was permitted to deposit the sum of \$309.35 after 8 p. m., the supposed closing time of the contest, under the alleged ruling by Editor Penney that it was 8 o'clock until it was 9. Mrs. Thomas asks for a judgment against the editor for \$675, the value of the car, and the costs of suit.

Clinton Coffin, political writer on the Chronicle, and Miss Nan C. Dixon were married March 31, but the news was not learned until this week. Justice George W. Stocker tied the knot.

WOODHEAD AT AD CLUB.

William H. Woodhead, president of the Associated Ad Clubs of America, spent a day in Spokane recently as the guest of the Ad Club and Chamber of Commerce. He addressed 400 men at a luncheon, his theme being co-operation of all parts of the Pacific Coast.

Raymond E. Bigelow, president of the Spokane Ad Club and treasurer and advertising manager of the Wentworth Clothing store, is a candidate for city commissioner. Mr. Bigelow has the active support of many business men, and ad men are backing him loyally. A live wire club has been organized by Ad men, and they promise to inject new methods into the campaign, which is non-partisan.

Numerous changes have been made in the editorial rooms of the Spokesman Review, principal among which is the combination of copy desks into one desk. Robert A. Glen, veteran night editor, has gone to Boston. Malcolm Glendenning, city editor, assumes the title of night editor, and has charge of all copy submitted. Howard Brownles, assistant city editor, will handle the details of the local room. John Jones, Northwest editor, is visiting in Detroit, and Ren H. Rice has succeeded him. Floyd Smith, formerly Northwest editor and more recently police reporter, is on the Coast. Howard L. Hindley, for the last two years secretary of the State industrial insurance commission, has returned to the city room.

PLAN BIG AD SHOW.

An advertising show, in which all kinds of advertising and printing, including newspaper, bill posting and novelty ads, will be exhibited, is to be given by the Spokane Ad Club this fall. L. E. Shears, advertising manager of the Crane Co., is chairman of the committee in charge.

E. C. Bissell, editor and publisher of the Sultan (Wash.) Star, died there recently. Mr. Bissell formerly lived in Spokane, where he was agent for the Standard Oil Co. in the early '90's.

Peer Stromme, editor of the Normanden, a Norwegian paper published at Grand Forks, N. D., was in Spokane recently attending the annual sangerforbund of the Pacific Coast Norwegian Singers' Association. Stromme is one of Norway's leading writers of fiction and travel.

J. G. Tuttle has sold the Big Bend Empire plant at Waterville, Wash., to

J. M. Stoddard, owner of the Republican at Bridgeport, Wash. In exchange Mr. Tuttle takes over the Republican plant, which he has leased to H. C. Freeman.

J. C. Peterson, formerly editor of the Peck (Idaho) Press, has assumed the management of the Republic at Clarkston, Wash.

FLEET STREET, LONDON, GOING.

Quaint Newspaper Row Giving Way to Modern Colossal Structures.

Fleet street, the famous newspaper row of London, is being widened by the setting back of the south side frontage line an average depth of twelve feet. By the close of the year the street will be all but recognizable, even to its daily habitués. The north side had long been transformed from its historic appearance by the erection of large office buildings, leaving only here and there a heritage from the past.

But the south side stubbornly resisted change. At last, some months ago, the grand assault developed, and the widening began in earnest. Stately, shining palaces, with pillared and balconied fronts, are emerging now from the scaffold poles, on the sites of ancient and unpretentious houses.

Across the way from the new Fleet Street Post Office, and adjoining the churchyard of St. Dunstan's-in-the-West, the pleasant old building that has served for over thirty years as the London offices of the Dundee Advertiser, People's Journal and other publications has been demolished prior to reconstruction on a larger and more commodious scale. The house had about it an air of simple, old-world dignity that inevitably sent the mind back to the days when Johnson and Boswell walked the rough pavements of Fleet street. It was almost the last remaining link on the north side with eighteenth-century London.

HONOR FOR BEN HAMPTON.

Former Advertising Agent a Vice-President of American Tobacco Co.

Benjamin J. Hampton, formerly one of the best known advertising agents of New York, and more recently editor of Hampton's Magazine, was this week elected a vice-president of the American Tobacco Co.

Mr. Hampton, who has been with the company's sales and advertising departments for the last year or more, has proved himself so efficient and helpful to the organization that he has been advanced to his present position in recognition of his services.

Boden Wills Estate to Brothers.

The will of John Boden, one time managing editor of the New York Press and secretary of the State Racing Commission under five governors, who died recently, was filed for probate last week. The value of his estate is unknown. After providing that his life insurance should go to his mother, the testator bequeaths the entire residue to his brothers, James and Edward.

Newsboys See Motordrome Race.

A little army of Pittsburgh newsboys was treated to an evening's entertainment at the Motordrome races on Aug. 27 as the guests of the Sun. In all 2,250 newsies were invited. The boys were taken in twenty trolley cars to within a few blocks of the Motordrome from which point they paraded in a body, headed by their own band to the big saucer-shaped race track.

Kegley's New Engagement.

Howard C. Kegley has been placed in charge of the southern part of California as the representative of Orchard and Farm, of San Francisco. Mr. Hearst's Pacific Coast agricultural magazine. This does not mean that he will give up his feature work for the Country Gentleman or disturb his remunerative free lance efforts. Mr. Kegley will make his headquarters at Shore Acres.

Editorial from the New York Herald, issue of Sept. 15, 1913.

Autumn Business in New York City.

When business is bad and the public timorous the merchant reduces his stocks and curtails his advertising. When it is good he has groaning shelves and makes known his bargains by every reliable means at his disposal.

We take it that the best criterion in this city is the advertising department of the HERALD. Business must be "booming," because the HERALD yesterday printed 418 3/4 columns of paid notices, an increase over the corresponding day a year ago of 15 1/4 columns.

418 3/4 columns will be found to be, if you count them, 40 columns more than printed yesterday in the second newspaper.

418 3/4 columns will be found to be, if you count them, 157 3/4 columns more than printed in the third newspaper.

418 3/4 columns will be found to be, if you count them, 168 1/2 columns more than printed in the fourth newspaper.

418 3/4 columns will be found to be, if you count them, 316 columns more than printed in the fifth newspaper.

418 3/4 columns will be found to be, if you count them, 349 3/4 columns more than printed in the sixth newspaper.

418 3/4 columns will be found to be, if you count them, 362 3/4 columns more than printed in the seventh newspaper.

Take automobile advertising as an illustration and you will see that the HERALD yesterday printed about as much of this class of paid notices as any other two newspapers combined:—

Columns.

NEW YORK HERALD.....	15 3/4
Second paper.....	8 1/2
Third paper.....	7 3/4
Fourth paper.....	6 3/4
Fifth paper.....	3 3/4
Sixth paper.....	1 3/4

This last table is printed merely to accentuate the obvious fact that those who have money to spend, such as those desiring to buy an automobile, are mainly sought for in the advertising columns of the HERALD.

The New York Herald

UTILITIES PUBLICITY.

How Magazine and Newspaper Advertising Compare in Local Fields—Problems of the Gas and Electric Companies Discussed by Experts—The Big Contemplated Campaigns and What They Mean to Business.

John K. Allen, advertising manager of the Christian Science Monitor, Boston, Mass.: "It seems essential that a public service corporation should gain the good will of its immediate public. There is no way in which this can be better done than by using the local daily newspapers in a frank, open, friendly campaign of advertising. The local consumer of gas and electricity is accustomed to satisfy all of his other needs through his local merchants, who are advertisers in his local newspapers. Why should there be any exception to this rule with the public service corporations?"

HORSE IN WRONG PLACE.

Clarence W. Paine, advertising manager of the Cincinnati Enquirer: "The most comprehensive error of the contemplated expenditure of \$150,000 by the National Commercial Gas Association in the advertising pages of national magazines is that they have placed the cart before the horse. In a letter to THE EDITOR AND PUBLISHER the publicity committee try to appease and conciliate the newspaper interests of the country with promises that 'after the advertisements appear in the national magazines newspaper copy will be prepared by their Central Bureau and distributed free of charge to their subscribing companies.'

"Are we to suppose, then, from this, that a large portion of this \$150,000, intended for the magazines' benevolent fund, is to be spent with them to 'try it on the dog,' as it were, and then spend the remainder in the press of the United States to bolster it up and make it a success where success before was impossible?"

"Turn the plan around N. C. G. A.; put the horse where he belongs and educate the majority of the people of these United States through the columns of their daily newspapers. Let the magazines have secondary consideration, on the basis of their low circulation in localities as compared with the great circulation of the leading newspapers in the same localities and territory contiguous to your subscribing companies.

MAGAZINES VS. PRESS.

"From figures which we have no reason to dispute it has been shown in Cincinnati alone that the combined circulation of twelve leading magazines, namely, Ladies' Home Journal, Butterick trio, Woman's Home Companion, McCall's, Ladies' World, Saturday Evening Post, Collier's, Munsey's, McClure's, Everybody's, Cosmopolitan and American only total about 65,000, as compared with the combined circulation of the Cincinnati newspapers, which daily average over 400,000.

"In the above statement Cincinnati is given a population of 364,463, the figures of the last census, but this does not include the territory since annexed, and with which we are entitled to over 500,000 population, known as Greater Cincinnati.

"The majority of these 65,000 Cincinnati magazine readers are already consumers of natural gas, natural gas appliances and electricity, and as most of the magazines are purchased for fiction reading and recreation only, the value of the advertising pages would be greatly diminished.

"This condition holds good in most any locality where metropolitan papers are printed, and with the aid of Uncle Sam and the R. F. D. route delivery, stretching from large city to large city, the farmer and his family, who used to wait eagerly once or twice a month for the standard magazines, with only an occasional newspaper, now eats his morning meal behind the pages of the daily newspaper published in the nearest large city to his home, and the magazines are left in the wrapper or piled

on his modern library table, not to be opened until the news and the advertising news of the daily paper have been read and discussed.

WILL GET MORE VALUE.

"The gas companies of the United States will get more value for each dollar expended in live, educational or sales producing copy in the daily newspapers of the country, in their respective and thoroughly understood localities, alongside of and next to reading matter, or following some good local news story, than they will in any of the hidden advertising pages of any national magazine.

"The commercial manager of any gas company is more competent to spend one-tenth of one per cent. of the gross earnings of his company than any publicity commission or advertising agency. The copy prepared for the education of the people along the Pacific Coast by the agency or the committee would not be equally effective in some other locality where the conditions are different.

"The Union Gas and Electric Co. of Cincinnati is a large user of newspaper space, both for the development of its gas and electric departments. The copy planned by the proposed Central Bureau of the N. C. G. A. would hardly fit the company's needs in this territory. Being a natural gas producing company, the Union is not so much interested in the use of gas for lighting purposes as it is in electricity. It is rather after the development of, to use one of its slogans, 'light with electricity and cook and heat with gas.'

"The campaigns of this company in the daily newspapers of Cincinnati have been very successful, and the Union is now busy preparing big 'Reason Why' copy for an early fall newspaper campaign. This plan is being worked 'on the ground' by men who are experts and who know the conditions existing in and around Cincinnati.

PRACTICAL RESULTS.

"The writer noticed a line in one of its recent advertisements which said 'Nature might have made a better fuel than natural gas, but she didn't.' I am going to paraphrase this and say that 'Ink and cold type might have produced a better advertising medium than the daily newspaper, but it hasn't.'

"William H. Hodge, publicity manager for the H. M. Byllesby companies, writing under the caption of 'Advertising Public Utilities' for the American newspaper, and published in No. 6 of a series issued by the Cincinnati Enquirer, says: 'If a utility company is to advertise at all, the use of newspaper space is a necessity. Circular letters, booklets, billboards and street cars all have a purpose, but for steady work and genuine returns, fifty-two weeks in the year, nothing can replace the local newspaper for utilities advertising.' Monthly and weekly magazines, farm journals and trade papers have no service to offer utility companies.

"The semi-public character of the utilities and their extreme susceptibility to unfriendly legislation have made it advisable for the corporations to become active in placing the facts before the people. Within the last three years at least 100 corporations have laid the issues before the people in controversies in which they were involved, using the advertising columns of the newspapers as the medium.

SECURING GOOD WILL.

"Wherever the work was handled skillfully and the company had a reasonably good case it has been successful. The circumstances recited make it necessary to divide advertising into two classes—first, that done with the object of securing good will, and second, that exerted to increase and retain business. The first may be termed goodwill advertising and the second commercial advertising. Both, properly carried on, are related and interwoven, and any company alive to its problems will not fail to so interpret the subject.

"Advertising in the public utility field is improving in quality and effectiveness from year to year. It will be a short

(Continued on page 273.)

Divide the population of New York into two classes—

Those who read the New York Herald—

And those who don't.

Which class would you rather have as your customers?

LEADING CARTOONISTS OF AMERICA.

T. E. Powers, of the New York Evening Journal and the Hearst Syndicate.

T. E. Powers, the cartoonist, owns some forty acres on the outskirts of Norwalk, Conn., where he cultivates ducks, chickens, cows, horses and good cheer. During his bread-winning hours, however, he occupies a 3x2 corner of a room proportionately as small in the Hearst building at Duane and William

tist's work had to meet the mechanical limitations of the printshop. Powers surmounted the difficulties by the adoption of three values to get the expression—line, black, and tint or shade. He is a sure master of his art. Once the thought comes to his mind there is no delay or hesitation in giving graphic ex-



T. E. POWERS.

streets. There he plies the "trade" of cartoonist with a masterful hand, bringing wisdom and sunshine to millions.

Mr. Powers was born in Milwaukee in 1870. At an early age his parents moved to Kansas City, where young Powers was soon let loose to earn his way in the world. He craved to be an artist, and after many attempts landed a job with a lithographer, who gave him two dollars a week and a lot of sound advice on the way to save money. Despite all that was done for him, the embryo cartoonist squandered all this money on food and clothing with such recklessness that he was obliged to seek a better paying employer.

He found his opportunity in Chicago, where he attended the art school, working in his chosen field while he studied. Soon the drawings caught the eye of Victor Lawson, who took a fancy to the promising youth and gave him a place in the art department of the Daily News. Mr. Powers went the rounds of the Chicago papers until 1894, when the lure of New York brought him to the World. After several years with Mr. Pulitzer's paper he joined the Evening Journal staff, went back to the World for a short period, and finally landed in his present berth with Mr. Hearst's New York papers and the International News Syndicate.

In the early days of cartooning newspapers were badly printed, and the ar-

pression to it. He seldom rubs out, but draws the cartoon with pencil at the heat of inception and inks in at once.

Powers' famous cartoon series, that are known from one end of the country to the other, by young and old alike, include "Jersey Gloom," "Mrs. Trouble," "Never Again," "Down and Out Club," "Sam the Drummer," "Married Life from the Inside" and "Charlie and George." Caricaturing of public men has been his great forte. His cartoons on current events combine common sense with natural humor. They seldom lack the laugh-producing "punch."

Perspiration, and not inspiration, is the golden route to success for most aspirants in the cartoonist field, declares Mr. Powers. There is no short cut nor can the art be taught in one sitting. Perseverance and unremitting labor are the agents through which the ambitious and enthusiastic may obtain suitable financial reward. He cautions the young artists to beware of fake cartoon schools and to put no faith in art education by mail.

As an avocation Mr. Powers has been giving attention to landscape painting. His favorite recreation, however, is farming. He thinks it's the best kind of sport in the world and gets real fun out of it, not only for himself but for the neighbors as well. They seem to be greatly amused at his efforts, though they take his humor seriously.

DOUBLED IN THREE MONTHS.

Detroit News-Tribune Increases Circulation from 23,000 to 50,000 in a Big Hurry.

Fifty thousand subscribers where there were but twenty-three thousand is the phenomenal feat which the Detroit week-day morning News-Tribune has accomplished in three months. That such a big total should be rolled up in so brief a period necessarily means that a big wide swath of some kind has been cut in Detroit, and it has been of a kind that the natives of that hustling city will remember for some time.

First an improvement in the editorial and news end of the paper, almost revolutionary in character was made. The editorial staff was reorganized from top to bottom, the best men obtainable being added regardless of cost, but with a single eye for results. When the staff had succeeded in producing a paper that was absolutely sure to hold any new subscribers that might be obtained, the circulation department cut loose.

The gold coupon plan was inaugurated and pushed along with plenty of publicity. A member of the editorial staff was made publicity dispenser, and he kept the residents of Detroit informed in a hundred ways, morning, noon and night, that the Detroit morning News-Tribune was the best morning paper in Michigan, and that it offered real gold to holders of lucky coupons. These coupons proved a powerful magnet and home circulation for the morning News-Tribune mounted higher and higher, until that paper which guarantees advertisers 23,000 circulation, found itself with a list of 50,000 subscribers.

Landlord Would Oust Wichita Times.

James L. Mead, by his agent, Lafayette Hillis, has begun suit in the Wichita (Kan.) City Court against the Wichita Newspaper Association, publisher of the Evening Times, for possession of the building at 143 North Market street. He alleges that rent is due him on the building since last April.

NEW PUBLICATIONS.

MACON, Mo.—C. C. Howard, formerly owner of the Kirksville Daily Express and the Brashear News, announces that he will start a new daily newspaper, to be known as the Daily Herald. He was founder of the Columbia Daily Times.

GRANVILLE, N. C.—The Enterprise, a new weekly, has been launched by John W. Webster as editor and publisher.

RUSSELLVILLE, Ark.—The Political Bee, a weekly paper, will make its initial appearance this week.

SAN DIEGO, Cal.—The first number of the Southern Cross, a Roman Catholic weekly newspaper, catering particularly to the people of San Diego County, appeared last Saturday.

EDMONTON, Alta.—Alberta Illustrated News is the latest recruit to journalism in Edmonton. A. M. McDonald is editor, the business manager being R. A. Dodson. The News is twelve pages, of seven columns each, and is published on Saturday.

WILLIMANTIC, Conn.—The Call, an independent weekly, will be launched Oct. 1, with Charles E. Stone as editor and publisher.

LEWES, Del.—Charles H. Maul has issued the first number of the Henlopen Herald, a weekly.

ALTON, Mo.—Mayor J. C. Falstich and his associates are planning a third newspaper, to be launched about Dec. 1.

ALLIANCE, Neb.—The Daily Herald made its first appearance last week. J. W. & L. C. Thomas are the publishers.

REPUBLIC, Wash.—Alex A. Anderson, editor and proprietor of the Kettle River Journal, will begin the publication of the Journal about Oct. 1.

WELLS, Minn.—F. R. Sahr has just started the Mirror, a weekly paper.

LONGVIEW, Tex.—The Leader is the name of a new paper published by D. B. Coats, the first issue of which appeared last Saturday.

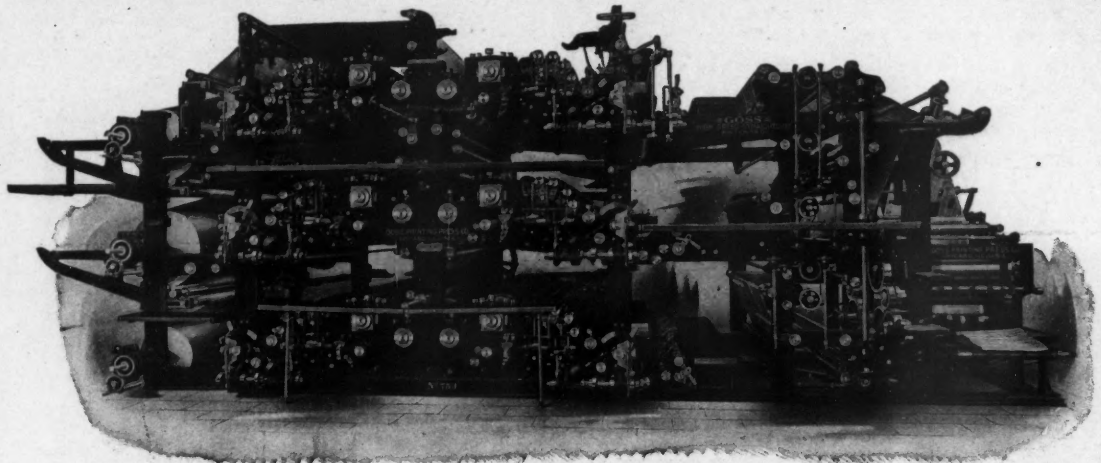
Fire destroyed the plant of the Stanberry (Mo.) Owl-Headlight, causing \$3,000 damages.



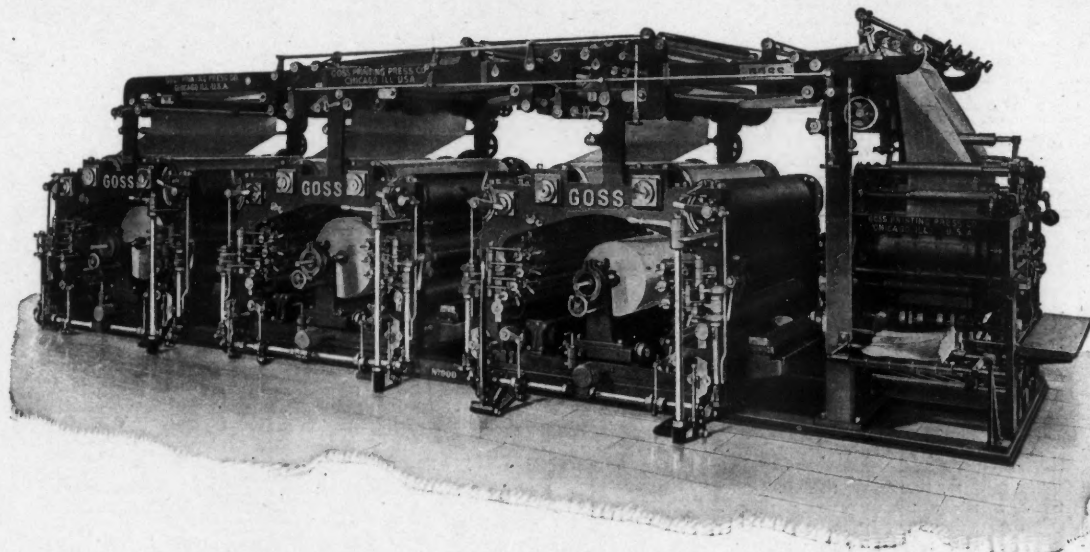
LET US HAVE PEACE.

**The
GOSS
High Speed
Sextuple Press
No. 160**

**The Fastest Newspaper
Press Ever Produced
Patented**



Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44, 48 pages.
Built in all sizes up to double Octuple. Paper rolls at one end, presses in center, folds at other end.



**The
GOSS
Tandem Patented
Special
High Speed
Sextuple Press
No. 161**

Low Construction

Rolls of paper can be placed at end of press, between presses, above presses, or from sub-basement.

Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44, 48 pages.

Built in all sizes and styles up to double Octuple, to fit the requirements of floor space and low ceilings.

All presses constructed so that additional decks or sections can be added at any future time.

We manufacture Newspaper, Magazine, Color and Half-Tone Presses, and all kinds of special rotary presses, for black and extra color work.

All High-Speed Straightline Presses have our latest inventions, such as:

PATENTED RAPID SAFETY PLATE CLAMPS—One-quarter turn of special wrench locks the entire plate.

PATENTED ROTARY FOLDING GUIDE—the greatest invention of the age.

PATENTED INKING FOUNTAINS—(Piano key action) setting all columns from outside of press.

PATENTED ROLLER SOCKETS—with safety lock and quick throw-off.

PATENTED PAPER ROLL CHUCKS—with automatic roll tighteners.

PATENTED CUTTING AND COLLECTING CYLINDERS—Prevents shavings or ribbons on collected products.

Ask your pressman if he has any of the above improvements on his presses of other makers.

AND MANY OTHER IMPROVEMENTS TOO NUMEROUS TO MENTION.

ALL LOWER DELIVERIES ARE TWENTY INCHES ABOVE FLOOR.

WE TAKE THE LEAD—OTHERS FOLLOW.

It will be to your interest to see us before purchasing.

THE GOSS PRINTING PRESS CO.

New York Office:

1 Madison Ave., Metropolitan Bldg.

16th St. and Ashland Ave.

CHICAGO, ILL.

NEWSPAPER ENGINEERS.

New and Important Profession Allied with Journalism—How Those Who Practice It Will Help Publishers in Arranging and Constructing Their Plants—The Wood Brothers Engineers to His Majesty The Publisher.

The announcement, just made, that Henry A. Wise Wood and Benjamin Wood have organized, apart from their other interests, a general newspaper engineering office is one of much importance to the newspaper industry. That an industry of such gigantic proportions, depending for its success so greatly upon the efficiency of its mechanical

product to the modern status of an article of manufacture.

"In the modern sense the publisher is merely a manufacturer who purchases paper and ink at so much a pound and labor at so much an hour, and sells his space at so much a line and his product at so much a copy. To be successful his income must exceed his outgo, and the amount of his profit must necessarily depend not only upon the prices he gets for his wares, but also upon their costs of production.

ECONOMICAL MANUFACTURING.

"It is at this point, in dealing with the subject of economical manufacture, that the experienced newspaper engineer can be of service to the publisher. Being possessed of information gained in in-

terested himself in their development. With Paul Nathan he introduced the Monotype and, for a number of years, was consulting engineer to the British Linotype Co. also.

INVENTED DRY MATRIX.

During his work in the composing and stereotyping departments Mr. Wood was developing new theories about newspaper printing. Seeing the defects and limitations of existing printing presses, he set about curing them, and in doing so discovered many curious facts and several new principles. The latter he has embodied in a four-roll press, ordered by Mr. Bennett for the New York Herald. While this machine has not been publicly exhibited as yet, those publishers who saw it during the recent convention speak of it as an altogether revolutionary affair, which, they say, is destined to have an extraordinary effect upon the future cost and speed of publication. It was in company with his brother Benjamin that Mr. Wood recently introduced the dry matrix with such complete success.

The Woods are respectively president and general manager of the Autoplate Co. of America, the Henry A. Wise Wood Co., which is to put out the new printing press referred to, and the Wood Flong Co., which has set stereotyping upon a cold and dry basis.

OLDEST ENGLISH NEWSPAPER.

Correspondent Says It Is to Be Found in the British Museum.

A writer in the New York Sun disputes the statement recently made by the Times that the Corant or Weekly Newses, dated Oct. 11, 1621, a fac-simile of which it reproduced, and which was also published by THE EDITOR AND PUBLISHER, is older than any copy of an English newspaper in the British Museum.

The communication reads as follows: "The New York Times of August 17 published a fac-simile of an early English newspaper, stating that 'it antedates by eight months the first newspaper treasured in the British Museum,' and that it was 'known to experts, but no copy was thought to exist.'" A communication addressed to the Director of the British Museum brings the following from his assistant secretary:

"The British Museum acquired not long since by purchase a collection of twenty-four Corantos or Weekly News sheets of 1620-21, six of them printed in London and the others at The Hague, Amsterdam and Alkmaar. The matter printed in the New York Times is reproduced from one of the news sheets of that period, but not from the earliest of the copies in the Museum, which is dated December 2, 1620.

"The fac-simile reproduced by your contemporary is dated Sept. 17, 1621—fifteen months later than the copy in the British Museum.

"Any person who desires to pursue this subject further will find an interesting article upon it in the April number of the Library of 1913. The article is by G. F. Barwick, one of the officers of the department of printed books of the British Museum."

Gould Wins Newspaper Press Golf.

F. M. Gould, of the New York Golf Club, won the press championship in the tournament conducted by the New York Newspaper Golf Club at Van Courtland Park last week. The match was carried to the nineteenth green. Mr. Gould's opponent was Carl H. Smith, an unattached golfer. Playing the home hole, Smith was dormie, but being short on his drive, he afforded an opening for the other, who ran up a long approach putt dead, which enabled him to win the hole in three and have the match. To the extra hole Smith drove into a trap and the stroke lost there proved fatal, Gould getting a four. The golf was the best of the week, both men returning seventy-four. The match in the decisive round of the first division between C. M. H. Atherton and H. H. Harrison, of the Newspaper Golf Club, resulted in Atherton winning by two up.

NEW INCORPORATIONS.

RAEFORD, N. C.—The Raeford Publishing Co., to publish newspapers, etc.; authorized capital, \$10,000; incorporated by J. W. Johnson, Bion H. Butler, T. B. Upchurch and others.

MANNING, O.—Herald Publishing Co.; capital, \$5,000; incorporated by A. H. Breedin and J. K. Breedin.

INDIANAPOLIS, Ind.—Italian Printing and Publishing Co.; capital stock, \$10,000; to print and publish newspapers and general printing; incorporators Dr. Vincent A. Lapenta, Harry E. Rastano, Tilde Poggiani, August Julian.

NEW YORK, N. Y.—Coast Publishing and Printing Co., Manhattan; capital, \$10,000; Lloyd J. Seaman, Adolph De B. Lupze, Jacob Jurin.

SANDOVAL, Ill.—The Independent Printing Co.; capital stock, \$2,000; to publish a newspaper; Lease Ruddick, Fred F. Rouchardt and William L. Johns, incorporators.

SHREVEPORT, La.—The Herald Publishing Co.; capitalized at \$5,000. Officers are: George N. McPhee, president; J. P. Olivari, vice-president; Charles W. Barrell, secretary-treasurer and general manager.

CHICAGO, Ill.—Draugas Publishing Co., capital, \$25,000; to do general printing advertising, publishing business; incorporators: Michael L. Kruszas Francis H. Seralinas, Anthony B. Kaupas and others.

Garrison Jailed for Contempt.

James C. Garrison, formerly managing editor of the New York Press, and one of Governor Sulzer's advisers, was ordered committed to the county penitentiary at Albany by the Assembly early yesterday morning. This action followed a resolution offered by Majority Leader Levy, putting Garrison under arrest for alleged contempt in refusing to answer questions before the Judiciary Committee concerning his statements that money was used to influence votes of certain members in bringing about the impeachment of Sulzer. Mr. Garrison refused to speak without the advice of counsel. He was held in restraint by the sergeant-at-arms, and then the Assembly by a vote of 89 to 3 committed him to the county penitentiary for the rest of the legislative session, or until his release should have been advised by the Assembly.

"Doc" Saved Editor's Life.

O. D. Anderson, publisher of the Veblen (S. D.) Advance, had a close call from death when he drank a quantity of iodine, which he had mistaken for medicine. His life was saved by the administration of a number of drastic measures, of which he says: "First came a solution of mustard and warm water administered by the physician, and believe us when we say it 'brung results.' It also brought about everything else we had stored inside. Next in the scale of efficiency came corn starch and ipecac, and this also 'brung results.' When doc went home, he satisfied himself that no skull and crossbones were sticking to us anywhere and we were correspondingly relieved."

Finds E. & P. of Great Value.

J. Walter Webb, of the Montgomery, (Ala.) Journal, writes THE EDITOR AND PUBLISHER as follows: "I read your publication with a great deal of interest each week, and find it of great value in my work as assistant advertising manager of the Journal."

Big Newspaper From Australia.

The Perth Times, of Western Australia, claims to be the biggest paper in the British Empire, and judging by the copy that recently reached this office there seems ample ground for this assertion. The paper contains nine 2 1/4-inch columns to the page and is 26 inches deep. It does not follow the American style of headline, but divides the news according to locality and subject. The editorials are buried amidst display ads of "Scotland's Best," "Kupper's Lager" and "Bull Dog Guinness Stout."



equipment, should not all along have had at its command at least one firm of independent engineering specialists seems incredible, now that the Woods, by their announcement, have pointed out the deficiency.

Probably in no other great industry could a similar lack of professional assistance be found. In steel making, in textiles, in the electrical, mining and transporting trades consulting and constructing engineers innumerable are to be had. Even in the paper-making industry the mills may call to their assistance outside specialists of great skill, and benefit by their knowledge and experience.

In the newspaper business, however, publishers have had to depend solely upon themselves and their own employes in arranging and constructing their plants and in attempting to put their operation upon an efficient and economical basis. In this they have helped each other, it is true, but that all have suffered because of this amateur method of doing such important work, in which they are not skilled, the present huge wastes in the business testify.

DEMAND FOR EXPERT KNOWLEDGE.

When the failures which recently have been made by our cleverest newspaper men in laying out and organizing their own plants are reviewed, it is at once apparent that the industry has outgrown such a primitive way of caring for an extremely important matter, and that it is high time the services of a first-class newspaper engineering concern were available.

The following interesting analysis of the situation occurs in the announcement of the Wood brothers:

"The rearrangement or re-equipment of old plants, or the construction of new, is an unavoidable accompaniment of progress, and so long as the present rate of expansion shall continue the same flux will at all times and everywhere be in evidence throughout this country and Canada.

"While the extent and importance of this movement fully justify the presence of the newspaper engineer, there is an additional reason why he should exist. The newspaper has but recently passed from the old-time status of a literary

numerous newspaper establishments, abroad and at home, and having a first-hand and intimate knowledge of the processes of manufacture, as well as the methods and devices by which these are best carried out, he can bring to the publisher's assistance a fund of useful suggestions not otherwise procurable by the latter.

"It follows, therefore, that in the capacity of consultant upon the perplexing and ever-shifting problems of manufacture, as well as in that of designer of efficient and economical plants, the newspaper engineer can render the industry invaluable service.

"It is obvious that the difference in earning power between a plant which is arranged and operated in accordance with the modern principles of scientific shop practice and one which is not is so enormous as to warrant in the design and construction of the small as well as the large establishment, the employment of the very best engineering skill obtainable."

MR. WOOD'S CAREER.

While it is unnecessary to enlarge upon the standing and ability of Henry A. Wise Wood, a brief history of his work may be of interest. In 1883, when seventeen, he entered the employ of the Campbell Printing Press & Manufacturing Co., and rose through its various positions until he became its president. In 1889, the company having lost its chief engineer, Mr. Wood volunteered to take his place, if given six months in which to fit himself for the work. This he did.

In 1892, after having constructed a number of new machines for the general printing trade, Wood turned his attention to the newspaper, and in the following year invented the Autoplate. By 1900 this machine was upon the market, and the field it opened proved so attractive that its inventor determined to devote himself thereafter exclusively to the engineering problems of the newspaper. The Junior Autoplate quickly followed, then came the Autohaver, and later the Semi-Autoplate, machines which are now in general use throughout the world.

While working upon these innovations Mr. Wood made a comprehensive study of the composing and press rooms and

WE MANUFACTURE SMALL AS WELL AS LARGE

Printing Presses

Also complete lines of the most efficient, reliable and up-to-date machinery for

Stereotyping, Electrotyping and Photo-Engraving

INCLUDING:

- Saw Tables and Trimming Machines
- Power and Hand Plate-Shaving Machines
- Linotype and Stereotype Metal Furnaces
- Dross Refining Furnaces
- Casting Moulds
- Jig Saws and Drilling Machines
- Beveling and Squaring Machines
- Routing Machines
- Form Tables and Chases
- Matrix Driers, Proof Presses
- Job Stereotyping Outfits



Combined Saw-Table and Trimming Machine
(with electric motor)

We also carry a stock of the best quality of supplies and accessories of all kinds for printing, stereotyping and electrotyping, including:

Felt and Rubber Blanketing

Tape

Packing

Chases

Galleys

Stereotype Blocks

Brass Rules

Tools, Etc., Etc.



Flat Casting Mould with Plain Lid.

**LET US KNOW YOUR REQUIREMENTS
WE WILL SERVE YOU WELL**

R. HOE & CO., 504-520 Grand St., NEW YORK

Also at: 120 St. James St., MONTREAL
7 Water Street, BOSTON, MASS.

7 South Dearborn Street, CHICAGO, ILL.
109-112 Borough Road, LONDON, S.E., ENGLAND

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

New York, Saturday, September 20, 1913

EDITOR KOHLSATT'S CREED.

WHATSOEVER THINGS ARE TRUE,
WHATSOEVER THINGS ARE HONEST,
WHATSOEVER THINGS ARE JUST, WHATSO-
EVER THINGS ARE PURE, WHATSOEVER
EVER THINGS ARE LOVELY, WHATSOEVER
EVER THINGS ARE OF GOOD REPORT,
IF THERE BE ANY VIRTUE, AND IF
THERE BE ANY PRAISE, THEN THINK
ON THESE THINGS.—Paul's Epistle to the
Philippians.

GOVERNMENT CIRCULATION REPORTS.

In previous issues of THE EDITOR AND PUBLISHER we have called attention to the several interpretations made by newspaper publishers of the new law regarding the semi-annual filing of circulation statements with the Government. The section of the statute to which we refer is as follows:

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement.

The language of the section seems plain and susceptible of but one interpretation. The only controversy that has arisen is one over the meaning of "paid subscribers," some publishers maintaining that all copies sold go to paid subscribers, while others assert that only those are meant who order and pay in advance for the paper for a definite period. Attorney General Wickersham maintains that the latter is the correct view and quotes the Act of March 3, 1885, the regulations of which state that

Actual subscribers to second-class publications are persons who personally order the same for a period of at least three consecutive issues.

Is it not reasonable to suppose that those who framed the law intended to provide for the filing of reports that would give the actual "net paid circulation" of the daily newspapers as that term is understood in the business? If you ask a publisher what his net paid circulation is he will exclude all complimentary or advertisers' copies, all exchanges and office copies, all copies that are soiled or torn in printing, all leftovers and returned, and give you only the number actually sold by newsboys or newsstands or delivered to subscribers.

Such a circulation is the real thing. It is tangible and measurable. There is no froth about it, for it represents a definite number of people who think enough of the paper to buy it and read it. The popularity and standing of a newspaper are accurately indicated by such a circulation. It is the only kind that is 100 per cent. pure.

Surely the Government is not alone concerned with the subscription list of a paper. Some of the largest city dailies—those printing 200,000 or 300,000 copies—have subscription lists containing not more than 5,000 to 10,000 names. This is because the bulk of the circulation is distributed through news dealers and newsboys. Hence anyone looking over the circulation reports as filed by some newspaper

publishers in April last who interpret "paid subscribers" to mean mail list circulation will be surprised to find that the small city daily often has more "paid subscribers" than the great metropolitan newspaper.

The only circulation reports that are of value either to the Government or to advertisers are those giving the net paid distribution, and the sooner the authorities at Washington recognize this fact and amend the publicity act to conform with this idea the better it will be for both the public and the publishers.

In the meantime we suggest that newspaper owners, in making out their next reports for the six months, April to September inclusive, which are to be filed "on or before October 1," give their "average net paid circulation," i. e. total output, less spoiled, leftovers, returns, files, advertisers, exchange, "D. H." and complimentary. The Government has accepted similar reports already, and there can be, therefore, no objection to such a course. We make this recommendation to publishers in the knowledge that ninety per cent. of the publishers of daily newspapers of America complied with this law before it was affirmed by the Supreme Court, and because we have abiding faith in the honesty and integrity of publishers and believe this recommendation will help standardization along.

NO PLACE FOR INCOMPETENTS.

We do not agree with Thomas Dreier in his contention that, "In the newspaper field there are many kinds of men—most of them mediocre," as expressed in a recent article printed in THE EDITOR AND PUBLISHER. A man of mediocre ability wouldn't last a week in the average newspaper office of to-day. Ask any city editor or managing editor if his staff is composed of mediocre men and see what he will say.

Newspapers have the call upon the best brains in the country. Every newspaper office is a sieve through which a host of young men are passed every year. Only those who show special aptitude for the work are retained.

It takes brains—and plenty of them—to succeed in the newspaper business. The demands made by the public, and competition, which is always fierce and unrelenting, compel the publisher to employ the best talent available.

The writer of these lines has made a careful study of the newspapers for nearly twenty years, and has called upon the editors of several hundred dailies in different parts of the country. The one thing that impressed itself upon his mind was the high order of ability found among the editors and publishers of papers even in small cities.

There was a time when the newspaper offices outside of the metropolitan cities were manned by men of limited education. To-day a majority of them are either college graduates or have had the benefits of instruction in the best public and private schools.

Incompetent newspaper men have not entirely disappeared from the field, but they find less encouragement to remain than ever before. They hang on by their eyelids, picking up a little money here and there, but at no time making progress.

The incompetents and mediocre ability men in the journalistic field are fewer in number than can be found, proportionately, in any of the other professions.

EDITORIAL COMMENT.

The offer of the New York World to pay Secretary Bryan \$8,000 a year if he will abandon the lecture platform and devote his undivided attention to the affairs of state had not been accepted at the time this edition of THE EDITOR AND PUBLISHER went to press. Mr. Bryan has stated that he could not get along on the salary of \$12,000 a year which he receives as a Cabinet officer of the Government and was obliged to fill Chautauqua engagements to piece out his income. The storm of newspaper criticism that has followed his many recent appearances on the platform, while they have ruffled his temper, have not caused him to change his course. The

generous offer of the World gives him a chance to escape from the necessity of neglecting his official duties. Will he take it?

Mistakes are made in two ways—through carelessness, which may be avoided, or through the slipping of a mental cog, for which there is no remedy. The mistakes made in the newspapers belong almost without exception to the first of these causes, for the reason that every line of matter that appears in their columns has been read by at least four and sometimes six persons before being printed. In view of this fact, editors often wonder how glaring errors which are easily apparent after the paper is off the press could possibly have escaped the vigilant watchfulness of so many pairs of eyes.

As will be seen from an article printed elsewhere in this issue of THE EDITOR AND PUBLISHER, Henry A. Wise Wood and Benjamin Wood, long identified with the construction of newspaper machinery, have organized a general newspaper engineering office. The need of such a service as the new firm will offer has long been felt and several attempts have been made to supply it, but thus far with only indifferent success. No business in the country is more dependent upon its mechanical department than the production of daily newspapers. Unless the plant is kept up to the minute, and unless its efficiency approaches one hundred per cent., circulations go to pieces and revenues decline. How to attain the highest mechanical efficiency is the problem to which the metropolitan newspapers are devoting much anxious thought. Not only must the machinery be of the latest improved type, but it must be so placed that it can be operated with a minimum expenditure of labor and time. The Messrs. Wood, because of their long experience in the development of labor and time-saving printing machinery, seem particularly well fitted to assist publishers in their engineering and efficiency problems.

The success of the big printing show at Toledo was due in a large measure to the co-operation and attendance of several of the editorial associations of the Middle West. This fact should prove a valuable tip for the promotion of similar exhibitions that will be held in other parts of the country.

"Whenever gas companies complete plans whereby a carboy of monoxide carbon can be sent by parcel post to a faraway consumer, then the plans of the National Commercial Gas Association for broadcast magazine advertising will be beneficial to local companies with an overplus of goods on their hands. But up to date gas is a commodity which is made, offered for sale and consumed strictly within the bounds of the territory open to the producing plant."
—Henry L. Sterrett.

Broadening Effect of Newspaper Training.

ST. PAUL, Minn., Sept. 11, 1913.

THE EDITOR AND PUBLISHER:
Long experience in newspaper work may yield nobler fruit than material success in other lines of business and high official station. The triumphs of former journalists in finance, industrialism and governmental service have become too common to enumerate. They are due, first, to personal character, then to the adaptability, the sympathetic knowledge of all conditions of men and affairs, and the quick, accurate judgment to be gained in newspaper offices as nowhere else.

Now to the point. Journalists of the best type come to take a broad, world-wide view of all things in Christendom. Here and there you find one capable of taking a universal view as well. Fortunate indeed is he, as, consequently, are all with whom he mixes; for most likely his is a generous nature, weakened and strengthened by tolerance and charity, and the law that guides and rules him is quite apt to be the law of love.

Many years ago, during my service with the Rochester (N. Y.) Express, now the Post-Express, an associate was a fine young fellow just out of the University of Rochester. He eventually moved to the Puget Sound country, where he acquired large business interests and became mayor of his city. Years later we met again. He declared that a few quiet pointers received from me in the old Rochester days had been of benefit to him ever since. "Perhaps this didn't make me feel good! It was one of those things (of which the world is full could we but see them) that are actually 'better than money.'"

What could be more gratifying to those of us whose eyes are softening to the sunset rays of life than to feel that we have at least tried to make this mangled old world a little better than we found it; that we have perhaps been helpful to our kind and not incapable of self-sacrifice; that we have recognized and been influenced by the glorious truth that "we rise by raising others?"

Quotidian, all this, you say? Yes, to be sure; but somehow it is might comforting. And pray don't call it a sermon. It is only a confession.
JOHN TALMAN.

PERSONALS.

Adolph S. Ochs, owner of the New York Times, and Mrs. Ochs returned on the Emperor Wednesday.

Horace White, formerly editor of the New York Evening Post, has been busy since his retirement from that paper on a biography of Lyman Trumbull, an Illinois statesman of the Civil War period.

Frank P. Glass, editor of the Birmingham News and president of the Montgomery Advertiser, two of the largest daily newspapers in Alabama, with his family, is spending a vacation in Asheville, N. C.

William E. Scripps, owner of the Detroit News and News-Tribune, is the owner of a flying boat, in which he makes trips by day and night over the Detroit River and Lake St. Clair. His enthusiasm over the new sport has converted many of his friends into devotees of the flying boat.

J. Day Jackson, owner of the New Haven (Conn.) Register, has returned from a trip to Europe.

Hugh O'Donnell, formerly business manager of the Philadelphia Press, has returned from a five months' tour through Egypt and Palestine, the Balkans and Ireland. Mr. O'Donnell has been gathering material for a series of travel lectures to be given in fifteen of the largest cities of this country the coming season.

Alexander D. Noyes, financial editor of the New York Evening Post, will be a speaker at the conference on currency and banking reform to be held at Columbia University Oct. 13.

Robert P. Porter, one of the editors of the London Times and formerly director of the United States Census, is at Seattle, Wash., gathering data for the Times' forthcoming Panama-Pacific number.

Strickland Gillilan was unanimously chosen by the directors of Advertising Affiliation—the Cleveland-Detroit-Buffalo-Rochester ad club combination—to be speaker at the banquet that closes their joint meeting at Cleveland, Oct. 11. He will speak on "The Evils of Truth-to-Excess."

George C. Keller, editor of the Orlando (Fla.) Reporter-Star, is being congratulated upon the splendid work he did in saving five young men from drowning at Daytona Beach last week.

V. H. Polachek, secretary of the Chicago Examiner, is visiting in Duluth, Minn.

Frank Mayes, editor of the Pensacola (Fla.) Journal and president of the Florida State Press Association, is being urged for Governor of Florida. Indications are that he will have the backing of a large majority of the State papers in case he throws his "hat in the ring."

W. F. Stovall, editor and owner of the Tampa (Fla.) Tribune, who with his family has been spending several weeks in New York, returned to Tampa Thursday.

Fred Paul, editor of the Toronto (Can.) Saturday Night, is on his way to the Pacific Coast.

Arthur McArthur, editor and owner of the Northern Budget, of Troy, N. Y., was recently elected grand master of the Knights Templar at the thirty-second triennial conclave of the Grand Encampment of the order, held in Denver, Colo.

Karol Rose, proprietor of the Dziennik Berliński, a Berlin Polish newspaper, is visiting this country.

M. H. Rowzee, president and general manager of the Austin (Tex.) Statesman, was a visitor to New York this week.

W. Orton Tewson, European representative of the newspapers and periodicals controlled by W. R. Hearst, sailed on the Olympic last Saturday. He was formerly London correspondent of the New York Times.

Henry J. Roche, business manager of the Edmonton (Alta.) Daily Capital for the last two and a half years, has severed his connection with the company to take up the organization of a Good Government League.

William R. Dobbyn, of Chippewa Falls, Wis., will become the editor-in-chief of the Racine Call, the recently established Progressive daily at that place.

Michael DeBernoff, a Russian journalist, is in New York preparing a series of articles for the Kievianine, an official newspaper in Kiev, Russia.

J. V. Noel, head of the West Coast Publishing Co., which publishes Peru To-day and several weeklies at Lima, Peru, is on a short vacation to New York. He was formerly one of the associate editors of the New York Tribune.

W. Leonard Palmer, editor of the Financial News, London, is visiting Canada.

Henry S. Green, editor of the Morgantown (W. Va.) Post-Chronicle, and G. A. Bolden, editor of the Charleston Mail, have been appointed by Governor Hatfield as State historian and archivist, respectively.

J. N. Heiskell, editor of the Arkansas Gazette, who was appointed to fill the unexpired term left vacant by the death of United States Senator Jeff Davis, is visiting New York with his wife and little daughter.

Mrs. Katherine Tingley, editor of the Theosophical Path and head of the Raja Yoga College at Point Loma, Cal., returned Saturday from Europe, where she has been making a tour on behalf of international peace and the Universal Brotherhood.

Edward Wildman, editor and publisher of the Detroit Courier, is ill at his home as a result of overwork.

GENERAL STAFF PERSONALS.

Hubert Sedgwick, formerly of the New Haven Register, is now private secretary of Mayor Rice of that city.

Robert T. Small, superintendent of the Southern Division, Associated Press, with headquarters at Atlanta, Ga., was a recent visitor to Norfolk, Va., where he began his newspaper career on the Pilot.

Thomas Birchler, formerly city editor of the Joliet (Ill.) News, has gone South to join the editorial staff of the Jackson (Miss.) Daily News.

Frank G. Kane, of the Detroit News, has been elected head of the department of journalism at the University of Washington, Seattle.

Miss Esther Perky has been appointed editor of the sociological department of the Milwaukee Journal.

T. R. Moss, formerly news editor of the Edmonton Daily Capital, has resigned to engage in other business, and F. W. Harting, at one time managing editor of the Tacoma Tribune and the Spokane Inland Herald, has succeeded him. W. R. Wilson, who recently acquired an interest in the company, is now manager, and William MacAdams continues as editor.

Miss Sophie Irene Loeb, of the New York World, is a member of the New York State Commission on Widows' Pensions.

Levin Flournoy, assistant telegraph editor of the Memphis (Tenn.) Commercial-Appeal, has severed his connection with that paper and has entered the employ of the City of Memphis.

"Jack" Lait, dramatic editor of the Chicago American, has written a play entitled "Help Wanted," which was recently performed at Los Angeles and will have an early presentation in New York.

Abner J. Smith, editor of the Baldwin (Ala.) Times, has announced himself a candidate for Senator from his district.

D. Cromwell Clark, for several years a member of the Portsmouth (N. H.) Herald staff, has become night editor of the Boston Advertiser.

C. C. Conn, court house reporter on the Bay City (Mich.) Tribune, has joined the staff of the Kalamazoo (Mich.) Gazette.

John M. Deponai, managing editor of the Baltimore Star, is on an auto trip to Niagara Falls and Canada.

S. J. Duncan Clark, of the Louisville (Ky.) Herald, is to join the editorial staff of the Chicago Post after the election.

H. D. Lowd, news editor of the Birmingham (Ala.) Ledger, is spending a vacation at Atlantic City.

(More Personals on page 273.)

Newspaper Men Take 8,000 Mile Trip.

Under the auspices of the Alaska Bureau of the Seattle Chamber of Commerce a number of prominent business and newspaper men recently took an 8,000 mile trip through Alaska. It is considered the longest tour of that section yet made. Some of the notables in the party included Scott C. Bone, publisher of the Seattle Post-Intelligencer; William D. Boyce, publisher of the Chicago Ledger and Saturday Blade; J. D. Gortatowsky, Atlanta Constitution, and Edgar Allen Forbes, of Leslie's Weekly.

PUBLISHER'S NOTICE.

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

THE EDITOR AND PUBLISHER can be found on sale each week at the following newsstands: World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 83 Park Row; The Woolworth Building; Times Building, Forty-second street and Broadway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street; Brooklyn—Frank Williamson, Borough Hall; Washington, D. C.—Bert E. Trevis, 511 14th street, N. W.; Chicago—Morris Book Shop, 71 East Adams street; San Francisco—R. J. Bidwell Co., 742 Market street.

ADVERTISING MEDIA

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

HELP WANTED

WANTED—Foreman for stereotyping department New England evening paper. Well located. Good salary to right man. Open office. Address "S. J.," giving full particulars, care THE EDITOR AND PUBLISHER.

BUSINESS OPPORTUNITY

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

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

COUNTRY WEEKLY

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

C. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

SITUATIONS WANTED

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

NEWSPAPER MAN

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

STEREOTYPE FOREMAN.

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

AD SOLICITOR-WRITER WANTS BIGGER JOB.

Have you a vacancy or can you make room on your staff for a young married man, 29, no bad habits, who solicits ads by first studying advertisers' needs and preparing ads accordingly for his O.K.? Want such position with publisher who will appreciate loyalty, hard work and use of brains. A man who can get permanent advertisers upon a basis of service to the advertiser. Have written copy for various retail lines and can write advertising for advertising. Now publisher country weekly—want broader field. References. Samples. Some publisher will find it worth while to give me a chance to make good. Address "DRAWER A," Delmar, Del.

CLASSIFIED ADVERTISING.

Have you ever realized the amount of money that classified advertising pays those newspapers that carry it? Have solicited advertising twenty-five years, eight years in the Classified Department of one of the largest newspapers in this country, and know all their methods and how to work them. Am open for proposition as Classified Manager newspaper or magazine. Address "W. B.," care THE EDITOR AND PUBLISHER.

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

WANTED.—By capable man, age 35, wife and three children, who desires a change, position of foreman and "make-up" on afternoon paper; can furnish references as to capability, reliability and sobriety; have had about 12 years' experience in four-machine plant, handling advertising schedules in conjunction. Address "1091," care THE EDITOR AND PUBLISHER.

SITUATION WANTED.

As ADVERTISING SOLICITOR, 45 years old, 25 years' experience, honest, hustler, knows the game, always make good. Best references. Newspaper trade paper or magazine. Address "H.," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

TYPEWRITING,

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

DAILY NEWS

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

LINOTYPE MACHINES

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

RICH & McLEAN,

51 Cliff St., New York.

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

FOR SALE

A WEEKLY PUBLICATION in the amusement field can be bought for \$30,000. The paper is more than 20 years old, has always been considered the first among its competitors. Yearly income about \$6,000 a month. A good newspaper man should own it. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

Problems of the Bank Advertiser.

Fred W. Ellsworth, publicity manager of the Guaranty Trust Co., of New York, gave an address on bank publicity before the advertising department of the New York Times on Sept. 10. Mr. Ellsworth discussed five problems that bother the bank advertising men. These were special numbers, the advertising representative, the composing room, get-rich-quick advertising and position. Mr. Ellsworth expressed the hope that the time would come when the courteous reception of an advertising solicitor would not be construed as an invitation to spend the day in the prospect's office. What solicitors should do is to call, present their proposition and get out as soon as possible.

PACIFIC COAST NEWS.

Editors of All Nations Invited to Press Congress at the Panama Pacific Exposition.

(Special by Wire.) SAN FRANCISCO, Cal., Sept. 18.—The State Press Association, of which State Printer Richardson is president, invites editors of all nations to attend the World's Congress in San Francisco either in April or May during the Panama-Pacific Exposition. The plans for the congress will be discussed at the State convention of the association, to be held in San Francisco Oct. 6.

The Seventh City Commission has voted to publish a weekly newspaper containing news of city improvement, tables of expenditures and receipts of each department weekly, and everything of interest pertaining to the city government. The paper will be run at an estimated cost of \$500 weekly. D. J. Desmond, the City Clerk, will be editor.

Robert S. Porter, who is connected with the London Times, is at the Fairmont. He is gathering data at shipping points along the coast relative to Pacific commerce and is keeping the Times informed of the progress of the Panama-Pacific Exposition.

J. C. Purdy, an advertising man of Klamath Falls, is at the Hotel Sutter.

J. D. Cassat & Co., advertising agents and real estate specialists, of Los Angeles, have opened offices here. They have handled farm and suburban lands successfully in southern California.

Joseph A. Leonard, of the Urban Realty Co., credits newspaper advertising as the best medium for making profitable sales to satisfied customers at a minimum cost. A consistent newspaper campaign carried on every day in the year prevented the usual loss of business during the dull summer months and enabled the firm to make sales aggregating \$105,450.

Rufus R. Wilson addressed the Advertising Association this week. Mr. Wilson has spent \$52,000 in advertising Humboldt County. Recently he completed a successful community advertising campaign for the State of Washington. He is here for the purpose of organizing a community campaign in northern and central California.

Max Binheim, secretary of the American Colonist Association League, addressed the club on "Capitalizing the Canal for California." He expects to eliminate undesirable immigration by organization of civic bodies.

William Woodhead, president of the Associated Advertising Clubs of America, has just returned from a visit to all Pacific Coast clubs. In his address to the clubs he emphasized the necessity of putting an end to fraudulent real estate advertising.

The Seattle (Wash.) Sun has been elected a member of the American Newspaper Publishers' Association.

WASHINGTON PERSONALS.

John B. Smallwood, city editor of the Washington Star, is enjoying a two weeks' vacation in Buffalo, N. Y., the home of his parents.

Arthur B. Krock, chief of the Louisville Courier-Journal bureau, is in New York for a short vacation.

John E. Monk, of the New York Sun, is enjoying a vacation in Vermont with his family.

Grafton Wilcox, of the Associated Press, is spending his vacation in Bermuda.

Fred A. Emery, of the Associated Press, who was painfully injured by falling from a car last week, is recuperating rapidly.

Oliver P. Newman, formerly of the United Press, recently appointed civil commissioner of the District of Columbia, will have to prove his citizenship

of the District, as "The Home Rule Committee" of Washington is contesting his right to serve, claiming that he is not a resident of the District of Columbia. It is not believed that Mr. Newman will have any trouble in proving his right to hold office here.

Elmer Murphy, of the New York Tribune is spending a few days at Norfolk with his family.

Mercer Vernon, of the Seattle Post-Intelligencer, is visiting at his home, Everett, Wash.

Theodore Noyes, editor of the Washington Star, has just returned from an extended trip to New Zealand and Greenland.

John P. Gavit, of the New York Evening Post, has returned from an enjoyable European trip.

John Snure, of the Washington Times, and other Munsey papers is on a vacation in New York.

C. K. McClatchy, Jr., of the Sacramento (Cal.) Bee, has returned to the Coast after spending about six months in Washington.

Ira E. Bennett, managing editor of the Washington Post, who is enjoying a vacation, will return to his desk Oct. 1.

M. K. Harris, news editor of the St. Petersburg (Fla.) Times, was a visitor in Washington this week.

WEDDING BELLS.

Reginald G. W. S. Smith, a copy reader on the staff of the Edmonton (Alta.) Daily Journal, and Miss May L. Armitage, editor of the Sunshine department of the same paper, were married on September 3.

Irving N. Brant, managing editor of the Dubuque (Ia.) Republican, and Miss Hazeldean Toof were married at Iowa City last week.

Cards are out for the marriage of Miss Riely Bean, of Louisville, Ky., to William Swift Eakin, of the Swift Specific Co., Atlanta, at Highland Presbyterian Church, Louisville, September 27. Mr. and Mrs. Eakin will be at home after November 1 at 349 Myrtle street, Atlanta.

BROOKLYN PERSONALS.

Herbert Pierce has resigned as city editor of the Brooklyn Times. Managing Editor Walter Oestricher is holding down the job temporarily. Double work has no terrors for Walter, and he continues to smile the same old smile.

Richardson Webster, political writer of the Brooklyn Citizen, is also press agent for the DeKalb and Majestic theaters. He's so busy that sometimes he almost gets leading men mixed up with aldermen and vice versa.

Joe Cogan, who is reading copy on the Brooklyn Times, is also a corking good lawyer. Some day he may start in practice again—so his friends say.

Col. John Brockway, the veteran managing editor of the Standard Union, also has charge of the dramatic department of that paper. The colonel, in spite of his years, is as spry as ever and is often mistaken for Buffalo Bill.

Editor John N. Harman, of the Brooklyn Times, held out against it for many years, but last week he surrendered and has gone to reside in Flatbush. It's funny how the old town captures them from both sides of the bridge.

Eddie Rudolph, who writes things for the Brooklyn edition of the World, views with sorrow the ending of the yachting season, when the Jamaica Bay Club goes out of commission. The club is a perfect mine for the "Picked from the 'B'rong" column.

Have you sent your subscription to the EDITOR AND PUBLISHER?

We have customers for substantial net earning TRADE PAPERS

If interested, communicate with HARWELL, CANNON & McCARTHY Brokers in Newspaper and Magazine Properties Phone 4478 Gramercy—200 FIFTH AVE., NEW YORK

TURNER'S BULLETIN

Highest testimonials have been awarded C. Godwin Turner on Efficiency of Press Room, Paper, Circulation and Delivery. Address THE DATA CIR. AUDIT CO., 286 Fifth Ave.

HOW MUCH AN HOUR

is your own time worth? You've considered the time of your men and learned to charge a fair price for it. You've studied time-saving for your employes. Now think about your own time—most valuable of all. One way you can conserve it is by using

PREFERRED TYPE FACES

the new, convenient Barnhart specimen book that contains all you need to know about type. Keep it handy. Use it.

Barnhart Brothers & Spindler 168-172 West Monroe Street CHICAGO 200 William Street, NEW YORK Washington, D. C. St. Louis Kansas City St. Paul Omaha Seattle Dallas

Press Clippings

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

BURRELLE CHARLES HEMSTREET, Manager 60 and 62 Warren Street, New York City Established a Quarter of a Century

"Try our perfecting News at 5 cents. It is guaranteed not to smut or offset and is black and clean."

SEND FOR SAMPLE F. E. OKIE CO. Manufacturers Fine Printing Inks PHILADELPHIA, PA.

TAKE IT TO POWERS OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH (ON TIME ALL THE TIME) POWERS PHOTO ENGRAVING CO. 154 Nassau St. N.Y. Tel. 4300-4 Beekman



To Publishers

I'm the man that gets the business. Let us get better acquainted. It will mean money for us both. I know the advertising business—I have the experience. I know the agencies and the advertisers. I have a fully equipped office to handle your publication in business-like style. Write to me NOW. Best of references.

Address A. C. Publishers' Representative 607 Marquette Bldg., Chicago.

\$50,000 Cash

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

American Newspaper Exchange Rand-McNally Building, Chicago

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

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

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

THE BEST BUY SUMMIT MILL SNOW WHITE

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

An Illinois Daily

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

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

TOM JACKSON'S SCHOOL

Veteran Newspaper Man Gives Wise Advice to Cub Reporters Who Want to Get on in the Field.

IN STARTING OUT.

Do not begin your reportorial career by arming yourself with a notebook 12 x 8 inches and a dozen lead pencils, having the latter protrude from your person like quills upon a porcupine, fretful or otherwise. Only stage reporters appear thus; besides, all the details of the stories you will be assigned to for some time you can put on the back of an envelope, and have space to spare.

COVERING A FIRE.

In covering a fire it is best not to wear a silk hat and a frock coat. There is no law against you doing so, but in case a hose should burst you would feel more comfortable in another rig, and also the attention of the firemen will not be attracted from their duties.

BE A GENTLEMAN.

Remember that a reporter who is in contact with the public must be a gentleman. When you become a city or managing editor you can suit yourself about it.

DON'T LOSE HEART.

If you are on space, and are told to write half a column, and find only half a stock in the morning, do not be discouraged and lose heart. Charge six hours' time.

ALWAYS BE PREPARED.

Try and be prepared for everything, a wedding, murder, interview, prize fight, accident, or a week's suspension.

BE CAUTIOUS.

In covering a police court remember that a policeman is not an officer. He is just a policeman—and sometimes a grafter. However, it would not be well, possibly, to mention this to him, if you desire to get your copy in early.

GAINING KNOWLEDGE.

It is permissible for a reporter who gets a story on the front page to say to the city editor: "We had a fine paper this morning." He may then express his opinion, and in this way you will gain more knowledge of the business.

AVOID USELESS RISKS.

Be temperate. It is best to avoid intoxicants altogether, but if you feel the need of a bracer after your work, avoid saloons near the office, for the chances are that you will find the night and sporting editors there, and it might cost you a week's salary to meet them.

DON'T BE OFFENDED.

If the man at the desk greets you with "Here, you, see if you can find out something new in this—" do not be offended at his gruff manner. He may have been playing poker the night before, and be preparing himself to touch the cashier.

USELESS EXPENSE.

Don't waste your money buying cigars for the copy reader. He'll cut you just the same. If he didn't, another man would have his job.

CULTIVATION.

Cultivate a cheerful disposition and your voice. You may have to telephone in a lot of your stuff.

BE WISE.

Be friendly with the office boy. Treat him kindly. Some day he may be a managing editor.

POLICY.

Study the policy of your paper carefully and conform to it. If it has no policy do the best you can until it gets one.

THERE'S A DIFFERENCE.

When you go out for lunch you eat. When on an out of town assignment you dine, and put it on your expense slip.

VERACITY.

Always tell the truth. Remember, you are not the circulation manager.

INTERVIEWING.

When interviewing a financial magnate never pull out a notebook. It might scare him. Fix what he says in your memory. Write it carefully and

accurately, and the next day he will deny it.

THIS IS IMPORTANT.

Do not get a swelled head. Always remember that the paper can get along without you. It might be a great strain, but in some way the regular mail edition will be run off on time. You will find as you proceed that it is much easier for the paper to get along without you than for you to get along without the paper.

EMERGENCY DUTY.

If you are on emergency duty for three hours, after the paper has gone to press you will probably get \$3, but if you play poker with the cartoon artist, the foreman of the composing room, a copy reader, and a stereotyper, you may be \$7 out on your night's work. Better spent the time reading exchanges.

TOM W. JACKSON.

W. E. Heim Enters Special Field.

William E. Heim, who for the past several years has been manager as well as space buyer and contract man for the C. E. Sherin Co., has joined the Geo. B. David Co., Inc., Publishers' Represent-



WILLIAM E. HEIM.

tatives, with offices in the Brunswick building, New York, and 957 Monadnock Block, Chicago. Mr. Heim is well known among the advertising fraternity, having been in that line for over twenty-two years. He has purchased space for Knox Hats, Borden's Condensed Milk Co., Lea & Perrin's Sauce, United Cigar Stores Co., Duffy's Malt Whiskey, Warner's Safe Remedy and numerous other national advertisers, and with his knowledge of advertising in general will no doubt make a valuable man in the special field.

Stevens Leaves Bridgeport Standard.

Frederick H. Stevens, for over twenty years business manager of the Bridgeport (Conn.) Standard and one of the best-known and successful newspaper publishers in New England, has resigned to take effect Oct. 1. His future work is reported as undecided, although he is considering a number of excellent offers. With the reorganizing of the Standard Association, March, 1913, through new ownership, he became secretary of the corporation, in addition to having general charge. His policies throughout his twenty years of service have resulted in the Standard being recognized as one of the most prominent of the conservative papers in the East.

San Francisco Call Is Popular.

Glowing reports as to progress made by the Evening Call, San Francisco's new afternoon newspaper, have reached New York. The average circulation the first week, according to the publisher's statement, was 101,103. The Call printed 74,480 lines of advertising and rejected 1,400 lines of objectionable advertising.

The Clinton (Ill.) Journal has begun the publication of a Sunday edition.

UTILITIES PUBLICITY.

(Continued from page 265.)

time only before we have more cost analyses and definite statistics to prove that intelligent use of daily newspaper space pays handsomely and then some."

I wonder how many of the men connected with the N. C. G. A. and its proposed plan of ruthlessly throwing a goodly fortune to the "dicky birds" are confirmed readers of the magazines in preference to the daily newspapers?

Let them ask themselves how many articles in their homes are there in response to the inducements of magazine advertising as compared to the articles that are there in response to the all-persuasive advertising of the newspapers.

How many magazines do they see on the street cars as compared with newspapers? Let them judge the rest of the country and the rest of the population by these same standards, and then see if they can consistently afford to ignore the first and greatest purveyor of advertising and news this country affords—the newspapers of the United States.

MR. FREEMAN'S VIEW.

William C. Freeman, advertising manager of the New York Tribune: "Generalizing on this subject will not amount to anything. The New York Telephone Co., the Consolidated Gas Co. and other corporations using New York newspapers operate on the following plan:

"They give equal copy to every newspaper, inserting the copy on different days in the week, so that there is representation in at least two newspapers every day in the week, and since our people read both morning and evening newspapers they are bound to see this advertising twice a week, and they get the impression that these corporations are doing a tremendous amount of advertising.

"As a matter of fact, the New York Telephone Co. uses about 25,000 lines of space in each newspaper and the cost is about eight dollars a line. The total expenditure for the year is \$200,000. When they charge up the cost of this advertising against subscribers it figures down to the infinitesimal sum of three-fourths cent a line per week for each subscriber. There are 520,000 subscribers. On the basis of three-fourths cent, the amount expended would be \$3,900 a week, or \$202,800 a year. So you can see the cost per subscriber is really less than three-quarters of a cent per week. And just figure the line rate of eight dollars!

"The Saturday Evening Post rate is eight dollars a line for 2,000,000 circulation. The New York newspapers,

morning and evening, have a combined circulation of a little over 3,000,000. This doesn't take in the foreign language papers, which these corporations also use. Now, my idea of building a newspaper campaign would be to follow this plan in every section of the country. If the money to be spent is a small sum, small space should be used in each newspaper in the section."

Jerome D. Barnum, advertising manager of the Syracuse Post-Standard: "Replying to your letter of September 5 concerning advertising which is contemplated for the National Commercial Gas Association, I have heard this much discussed during the past year and I hope that the efforts of the advertising men in all fields will not let this campaign fall through, like similar ones which have been talked of in the past for the Laundrymen's Association, various pure food movements, etc.

"Gas, in my opinion, never will be considered anything but a local commodity, and millions of dollars have been spent by concerns to teach the public to look upon it as such. To further the interests of the National Gas Association, to obtain the good will that the gas interests find necessary in combating the arguments for electricity and to eliminate the misconception which is prevalent to some extent in gas should be most easily accomplished through the mediums which reach the consumers every day, and that is, of course, through the newspapers.

"The only way, in my opinion, to start this campaign would be to pick certain big, powerful newspapers in given localities and, as a result of the test, the committee in charge of the expenditure will be able to present at the next convention statistics on the success of the venture in moving the public.

"If the campaign proves the success that I believe it promises, the gas companies in all localities will gladly increase their appropriations to the general fund so that the advertising can appear in newspapers all across the country.

"It seems to me better to do the job well in certain places where the advertising will prove its effect the quickest rather than to arouse only a smattering interest here and there through national mediums.

"Let us hope that this movement will get started on its way rather than suffer continued postponement as in previous cases which we advertising men know so well."

The Dublin (Ga.) Courier-Dispatch and the Laurence County Herald have merged and will be known as the Courier-Herald.

50 Years Old

AND GROWING YOUNGER EVERY DAY

THE PATERSON PRESS

Paterson, N. J.'s, best and fastest growing newspaper celebrated its 50th birthday on Friday of this week by publishing a Big Golden Jubilee Number, which contains information about Paterson that every Editor, National Advertiser and Agency Space Buyer ought to know. A copy mailed upon request.

PRESS-CHRONICLE CO.

PUBLISHERS

Paterson Press and Sunday Chronicle

W. B. BRYANT, General Manager

PAYNE & YOUNG, Foreign Representatives

CHICAGO

NEW YORK

BOSTON

TRADE PRESS MEETS.

(Continued from front page.)

discussed was "The New Force in Business," presented by R. H. Shuman, of the Shuman-Booth Co., of Chicago, and "The Weakest Spot in Trade Press Efficiency," by Eiton J. Buckley, editor of the Grocery World of Chicago.

At the conclusion of the morning session the delegates to the convention became the guests at luncheon of the Thirty-ninth Street Publishers' Building. Later the visitors were given an opportunity to inspect the offices of the several publishing companies occupying the building, including those of the McGraw, the David Williams and the Class Journal companies, the Dry Goods Economist and Root Newspaper Association and the Federal Printing Co. Many complimentary remarks were made upon the attractive features of the several offices, the consensus of opinion being that no group of allied and unallied trade publications have better or more commodious quarters, or possess better facilities for the production of first-class weeklies and monthlies.

As this edition of THE EDITOR AND PUBLISHER went to press on Friday, it is impossible to give detailed reports of the several sessions held yesterday and to-day. The following are excerpts from some of the papers read:

CHIEF VALUE OF TRADE PRESS.

A. I. Findley, editor of the Iron Age,

R. J. Bidwell Co.

Representing the

Los Angeles Times

Portland Oregonian

Seattle Post-Intelligencer

Portland Telegram

Spokane Spokesman-Review

BANKERS' INVESTMENT BUILDING

Mezzanine Floor

742 Market Street, SAN FRANCISCO, CAL.

FOR SALE CHEAP

ONE GOSS COMET

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

ONE 20-PAGE HOE

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

ONE GOSS STRAIGHTLINE

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

ONE GOSS

Straightline 82-page. Color attachment. Complete stereotyping outfit.

ONE GOSS

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

Address

DUPLEX PRINTING PRESS COMPANY
Battle Creek, Michigan.

MOST CONVENIENT

News matrix service in the market—saves time, patience, money.

CENTRAL PRESS ASSOCIATION, Cleveland

who was the leader of the editorial symposium, said:

"If I were to try to tell what is the chief contribution of technical and trade journalism to the business of the country I would put it this way: To the average man in any trade, manufacturer or dealer—and his name is legion—to the isolated concern, working out its own salvation away from the great centers of activity, the latter-day business paper brings the standards, the methods and the successes of the composite brains of that particular trade.

It is thus a tremendous force in toning up the commercial and industrial life of the smaller cities and towns. It puts in the hands of the smaller merchant and manufacturer one of the tools with which he will make his way in the face of the present drift toward concentration. The business press thus becomes a powerful decentralizing agency. It counts strongly against the draining of the life of the country into its great centers, at a time when that is a real danger. In such work we of the editorial side of the enterprises represented here may well take pride.

CHERRINGTON ON BUSINESS FORCE.

In discussing "Advertising as a Business Force," Paul T. Cherrington, of Harvard University, said:

"Most advertising depends for its success on being able to make the consumer want what, in the long run, the consumer will be happy and satisfied in acquiring. The public does not love to be humbugged—an eminent authority to the contrary notwithstanding. The advertisers of long life and large success are those who have made their 'sale by description' a real service to the consumer by persuading the consumer to buy what it is worth while for him to buy.

"Copy, strategic skill, force, will and psychological soundness are all unable to put more than a short life into any selling effort which is not a real service. Advertising is sale by description. Sale by description depends for success on arousing a consumer demand. And the consumer is, in the long run, remorseless in condemning a demand aroused in him which does not prove to be of real service to him."

Edmund G. Gress, associate editor of the American Printer, New York, had many suggestions for editors, including the following:

"The editorial department is hampered in planning the typographical treatment of the text pages by the custom, too prevalent, of placing advertisements next to reading matter. The advertising manager has borrowed column after column of reading matter until in most publications there are but few whole text pages left.

"This practice has developed to such a point that the advertising men are complaining of the quality of the editorial matter.

"At the recent Baltimore convention a resolution was passed urging publishers—

"To refrain in the makeup from putting advertisements in a position to be injuriously affected by the neighborhood of incongruous or repellent matter."

"Isn't the situation like that in a Western city, when some citizens complained that a saloon had been built within 200 feet of a church and the Mayor ordered the removal of the church?"

"The growing prosperity of the advertising department should really concern the editor. It is not impossible that trade journal subscribers will some day receive letters reading like this:

"The October number of our publication is being sent to you by parcel post. Owing to the demands for advertising space the weight limit has been exceeded, and we are obliged to mail the text pages separately; you will find them inclosed."

The Osgood (Ind.) Journal has moved into a new two-story building after 50 years in the old structure.

Dependable Facts for Buyers and Sellers of Advertising Space

furnished by the Audit Service of the American Newspaper Annual and Directory.

For particulars address

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

CHANGES IN INTEREST.

HAMILTON, Mo.—The Hamiltonian, one of the oldest newspapers in Caldwell County, is now the property of J. Lucas Campbell, of St. Joseph.

WORTHINGTON, Minn.—A. M. Welles, formerly in the newspaper business at Redwood Falls and at Sauk Center, has purchased the Globe and will take charge Oct. 1.

CLARK, S. D.—The Courier has been sold by A. R. Dunham to A. P. McDowell and O. A. Green, of Edgerton, Minn.

OKLAHOMA CITY, Okla.—Edward F. Cox, business manager of the Democrat Publishing Co., which owns papers at Synder, Manitou and Headrick, has purchased the Geary Journal and will take charge this week. M. B. Carby, former editor of the Journal, is now postmaster of Geary.

MARLBORO, S. C.—Warren Moore has acquired an interest in the Times, being made secretary and treasurer, with the owner, E. O. Crowson, as president and W. J. Crowson as editor. The paper will hereafter be published as the Eastern Carolina News.

DIXON, Cal.—The plant and business of the Tribune, a weekly paper issued in this city, has been sold by the editor and proprietor, H. W. Bessac, to F. G. Dunicliff, of White Salmon, Wash., who takes immediate charge.

PONCHATOULA, La.—The Beacon, a weekly, owned by J. B. Adams, proprietor of the Southern Vindicator, at Hammond, has been sold to a stock company headed by George B. Campbell.

ANDERSON, S. C.—The Intelligencer, one of the oldest semi-weekly papers in the State, has been sold to a syndicate of local people. The price, it is understood on good authority, was between \$15,000 and \$20,000. The editor and proprietor was v. B. Cheshire.

HIDALGO, Tex.—E. M. Card and Dr. T. J. Barret have taken over the Advance, a weekly publication, formerly edited by Garland Buck.

OLIVER, S. D.—Gottlob Haar has become editor and proprietor of the Leader, a local weekly newspaper, and will conduct it in the future.

BELLEFONTAINE, O.—The North Lewisburg Reporter has changed hands. Levi Millice, who published the paper for many years, has retired on account of ill health and is succeeded by Roy O'Payne.

Johnstown Leader's Big Enterprise.

Capping the second year of its existence the Johnstown (Pa.) Leader issued an industrial edition of fifty-six pages recently that would have done credit to a metropolitan city. Besides articles dealing with the industrial phase of this progressive city there were authoritative contributions on historical and educational subjects, directly or indirectly affecting Johnstown. The advertising in this edition was plentiful and the character of the matter presented of informative interest to all who would keep abreast of their city's progress.

New Orleans Papers Reduce Price.

The New Orleans Times-Democrat and the Picayune, two of the few newspapers in the United States whose subscription price is \$12 a year, have announced reductions to \$7.50 a year.

It's Not Too Early—

Mr. Advertising Manager, to plan for a

Horse Show Special Christmas Cover

and the like.

We've had some high-priced artists at work for us on layouts and can supply mats 20—21 inches and print in black or four colors.

Letter let us show you what we've got before going to the expense yourself.

Our pages have class, dignity, elegance, refinement and "the punch," too!

World Color Printing Company

ST. LOUIS, MO.

Established 1900

R. S. Grable, Mgr.

Ask About Our

Red Letter Service

The Best "Time Copy"

UNITED PRESS

General Offices, World Building, New York

Daily News Mats

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

INTERNATIONAL NEWS SERVICE

200 William Street

New York City

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

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

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

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

LITTLE TALKS

The England (Ark.) Courier is installing a new press.

WHEN GAYNOR WAS JUDGE.

How a Reporter Convinced Him That He Was Wrong.

Horace Eames, of the Eagle, is now the oldest, in point of service, of the Brooklyn Supreme Court reporters. On a bitter cold day, when the late Mayor Gaynor was on the bench, he ordered that the doors of the court house corridor be kept wide open at both ends, fresh air being one of His Honor's hobbies, and many were the complaints of shivering lawyers and visitors.

Eames wrote several stories about the freeze-out, which so nettled Gaynor that the latter wrote a letter to the Eagle asking that Eames be discharged. The letter was handed to Eames, who marched with it right up to His Honor and told him that the court attendants had all caught cold and were threatened with pneumonia and the grippe. He further said that his order was a disregard of the rights of others. When the interview ended, Gaynor agreed with Eames, and after that they became warm friends.

Evening Madisonian Appears Oct. 15.

The Evening Madisonian is the name of the new daily that will be launched at Madison, Wis., October 15. The newspaper will be owned by a stock company controlled by Wisconsin Democrats. It is to contain from eight to sixteen pages, will cover the local news and take a limited telegraphic service. John A. Aalberg, for many years connected with the Wisconsin State Journal in the mechanical department, and later as advertising manager, is the ad manager of the new paper.

The Catholic Tribune, the Katholischer Westen, and the Luxemburger Gazette circulate amongst the Catholics of Iowa, Illinois, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North and South Dakota, Oklahoma, Texas, Montana, Washington and Oregon—the richest and most prosperous agricultural districts in the United States.

Religious affiliation tends to bring about a spirit of organization in their respective localities which works for the betterment of the spiritual and temporal welfare and development. Our readers are a substantial class, loyal to their Church and to the Church paper, and patronize its columns. If you have an article of quality, don't forget that these people are buyers of all the usual commodities and luxuries, and it is a good plan for you to appeal to them through the paper of their choice.

CATHOLIC PRINTING CO.
Dubuque, Iowa

GET THE BEST ALWAYS

**The
Pittsburg Dispatch**
Greater Pittsburg's Greatest
Newspaper

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

The New Orleans Item

2ND U. S. P. O. REPORT
Six Months' Average Circulation.

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

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

CANADA PRESS MERGER: MR. MACK ASKS \$5,000 FOR LIBEL.

Alberta and Eastern British Columbia Association Joins National Body, Completing Organization of Newspapers—Imre's Address Feature of Three-day Convention at Edmonton—Galbraith, President.

By unanimous vote of the 128 delegates present, the Alberta and Eastern British Columbia Press Association meeting in annual convention at Edmonton, Sept. 11 to 14, decided to be merged into the Canadian Press Association. The important action followed an able address by John M. Imre on "Newspaper Co-operation." This move completes the organization of Canadian newspapers into one national body.

The meeting proved to be the largest as well as the most practical in the history of the inter-provincial organization. F. W. Galbraith, editor of the Red Deer Advocate and Mayor of that city, was elected president. Other officers are: W. Garland Foster, editor of the Nelson (B. C.) News; Charles Clark, High River, and L. J. Ball, Vernon (B. C.) News, vice-presidents, and J. A. Carswell, Red Deer, secretary-treasurer. Executive committee: A. J. N. Terrill, Medicine Hat News; V. C. French, Wetaskiwin Times; George Gordon, Ponoka Herald; W. A. Buchanan, Lethbridge Herald; H. M. Walter, Enderly Press. The financial statement submitted by the retiring secretary, C. F. Hayes, showed this branch of the Canadian Press Association to be in a healthy condition in a monetary regard.

Retiring President M. R. Jennings in his address dwelt with some detail on the necessity of a libel law in Alberta, and urged that further action be taken to bring about the abolition of the duty on all typesetting and typesetting machines. Advertising rate cards, insurance rates and the pre-emption law were considered by Mr. Jennings in his address.

Cost systems and their application to printing and publishing houses took up the attention of the delegates at the Thursday morning session. The first half hour was devoted to the reception of a report from J. E. Wodell, of the Lethbridge News, on prices of weekly publications in the northwestern part of the United States. It was followed by a general discussion.

J. E. Wodell did not believe the system of co-operation was practised enough so far as subscription rates were concerned, and believed that in so far as this point was concerned the distribution end of the paper was a losing proposition to the publisher.

R. A. Godson, manager of the News, Edmonton South, illustrated a cost system to the delegates that was synonymous with most of their positions in that it referred to the very kind of paper they were publishing.

Mr. Imrie during the discussion summed up in detail just what was his idea of determining the cost of production of a newspaper and how to find the rate per inch that must be charged under the existing circumstances.

The feature of the convention was Mr. Imrie's address on "Newspaper Co-operation." Frequent applause greeted his remarks when he told of the goals that were being attained by the Canadian Press Association. Those of his hearers who participated in the discussion which followed his address, and preceded the adoption of his proposal to merge with the national body, paid him a warm tribute for his efforts and for the clear and concise manner in which he presented the details of the last remaining link of the national organization of newspaper publishers. The next convention will be held at Vernon, B. C.

Sues John A. Hennessy on Alleged Defamatory Publications.

Norman E. Mack, editor of the Buffalo Times and Democratic National Committeeman, has sued John A. Hennessy, Governor Sulzer's special investigator and former managing editor of the New York Press, for libel, placing the damages at \$5,000.

The alleged libel arose because of statements published at Mr. Hennessy's instigation that Mr. Mack unlawfully appropriated to his own use moneys contributed by others during 1910 and 1911 as a campaign fund toward the election of John A. Dix as Governor of the State of New York. It also refers to charges, in effect, that Mr. Mack blackmailed individuals and corporations in connection with the collection of campaign funds.

The sums involved in the controverted collections range between \$150,000 and \$300,000. Mr. Hennessy must file his answer early in October and the action will be tried in Buffalo.

NEW AD INCORPORATIONS.

NEW YORK, N. Y.—Merchants' Advertising and Illustrating Agency, Manhattan; general advertising, publishing; capital, \$25,000; James H. Adamson, William Bittell, and Harry L. Toombs, incorporators.

DALLAS, Tex.—Interurban Advertising Co.; capital stock, \$1,000; incorporators: B. W. Fontaine, B. H. Cruger and J. R. Wolfe.

LOUISVILLE, Ky.—The Southern Advertising and Development Co.; capital stock, \$5,000, divided into shares of \$10; F. B. Hemphill, Thomas F. Fleming and E. W. Jackson, incorporators.

CINCINNATI, O.—Animated Advertising Co.; capital, \$10,000; incorporated by A. Needham, Richard Farley and E. A. Kiefer.

Paterson Is Vindicated.

The Paterson (N. J.) Daily Press issued a fiftieth anniversary number on Sept. 19 containing fifty-four pages. One entire section of the paper was given up to exploiting the advantages of the city of Paterson as an inviting home community and a thriving business center. A careful reading of the information thus disclosed carries the impression that Paterson has been grossly misunderstood and, at times, maligned by many of the newspapers of the country.

The one rather surprising fact that stands out in bold relief is that Paterson is the most orderly city of its size in the country. Figures compiled by the Government show that out of a list of fourteen cities approximating Paterson's population, the number of arrests for all causes in that city were less than in any other.

Press Starts Information Bureau.

The New York Press has established a free General Information Bureau Service for the benefit of its readers. The bureau will answer questions regarding schools and colleges, apartments and rooms to let, real estate, resorts and travel, employment and poultry.

The San Antonio (Tex.) Express is installing a new Hoe Sextuple press in its plant.



THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

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

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

FALL AND WINTER FASHIONS

The New York Times

Sunday, Oct. 5.

New designs in women's wear by the leading fashion creators of Paris, London and New York. Gowns, waists and hats for every occasion. Articles by noted writers on dress developments and latest fashions.

The fashion numbers of THE NEW YORK TIMES are regarded by women as the supreme pronouncements in matters of dress.

AT LAST, A BOOSTER

For Your Classified Advertising.



"DOTTO"

The Want Ad Scout, is "Johnny on the Spot"; keeps up interest and pulls classified business like a mustard plaster. Best series out for daily newspapers. Wire or write today. Address

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

THE PEORIA JOURNAL

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

THE LARGEST CIRCULATION. NET PAID

H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.
1 Madison Avenue, NEW YORK.

HERE'S A GOOD BUY—

THE READING NEWS

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 824 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

NEW YORK LETTER

We are sending out a DAILY NEW YORK LETTER covering in a breezy way all the activities of the big town—its politics, theatres, great municipal and business enterprises and gossip stories about its best-known men and women.

We can make a very low rate on this high-class feature in MATRIX or PROOF. Write for samples and clippings from our papers.

BAIN SERVICE IS BETTER! TRY IT.

BAIN NEWS SERVICE

George Grantham Bain 32 Union Sq. East, New York

A BARGAIN SPACE BUY—

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

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

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

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

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

The Circulation of
THE BOSTON AMERICAN
IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

Detroit Saturday Night

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

Foreign Advertising Representatives

F. S. KELLY & CO. GEO. H. ALCONR
1216 Peoples Gas Bldg. Tribune Bldg.
CHICAGO NEW YORK

THE HERALD HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

JOHN W. HUNTER, Publisher.

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

YOU MUST USE THE LOS ANGELES EXAMINER

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

PRESS ASSOCIATIONS.

Publishers of the Associated Ohio Dailies held their midsummer meeting at Cedar Point last week and elected the following officers: John T. Mack, of Sandusky, president, for his twenty-sixth consecutive term; G. W. G. Perry, of Chillicothe, vice-president; L. H. Brush, of East Liverpool, secretary, and J. P. Chew, of Xenia, treasurer. The executive committee, composed of L. R. Alexander, of Zanesville; Frank Harter, of Mt. Vernon, and F. M. Ritzel, of Warren, was re-elected.

The Northern Indiana Editorial Association closed its forty-fourth convention at Laporte last week with the election of the following officers: President, Harry B. Darling, Laporte; first vice-president, W. E. Groves, Milford; second vice-president, J. P. Simons, Monticello; treasurer, G. N. Murray, Napanee; secretary, C. A. McCormick, North Judson.

Members of the New York Associated Dailies met at Elmira last week for their summer convention. Among the speakers were Jason Rogers, publisher of the New York Globe, on "Promoting Newspaper Advertising for Magazines"; James H. Callanan, publisher of the Schenectady Union-Star, on "The Survival of the Fittest," and Willard D. McKinstry, of the Watertown Times, who delivered the presidential address. Members present were: Amsterdam Recorder, W. J. Kline; Batavia News, G. S. Griswold; Corning Leader, Allan Underhill; Cortland Standard, W. H. Clark; Elmira Star-Gazette, F. E. Gannett; Geneva Times, W. A. Gracey; Gloversville Leader, W. B. Collins; Hornell Tribune-Times, W. H. Greenhow; Jamestown Journal, F. P. Hall; Kingston Freeman, J. E. Klock; Malone Telegram, C. M. Redfield; Olean Herald, W. L. Ostrom; Oneonta Star, H. W. Lee; Oswego Times, R. B. Hart.

Organization of the San Joaquin Valley Press Association was effected at Fresno last week by the appointment of a committee on constitution and by-laws and the election of Howard Russell, of Sanger, as temporary president, and A. O. Taylor, of Selma, as temporary secretary and treasurer.

In celebration of the newspaper's fiftieth anniversary, the Brooklyn Standard Union Club held its second annual outing Sunday in Duer's Park, White-stone, and it proved to be the most enjoyable affair held by the organization. The feature of the day was a baseball game between the reporters and business office employes against the mechanical departments. John N. Brockway was elected president of the club. Resolutions of regret on the death of Mayor Gaynor were passed. The late Mayor was once a reporter on the Argus, which later became the Standard Union.

One hundred members of the Milwaukee Press Club were guests last Sunday of J. D. Mortimer, president of the Milwaukee Electric Railway & Light Co., at his summer home on Army Lake. A feature of the program was a burlesque on Mr. Mortimer and heads of his departments. There were swimming races, a baseball game and a tug of war.

The Bohemian-American Journalists held their annual convention at Chicago recently. J. Vojan was elected president for the coming year. Other officers elected were: J. F. Kutak, Cedar Rapids, vice-president; Engelhart Svehla, New York, secretary; J. Troyan, Chicago, treasurer, and Jan Jelinek, Cleveland, recording secretary.

About twenty members of the St. Louis Press Club visited Peoria, Ill., last week and took in the sights of the distillery city. They enjoyed dinner at "Ye Olde Tavern" on the heights. The visitors included President E. R. Erwin and Pope Y. White, St. Louis Times; W. M. Ledbetter and W. T. Gray,

Globe-Democrat; E. H. Norton, Harry Norman and G. S. White, Republic; Hans Haekkel, Westliche Post; James Craig, Curtis Betts and Carlos Hurd, Post-Dispatch; J. R. Flynn, Star.

TEMPTATIONS OF JOURNALISTS.

In "The Price of a Soul," one of William Jennings Bryan's popular lectures, the Secretary of State mentions several of the temptations of journalists.

"First," he says, "there is the temptation to conceal the name of the real owner of the paper. The proprietor of a paper should be known, but his identity is not always disclosed. The corporate entity which plays so large a part in the business world entered the newspaper field. The names of the stockholders were not published, and we did not always know what individuality directed the paper's policy. Year by year the disclosures have brought to light the fact that the predatory interests are using the newspapers and even some magazines for the defense of commercial iniquity and for the purpose of attacking those who lift their voices against favoritism and privilege. A financial magnate interested in the exploitation of the public secures control of a paper; he employs business managers, managing editors, and a reporter staff. He does not act openly or in the daylight, but through a group of employes who are the visible but not the real directors.

"The reporters are instructed to bring in the kind of news which will advance the enterprises owned by the man who stands back of the paper, and if the news brought in is not entirely satisfactory it is doctored in the office. The columns of the paper are filled with matter, written not for the purpose of presenting facts as they exist, but for the purpose of distorting facts and misleading the public.

"The editorial writers, whose names are generally unknown to the public, are told what to say and what subjects to avoid. They are instructed to extol the merits of those who are subservient to the interests represented by the paper, and to misrepresent and traduce those who dare to criticize or oppose the plans of those who hide behind the paper.

"Such journalists are members of a kind of 'Black Hand society'; they are assassins, hiding in ambush and striking in the dark; and the worst of it is that the readers have no way of knowing when a chance takes place in the ownership of such a paper. Editorial poison, like other poisons, can be administered more successfully if the victim is in ignorance as to who administers it.

"The journalist who would fully perform his duty must be not only incorruptible, but ever alert, for those who are trying to misuse the newspapers are able to deceive 'the very elect.' Whenever any movement is on foot for the securing of legislation desired by the predatory interests, or when restraining legislation is threatened, news bureaus are established at Washington, and these news bureaus furnish to such papers as will use them free reports, daily or weekly, as the case may be, from the national capital—reports which purport to give general news, but which, in fact, contain arguments in support of the schemes which the bureaus are organized to advance. This ingenious method of misleading the public is only a part of the general plan which favor-holding and favor-seeking corporations pursue."

Editors Help Entertain Students.

The New York Peace Society tendered a banquet at the Hotel Astor Thursday to the foreign members attending the eighth International Congress of Students. The congress includes students from nearly every quarter in the world. Among the members of the reception committee were Adolph S. Ochs, Ralph Pulitzer, Herman Ridder, John A. Sleicher, William B. Howland, and Chester S. Lord, formerly of the Sun.

The Seattle Times

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines. The foreign business amounted to 1,036,000 lines. Gain in foreign business was 238,000 agate lines over 1911. In December, 1912, the Times led nearest competitor—\$66,000 lines of local and 12,600 lines of foreign advertising. Present average circulation: Daily, 67,000; Sunday, 87,000.

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

Buffalo News

EDWARD H. BUTLER

Editor and Proprietor

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

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

ARE YOU BUYING your advertising space with a full knowledge of the exact service you are getting?

ARE YOU?

Do you know which mediums in Dayton and Springfield produce best results?

"Don't Suppose—Get Busy and Find Out"

The News League papers guarantee their service.

NEWS LEAGUE OF OHIO

Home Office, Dayton, Ohio

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

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

Twisted Proverbs No. 5.

Great hoax from little chestnuts grow.

Basing circulation on six months averages is like averaging the ship's speed for HALF the trip. A year's NET PAID circulation average is the only businesslike circulation basis.

In New York it's

The  **Globe**
Advertisement Agency

THE DAILY ADVOCATE

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

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

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

SECOND PATENT SUIT

Linotype vs. Intertype

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

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

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

Mergenthaler Linotype Company

TRIBUNE BUILDING

NEW YORK

LOCAL CO-OPERATION.

How Far Should it be Carried by the Newspapers — Unreasonable Requests of Advertisers—What the Chicago Tribune Has Done to Aid Its Patrons in the National Field.

The question of local co-operation with national advertisers is engaging a good deal of thought and attention these days in both the national advertising field and in the offices of daily newspapers. Recently a large manufacturer of safety razors, who was scared out of a year's growth, seemingly, by the decision of the Supreme Court in a price maintenance suit, wrote a letter to a central State publisher asking him to canvass eighty-eight dealers, whose names and addresses he supplied, to find out whether they proposed to use his razor as a leader.

The publisher replied that he would be very glad to undertake the work if the advertiser would foot the bill, as he didn't have any men in his organization who were available for the purpose and would have to hire them. Needless to say the advertiser let the matter drop.

The Bureau of Advertising of the A. N. P. A., which has been giving a good deal of time and attention to this subject, recently sent out a letter to members asking them to co-operate with the bureau in lending national advertisers assistance in the way of gathering statistical information from local dealers, arranging window displays, etc., and out of the forty-eight replies thus far received forty-four were favorable to the idea and pledged the paper to co-operate with the bureau on the lines proposed. Four papers were lukewarm on the subject, and, while they did not absolutely refuse to render such co-operation, they seemed to feel that the function of the newspaper was to supply the white space and the circulation to carry the message of the advertiser into the home of the reader and only that.

The Philadelphia North American was undoubtedly a pioneer in the field of local co-operation. In October, 1912, the promotion department of the North American issued a thirty-two page "Advance Circular to the Drug Trade," which presented the story of "Merchandising Plans and Advertising Plans for Publication in the North American During the Fall." This circular was sent to all the druggists of eastern Pennsylvania, Delaware, New Jersey and a few other States. It contained, among other articles, the following:

"What Advertised Articles Mean to the Druggist," by Walter Lee Rosenberger, buyer for Smith, Kline & French Co., Philadelphia; "When I Was a Retail Druggist," by C. C. Green, manager of the promotion department of the North American; "Catering to the Peculiarities of the Trade," "The Advantages in Selling Advertised Goods," "The Continuous Demand that Advertising Assures." In addition, the advertisements of the forty-two manufacturers "who through their advertisements in the North American are sending customers to your store" were reproduced.

This was followed by a "Circular to the Grocery Trade," with article: from the pen of Mrs. Anna B. Scott, cooking expert and food economist; "The First Step Toward Co-operation," "Reasonable Price Maintenance Vital in Grocery Trade," with the statement that only such products are admitted to the columns of the North American as have been investigated or chemical analyses have been made by North American experts and have thus been proven to be free from adulteration and correctly labeled.

The campaigns of a couple of dozen food manufacturers were also outlined. Since then the promotion department of the American has established "The Man Behind the Counter," a monthly publication circulating among fifteen hundred druggists and clerks, which contains such articles as "Manufacturers'

Advertising Quickens Movement of Trade to Your Store," "It Pays to Sell Standard Goods," "N. A. R. D. for Truthful Ads," "Loyalty in Business Is Father of Success." In the September number of "The Man Behind the Counter" it reproduced the advertisements of twenty national advertisers—Wrigley's Spearmint, Cascarets, Dr. Williams' Pink Pills, Hunyadi Janos, Tyree's Antiseptic Powder, Castoria, Danderine, Croxone, Beecham's Pills, Cuticura, Resinol, Horlick's Malted Milk, Syrup of Figs, Hay's Hair Health, Carter's Little Liver Pills, Sanatogen and Formamin, Pape's Diapepsin, Cabot's Sulpho-Naphthol, La Rosita Hair Tonic and Kilmer's Swamp Root.

The head of the promotion department of the North American, in talking recently with a reporter for THE EDITOR AND PUBLISHER, said:

"The North American was broad enough to see the light several years ago and is now receiving the harvest of its pioneer work. The paper is undoubtedly on the right track and the results are highly pleasing to the publishers.

"The average publisher is not willing to sow the seed and await the harvest. Usually he expects fruitage to-morrow; that's the reason of the failure of the movement, generally, to-day. It is interesting to see the business come back now year after year, where we used to have a big fight to get it on the lists. Now they want the co-operative work which has proven successful in this market.

"I have just received a letter from an advertiser who was always a hard 'nut' to crack. He writes: 'I presume you know that we have again included the North American in our list for this season's advertising, which starts Oct. 1. Last fall you issued a trade circular and the idea was surely a good one. We want to be in again this year.' This happens to be the third letter along the same line which I have received this week, so, as the street would say, 'we should worry' about being on lists."

The Chicago Tribune, under the business management of W. H. Field, has perfected local co-operation to the point where it has become almost a science. The Tribune does not sell goods for any national advertiser, but it does supply all of the statistical data and all of the information with reference to the state of the market on any article that an advertiser could desire. I have seen briefs prepared by the promotion department of the Chicago Tribune which would make a Philadelphia lawyer turn green with envy. Its men even go to the length of interviewing the buyer of the local department store and getting his idea of the value of advertised products, and why they are not moving, and also interview druggists and grocers, hardware stores and retail merchants.

I have heard it said that on one occasion they arranged a 200-window display for a national advertiser. In another instance they persuaded a berry grower in Michigan, who had always been selling his fruit direct to the South Water street commission merchants, to market it direct to the consumer through the advertising columns of the Tribune, and they oversold his product many times.

I have heard it said that they have actually dug up out of the ground—perhaps I should say "have developed"—hundreds of thousands of dollars worth of new advertising.

Local co-operation is a very live theme these days. The idea seems to be spreading. President Wilson's statement that "in the future we shall only prosper as we serve" seems to be bearing fruit in the national advertising field. The national advertiser likes to spend his money in a media which he knows will make his advertising successful—not only by giving the same careful attention in the printing and in the distribution, but seeing to it that the dealers are well supplied and that they are giving prominent display to advertised articles.

PHILIP LONGWORTH.

TIPS FOR THE AD MANAGER.

The Rowland Advertising Agency, 1790 Broadway, New York City, is handling the advertising account of the Velvet Co. Inc., "Velvet Shock Absorber," Broadway and 74th street, New York City.

Bert L. Hunt, Boston, Mass., is placing orders with a selected list of papers for the United Shoe Machinery Co., of the same city.

Collin Armstrong, Inc., 115 Broadway, New York City, it is reported is contracting the advertising for the Cluett, Peabody & Co., "Collars and Shirts," Troy, N. Y.

Van Benschoten & Countryman, Union building, Syracuse, N. Y., it is reported are handling the advertising account for Hunter Arms Co., Fulton, N. Y.

H. E. Ayres & Co., 164 Federal street, Boston, Mass., are making 5,000 l. contracts with a few New England papers for the Magee Furnace Co., 35 Union street, Boston, Mass.

J. Walter Thompson Co., 44 East 23d street, New York City, and Chicago, Ill., is issuing new orders with a selected list of papers for Horlick's Food Co., "Horlick's Malted Milk," Racine, Wis. It is also renewing some contracts with a selected list of papers for Lamont, Corliss & Co., "O'Sullivan Rubber Heels," 131 Hudson street, New York City.

Van Cleve Co., 1790 Broadway, New York City, is forwarding 50 l. 5 t. orders to a selected list of papers for the Rock Island, R. R. Co., New York City.

F. Wallis Armstrong Advertising Agency, North American building, Philadelphia, it is reported to have secured the advertising account of L. & C. Hardmuth, "Koh-i-noor Pencils," 34 East 23d street, New York City.

Tracy-Parry Co., Lafayette building, Philadelphia, is renewing orders for the Southern Railway Co., Washington, D. C.

The Washington Advertising Agency, Inc., is sending out copy for further advertising to apply on contracts made with Southern papers for the advertising of the Gibbs Preserving Co., Baltimore, Md.

Wylie B. Jones, Binghamton, N. Y., is renewing orders for Stearns Electric Paste Co., "Stearns Electric Rat and Roach Paste," 122 South Michigan avenue, Chicago, Ill.

The Federal Advertising Agency, 231 West 39th street, New York City, is forwarding orders to a selected list of papers for M. C. Migel & Co., silk manufacturers, 255 Fourth avenue, New York City.

Holbrook & Schaefer, 286 Fifth avenue, New York City, are placing contracts with papers on a co-operative basis for the Toilet Products Co., "La Rosita Hair Tonic," 294 Pearl street, New York City.

The Clague Agency, Otis building, Chicago, Ill., is handling the advertising account of the Price Flavoring Extract Co., Cass and Illinois streets, Chicago, Ill., it is reported.

Julius Scheck, 9 Clinton street, Newark, N. J., is sending out orders to New Jersey papers for the Hudson County Tobacco Co., 80 Montgomery street, Jersey City, N. J.

Bates Advertising Co., 15 Spruce street, New York City, is issuing orders generally for the International Motor Co., "Mack" and "Sauer," Auto, Cleveland, Ohio, and Buffalo, N. Y.

Dake Advertising Agency, Inc., 432 South Main street, Los Angeles, Cal., is sending out 1,000 l. 1 yr. contracts to Texas papers for Dr. Chamley.

H. A. Woods, Indianapolis, Ind., is forwarding 56 l. 12 t. orders to a few selected papers for the Schuiling Rapture Institute.

H. H. Levy, Marbridge building, New York City, is placing 3-inch 4 t. orders with Texas papers for the Humana Hair Advertising Co. of New York. He is also sending to Eastern papers 92 l. t. f. contracts for the Prince George Hotel of New York.

Williams & Cunningham, Heyworth building, Chicago, are making 5,000 l. 1 yr. contracts

with a few papers for Hart, Schaffner & Marx of the same city.

The Washington Advertising Agency, Inc., is placing orders in Southern farm and agricultural papers for the advertising of the Continental Plant Co., Kittrell, N. C., which business is to be extended in the early Fall to Northern and Western farm papers and in the magazine and periodical list. Two and three-inch double column copy is being used.

Brewer C. Smith Advertising Agency, 85 Devonshire street, Boston, Mass., is making 5,000 l. contracts with a few New England papers for Barstow & Co., "Bay State Stoves and Ranges," Providence, R. I.

The Locomobile Co., Bridgeport, Conn., is forwarding a few orders direct for the present.

F. P. Shumway Co., 373 Washington street, Boston, Mass., is issuing orders to a selected list of papers for the Glastenbury Knitting Co., "Glastenbury Health Underwear," Glastenbury, Conn.

Gotham Advertising Co., 95 Liberty street, New York, is forwarding orders to a few papers for the Werner Service, 70 Murray street, New York City.

O. J. Koch Advertising Agency, University building, Milwaukee, Wis., is sending out 16-inch 10 t. contracts to Pacific Coast papers for Dr. Adler & Sons, clothing.

Lord & Thomas, Mallers building, Chicago, Ill., are making 10,000 l. 1 yr. contracts with a few cities for the New Orleans Coffee Co.

The Mahin Advertising Co., 76 West Monroe street, Chicago, is handling a 1,000-inch contract for N. K. Fairbanks.

J. B. Haines, Bailey building, Philadelphia, is inquiring for rates on 5,000 l. in a selected list of papers for the Orangeine Chemical Co., 224 West Huron street, Chicago, Ill.

D'Arcy Advertising Co., Fullerton building, St. Louis, Mo., is renewing orders for the American Wine Co., "Cook's Imperial Champagne," of the same city.

Witt K. Cochrane Advertising Agency, Boyce building, Chicago, Ill., is placing 1,000 l. orders with a selected list of large city papers for the American Powder Mills, "Dead Shot," Chicago, Ill., Boston, Mass., and St. Louis, Mo.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is making 5,000 l. contracts with New York State and Connecticut papers for Wm. Lanan & Son, "Hunt's Baltimore Rye," 22 Light street, Baltimore, Md.

The Michelin Tire Co., Milltown, N. J., is placing orders direct.

Frank Presbrey Co., 456 Fourth avenue, New York City, is issuing 50 l. 13 t. orders to papers generally for the Hamburg-American Line, "Orient-West Indies Cruise," 45 Broadway, New York City.

Nichols-Finn Advertising Co., Kesner building, Chicago, Ill., is making 5,000 l. 1 yr. contracts with Southern papers for Morris & Co.

J. Walter Thompson Co., 44 East 23d street, New York City, and Chicago, Ill., is handling the advertising of Edward Lassere, "Vittel Grande Sauce," 400 West 23d street, New York City. It is also making contracts with Western papers for the Davis Milling Co., "Aunt Jemima's Pancake Flour," St. Joseph, Mo.

Esser-Wright Co., Utica and Buffalo, N. Y., is placing contracts with a selected list of papers for Rathbone, Sard & Co., "Acorn Stoves and Ranges," Albany, N. Y.

Lyddon & Hanford Co., 200 Fifth avenue, New York City, and Rochester, N. Y., is forwarding copy for the United Cigar Stores Co., 44 West 18th street, New York City, in cities where they have stores.

Ruthrauff & Ryan, 450 Fourth avenue, New York City, are issuing orders with large city papers for the Hamilton Corporation, "Hamilton Coupon," 2 West 45th street, New York City.

Hoguet & Hafley, Inc., 220 Broadway, are asking for rates and rate cards in the smaller city dailies.

The Beers Advertising Agency, Havana and New York, is running renewal ads for Hart, Schaffner & Marx clothing, through local agents, in Spanish and English papers in Cuba, 16-inch, 2-column, weekly, for fall and winter campaign.

The Siegfried Co., Inc., is now handling the advertising of the Paterson Parchment Paper Co., Passaic, N. J. Yearly contracts are being made with farm journals.

The Youngstown (O.) Telegram has installed a new Hoe X-pattern sextuple press and new stereotyping apparatus.

Water did \$500 damage to the Waco (Tex.) Times-Herald plant in a fire which was discovered in the building last week.

ROLL OF HONOR

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

ARIZONA.	MONTANA.
GAZETTE—Av. Cir. July 6,355...Phoenix	MINERButte
CALIFORNIA.	NEBRASKA
ENTERPRISEChico	FREIE PRESSE (Cir. 128,384)....Lincoln
RECORDLos Angeles	NEW JERSEY.
TRIBUNELos Angeles	PRESSAsbury Park
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	JOURNALElizabeth
INDEPENDENTSanta Barbara	COURIER-NEWSPlainfield
BULLETINSan Francisco	NEW YORK.
CALLSan Francisco	KNICKERBOCKER PRESS.....Albany
RECORDStockton	BUFFALO EVENING NEWS....Buffalo
Only newspaper in Stockton that will tell its circulation.	BOLLETTINO DELLA SERA, New York
	EVENING MAIL.....New York
	STANDARD PRESS.....Troy
GEORGIA.	OHIO.
ATLANTA JOURNAL(Cir.54989)Atlanta	PLAIN DEALER.....Cleveland
CONSTITUTIONAtlanta	Circulation for August, 1913.
CHRONICLEAugusta	Daily118,491
LEDGERColumbus	Sunday143,188
	VINDICATORYoungstown
ILLINOIS.	PENNSYLVANIA.
POLISH DAILY ZGODA.....Chicago	TIMESChester
SKANDINAVENChicago	DAILY DEMOCRAT.....Johnstown
HERALDJoliet	DISPATCHPittsburgh
NEWSJoliet	PRESSPittsburgh
HERALD-TRANSCRIPTPeoria	GERMAN GAZETTE.....Philadelphia
JOURNALPeoria	TIMES-LEADERWilkes-Barre
STAR (Circulation 21,589).....Peoria	GAZETTEYork
INDIANA.	SOUTH CAROLINA.
THE AVE MARIA.....Notre Dame	DAILY MAIL.....Anderson
IOWA.	THE STATE.....Columbia
REGISTER & LEADER.....Des Moines	(Sworn Cir. June, 1913. D. 21,733; S. 21,960)
THE TIMES-JOURNAL.....Dubuque	TENNESSEE.
KANSAS	NEWS-SCIMITARMemphis
CAPITALTopeka	BANNERNashville
KENTUCKY.	TEXAS.
COURIER-JOURNALLouisville	STAR-TELEGRAMFort Worth
TIMESLouisville	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
LOUISIANA.	CHRONICLEHouston
DAILY STATES.....New Orleans	The Chronicle guarantees a circulation of 35, 000 daily and 42,000 Sunday and will in- crease its advertising rates on October 1, 1913.
ITEMNew Orleans	WASHINGTON.
TIMES-DEMOCRATNew Orleans	POST-INTELLIGENCERSeattle
MARYLAND.	WISCONSIN.
THE SUN.....Baltimore	EVENING WISCONSIN.....Milwaukee
has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	CANADA.
MICHIGAN.	ALBERTA.
PATRIOT (Morning).....Jackson	HERALDCalgary
Daily (Except Monday) Average, Year of 1912	BRITISH COLUMBIA.
Daily..... 10,589 Sunday..... 11,629	WORLDVancouver
MINNESOTA.	ONTARIO.
TRIBUNE, Morn. & Eve....Minneapolis	FREE PRESS.....London
MISSOURI.	QUEBEC.
POST-DISPATCHSt. Louis	LA PATRIE.....Montreal
	LA PRESSE Ave.Cir.for 1912, 114,371 Montreal

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

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

AD FIELD PERSONALS. LIVE AD CLUB NEWS.

H. Vern Johnston, for the past three years with Charles W. Yates, representing the Mothers Magazine in the East, has resigned to become associated with the eastern office of the Capper Publications, Topeka, Kan. Mr. Johnston was formerly St. Louis manager for the Lewis publications and previous to that was for a number of years with the Kansas City Star.

E. T. Carrington, for several years a member of the advertising staff of the New Haven (Conn.) Journal-Courier and secretary of the Carrington Publishing Co., has been made assistant business manager. The appointment dates from Sept. 15. Mr. Carrington will have supervision particularly of the advertising department.

Harry F. Aitchison has joined the advertising and circulation departments of the Twin City Daily Sentinel at Winston-Salem, N. C. He was formerly on the staffs of the Atlanta Georgian and Montgomery Advertiser and has been for the past three years business manager of the Morning Journal, Winston-Salem.

Charles F. Southard, for eleven years advertising manager for A. D. Matthews' Sons, Brooklyn, N. Y., has resigned to engage in lecturing for the Board of Education.

Monte F. Brown, representative of the Architect, Builder and Engineer, of Vancouver, B. C., and a string of trade publications and newspapers in Washington, Oregon and British Columbia, is touring western Canada.

Richard Haughton, president of the Dallas (Tex.) Advertising League and for many years manager of Holland's Magazine and Holland's Farm and Ranch, has resigned to enter the general advertising business in Dallas with his brother, William Haughton.

James P. Fletcher has joined the advertising staff of the Capper publications. Mr. Fletcher was for six years with the W. D. Bovee Publishing Co., of Chicago.

C. J. Potter, advertising manager of Leinbach & Co., Lancaster, Pa., is to become editor of the Dry Goodsman, St. Louis.

H. P. Nerwich, managing editor of the Key West (Fla.) Journal, has joined the advertising department of the Atlanta Georgian.

Theater Decides on Press Ads Only.

The State Street Theater, Trenton, N. J., has put a ban on the use of billboards and window lithographs, and will hereafter advertise in the newspapers exclusively. This announcement, made this week, is the result of a special study of local conditions and practical tests which led the management to decide upon the press ad as the only effective means of publicity.

Creditable Edition of Sentinel.

The National Conservation Exposition, which is being held in Knoxville, Tenn., and will continue to November, has brought many strangers to that conservative, though progressive city. In order that visitors may learn something about industrial Knoxville, the Sentinel recently issued a forty-eight-page paper as a compliment to the Exposition. There were six sections and the outer pages of each contained blanket heads and sub-heads in red. An account of the early fairs and carnivals, the story of Knoxville's progress and articles on co-operation for fostering the resources of life and nature, were only several of the good features.

The Kelly-Smith Co., New York and Chicago, will represent the Fall River (Mass.) News, beginning Sept. 15.

That Baltimore is not on the map of advertising was the keynote of the speech made by Herbert N. Casson, of the H. K. McCann Co., delivered to over 300 members of the Baltimore Advertising Club at the first of their weekly luncheons following the summer recess. He declared that Baltimore was in the classified advertising class nationally, because the city does not make its wares known in large ads and on a big scale all over the land. Edward J. Shay, president of the ad club, was in the chair.

An address on "The New Status of the Press Agent" by Arthur Paul Kelly, of the Rochester (N. Y.) Union and Advertiser, was the main topic of discussion at the Rochester Ad Club's weekly luncheon. The press agents of the future, he said, must deal with the truth. He held that the days of buncombe and exaggeration were almost gone. Captain W. V. Simmons-Lynn, of England, was a guest and gave an interesting talk. He is editor of a Newcastle weekly newspaper. Harry B. Greenman presided at the meeting.

Fraudulent advertisers are going to be watched and punished to the full extent of the law if plans of the Advertisers' Club of Milwaukee, as laid down in the first meeting of the season, last week, are carried out. There were over 100 members of the club at the dinner and meeting. Great enthusiasm was shown in the plans for the season as well as in the address of James A. Townsend, secretary of the Cincinnati Advertisers' Club, who spoke on the convention at Cincinnati of the Central Division of the A. A. C. A. Election of officers resulted as follows: President, C. L. Benjamin; vice-president, Vincent Price; secretary, Fred Erickson, and treasurer, R. P. Spencer.

The results of "indirect advertising" through constant emphasis of a trade mark or trade name, with the daily newspaper as a valuable medium for keeping the article constantly before the public, were discussed at the weekly meeting of the Dallas Advertising League. The program was in charge of Otto S. Bruck, chairman of the educational committee, and papers were read by E. J. Hardy, advertising manager of the Bell Telephone Co., and J. H. Payne, advertising manager of the Fraser-Myers Brick Co. A short talk was made by John Fanning, of the Fort Worth Record.

There was a crowded attendance of members at the first weekly luncheon of the season at the Toronto (Can.) Ad Club. J. E. Atkinson made an address in which he defined certain policies of the present-day press. He particularly emphasized the progress made by enterprising newspapers in their attitude toward so-called illegitimate advertising.

"Foreign Advertising Methods, Their Advantages and Disadvantages," was the subject of discussion at the weekly luncheon of the Oakland (Cal.) Ad Club. The principal speaker was H. C. Capwell, who recently returned from a tour of the world. Mr. Capwell told of the art of advertising as he found it in many climes. The gathering was larger than usual, due to the special interest of the subject.

J. H. Dimmitt delivered an address before the members of the Los Angeles Ad Club at the weekly luncheon on "The Place of Lithography in Modern Advertising." Another speaker was Burdett Mull, an attorney, who talked to the ad men from the consumers' point of view. His topic was "Advertising as a Fine Art."

Why the club exists and what its field of endeavor includes, as outlined in two papers, provoked a lively discussion among members of the Johnstown (Pa.) Ad-Press Club, at the weekly meeting. Papers were read by President Henning

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

- ALLEN & WARD**
Brunswick Bldg., New York
Advertising Bldg., Chicago
- ANDERSON, C. J., SPFCIAL AGENCY**
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Tel. Cent. 1112
- JOHN M. BRANHAM CO.**
Brunswick Bldg., N.Y., Mallers Bldg., Chic.
Chemical Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY**
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTERS-SCHEERER SP. AGCY**
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN**
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Gumbel Bldg., Kansas City
- DE CLERQUE, HENRY,**
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New York Office, 1 W. 34th St.
- HENKEL, F. W.**
People's Gas Bldg., Chicago
Tel. Randolph 3465
- KEATOR, A. R.**
601 Hartford Bldg., Chicago, Ill
Tel. Randolph 6065
- LINDENSTEIN, S. G.**
118 East 28th St., New York
30 North Dearborn St., Chicago
- NORTHROP, FRANK R.**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- O'FLAHERTY'S N. Y. SUBURB. LIST**
150 Nassau Street, New York
Tel. Beekman 3636
- PAYNE & YOUNG**
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York
- PULLEN, BRYANT & FREDRICKS CO.**
225 Fifth Avenue, New York.
Tel. Madison Sq. 9729.
- PUTNAM & RANDALL,**
45 W. 34th St., New York
Tel. Murray Hill 1377
- STOCKWELL SPECIAL AGENCY**
286 Fifth Avenue, New York
People's Gas Bldg., Chicago
- VERREE & CONKLIN, Inc.**
225 Fifth Ave., New York
Tel. Madison Sq. 962

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
- LEE-JONES, Inc.,**
General Advertising Agents,
Republic Building, Chicago.
- MEYEN, C., & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- ANKRUM ADVERTISING AGENCY**
Classified Specialists
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY**
Clearing House For All Agencies
Karpem Bldg., Chicago.
- GUENTHER-BRADFORD & CO.,**
Chicago, Ill.
- THE BEERS ADV. AGENCY**
Lat.-Am.Off., 37 Cuba St., Havana, Cuba
N. Y. Office, 1710 Flatiron Bldg.
- THE EXPORT ADV. AGENCY**
Specialists on Export Advertising
Chicago, Ill.

and H. J. Hill. A motion was carried that the press committee of the organization secure statistics concerning the city, its natural resources and all other facts about Johnstown as a manufacturing and trade center.

The fall and winter campaign of the Denver (Col.) Advertising Club was outlined at a special meeting last week. The main thing which will be undertaken will be to increase the ability and efficiency of the members in advertising. Arrangements will be made for lantern slide lectures to be delivered about three times a month.

Plans for an active fall campaign were discussed at the weekly banquet of the Memphis (Tenn.) Advertising Club. Measures for promoting a keener interest among the membership, as well as for interesting new material in the organization, were carefully gone over, and it was decided to inaugurate an aggressive campaign in both directions.

The Oklahoma City (Okla.) Ad Club elected the following officers at its annual meeting last week: S. E. Beatty, manager of the Jenkins Music

Co., president; Joseph Coffey, manager Postal Telegraph Co., and Frank Hoopes, advertising manager Daily Oklahoman, vice-presidents; John W. Newbern, Oklahoma State Fair Association, secretary-treasurer. The new executive board is composed of Frank D. Northup, T. W. Fahy, Henry C. Martin, J. C. Holden, Paul B. Smith and Horace Hunter.

Ad Golfers in Third Tournament.

Advertising golfers turned out sixty strong for their third tournament of the season in the metropolitan district last Friday on the links of the Montclair Golf Club. Four-ball foursomes, handicap conditions, over the thirty-six-hole route, selected eighteen to count, were in order in two classes. The individual winner in Class A proved to be H. P. Gaines, of Wykagyl, with a card of 71, 6-65, while in the B set J. W. Greene, of Fox Hills, won, with 2, 11-71.



A Costly Ambulance

A hand-worked hot-process foundry between a modern composing room and a modern press room is like an invalid being dragged by a couple of athletes. They can go only as fast and as far as he is able to go.

Announcement

We take pleasure in announcing that we have arranged with the Wood Flong Company to make a demonstration of the WOOD DRY MAT—the new and successful cold process of stereotyping—in every office that installs a SEMI-AUTOPLATE machine.

With the SEMI-AUTOPLATE will be sent, on approval, a WOOD DRY MAT SCORCHER, while the expert who installs the machine will be equipped with the necessary dry mats to insure the immediate and successful operation of the plant upon a cold basis. Only such mats as are actually used upon the work of the paper will be charged for. Thus a publisher may put his foundry upon a quick, inexpensive, and modern basis at a single operation, and be done with the work in a few days, and for a ridiculously small sum of money.

It is needless to say that *every* department should be efficient and modern, or a paper is bound to suffer. Hand boxes and steam tables are dry rot; they hurt a newspaper, and discredit any pretenses to progressiveness which its publisher may make.

May we present to you our plan in detail?

Autoplate Company of America

HENRY A. WISE WOOD, President.

BENJAMIN WOOD, Treas. and Gen. Mgr.

1 MADISON AVENUE, NEW YORK CITY

