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CENTRAL AD MEN MEET.

FIFTH ANNUAL CONVENTION OF
DIVISION BIGGEST EVER HELD
IN MIDDLE WEST.

Gathering at Cincinnati Attended by
the A. A. C. A. Executive Commit-
tee—Former Governor Folk and W.
C. Freeman Among the Speakers—
Blacque Wilson, of Toledo, Elected
President of Division—Papers Read
(Special Correspondence.)

CINCINNATI, Sept. 25.—The fifth annual convention of the Central Division of the Associated Advertising Clubs of America, which began here yesterday, brought together one of the most notable assemblages of advertising men ever seen in the Middle West. Not only were delegates present from every club in the division, but the members of the executive committee of the national organization who met in Chicago earlier in the week for its first conference of the year, were also in attendance. Much enthusiasm was developed during the sessions and the program went off with a snap that was delightful.

The convention was formally opened at the Sinton Hotel Wednesday morning. Mayor Henry T. Hunt delivered the address of welcome on behalf of the city, and George H. Lewis, first vice-president of the Chamber of Commerce, on behalf of the business organizations. W. R. Emery, president of the Central Division, responded.

SOME OF THE ADDRESSES.

The afternoon session was in charge of Blacque Wilson, editor of the Toledo Blade, who discussed "Dealer Co-operation." Addresses were delivered by C. C. Parlin, manager of the Division of Commercial Research of the Curtis Publishing Co., on "The Retail Store," and others.

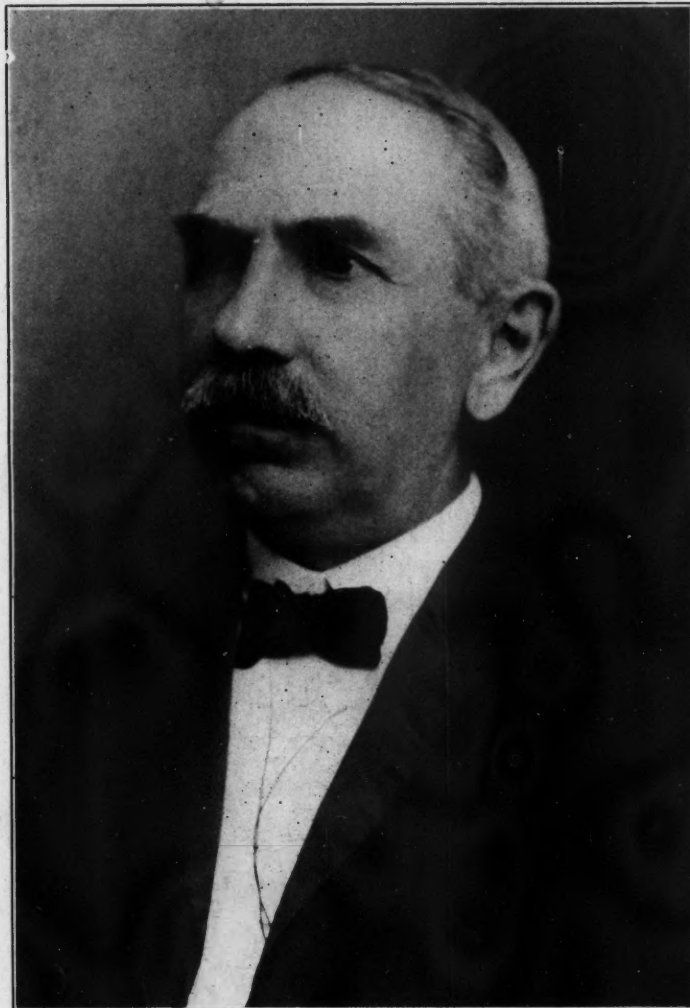
The features of the second day were the election of Blacque Wilson as president of the Division, and an address by Joseph W. Folk, former Governor of Missouri, who was recently appointed United States Solicitor General. Other new officers are: R. T. Carver, Milwaukee, Wis., first vice-president; A. J. Fox, Chicago, second vice-president; David B. Gibson, Cleveland, secretary; A. B. Merritt, Grand Rapids, Mich., treasurer; W. F. Chambers of Cincinnati, Cheney Hathaway of Chicago, Lee Otwell of Dayton, and Horace E. Ryan of Indianapolis, executive committee. The selection of the next convention city was placed in the hands of the newly appointed executive committee for action, but Indianapolis will probably be favored.

FREEMAN STARTLES DELEGATES.

Wm. C. Freeman, the famous crusader for truth in advertising, made several statements which startled the conventionists. He said he had been in the advertising business for the last twenty-nine years, and for the first twenty-three he had no scruples about publishing fake articles. He continued:

"I am ashamed of the work of these days. About six years ago I was converted to the religion of truth in advertising. I can feel somewhat proud of the work I have done since that time." Mr. Freeman gave a number of instances in which in the old days money was paid to people to induce them to give false testimonials about certain medicines. Following his address Mr. Freeman was made an honorary member of the Toledo Advertising Men's Club. "Ninety-nine men out of a hundred are

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H. M. SWETLAND,
WHO PRESIDED AT THE TRADE PRESS FEDERATION CONVENTION.

Fire in Chicago Inter-Ocean Plant.

Fire in the paper, ink and press rooms of the Chicago Inter-Ocean threatened to destroy the entire plant of that paper Tuesday afternoon. The fire was first discovered in some bags of waste paper in the storage rooms. Soon smoke filled the upper floors of the building and there was a hurried exit of employes from all floors. The blaze was controlled after an hour's fight. The Inter-Ocean electric light plant and its telegraph and telephone wires were temporarily out of commission. Newspaper publishers came to the rescue of H. H. Kohlsaat, publisher of the Inter-Ocean, and volunteered the use of their presses, but he declined all offers of assistance, stating that the paper would be issued as usual on the Inter-Ocean presses.

Conde Nast Sues for Vogue Stock.

Conde Nast, one of the proprietors of Vogue, the fashion journal, has started action against Mrs. Elizabeth J. Stimson and others to compel the surrender of several certificates of the Vogue Co.'s capital stock. According to the complaint, Mr. Nast received 1,000 shares and Theron McCampbell 1,019 shares of the stock as a reward for bringing about the recent reorganization of the company. Before the reorganization was effected Mrs. Stimson held 5,154 shares;

Mary S. Turnure, 350; Marie L. Harrison, 1,225; Mary E. Turnure, 335, and the heirs of Arthur Turnure, who organized the original company, 7,115 shares. The present action is to compel the surrender of a stock certificate in order that the transfer of stock may be recorded.

Sacramento to Issue City Weekly.

The City Commission of Sacramento, Cal., has voted to publish a weekly newspaper, beginning Oct. 1. The proposed publication will contain news of city improvement, tables showing the expenditures and receipts of each department weekly and anything of interest pertaining to city government. It is estimated the cost will be \$500 a week. D. J. Desmond, city clerk, will be editor. No department is to be given credit and politics will be tabooed.

Paris Herald Nearly Suspended.

The Paris edition of the New York Herald came near suspending publication last week owing to a demand by its compositors for extra pay for an extra edition. James Gordon Bennett, the proprietor, is reported to have informed the workmen that the paper was not paying and to have declared he would stop publication rather than yield. On this threat the compositors gave way.

BIG PLANS OF AD MEN

A. A. C. A. EXECUTIVE COMMITTEE
HOLDS TWO-DAYS' SESSION
IN CHICAGO.

Adopts Program for Toronto Convention
and Receives Committee Reports—Will
Raise Money Within the Ranks to Carry
on Association Work—Webb's Scheme to
Organize Newspaper Ad Managers Approved.
(Special Correspondence.)

CHICAGO, Sept. 25.—Twelve out of the fifteen members of the executive committee of the Associated Advertising Clubs of America were present at the meeting held in the La Salle Hotel, Chicago, on Tuesday and Wednesday, Sept. 23 and 24.

There never before has been such a large attendance, and never before were so many vital subjects so thoroughly threshed out. The committee was in session on Tuesday from 10 o'clock in the morning until 1 o'clock; again from 2 o'clock in the afternoon until 6 o'clock; again from 9 o'clock at night until 1 o'clock, the long recess from 6 p. m. to 9 p. m. being filled with a banquet and entertainment given by the Chicago Advertising Club in its clubrooms in the Advertising Building.

The sessions on Wednesday lasted from 9 o'clock until 12.30 and from 2 o'clock until 6, so you see it was not a vacation trip for any of them, nor was it a junketing trip for anybody, since every man was spending his own hard-earned money and not any part of the money in the treasury of the association. About the only thing that compensated the executive committeemen for their time and their hard work and the spending of their own money is the satisfaction they got out of seeing a Great Cause grow more important every year.

BRACING UP MEMBERS.

The declaration of principles adopted at Baltimore is to become a concrete thing—not a mere sentimental expression. Every department of advertising that subscribed to the Baltimore declaration is to be called on to do its full duty, to subscribe its share toward a general financial fund to be used to carry on the work of the association—to drive home, in a practical and business-like way, the full meaning of the platform of principles. The application of those principles to business in a sensible way will help business. It won't be crusading; it will be the force of intelligent persuasion.

S. C. Dobbs is chairman of the committee of committees appointed to raise a fund sufficiently large to carry on the work of the association until the Toronto convention.

The executive committee assisted Mr. Dobbs in the selection of his associates. A strong man represents each department of advertising, but obviously names cannot be mentioned in advance of either notification or acceptance.

This plan is to provide funds for immediate prosecution of the work now in hand. A bigger and broader plan of financing the national association was discussed, and it was voted to authorize President Woodhead to appoint a committee of five to outline a definite plan and submit it at the next meeting of the executive committee, which will be held within two or three months at the call of the president.

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CONVENTION WIND-UP.

TRADE PRESS FEDERATION ADOPTS DECLARATION OF PRINCIPLES.

F. D. Porter, of the National Builder, Elected President and John Clyde Oswald, Vice-President—Members Oppose Resolution Urging Government to Include Trade Papers in the Circulation Statement Law.

The eighth annual convention of the Federation of Trade Press Associations come to a close at the Hotel Astor on Saturday with a business meeting at which the following officers were elected for the ensuing year: President, F. D. Porter, of The National Builder, Chicago; vice-president, John Clyde Oswald, of the American Printer, New York, and secretary-treasurer E. E. Height, of the Class Journal Co., Chicago.

Frederic Donner Porter, the new president of the Federation, is the publisher of the National Builder of Chicago, in which city he was born. He began his business career as a bank clerk, but finding the occupation not to his liking, he turned his attention to the publishing business in which he has now been engaged for thirteen years. The Porter-Hodgson Company, of which he is the head, owns the National Builder, and has at various times also published the Inland Architect, Building Management and the Glass and Pottery World. Those latter publications were purchased when they were practically dead and were developed into paying properties and then sold at an excellent profit.

Mr. Porter for the last two years has been president of the Chicago Trade Press Association. His chief recreation is yachting. He has cruised on all of the five Great Lakes and has been a familiar figure at the principal regattas for several years. He has been commodore of the Columbia Yacht Club and president of the Lake Michigan Yachting Association.

The delegates declared by unanimous vote that they were in hearty sympathy with the work of the National Vigilance Committee of the Association of Advertising Clubs of America in its work of eradicating fraudulent, indecent or misleading advertising. The resolution adopted asserted that the influence of the Federation would be given to efforts to secure the passage of State and National laws for the protection of the public from improper advertising.

TO RECOGNIZE AGENCIES.

The Federation voted also that steps should be taken for the official recognition by it of service agencies and that a special committee to consider the subject should be appointed by the president. It was stated that there are now in the field a number of efficient advertising service agencies which look to the advertisers for their total remuneration and that these agencies should receive co-operation from the publishers.

A resolution offered by M. C. Robbins, general manager of the Iron Age, that steps should be taken to have all publications of every kind and description which are entered in the post-office as second class matter, compelled by law to file with the Postoffice Department and print in their respective publications twice a year a statement of their circulation, did not meet with the favor of a majority of the delegates.

OPPOSITION DEVELOPS.

The discussion that followed was spirited. Those who opposed the resolution declared that they were not worried about the prospect of making known their circulation, but that they did not believe in inviting the Government to concern itself more than it is doing at present with their affairs. To the argument that it would make for honesty the point was made that honesty cannot be legislated into publishers. Some of the delegates asserted that the condition sought by the resolution was bound to come anyway and finally it was deter-



FREDERIC DONNER PORTER,

NEW PRESIDENT, FEDERATION OF TRADE PRESS ASSOCIATIONS.

mined to table the resolution and let matters take their course.

SOME OF PAPERS READ.

Among the papers read at the final session were the following: "The Question of Costs," by B. B. Herbert, editor of the Natural Printer Journalist of Chicago; "What Should Be the Attitude of Trade Paper Publishers Toward Unfair Competition?" by Clancy Chapman, counsel of the Association of National Advertising Managers; "The Larger Functions of the Specialized Journal," by Emerson P. Harris, of the Harris-Dibble Co., New York; and "A New Way to Increase Advertising," by C. R. Clifford, of Clifford & Lawton, N. Y.

(Continued on page 297.)

BIRD AND BOSTON JOURNAL.

Gubernatorial Candidate Says He Does Not Own a Dollar in That Newspaper.

Charles S. Bird, Progressive candidate for Governor of Massachusetts, has shed some light on his relations with the Boston Journal, the recent purchase of which by Matthew Hale from Frank A. Munsey, it was generally understood, he had helped to finance. In reply to Congressman Gardner, as to Mr. Bird's interest in the Journal, the latter says:

In your letter of the 9th you say that you are informed that to a large extent my money financed the purchase of the Boston Journal from Mr. Munsey.

I did not even know that Matthew Hale intended to purchase The Journal until after the sale had been made. I do not own one dollar of stock, bonds or other securities in the Boston Journal, directly or indirectly, and therefore I have no financial interest in it whatever, and no control, as you intimate, of The Journal.

A few months ago I loaned him money, for which I have his notes, without collateral or any security save his personal promise to pay. If he needs financial assistance in the future I shall be glad to help him if I am able to.

COVERING SULZER TRIAL.

Allotment for Newspapermen in State Senate Chamber.

Accommodation for newspaper men and special writers from all parts of the country covering the Sulzer impeachment trial was a problem which seriously taxed the resourcefulness of Senate Clerk Patrick E. McCabe, who is in charge of the rearranged Senate chamber. Only members of the New York State Legislative Correspondents' Association occupy the 41 seats reserved for the press on the Senate floor. Allotment was made by drawing. A front row in one of the galleries was reserved for representatives not in the association.

Seating of the newspaper men is as follows:

Nos. 1-2, Laffin Bureau; 3-4, Associated Press; 5-6, International News Bureau; 7-8, United Press; 9, New York American; 10, Buffalo News; 11, Brooklyn Citizen; 12, New York Tribune; 14, Brooklyn Times; 15, New York Evening Journal; 16, Albany Argus; 20, Brooklyn Standard Union; 23, Brooklyn Eagle; 24, Utica Press; 25, Troy Times; 26, Albany Times-Union; 27, New York Telegraph; 29, New York Staats Zeitung; 30, Albany Evening Journal; 31, Troy Record; 32, New York Press; 33, New York Evening World; 34, New York Times; 35, New York Telegram; 36, New York Mail; 38, The Knickerbocker Press; 39, New York Evening Post; 40, New York Herald; 41, New York World.

Other papers that have seats on the floor are: New York Globe, New York Evening Sun, Buffalo Express, Buffalo Courier, Buffalo Times, Rochester Times, Rochester Post-Express, Syracuse Post-Standard, Syracuse Journal, Syracuse Herald, New York Jewish Daily News, New York Wahrheit.

Belgian and Danish Pulp in Free.

Free entry of wool pulp and paper was granted by the United States Treasury Monday to Belgium and Denmark under the favored nation clause of their treaties. The action follows the principle of a customs court decision granting to Europe free wood pulp and paper because it is accorded to Canada.

CHICAGO HAPPENINGS.

Inland Daily Press Association Discusses Trade Problems—Victor F. Lawson Leases Property Opposite Hearst Building as Site for News Home—Ad League Championship Goes to Abbott Team—Herald McGrath a Visitor to Windy City.

(Special Correspondence.)

CHICAGO, Sept. 24.—The Inland Daily Press Association held a meeting at the La Salle Hotel last week, at which advertising as a commercial proposition, newspapers as merchandise distributors, co-operation and trade topics were discussed. Jason Rogers, publisher of the New York Globe, advocated co-operation and organization as the best means for success of any commercial proposition.

Other speakers included Thomas Rees, Springfield (Ill.) State Register, "The Newspaper as a Merchandise Distributor. Will Future Development be in That Direction"; Frank D. Throop, Muscatine (Ia.) Journal, "The Advent of Free Newspapers and How to Prevent Their Issuance"; John Sundine, Moline (Ill.) Dispatch, "Magazine and Comic Sections for Newspapers"; J. K. Groom, Aurora (Ill.) Beacon-News, "Co-operation of the Newspapers with General Advertisers," and J. L. Sturtevant, Wausau (Wis.) Record-Herald.

Victor F. Lawson has leased as a future site for a big newspaper building for his Daily News the property northwest corner Madison and Market streets, extending to the river and across the street from the Hearst building.

Bertram B. Udell, editor of the Wilmette Citizen, was angered by the order of the local School Board that medical inspection be made of all children attending school. He threatens to take court action, and is upheld by some others in his objections.

The championship of the Advertising League was won by the Abbott Press team, after a dispute over the deciding game with the Anderson & Linds team was declared in favor of the Abbotts. The disagreement was on a technicality as to the standing of some players on the Abbott team.

The trial of Max Annenberg, of the Tribune, for shooting Alex. Belford has been set for Sept. 29 before Judge Brentano.

The Illinois Woman's Press Association is to erect a cottage to be named in memory of the late Mary Eleanor O'Donnell, of that society.

Harold McGrath, the novelist, with his wife has been visiting here, where, in 1891 he was a "cub" reporter for a while.

Walter Diamond, formerly a Cleveland, O., reporter, died last week at the Presbyterian Hospital. He was a native of Brooklyn and twenty-seven years old.

MORE INCREASES IN WAGES.

Printers in Coffeyville and San Bernardino the Lucky Ones.

During the past month new wage scales were negotiated by the typographical unions at Coffeyville, Kan., and San Bernardino, Cal. In the first-named city an increase of \$1.25 was secured for floormen, making the new scale \$18 per week, to run for the ensuing two years.

At San Bernardino overtime is now price and one-half, instead of price and one-quarter, under the old agreement, and the wage increase is as follows: Foremen on morning papers, from \$24 to \$27; foremen, evening papers, \$22.50 to \$24; operators, morning papers, \$24 to \$27; operators, evening papers, \$21 to \$24; admen, morning papers, \$20 to \$24; admen, evening papers, \$18 to \$21; jobmen, \$19 to \$20; foreman of jobroom, \$22.50 to \$24.

Machinist-operators will receive \$1.50 per week additional, for each machine under their care, instead of \$1, under the old scale. Piece work in book offices was increased 5 cents per thousand.

BUSINESS OUTLOOK.

ADVERTISING MEN REPORT TRADE CONDITIONS FAVOR LARGER EXPENDITURES.

With the Tariff and Finance Bills Out of the Way Greater Activity in All Lines May Be Expected—Crops in The South Presage Good Times There — Automobile Advertiser's Opinion — Expressions Optimistic.

In response to requests for opinions upon the outlook for business this fall and winter sent out by THE EDITOR AND PUBLISHER to some of the leading advertising agents and advertising managers of the country, the following expressions have been received:

St. Elmo Massingale, of the Massingale Advertising Agency, of Atlanta and Jacksonville.—"In our immediate circle of most activity King Cotton has spread himself this year. This crop, which is predominant as our money crop, is now being harvested, and everybody in the South is happy. Other crops are proportionately good, and while the past summer has been somewhat dull—due, to a large extent, to political reasons—the fall is starting off as the most promising of any in many years. We already see evidence of a great improvement over last year, and I look forward to a splendid business winter. So, answering your question, the advertising outlook, as far as we are concerned, is very rosy and healthy."

W. C. D'Arcy, President of the D'Arcy Advertising Agency, of St. Louis.—"Any man in the advertising business, especially in that department of agency work, who does not view the future optimistically, should retire to the rear and be seated."

"Advertising is the greatest force in modern merchandising. Its recognition in this respect by those who practise it should only tend to improve his view of the future. If his view of nature and business and this country in general is not sufficiently strong to cause him to believe that the immediate future holds much for those who act in the hope of getting, he might as well take up a paint brush, or do some other chores that are purely mechanical."

MUCH IN STORE FOR ALL.

"We have just closed another fiscal year, and our results in dollars and cents and other accomplishments please us mightily. We have the sinews of war in bank and we have the conviction of deeds well done to be prepared for things we know are coming this next twelve months. With the close approach of tariff settlement and the prospect of further judicious action on the part of Congress to help out on the money question, it seems from our point of view that as long as crops are good, the health of the nation very good and sunshine coming, that the advertising business has much in store for those who take it seriously and practise it honestly."

"We do not anticipate at the closing of the next twelve months that there will be anything else than an increased profit to us as the result of our efforts. This we mean as profit on our client's ledger as well as our own."

"The immediate territory is full of growing business. We have our share of enterprising institutions located in this part of the country who are advertising and who are increasing their ammunition in the hope of applying more space of one kind or another to attract more people."

Russel M. Seeds, President of the Russel M. Seeds Co., Indianapolis.—"This agency has something like thirty per cent. more business on its books for its next fiscal year, beginning November 1, than it is executing this year, and the present year is considerably ahead of anything we have heretofore done. We are, therefore, looking to the future with confident hopefulness."

J. Aubrey Saunders, President of the Richmond Advertising Agency, Inc.,



JOHN P. GAVIT.

NEW MANAGING EDITOR OF THE NEW YORK EVENING POST.

Richmond, Va.—"The outlook for business this fall is very bright, particularly when the traffic and currency bills are settled, which, as it appears now, will be within a short while. The country seems to have explicit confidence in the administration, and since business has been at a standstill for some time, in our judgment there can be no reason to prevent a heavy business this fall."

TAKES OPTIMISTIC VIEW.

P. F. O'Keefe, of the P. F. O'Keefe Advertising Agency, Boston, Mass.—"It is gratifying to be able to take an optimistic view of the business situation for the coming season—in fact, now business is good. We have always felt that the indications of good times are to be first observed in the advertising business, and the same holds good as regards hard times. We already have a substantial amount of business booked, and inquiries from new quarters indicate that business men are sanguine as to the healthy condition of the business world."

William M. Mumm, of the Mumm-Romer Co., Magazine and Newspaper Advertising, Columbus, O.—"The business outlook in advertising, so far as we can judge at this time, is very favorable. Practically all of our old clients are increasing their appropriations and there is considerable new business besides. We look for a big year, provided the money interests do not begin playing horse with the country."

K. P. Drysdale, Advertising Manager Cadillac Motor Car Co., Detroit, Mich.—"From all we can see the indications are that our business for the coming year will be greater than ever before in our history. Our output of the 1913 model reached a total of 15,007 cars, averaging in retail selling value more than \$2,000. For the 1914 season, which commenced in July, we plan to build 18,000 cars, which will aggregate in retail selling value more than \$36,000,000. We have bona-fide orders from dealers covering this entire output. We have already delivered approximately 2,500 cars, and we have not a single dealer on our list who is not greatly enthused over the outlook for the coming year."

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J. Aubrey Saunders, President of the Richmond Advertising Agency, Inc.,

Send in your subscription now.

DOINGS IN BALTIMORE.

Ad Club Working to Clean Up a \$2,200 Convention Deficit.

(Special Correspondence.)

BALTIMORE, Sept. 24.—A "five-thirty" edition begun last Monday by the Baltimore News is a new departure in the Baltimore evening newspaper field. Heretofore the latest editions of Baltimore afternoon papers appeared on the streets at 3:30 o'clock. As yet it has not been announced by the Star and Evening Sun that they will issue late editions.

The Baltimore Press Club will hold its housewarming smoker early in October, on a date not yet definitely fixed. The club recently removed from 412 West Franklin street, nearly a mile from the newspaper center, to 211 East Fayette street, within two blocks of every daily newspaper in the city. It occupies one floor of about 1,200 square feet, divided into an audience hall, sitting room and library, a poolroom and board room. Since getting into its new location many new members have been added to the roll.

The Baltimore Advertising Club has made the discovery that it is up against a deficit of about \$2,200 on the Associated Advertising Clubs convention. The deficit is due to failure to collect about \$1,200 of the amount subscribed by Baltimore concerns, and \$1,000 in bills not foreseen. The money was borrowed to pay all accounts, and now the Ad Club is busy raising the money to wipe out the deficit. The club bought the house of "The Red Canary," Ford's Theater, for Sept. 29, with Lina Abarbanell as the star in that musical comedy. The 400 members of the club are now hustling to sell tickets.

The regular Wednesday meetings are being held in the big dining room of the Baltimore City Club, on the eighteenth floor of the new Munsey building. Distinguished men in the advertising profession are the speakers. Two weeks ago the speaker was Herbert N. Casson; last week it was James Schermerhorn; this week (Sept. 24) it will be Robert Tinsman, of the Federal Advertising Agency, New York. He is to tell how some of the big advertisers grow from very small beginnings.

The Baltimore Ad Club hopes to be in its own quarters within a twelvemonth. A building had been selected and tentative preparations were under way to take a floor in it when it became evident that there was a deficit to be wiped out. Until this is done the permanent headquarters is in abeyance.

Working committees of the club have been chosen, not least important of which is the educational committee. The committees are interlocking. The educational committee is composed of Grafton B. Perkins, chairman; J. A. Campbell, Joseph Katz, Harry W. Hoff, E. Leyell Gunts, H. E. Sands, P. E. Graff, D. M. Henderson and H. L. Hamilton. The club is getting together a library through the members buying books which they read and then donate to the club.

Last Tributes to Charles de Young.

The funeral of Charles de Young, only son of M. H. de Young, proprietor of the San Francisco Chronicle, held in that city last Sunday, was marked by the presence of uniformed squads of policemen and firemen and 200 employees of the Chronicle marching in a body. St. Mary's Cathedral was crowded and the requiem mass was impressive. The body was laid temporarily in the vault of Mrs. Theresa Oelrichs in Holy Cross Cemetery. Charles de Young died of typhoid a week ago Wednesday. He was appointed publisher of the Chronicle only two months ago and took over many of the duties which his father had performed since the Chronicle was founded.

The first issue of the Voters' Weekly, New York, a sixteen-page newspaper devoted to the interests of the Fusion candidates, made its appearance Thursday.

JOHN P. GAVIT TRANSFERRED.

Washington Correspondent to Become Managing Editor of Evening Post.

Announcement was made Saturday that John P. Gavit, head of the Washington Bureau of the New York Evening Post, will become managing editor of that newspaper about October 15. Edward G. Lowry, managing editor at present, will reassume charge of the Washington Bureau at his own request, and in accordance with an agreement made at the time he accepted the managing editorship. Mr. Lowry was head of the bureau in the national capital for seven years.

Mr. Gavit went to Washington in 1900 from Albany, where he had represented the Associated Press for seven years, and had also served as correspondent for the Evening Post.

He was promoted to be superintendent of the central division, with headquarters in Chicago, in April, 1911. He remained in Chicago until a year ago, when he took charge of the Washington Bureau of the Evening Post.

When Mr. Gavit went to Washington to assume charge of the office of the Associated Press, after having served many years as Albany correspondent of the Associated Press, Mr. Taft, then President, received a letter from Justice Charles Evans Hughes, then Governor of the State of New York, recommending Mr. Gavit in the highest terms. Probably no more complimentary words commending the worth of a man were ever exchanged between two high officials than those contained in this letter. Governor Hughes' letter read in part:

"He (Mr. Gavit) is the best type of newspaper man, able, conscientious, fair—and to be trusted absolutely. I commend him to you without reservation."

President Taft thought the letter of unusual character, for he presented it to Mr. Gavit some time after he had been in Washington and had evidently been found to be as trustworthy as Governor Hughes had thought him to be. Mr. Gavit has formed a large circle of friends in Washington who will regret to see him leave.

CIRCULATION PROBLEM.

Best Things in Papers Read by Experts at Eighth Annual Trade Press Convention Held in New York Last Week.

After declaring that it had been his experience that the small trade journal cannot, as a rule, hire solicitors, and that mail solicitation achieves much better results for the money expended, Robert H. McCready, editor of Knit Goods, said:

"A subscription letter producing less than eight per cent. of actual results is below standard and should be promptly abandoned. Sometimes the returns will be ten per cent., but this is unusual.

"This general campaign should be carried on and should cover every name on the list of possible subscribers. The treatment of the preferred list, however, should be much more thorough and, possibly, much more costly. Where, under a general subscription campaign, each new subscriber would cost about \$1.25, it is easy to see that a man purchasing \$50,000 worth of merchandise and having a wide reputation in the trade is much more valuable to the publication than a man buying \$500 to \$1,000 worth, and, therefore, the cost of securing the larger buyer can properly be far greater than would be legitimate for the average subscriber.

"Some years ago a successful trade journal publisher said to me, 'Every paid subscriber is an advertising solicitor,' and I have found in my work that paid subscribers among the important men in the trade are by far the best advertising solicitors we can have."

MR. RALPH'S ADVICE.

W. I. Ralph, of the Automobile, gave publishers the following advice:

"First—Make a yearly appropriation, fifty per cent. of which is to be devoted to personal canvass.

"Second—Engage men of a high order of intelligence on a salary basis.

"Third—In addition to securing subscriptions, the solicitor will co-operate with the editorial and reinforce the advertising department.

"Fourth—The subscription department is the training school for advertising representatives."

In discussing "Quality Circulation," A. C. Pearson, of the Dry Goods Economist, said:

"More important than the question of how many people the paper reaches is, first, what is the buying power of these people, and second, what is the influence of the paper with them.

"The impression which an advertisement makes upon a reader is influenced largely by the impression which the publication has made on that same reader. The publication introduces the advertiser—and in an introduction much depends upon the intermediary. For instance, a man wishing to meet President Wilson would not seek to be introduced by the President's butler, simply because the butler could prove that he saw the President regularly and knew him well, but he would seek to be introduced by a Cabinet member or some other person whose introduction would carry weight."

MEASURING THE SUBSCRIBER.

H. K. Fisher, of the Hill Publishing Co., in speaking about circulation promotion, gave these helpful suggestions:

"Any subscription campaign carried on by a trade or technical paper to be thoroughly successful must have a fixed ideal. That ideal should be to secure, as interested readers, all the buyers or all those who influence buying in the industries represented; and the highest percentage of buyers secured will then be the acid test of the true value of the paper to the advertiser.

"No one method used for securing subscriptions will alone achieve this high percentage of results. It will be obliged to rest content with a limited percentage of buyers secured as readers, and must justify itself to the advertiser for lack of high percentage results—by quibbling and theorizing over the value of subscribers secured by other methods.

"The best methods are the direct ap-



BENJAMIN B. HAMPTON,

FORMER ADVERTISING AGENT, WHO HAS BEEN ELECTED VICE-PRESIDENT OF THE AMERICAN TOBACCO CO.

peal by mail and the direct appeal by salesmen. Both methods should be used. They can be used in perfect harmony and may be made to work in perfect accord."

F. J. Low, advertising manager of the advertising department of the H. W. Johns-Manville Co., New York:

"From the meager information most publishers give regarding their circulation it is practically impossible to determine the value of the publication for a given purpose. Circulation is really a mailing list, plus services of a printing-addressing-and-mailing company, plus the services of Uncle Sam.

"Publishers should therefore compile their mailing lists as carefully as advertisers make up their own lists for circularizing. And publishers should be willing to tell prospective buyers exactly how many persons or firms are on these lists, their occupation or business, location, buying power, how the lists were secured, and other information essential to accurately forecast the value and probable pulling power of their mailing lists.

"They should also be willing to furnish proof of claimed circulation in the way of a sworn statement of circulation, an affidavit or bills from printer, binder and paper house, and post office weight receipts."

"Holding a Subscriber" was the topic discussed by Frank Farrington, editor of the Inland Printer. He said:

"Holding the subscriber is the nub of success in the circulation department just as holding the customer is the nub of success in storekeeping. Selling a trade paper is not so very different from selling shoes, sealing wax or cigars. To get the customer to buy the first time there must be advertising that will make the goods seem desirable. To get the customer to come back again and again the goods must prove what he expected them to be, or better.

"There is no secret about how to get the subscriber to renew—or at least it is an open secret. It is this: Make the paper suit the subscriber by filling it with matter showing him how to make more money, and he will never stop taking it, provided he reads it."

BEN HAMPTON'S RISE.

Interesting Facts About American Tobacco Company's New Vice-President.

Benjamin B. Hampton, who was recently elected a vice-president of the American Tobacco Co., entered the tobacco business through the field of journalism and advertising.

In many ways his career has been typical of the hustling success-getting American life of to-day. At the early age of eighteen Mr. Hampton was proprietor and editor of his own newspaper. Leaving the field of Illinois journalism, he came to New York and worked with Charles Austin Bates in the advertising business. Soon after he established an advertising agency of his own, and this he rapidly built up until it was the foremost of its kind in the country.

It was in this connection that Mr. Hampton first got his knowledge of the tobacco business, for the largest advertising account which his firm handled was that of the American Tobacco Co. Later he established Hampton's Magazine, and while editor of this periodical commissioned a special writer who gave the first true, impartial and complete report of the "Night Rider" situation.

Since Mr. Hampton has been with the American Tobacco Co. he has specialized particularly on the "Tuxedo" brand of smoking tobacco and has mapped out the advertising campaign of personal testimonials to that brand which has proved so popular.

SCHOOL IN NEW HOME.

Pulitzer School of Journalism Installed in Its New Building—A Beautiful Structure Admirably Adapted to the Needs of the Institution—Details of Some of Its Arrangements.

For the first time the Pulitzer School of Journalism, which opened its fall term of the new academic year on Wednesday, occupied its handsome new building at the corner of Broadway and 116th street, which has been under construction the past twelve months.

Dr. Talcott Williams, director of the school, wore a wonderfully happy smile as he welcomed to its halls the 140 young men and women who, one of these days, are to fill important reportorial and editorial positions on the great newspapers of the country. No wonder he smiled, for the new building is a wonderfully fine home for the school. It is artistic in its decorations, its rooms are large and flooded with sunlight, and its accommodations are all that the most critical teacher or student could desire.

A glance through the building shows that while the furniture is not all in place and the library book cases are not completed, and the carpenters are still putting the finishing touches on some of the woodwork, it is a very attractive structure.

The main entrance faces the South Field. Upon the walls in front of you as you push open the grilled doors and step into the hallway are bas reliefs of Delane, Franklin, Greeley and Thomas. The first floor, which is on a level with South Field, contains the offices of the directors and of the Administrative Board, and four lecture rooms, two having the capacity of 225 students each. The larger rooms, it is believed, will be used for public lectures. The second floor has a ceiling height of twenty feet and has a large library and reading room, with collections in current history and politics, municipal characters, documents relating to all branches of modern governmental activity, indexes of current history and politics, pamphlet literature, and reports of civic organizations. History, politics, and economics will constitute a very important part of the course in journalism, and the proposed arrangement of the second floor will place material for the study of these subjects at the most accessible point, while immediately above, on the mezzanine floor, will be the lecture rooms and a "City Room."

The "City Room" has a specially constructed semi-circular desk such as most newspaper offices have for copy reading. This desk is in the center of the room, and around it are typewriters for "reporters," file racks, telephones, and all the equipment found in the up-to-date city room. There will probably be about twenty students who will use this classroom in "newspaper technique," as the course is called. Some of the students will handle the copy as in a real office, while others will cover assignments and do rewriting work.

The third, fourth and fifth floors will be used for lecture rooms, classrooms, offices and studies. A room on the top floor has been set apart for a students' clubroom. The upper floors can be reached by two elevators and two flights of stairs. The classrooms and lecture rooms number about thirty, ranging in seating capacity from thirty to 300 students.

Northampton Herald Changes Owners.

The control of the Northampton (Mass.) Herald has passed from Charles F. Warner to Eugene B. Edwards and Sheldon M. Fisher, the latter a member of the editorial staff for several years. Mr. Warner, who has been editor of the Herald for the last ten years, is to continue in the advertising department of the paper. Under the new management Mr. Fisher will head the editorial and Mr. Edwards the business departments. The policy of the Herald will remain independent, with Democratic leanings.

A Tribute To Confidence

During August The Chicago Daily News printed more advertising than the three other Chicago evening newspapers *combined*.

The Chicago Daily News has more than twice the *city* circulation of any other Chicago paper—morning or evening.

The Chicago Daily News

America's Greatest Advertising Medium

JOHN B. WOODWARD, Eastern Advertising Representative, 709-710 Times Building, NEW YORK

CENTRAL AD. MEN MEET.*(Continued from front page.)*

honest," said former Governor Folk, of Missouri, in his address to the advertising men. "A chair is honest in the sense that it is not dishonest. We do not want to be like chairs. While passing through the corridor of the hotel I saw signs bearing the inscription 'Truth,' a most expressive word, and explaining the necessity of the practise of such a word in your business. Nothing is more powerful than truth. Truth must uphold patriotism. The man that gives himself up for the uplift of communities is as great and brave as the man that lays open his breast to bullets.

"There are two classes of men, good and bad, and the good are half bad and the bad are half good. One class lifts and one leads. In my opinion there is one lifter to every twenty leaders. As advertising men you are lifters. Ideals are the life and freedom of the nation. Take away ideals and the ideas of the American people and the strength of the nation is lost."

Late yesterday afternoon the delegates, who have received every attention by their hosts, the Advertising Club of Cincinnati, were shown Cincinnati in special cars furnished by the Chamber of Commerce, after which they went to the Soo, where dinner was served and in the evening they were entertained by a moonlight cabaret, one of the many unique entertainments furnished during the week. On Wednesday evening the delegates were taken on a boat ride up the Ohio River, the trip being followed by a banquet.

The convention came to a close Friday, with J. M. Linihan, general manager of the United Cereal Mills, and president of the American Specialty Manufacturing Association of Chicago as chairman. One of the subjects discussed was "Should the Manufacturers Control the Resale Price of His Products?" Addresses were made by John A. Green, of Cleveland, secretary of the Retail Grocers' Association of the United States, and William Woodhead, president of the Associated Advertising Clubs of America.

In the afternoon the guests were taken through the plant of the United States Playing Card Co., the largest factory of its kind in the world. Dinner was served by the company in the company's dining room. In all about three hundred delegates have attended.

WOULD LIMIT CRITICISM.**Secretary Daniels Urges Press to Echo President's Voice as That of United Nation.**

Secretary of the Navy Daniels, owner of the Raleigh (N. C.) News and Observer, was the principal speaker at the annual meeting of the Indiana members of the Associated Press at Indianapolis, Wednesday. Taking as his theme the privileges and duties of newspaper men, Mr. Daniels laid down the principle that when the interests of the nation are at stake in an international controversy, like the present Mexican situation, the President's voice ought to be accepted by the newspapers as that of a united nation.

"The rights of the whole people," said Secretary Daniels, "restrict individual freedom of speech and freedom of the press in international matters, though free and unrestrained in the domestic or internal policies.

"The President is at any time liable to fail to effect a program of peace with any nation unless the people—more particularly the press, through which their views find best expression—admit the principle that the President having announced a foreign policy, his will thereby, until Congress acts, becomes the will of the nation. Any other course is necessarily disastrous to the world power of the American people.

"If the press is thoughtless, if it is reckless—if it so publishes the differences between nations as to inflame the passions—how can it escape responsi-

The Birmingham News

The Montgomery Advertiser

The Mobile Item

Announce the appointment of

Kelly-Smith Company

NEW YORK
220 Fifth Avenue

CHICAGO
Lytton Building

As Foreign Advertising Representatives

Effective Sept. 24th, 1913

MR. A. M. SPONG, Jr., recently appointed Manager Foreign Advertising of the above papers, has joined the Kelly-Smith Company, and is now associated with their Chicago office.

bility if the people influenced by these publications plunge the nations into war? If the American press publishes what unjustly inflames the American mind against another nation, is it not to be expected that a sensational press of that country will copy such inflammatory utterances and reply in kind?

"It is not for me to tell any brother journalist what his duty is in the day of international differences. It is for me but to raise the question and put it in the heart and conscience of every American journalist: 'Am I blood guiltless of any publication in my journal that tends to inflame national anger, to provoke national hatred, to waken international enmity or friendship or to fan the flames that leap into the hell of war?'"

Bill Nye's Old Paper Foreclosed.

The Laramie (Wyo.) Boomerang, founded in 1881 by Bill Nye, the humorist, and edited by him for years until its fame was worldwide, has gone to the journalistic graveyard. Its spirit was wafted out Monday night to join its creator beyond the Great Divide. The Boomerang was fast losing ground, and when interest on its bonded indebtedness was defaulted and long overdue, the First National Bank, the holder of the mortgage, decided that there was nothing to do but foreclose.

Cleveland Jewish World a Daily.

The Cleveland (O.) Jewish World, started as a weekly two months ago, has become a daily. It will run from eight to twelve pages every day except Saturday, with a large Sunday issue.

Boston Post Adds More Presses.

The Boston Post has just closed a contract with R. Hoe & Co. for two new rapid perfecting sextuple presses with all the latest improvements to date, and for the enlargement of a quadruple press to a sextuple press.

CHANGES IN INTEREST.

RECTOR, Ark.—L. F. Maynard, editor of the Peach Orchard Press, is now the owner of the Clay County Newsboy, having purchased the paper from Ben D. Daulton.

SPRING VALLEY, Minn.—The Sun has recently changed management, and J. B. Curtain will act as editor in the future. Mr. Johnson, the former editor, has taken charge of the Stewartville Times.

SULLIVAN, Ind.—Prof. Carl Carr, of Lebanon, who recently resigned a position in the Government high schools in Panama, has purchased an interest in the Daily Times of this city.

MADISON, S. D.—Charles Ashton, for seven years publisher of the Outlook, has sold the paper to A. J. Runestrand.

DAVIDSON, Mich.—George Purvis, who recently sold the Grand Ledge Times to R. B. Jaquith, has bought the Index, and will take possession of the paper next week.

LAGRANGE, Ind.—H. O. Eldridge, publisher and editor of the Lagrange County Democrat, has become the owner of the Saturday Call, a weekly paper.

PERRY, Ia.—C. C. DeWald, recently of Grand Junction, has purchased the Bouston Press from Harry Watson.

FREDERICKTOWN, Mo.—O. J. Ferguson, who recently bought the Tribune from E. P. Francis, has sold it back to him and in turn has bought the Democrat-News from E. L. Purcell.

AUBURN, Wash.—The Argus has been sold to Harry Leslie, who took possession last week.

GAYVILLE, S. D.—The plant of the Observer, a local weekly newspaper, has been sold by T. R. Stewart to J. F. Van Gorkom.

Whitelaw Reid Portrait for Regents.

Mrs. Whitelaw Reid presented to the State Board of Regents at Albany on Thursday a life-size portrait of Mr. Reid, late editor of the New York Tribune, and Chancellor of the Board.

Extends Cost Congresses in Canada.

The cost educational and district conference work of the Canadian Press Association is to be extended to Manitoba and Saskatchewan. Four district cost and press conferences will be held in those provinces each day from Sept. 29 to Oct. 2, at Brandon, Regina, Saskatoon and Yorton, respectively. At each of the conferences John M. Imrie, secretary of the Canadian Press Association, will give an illustrated exposition of the Standard Uniform Cost Finding System. M. J. Hutchinson, advertising manager of the Regina Leader, will talk on "Service to the Advertiser" at the Regina and Saskatoon meetings.

Baltimore Newsies at Big Outing.

Some 2,200 and odd newsboys took River View Park by storm as guests of the Baltimore News last week. The jolly "gang" of youngsters filled eighteen special cars that left the News office for the park, under the care of Manager Frank K. Wilson, of the circulation department, and his assistant, "Big Lou" Bennett. But they disdained all guardianship and had the park all to themselves from beginning to end. Racer dips, scenic railway rides, ice cream cones and orangeade were on the free program, besides a host of other good things dear to the heart of every real boy. "Professor" Sim's Pickaninny Band of twenty provided "harmony" en route.

Ha-Yome, Hebrew Daily Revived.

The revival of Ha-Yome, or the Day, the only daily newspaper in this country printed in Hebrew, was the occasion of great rejoicing at Clinton Hall, New York, Sunday, where more than 500 persons assembled to hear speeches and do honor to Joseph S. Marcus, through whose generosity the paper resumed publication. The paper was founded about three years ago, but suspended after four months. Among the speakers were Mr. Marcus, M. Goldman, publisher and editor of Ha-Yome; Dr. M. Z. Reizin, M. O. Fleishman, associate editor of Ha-Yome; Dr. S. Buchler and Lauer J. Shpreinigin.

Referee in Pulitzer Estate Suit.

Justice Guy has appointed Phoenix Ingraham referee in the suit brought by the executors of the will of Joseph Pulitzer for instructions from the court as to differences between the trustees and certain beneficiaries, among them the widow, Mrs. Kate Davis Pulitzer. The referee is directed to determine whether the dividend of \$600,000 worth of General Electric stock is payable to Mrs. Pulitzer as income or whether it is to be held as part of the principal.

Night Journalism Course at N. Y. U.

One of the innovations at the opening of the New York University school year on Monday is a course in reporting and writing news, which starts at 5 p. m. and lasts until 11 p. m. Ample time will thus be afforded the students to report local news events, just as though they were in the city department of a daily paper. A similar course in magazine fiction will be provided this year for the first time. Other new courses are trade journalism, newspaper law, newspaper making, newspaper verse, magazine writing and short stories. In the advertising division new courses will include advertising campaigns, advertising copy, psychology of advertising and advertising display.

New York's New Weekly.

New York Topics, the new local weekly, of which Theo. Lowe is editor and publisher, seems to be making good headway. Its table of contents is sufficiently varied to interest many kinds of people. The articles, which are brief, are well selected and the illustrations are of a fair degree of excellence. W. Lawson Guppy, an English artist whose worth is well known in America, has been placed in charge of the art work of the publication.

BIG PLANS OF AD MEN.

(Continued from front page.)

All of the financing is to be done within the organization—by those members who have the zeal and are willing to contribute of their own funds to make the national association a business institution which will command the respect and confidence of the business world.

President Woodhead has justified the expectations of the association's members that he would start an intelligent and progressive business administration. Such an administration is already under way. Another year will see developed an organization which will wield a powerful influence. Those who have any doubt about the efficiency of the work to be done—those who think that the declaration of principles means merely business evangelism—will have an awakening within a very few months.

The dates set for the Toronto convention are June 21 to June 25, inclusive, starting on Sunday and ending on Thursday night. The president of the Toronto Advertising Club was present and outlined what Toronto intended to do in helping to make the next convention a business success, first of all; and, secondly, more of a get-together success than any previous convention.

MR. ALLEN'S REPORT.

J. K. Allen, chairman of the program committee (he is advertising manager of the Christian Science Monitor), was at the meeting and presented his plans, which were unanimously adopted by the executive committee. The programs of previous conventions, while good, were primers, as compared with that laid out by Mr. Allen. It is intensely practical and business-like. It will keep enthusiasm alive, but it will also give a punch and force to the work that it has never had before.

A program adopted nine months in advance of the convention! That shows how earnest everybody is in getting the big work outlined in Baltimore under way as quickly as possible.

MR. WEBB SUBMITS PLAN.

Advertising Manager Webb, of the Baltimore News, appealed to the executive committee for its indorsement of his plan to have an association of advertising managers of newspapers meet at Toronto in advance of the regular convention, Mr. Webb explaining that it was not intended that his plans should in any way interfere with the regular convention. The vote to indorse his plan was unanimous.

Herbert S. Houston, chairman of the educational committee, called his committee together in Chicago, and they had a two days' earnest session prior to the meeting of the executive committee.

Mr. Houston was present at the all-day session of the executive committee on Wednesday upon invitation, and he outlined his work for the coming year and made several suggestions that were considered so good that they were instantly adopted by the executive committee without debate.

HOUSTON'S ADVICE.

His advice was sought on other important matters, because it is well known how thorough and practical he is and what a power he has been in the development of the business spirit which now dominates the association.

H. D. Robbins, chairman of the vigilance committee; Richard H. Waldo, chairman of the publicity committee; A. G. Newmyer, chairman of the educating the public committee; Henry C. D'Arcy, chairman of the agency department; J. A. Potsdamer, chairman of the exhibit committee, were also present and were invited before the executive committee to outline their plans.

They were all present at the Wednesday sessions and took an active part in the proceedings, their counsel being frequently asked.

President Henry, of the Fort Worth Ad Club, came before the executive committee to explain the attitude of his club

in adopting the truth emblem of the national association in Fort Worth. He made an eloquent and sensible presentation of his case. The action of the Fort Worth club was unanimously indorsed, because of the efficient manner in which it conducted an experiment, but the executive committee ruled that no other club of the association must apply the use of the truth emblem in local work until a plan is worked out how it shall be used in future. A subcommittee will work out a plan before the next meeting of the executive committee.

On Wednesday, at midnight, National Committeemen S. C. Dobbs, P. A. Florea, A. I. Chamberlain, Walter Cherry and William C. Freeman, tired out as they were, went to Cincinnati, where they attended the Central Division convention. Both S. C. Dobbs and William C. Freeman were speakers.

The members of the executive committee present at the Chicago sessions were: William Woodhead, president; ex-presidents S. C. Dobbs and George W. Coleman, Vice-President Walter Cherry, Secretary P. A. Florea, D. W. Graves, T. W. LeQuat, Mac Martin, A. M. Briggs, John Renfrew, A. I. Chamberlain and William C. Freeman.

SPONG JOINS KELLY-SMITH CO.

Firm Adds Alabama Dailies to List and Increases Staff.

The Kelly-Smith Co., 220 Fifth avenue, New York, with a branch office in the Lytton building, Chicago, has been appointed the foreign advertising



A. M. SPONG, JR.

representative of the Birmingham (Ala.) News, the Montgomery (Ala.) Advertiser and Mobile (Ala.) Item. The appointment became effective on September 22.

The Kelly-Smith Co. has added to its staff A. M. Spong, Jr., formerly advertising manager of the Knoxville (Tenn.) Sentinel. Mr. Spong succeeds Albert Hanson as representative of the three Alabama papers named. Mr. Spong will make his headquarters at the firm's Chicago office.

F. W. Curtis, formerly connected with the advertising department of the Sherwin-Williams Co., Boyce's weeklies and Lord & Thomas, Chicago, has also been added to the staff in the Western office.

The Kelly-Smith Co. will occupy larger quarters for its New York office and has moved from the tenth to the sixteenth floor of the same building, where they will occupy two and a half times the present floor space.

Associated Newspapers Editors Meet.

A meeting of the managing editors of the Associated Newspapers, Inc., was held on Friday and Saturday at Hotel Sinton, Cincinnati, O. Harry McClure, the New York manager, attended the meeting.

Right Now

There is a big opportunity for a food stuff advertising campaign in New Orleans.

For years the bulk of housewife purchasing has been done in the public markets.

Recently many of the exclusive privileges of these markets have been abolished. There is no longer the concentration of shoppers at the markets. Grocery stores are serving more people each week. It won't be long before the entire city will be educated to the grocery store through the demand created by advertised food stuffs. This education is coming through the columns of the newspapers and particularly through the columns of the States, for the States has the call in the homes of New Orleans. It is read by those who buy food stuffs, and therefore it is the opportunity messenger for the live advertiser.

We can tell you more about this in a letter.

The New Orleans DAILY STATES

604-606 CANAL STREET
NEW ORLEANS, LA.

THE S. C. BECKWITH SPECIAL AGENCY
Foreign Representatives

NEW YORK

CHICAGO

ST. LOUIS

Editor Is Refused Change of Venue. Mayor Lunn Fined \$100 for Contempt.

The Supreme Court of Pennsylvania handed down an order Tuesday dismissing the petition of J. H. Zerbey, editor of the Pottsville (Pa.) Daily Republican, asking for a change of venue for the trial of the suit for criminal libel, brought against him by Judge Koch, of Schuylkill County. Mr. Zerbey claimed the judges were sensitive to criticism.

George R. Lunn, owner of the Schenectady (N. Y.) Citizen, and Socialist Mayor of that city, was fined \$100 in the Schenectady Supreme Court Wednesday for contempt of court. He caused a tree to be cut down on Sept. 11 on one of the city streets, in violation of an injunction issued by County Judge Napoleon. Mayor Lunn will appeal.

Bulletin #1

MR. MANUFACTURER:

If you are interested in increasing your sales or getting proper distribution and co-operation in WASHINGTON, D. C., we can do the trick.

An unbiased specific report on your competing products without cost or obligation of any kind on your part before we take up the subject of localizing your advertising with proper co-operation.

Address at once, Advertising Manager,
THE EVENING STAR,
Washington, D. C.

Western Rep'tative, Eastern Rep'tative,
W. Y. Perry, Dan. A. Carroll,
First Nat'l Bank Bldg., Tribune Building,
Chicago, Ill. New York, N. Y.

THAT GAS CAMPAIGN.

What Leading Advertising Men Have to Say About the Proposed Plan to Give Preference to Magazines Over Newspapers.

W. R. Ellis, advertising manager of the Boston Herald:—"Massachusetts probably has a larger percentage of cities and towns lighted by gas or electricity, or both, than any other State. A hurried glance through the report of the Gas and Electric Light Commissioners for this State shows about 330 out of a total of 350 cities and towns, more or less, lighted with one or the other or with both.

"To this extent, then, the problem in this State is different from that presented in most other States where proportionately fewer places have gas or electric plants.

"The question as it bears on Massachusetts is largely one of the possibility of covering these 330 places by means of magazine advertising. Of course, it cannot be done. Here in Boston the local gas company has advertised largely and effectively in the daily newspapers in the past, and no amount of magazine advertising would intensify the good that has been done. Other large sections of the Eastern part of the State have been well taken care of by local gas companies. This brings us to the problem of covering the balance of the State. I believe it would be more effective to spend the money available for Massachusetts—about \$12,000, as I figure it out, on the assessment basis of one-tenth of one per cent. of the revenue from the sale of gas—to spend this \$12,000 in the dailies and weeklies of the cities and towns that lie outside the sphere of the Boston newspapers.

"There is no question in my mind but that this is the ideal way of handling the situation as far as this State is concerned."

Urban E. Dice, advertising manager of the Pittsburgh Chronicle-Telegraph:—"The best way to advertise gas and electricity is in the daily newspapers. The people most interested in these two subjects are the ones who wish to know something about the benefits they might receive. That makes it, therefore, a matter of local interest only, and they can be best reached through the daily newspapers. Magazine advertising on these two great utilities is, to my way of thinking, simply publicity."

J. R. Hamilton, advertising manager of the Duluth News Tribune.—If Mr. Elcock and Messrs. Calkins and Holden regard the National Gas Association campaign of advertising as a temporary matter, it makes little or no difference whether the appropriation is spent in the newspapers or magazines. I presume, however, that they hope their idea will develop a permanency which alone could return to the advertisers full value for their money. If their ambition is to make a permanent feature of gas advertising, it will meet a speedy end in case they go into the magazines, unless a new way of raising the advertising campaign funds is adopted.

To my mind it will work out as follows: Denver, Seattle, Cincinnati and Albany are typical of the large number of cities being called upon to produce the money to carry on a national campaign in the magazines. They respond with the appropriation asked for. Next year they will be asked for a larger appropriation and again they will respond. The third, fourth and fifth years they will be asked for still larger appropriations, as the advertising scheme works itself out, but I doubt if they will fall for it individually, unless there is someone on the ground to show them the direct benefits they have already received from the first, second or third campaign or from all three campaigns.

Mr. Elcock's argument that he does not consider it a loss that the magazines should reach people in communities where gas is not sold, shows that he is sparring only for a better excuse. John Wanamaker does not buy space in the Sunset magazine in order to acquaint the people of the Pacific Coast with the



Atlanta's Foremost Newspapers Announce a New Rate Card

Display Advertising Rates
Effective September 15, 1913

Gross Rates, 5 lines or more, per agate line	Daily 10c	Sunday 15c
CONTRACT RATES To be used during a period of one year		
2,500 or more lines, per agate line	Daily 9c	Sunday 13c
5,000 or more lines, per agate line	8c	12c
10,000 or more lines, per agate line	7c	10c
CONTINUITY RATES Minimum 14 agate lines. To be used during a period of one year.		
52 insertions or more, per agate line	Daily 9c	Sunday 13c
78 insertions or more, per agate line	8c	12c
156 insertions or more, per agate line	7c	10c
POSITION CHARGES 10 per cent. extra for next to reading matter. 25 per cent. extra for full position.		

Daily NET PAID 65,000
Sunday NET PAID 90,000
The Largest Circulation in the South



CONSOLIDATED GAS CASE IN BOSTON.

BOSTON EVENING TRANSCRIPT, Boston, Sept. 15, 1913.
THE EDITOR AND PUBLISHER: In view of your efforts to save the gas companies from scattering their money in the magazine field, perhaps you will be interested in the figures furnished Mr. E. N. Wrightington, of the Boston Consolidated Gas Co., by the writer, a copy of which is enclosed.

Boston Dailies.		Rate.	Circulation
		per agate line.	in Boston.
Post	\$0.35	250,000
Globe	0.30	110,000
American	0.30	200,000
Herald	0.25	120,000
Transcript	0.15	25,000
Journal	0.15	60,000
Record	0.15	60,000
Monitor	0.15	25,000
		\$1.80	850,000
Magazines.		Cost	Circulation
		per magazine page.	in Boston.
Cosmopolitan	\$840.00	15,000
McClure's	460.00	8,304
Everybody's	600.00	13,176
Munsey's	400.00	14,000
Ladies' Home Journal (224 lines)	1,792.00	25,860
Saturday Evening Post (224 lines)	1,792.00	26,449
Woman's Home Companion (224 lines)	1,008.00	6,256
Collier's (224 lines)	560.00	8,500
		\$7,452.00	117,545

Circulation of these newspapers in Boston seven times greater than these magazines.
Cost of newspaper circulation in Boston per line per thousand, \$0.002.
Cost of magazine circulation in Boston per line per thousand, \$0.28.
Advertising in national magazines to cover Boston 140 times more expensive than newspaper advertising.
If the Boston Consolidated Gas Co. contributed one-twentieth of the fund for advertising in national magazines, the representation it would get in Boston would cost seven times what it would to use the local newspapers.
William F. Rogers, Advertising Manager.

fact that he should like their business in case they should move their residence during the next ten years to within striking distance of New York City.

The national campaign would, in time, reach a total of several millions a year in case the newspapers are used exclusively. A committee in charge of raising this fund will have one or more newspaper publishers in every city boosting for the proposition with the local managers of gas companies.

The local gas manager will pick up his paper at breakfast and find the campaign in his own home, in his own neighborhood and in his own medium. He will get enthused over the project of the National Gas Association and will be ready to supply his share of the cost for future campaigns. He will be easily reached for a repeat order because he will have felt the direct benefits which only local advertising can bring to his office.

Let Mr. Elcock spend his campaign money in the magazines and he will find himself in a year or two paying for the advertising space with money that will not come from voluntary subscriptions on the part of local gas companies. Spend it in the newspapers and the advertising appropriation will soon reach an enormous total.

You will notice that I have refrained from discussing the merits of the newspapers and the magazines. The do not bear comparison. I believe that newspapers weaken their cause by allowing the pulling power of the newspaper to be compared with the magazine.

AMONG THE NEW BOOKS.

Richard Neville's New Novel "A Pirate of Parts" Interesting to Newspaper Men.

"A Pirate of Parts" is a new book by Richard Neville, a notable newspaper man, who spent a number of active years on the New York Herald as reporter, foreign editor, dramatic writer and private secretary to James Gordon Bennett. He was on the World with Colonel John Cockerill, and wrote stageland gossip for the Commercial Advertiser. Richard Neville was editor of the Weekly Saturday Review which Elita Proctor Otis started and conducted for some time. Laying aside newspaper work Mr. Neville joined the forces of Abbey, Schoeffel and Grau as publicity agent and traveled in advance for many attractions of that famous organization. He came in social contact with most of the leading dramatic and operatic stars of the day.

In "A Pirate of Parts" Mr. Neville introduces a quaint character, evidently drawn from life, who plays many parts and gets away with them as they used to do in the days of Shakespeare and Garrick and Kemble. The story is full of humor, quaint philosophy and anecdote. A blending, evidently of fact and fancy, which are happily mingled. Mr. Handy, the dramatic pirate, is a very real character; strange, hearty, genial and full of resource. A jolly thespian of the old school of ingenious barnstormers.

Mr. Neville has a host of newspaper and dramatic friends who will share the interest of the public in his new book. "A Pirate of Parts" is issued by the Neale Publishing Co., New York.

The Wisconsin Historical Society, at Madison, has received a \$1,000 gift to aid the search for back files of American papers.

F. H. Challen, advertising manager of the Miami (Fla.) Metropolis, under date of Sept. 10, writes: "I have never received a copy of THE EDITOR AND PUBLISHER that did not give me valuable help in my work. I regret that I have not kept a file of THE EDITOR AND PUBLISHER during the several years that I have read it. When it fails to come to my desk on time I make a howl till someone gives it up."

INCONSISTENT POSTAL POLICY.

Government Records Closed to Publisher Who Asks Information.

That under the so-called Postal Act the Government demands more of publishers than it is willing to give itself, is an experience which Thomas W. Loyless, president and manager of the Augusta (Ga.) Chronicle, has just gathered. Knowing that of the \$6,600 which constituted in the last fiscal year the receipts of the Atlanta post office from second class mail matter, he has been paying no less than \$4,600 himself, leaving about \$2,000 for all other publications in the city, Mr. Loyless has been anxious to obtain a detailed statement as to the proportions in which this sum was contributed.

Believing that similar information had been obtained by other publishers, Mr. Loyless made the effort to ascertain how the remainder of \$2,000 was distributed among the six other publications of Augusta, which enjoy the second class privilege. In return he has been acquainted by the Post Office Department with the fact that Section 549, Postal Laws and Regulations, prescribes that:

Postmaster and all others in the service must not furnish information concerning mail matter received or delivered, except to the persons to whom it is addressed, or their authorized agents, or post office inspectors.

The department explains, however, that the information which Mr. Loyless seeks was formerly given out on request, but that this practice had been discontinued because it was used detrimentally by the persons who obtained it. Complaints resulting from this practice have caused the postal authorities to refuse the information.

In view of the fact that the Government insists upon a very detailed statement of the publisher's business this is thought to be inharmonious with the purpose of fair dealing the Postal Act is said to have.

ALONG THE ROW.

HARD LUCK.

"Of course, it's all right," said the man at the bar, "but no one could blame the boys on the Standard-Union for feeling a little bit sore—"

"What about?" asked a friend.

"Well, it was this way. The Standard-Union outfit had an outing a couple of Sundays ago, one of the features of which was the drawing for a beautiful gold watch presented by William Berri. There was only one outsider present and he won the watch."

"Is that so?"

"Yes. And, to make it worse, the very same thing happened last year—an outsider got the ticker."

NO FILE.

Wonder if a streak of economy has struck the Tribune? The file kept in the business office for the use of the general public has been abolished by order of the business manager. It means, of course, a few cents over the counter.

GONE WRONG.

Something is wrong with the big news bulletin printing machine in the downtown office of the Times. Of late it has been making announcement of events something in this style:

"Sulzer Impx24ment — Tx17L WILL Z4b."

Guess it must have slipped several cogs.

THE PRISONER OF POLITICS.

All the friends of Jimmy Garrison are hoping that his term in jail will only be as long as his managing editorship of the Press.

New House Organ.

The Dominion is the title of a new house organ issued for the benefit of the sales organization by the Canadian Consolidated Rubber Co., of Montreal. J. A. Holland, the advertising manager, is the editor. The publication contains fourteen pages of reading matter enclosed in a colored cover. The articles are timely and of special interest to those for whom it is intended.

The New York Globe Dodges No Issues

In the matter of circulation we meet your questions fair and square—tell you how many copies we distribute and how many copies we sell.

Some space buyers consider circulation from the point of distribution, others from the point of sales—either way suits us—net paid daily average for year ending August 31, 1913, 137,255; for August, 1913, 145,794 copies.

In the matter of quality we modestly say that The Globe reaches a greater per cent. of probable customers than any afternoon paper in New York, provided your merchandise measures up to the requirements of sane-living, healthy-minded people—the best, most intelligent and most desirable people for an advertiser to reach.

In soliciting business The Globe considers both its readers and regular advertisers by excluding all questionable advertising of any kind.



NEW YORK

O'MARA & ORMSBEE

Foreign Advertising Representatives

Brunswick Building
NEW YORK

Tribune Building
CHICAGO

IRVIN COBB GETS A SEND-OFF.

Friends Give Him a Surprise Party on the Lusitania.

Irvin S. Cobb sailed for Europe on the Lusitania last Tuesday. This means a lot to Europe, to say nothing of what it means to Cobb, who has never been in foreign parts and aches to write about the same. He has a three months' trip mapped out and will take in London, Ireland, Paris, Berlin, Monte Carlo, Rome and way stations. His impressions of the places he visits and the people he sees will appear in the Saturday Evening Post, which is sending him abroad.

A goodly number of the friends of Mr. Cobb and his wife, who accompanies him on his trip assembled on board the Lusitania Monday night and gave them a going away surprise party. It was considerable party, lasting until the Lusitania's officers drove all visitors ashore at 1 o'clock Tuesday morning. The Cobbs carried away with them enough flowers, fruit and liquid tokens of esteem to fill a freight car.

On his arrival in London Mr. Cobb is to be taken in hand by Charlie Hand, staff correspondent of the Daily Mail, and Arnold Bennett, the novelist. They have mapped out a program that includes everything worth while, includ-

ing a two-day visit with Rudyard Kipling. Mr. Hand, who knows Europe as well as Mr. Cobb knows Paducah, Ky., his native town, has arranged that the Cobbs shall travel in state and be met at each stop by persons competent to take care of them.

A few of those who attended the party on the Lusitania were George Doran, Mr. Cobb's publisher; Richard Lingley and Ned Cullinan of Park Hill, Yonkers, where Cobb used to live; Robert Davis, of the Munsey Magazines, who can lick anybody that says Cobb is not the greatest little writer in the world; Frank O'Malley of the Sun; Damon Runyon, Bozeman Bulger, Frank Stevens, Raymond G. Carroll, Charles Kennedy and Harry Burke. The married men were accompanied by their wives.

Agricultural Weekly for Syracuse.

A weekly paper devoted to agricultural and dairy interests will be established in Syracuse, N. Y., within the next few weeks. Those back of the project include Alexander T. Brown, Louis Will, Charles M. Crouse, E. A. Powell, John McLennan, F. W. Dawley, Grant Hitchings, George Skiff and Charles Collin. It is proposed to organize a stock company capitalized at \$100,000. The paper will be liberally illustrated. Mr. McLennan will probably be the editor.

LUMBER JOURNALS MERGED.

West Coast Lumberman, a Semi-Monthly, to Appear Oct. 1.

News comes from Seattle, Wash., that the West Coast Lumberman of Tacoma and the Pacific Lumber Trade Journal of Seattle, the two oldest and most influential lumber trade papers in the West, have consolidated and will take the name of West Coast Lumberman. The consolidated publication will hereafter be published twice a month instead of monthly.

Frank B. Cole, of Tacoma, founder of the old West Coast Lumberman, retires from the field as a result of the consolidation, after having rounded out a quarter of a century of continuous hard work as a lumber trade publisher and editor. He has disposed of his interest to G. W. Cain, formerly in the publishing business in Nashville, Tenn., but who for a number of years has been associated with Mr. Cole on the West Coast Lumberman.

C. A. Hughes, proprietor and publisher of the Pacific Lumber Trade Journal—founded nineteen years ago—will be associated with Mr. Cain in the publication of the new West Coast Lumberman, the first issue of which will appear Oct. 1. Mr. Hughes was formerly business manager of the Seattle Post Intelligencer and later Eastern representative of the paper, with offices in New York City.

DEATH OF PATRICK FORD.

Patrick Ford, founder and for forty-three years publisher and editor of the Irish World, died Tuesday in his home at 350 Clermont avenue, Brooklyn. He was seventy-six years old. Mr. Ford was known on both sides of the Atlantic as one of the foremost champions of the Irish cause.

Born in Galway, Ireland, April 12, 1837, Mr. Ford emigrated to America with his parents in 1846. Boston was the field of his early activities. As a boy he was employed in the printing office of William Lloyd Garrison, editor and publisher of the Liberator. In 1855 he began his journalistic career by writing for the Boston newspapers.

In 1860 he was the editor and publisher of the Boston Sunday Times. When the Civil War began Patrick Ford enlisted in the Ninth Massachusetts, and took part in the charge of Fredericksburg. After the war he removed to Charleston, S. C., where he founded the Charleston Gazette. Four years later he issued in New York the first copy of the Irish World, with which has name has been identified since.

Thomas A. Ford, his son, who was associated with him in the publication of the Irish World, died at his home a week ago after a long illness.

JOINS HASBROOK & STORY.

J. M. Brooks Resigns from Philadelphia Telegraph to Become Member of Special Agency.

J. M. Brooks, advertising manager of the Philadelphia Evening Telegraph, has resigned to enter the special agency field with the firm of Hasbrook & Story, New York, Philadelphia and Chicago. Hereafter the firm name will be Hasbrook, Story & Brooks, with C. P. Hasbrook and Walter H. Story in the East and J. M. Brooks and Howard C. Story in the West.

Mr. Brooks has had fifteen years' experience in advertising work, going from classified advertising manager of the Philadelphia North American to display solicitor of the Philadelphia Record. From the Record he became associated with the Evening Telegraph as advertising manager and leaves this latter position to become a member of the firm of Hasbrook, Story & Brooks. His work on the Telegraph has brought him in active touch with the general advertising field.

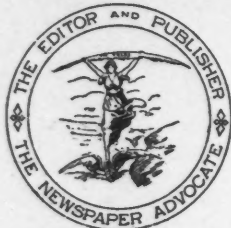
The Chelsea (S. D.) Herald has suspended publication.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

New York, Saturday, September 27, 1913

"Throw off the old execrable badge, faded and tattered and worm-eaten by its dishonoring memories and inscriptions, for that other badge, that insignia of rank and power which says, 'I am no man's slave.'"—Henry Watterson.

STRENGTH OF THE TRADE PRESS.

In an address before the convention of the Federation of Trade Press Associations held in New York last week, Richard H. Waldo, of Good Housekeeping, prophesied that within two decades, and perhaps one, it would be to the trade press of the United States that the older nations will turn for counsel and guidance in the commercial progress that already amazes the world. Mr. Waldo is not the first observer to recognize the growing importance and power of the trade press and predict for it a great future, but he is the first, we believe, to express in a public speech an idea that has been forcing itself upon the attention of those who are studying present-day tendencies in the newspaper and periodical fields.

That it will be the trade press and not the newspaper that will dominate action in the commercial world is not such an astonishing statement as it first appears. The value of the newspaper to business lies in its news reports of markets, crops and trade conditions. The value of the trade paper lies in its expert knowledge of and intimate acquaintance with the field it covers with a thoroughness that the newspapers cannot possibly equal. Newspapers have neither the facilities nor the space for gathering and presenting and discussing the information demanded by readers of trade papers. There is a limit to what they can do in supplying a miscellaneous body of readers with matter that will interest them. The impossibility of expertly covering the professional, trade and class fields in a daily newspaper as they must be covered to meet the requirements of those engaged in them is apparent to anyone who has given the subject thought.

The trade press of to-day has become expertly specialized. Those journals dealing with the great industries and professional occupations must and do employ the highest grade of talent in their editorial departments. One paper, published in New York, has an editorial pay roll of \$1,000 a week. If a trade journal is worth anything to the business it represents it must be edited by those who, in ability, compare favorably with the best men engaged in it. It is because of this fact that such high salaries are paid by the representative publications.

AGAIN: WHAT IS A PAID SUBSCRIBER?

To enable him to submit to the Government a publisher's statement, as required by the Postal Act, that would take care of whatever intent the law has, Emil M. Scholz, general manager of the Pittsburgh Post and Sun, inquired recently whether in the "paid subscriber" statement there would be included the following:

1. Copies distributed by newsboys, newsdealers and carriers, who order a specified

number of copies from day to day and pay for them at the end of each month upon receipt of bill.

2. Copies given to baggage men and other who perform in return a service.

3. Copies sent to other newspapers in exchange.

4. Copies sent to advertisers and their agents.

5. Copies returned by newsdealers and given credit for.

Mr. Scholz intimated in his communication to the Post Office Department that in items two, three and four there was plainly a consideration for service, which might be construed into a subscription. Items one and five have been covered by the opinion of former Attorney General Wickersham, to be found in the *THE EDITOR AND PUBLISHER* on Aug. 16.

Replying to Mr. Scholz, W. J. Barrows, acting Third Assistant Postmaster General, says that the statement should cover "the average number of copies of each issue sold or distributed to all persons who have subscribed to it, that is, have agreed to take and pay for one or more issues, regardless of whether the copies are distributed through the mail or otherwise." He also expresses the belief that "in determining the average number of copies distributed to paid subscribers, the paid circulation of each issue of the publication should be taken into consideration."

In view of this statement it is suggested that the article on the subject, noted above, should be read closely. The act requires publishers to state the number of papers distributed to paid subscribers, does not say anything about "one or more issues," and, as interpreted by Mr. Wickersham, a "paid subscriber" is a person who engages beforehand to take the paper on a basis on which there has been a meeting of the mind, in which, in other words, a contract has been made. According to a ruling of the Post Office Department itself, a subscriber is a person who has agreed to take at least three issues of a publication.

Mr. Barrows' explanation of the case seems to make compliance with the Publicity Act more complicated than ever.

EDITORIAL COMMENT.

Women have made a place for themselves in newspaper offices in spite of a none too cordial welcome given them by editors. Their worth is now generally recognized and few newspapers are printed that do not contain articles written by them. In next week's *EDITOR AND PUBLISHER* we will begin the publication of a notable series of articles on the newspaper women of America by A. C. Haeselbarth, of the *New York World*, in which the brightest writers of the press will discuss their experiences. What they have to say will be worth reading.

We want our readers to thoroughly understand that not a line of matter either in the news or editorial columns of *THE EDITOR AND PUBLISHER* is published for pay. If you see an article and portrait of some one in these pages you may rest assured that it is because we consider the person of sufficient importance to give him the space and not because he has agreed to buy five hundred or a thousand copies of the paper in which the notice appears, or has paid for it directly or indirectly in cash. We were once offered a lot of "write-up" business that would give us a net profit of \$10,000 in one year, but we declined it on the ground that the publication of such articles would ruin the reputation that *THE EDITOR AND PUBLISHER* had always borne for independence, honesty, truthfulness and square dealing. If we say something complimentary about a publisher, a writer or an advertising man, it is not because he has "come across" with money or a promise of advertising patronage, but because in our judgment he deserves praise for what he has accomplished. If descriptions of new machines adapted to newspaper production processes are given it is because we want to keep our readers posted on new inventions.

JOTTINGS BY THE WAY.

For two seasons, a few years ago, I conducted a course in journalism at the Twenty-third Street Young Men's Christian Association. At that time no text books on journalism had been written, for the reason, I suppose, that there had been no great demand for them. The only way a young man could study newspaper work was by actual experience in a newspaper office. Two Western universities, in defiance of the tradition that journalism could not be taught in the class room, soon afterward established courses of instruction in the subject under the direction of experienced editors.

In the absence of text books it became necessary for me to assemble and present to the students such material as I considered to be of value to them. I endeavored to make plain to them the fundamental principles governing newspaper work as I had learned them during twenty years' service in metropolitan journalism. This instruction was supplemented by lectures by prominent newspaper men, who gave the results of their own experience and observation.

The fact that some of the young men who attended the course are now filling responsible positions in the newspaper business would seem to indicate that the instruction given was of the right character.

It is interesting to note that since schools of journalism have been established in thirty-two colleges and universities, a number of text books on journalism have made their appearance. While some of them bear the ear marks of hasty and immature preparation, others give evidence of careful and even painstaking study and mature experience.

One of the most practical and, it seems to me, the most helpful books on journalism that has made its appearance up to this time is "Newspaper Writing and Editing," by Willard Grosvenor Bleyer, chairman of the course in journalism and associate professor of journalism in the University of Wisconsin, which has just been published by Houghton-Mifflin Co., Boston, New York and Chicago.

Prof. Bleyer has had seven years' experience in teaching young men in the methods of newspaper writing and editing. As he is a man of broad culture and possesses a thorough knowledge of newspaper work in all its varied forms, he is in a position to tell young men who are aspirants for journalistic honors just what they ought to know in order to be successful.

A careful perusal of "Newspaper Writing and Editing" convinces me that for teaching purposes it is in many respects the most satisfactory work that has yet made its appearance. For convenience, Prof. Bleyer has divided the book into fourteen chapters as follows:

"How a Newspaper is Made"—"News and News Values"—"Getting the News"—"Structure and Style in News Stories"—"News Stories of Unexpected Occurrences"—"Speeches, Interviews and Trials"—"Special Kinds of News"—"Follow-up and Rewrite Stories"—"Feature Stories"—"Editing Copy"—"The Writing of Headlines"—"Proof Reading"—"Making Up the Paper"—"The Function of the Newspaper."

You will notice from this list of subjects that Prof. Bleyer wastes no time on non-essentials or upon speculative theories. He keeps his feet right down on the ground all the way through. In studying its pages the student gets a very clear and comprehensive outline of the practice of journalism. The principles are formulated in plain and simple language such as any student of ordinary intelligence and training can easily understand.

With this volume in hand, a young man of brains can master much of the preliminary work of journalism without the aid of an instructor.

The author employs an abundance of illustrations to drive home the principles he enunciates. Examples of almost every form of newspaper writing that is commonly used are presented. A study of these examples will enable the student to understand just what is needed to produce almost any kind of a news article.

FRANK LEROY BLANCHARD.

PERSONALS.

Victor Hanson, publisher of the Birmingham (Ala.) News, is a visitor to New York this week.

Andrew McLean, editor of the Brooklyn Citizen, has been made chairman of the Democratic campaign committee of Kings County.

Arthur Capper, publisher of the Topeka (Kan.) Capital and head of the Capper publications, has returned to Topeka after a six week vacation on Cape Cod.

Col. W. R. Nelson, owner of the Kansas City Star, is in New York this week.

Talcott Williams, director of the Pulitzer School of Journalism, will deliver an address before the Harrisburg (Pa.) Board of Trade October 8.

H. C. Ogden, publisher of the Wheeling (W. Va.) News, is a visitor in New York.

W. G. Young, editor of the Cedar Rapids (Ia.) Gazette, has returned from a two week vacation in New York.

Robert H. Yard, formerly of the New York Times and now editor of the Century, has written a book called "The Publisher," in which he describes the ins and outs and ups and downs of the business.

Lord Northcliffe, proprietor of the London Times, the Daily Mail and some sixty other publications in England, was the speaker at the Canadian Club, Toronto, Wednesday. His subject was, "Newspapers: Their Making and Their Influences."

Blakeley Hall, formerly publisher of the New York Morning Telegraph, who has been abroad for several years, is now with Collier's Weekly.

Chandler Diehl, business manager of the San Antonio (Tex.) Light, is in the East on a month's business and vacation trip.

A. P. Colby, for more than forty years owner and editor of the Racine (Wis.) Union-Enterprise, has retired. His son Julian takes his place.

Jacob A. Riis, author, lecturer, settlement worker and well-known former newspaper man, is at a sanitarium in Battle Creek, Mich., suffering from heart trouble, the old affection that forced him to retire from active newspaper work about twelve years ago.

George Stivers, son of the late Thomas Stivers, editor of the Burlington (Ia.) Daily Gazette, succeeds to the editorship of that paper.

John T. Murphy, publisher of the Superior (Wis.) Telegram, is a member of the Wisconsin Panama-Pacific Fair Commission.

Ernest Pacully has become editor of the Iowa Staats-Anzeiger, at Des Moines, a German newspaper conducted by the late Colonel Joseph Eibock.

GENERAL STAFF PERSONALS.

Preston McGoodwin, late managing editor of the Oklahoma Oklahoman, whose nomination as Minister to Venezuela was confirmed by the Senate last week, will sail from New York for his post of duty October 1.

Horace E. Eaton, who during the last five years has been engaged in journalistic work on the Bangor (Me.) Commercial and Bangor Daily News, has been admitted to the bar and opened an office in Portland, Me.

Frederick G. Fassett is in charge of the new course in journalism just

established at Colby College, Waterville, Me.

Bert St. Clair has been appointed correspondent of the Associated Press at Albany, succeeding John F. Tremain, who recently became secretary of the State Prison Association.

Aldes H. Cadwallader, Jr., of the San Antonio (Tex.) Light staff, has returned after spending the summer in Chicago.

Jackson D. Hoag, dramatic editor of the Pittsburgh Post, is visiting friends in Omaha, Neb.

Richard C. Bland, managing editor of the Waterloo (Ia.) Evening Courier, has been granted a leave of absence until next June to permit him to take a course at the Pulitzer School of Journalism.

H. Parker Willis, of the New York Journal of Commerce, will be a speaker at the conference on currency and banking reform to be held at Columbia University October 13.

James W. Foley, whose verses in the New York Times and other publications are the delight of many, has published a collection of his verse in a book, under the title "Boys and Girls."

H. J. Hoeger, editor of the Waverly (Ia.) Democrat, has been appointed postmaster of that city.

Clifford A. Sloan, of Rickard & Sloan, Inc., will have charge of the publicity work in connection with the campaign of Senator Everett Colby for Governor of New Jersey.

IN NEW YORK TOWN.

O. E. Cesare, the Sun cartoonist, is preparing a symbolic drawing for the menus at the farewell dinner to be tendered Col. Roosevelt before his departure for a South American lecture tour.

Alexander Schlosser and Harry M. Hitchcock, of the Morning World staff, are back from two week vacations.

Elwyn B. Orr, formerly on the Ottawa (Canada) Journal, and more recently with the Associated Press in this city, has joined the staff of the Evening Mail.

Eric Palmer, political writer of the Brooklyn Standard Union, is now a full-fledged member of the City Hall Reporter's Association.

C. A. Logue is trying his chances at the re-write desk of the Press.

Bert K. Taggart has returned to the City Hall "beat" for the Sun after a month's trial at hard work on general assignments.

D. A. Carson, of the Globe, has returned from a vacation of two weeks in the mountains.

Joseph Gallomb, of the Evening World, has joined the re-write men of the Evening Mail.

Daniel F. Miller is a new copy reader on the staff of the Evening Sun.

An appeal is made to active newspaper men of the city on behalf of the Association of City Hall Reporters to contribute to the Gregory T. Humes Memorial Fund. The object is to raise \$7,500 to endow a hospital bed for newspaper men. Several hundred dollars have already been collected. Charles T. White is treasurer of the Fund and contributions may be sent to him at City Hall, room 9.

Visitor to New York This Week.

Jason Rogers, publisher of the New York Globe,

WASHINGTON PERSONALS.

Arthur W. Dunn, of the American Press Association, is in New York on business.

Bond P. Geddes, of the United Press, has just returned from a trip to Norfolk, Va., and vicinity.

Robert O. Annin, a brother of Joseph P. Annin, of the Washington Herald, will shortly be appointed a lieutenant in the army.

Edward B. Clark, of the Chicago Evening Post, has returned to Washington after spending the summer at the home office.

James L. Wright, of the Detroit News, has returned after a two weeks' vacation at Lake Conesus, New York.

John Tiederman, of the Associated Press, has recovered sufficiently to resume his duties after having suffered a fracture of the arm from falling in an araway.

Wells F. Harvey, of the Grand Rapids Press, and other Michigan papers, is enjoying a tour of New England.

Joseph Hill, of the Indianapolis Star, was a visitor to Washington last week. He was the guest of Mark Thistlethwaite, secretary to Vice-President Marshall, and formerly a member of the Star staff.

E. A. Ackerman, of the United Press, took a flying trip to New York last week for his association. (For Brooklyn Personals, see page 296.)

WEDDING BELLS.

Miss Constance Helen Pulitzer, eldest daughter of the late Joseph Pulitzer, owner of the New York World and the St. Louis Post-Dispatch, and of Mrs. Pulitzer, was married at Lake Tahoe, Cal., last Saturday to William Gray Elmslie, of London and Winnipeg. Mr. Elmslie is the son of an English judge and was for several years tutor to Herbert Pulitzer, youngest son of the late editor. Mr. and Mrs. Pulitzer will reside on the Lamy Ranch, New Mexico.

John B. C. Jones, of the editorial staff of the Spokane Spokesman-Review, and Mrs. Leonore McDowell were married Sept. 13 in Spokane. Mr. and Mrs. Jones are spending their honeymoon in the East.

PUBLISHER'S NOTICE.

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

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

ADVERTISING MEDIA

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

BUSINESS OPPORTUNITY

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

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

LEGAL NOTICE

The Annual Meeting of the Stockholders of the Dahl Manufacturing Company will be held at the Company's factory, 518 E. 133d street, in the Borough of the Bronx, New York City, on the 6th day of October, 1913, at 3 o'clock p. m., for the Election of Directors and Inspectors of Election for the ensuing year. CARL M. NICHOLSON, Secretary.

COUNTRY WEEKLY

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

C. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

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.

WANTED.—Young man thoroughly familiar with trade paper subscription work, to take charge of the circulation department of a leading trade paper. Applicant should state experience, references and salary expected. Address "D., 1098," care THE EDITOR AND PUBLISHER.

MANAGING EDITOR, advertising and subscription manager, also secretary for newly established weekly about to incorporate; excellent opportunity for capable applicant with some financial backing willing to start at a low figure and looking for permanency. Address "P. O. BOX 1080," New York City.

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 "P. C.," care THE EDITOR AND PUBLISHER.

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

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.

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, 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 32d Street, New York.

FOR SALE.—Only evening newspaper in rapidly growing California city of 14,000; long established and good paying; outside interests demand attention of owners. Address "PROMPTORS," care THE EDITOR AND PUBLISHER. No agents.

RIGHT CO-OPERATION.

How Far Should the Publisher Go in the Advertisers' Interests?—Insist on Definite Promise of Amount of Space to Be Used, Says J. K. Groom, of Aurora Beacon-News—What the Space Buyer Demands.

"Co-operation" was the subject of a paper read by J. K. Groom, advertising manager of the Aurora (Ill.) Beacon-News, at the meeting of the Inland Press Association held in Chicago last week. He said in part:

"Advertising will not pass by any fellow who refuses to do 'free gratis for nothing' the unreasonable things that are asked of us. It is up to us to run our own business, to co-operate to any reasonable extent, and then stop.

"The space buyer asks, 'What will you do in the way of co-operation?' The space seller says, 'Anything you want.' Then the space buyer asks that the seller go out and get distribution. He disclaims any desire to make the newspaper man a merchandise salesman, but how on earth are you to get distribution for an article unknown and unheard of in your territory except you act in the role of a salesman?"

SPACE BUYER'S DEMANDS.

"Further, the space buyer asks that the newspaper secure window concessions and see to it that the display is actually made. Even in some instances going so far as to express surprise that the paper does not employ a window

trimmer to go around and put in the window displays.

"Then he asks to have personal letters sent out endorsing his goods and his campaign, urging the dealer to push this special brand to the detriment of all others, to keep it displayed on the front counter, etc., ad lib. regardless of the fact that you may have other as good patrons advertising similar lines.

"How far do you suppose you can get with that kind of co-operation without discrediting yourself, the advertiser and his goods; in fact, the whole scheme? Not very far. There is something new coming out every day, which in the name of co-operation demands something for nothing, and what makes me mad is that the special representative falls for all of it and helps the co-operation grafter in his efforts to put it over.

WHERE TO DRAW THE LINE.

"It really is necessary to draw the line at a place where you can do something reasonable and effective, something really helpful to this advertiser and not detrimental to the other nor to yourself. You also owe a duty in the way of protection from fraud to your friend the local dealer.

"If the more than 100 publishers of daily papers in the Middle West that make up the I. D. P. A. would get together and determine on a reasonable basis what co-operation should be rendered, unanimously refuse to do more, and honestly do that much, we would do a great deal towards clearing the co-operation atmosphere.

"For instance, there are certain kinds of goods that you do not object to securing small initial orders for—just so the goods will be on hand when called for."

"All right, Mr. Advertiser. How much space will you use if we do that? Insist on the space being enough, and that a known responsible agent or advertiser make the contract and that it be 'not subject to cancelation.'

DEFINITE AD CONTRACTS.

"I do not need to argue any to impress you with the necessity of the 'not subject to cancelation' clause in the contract. You have all been up against that species of dishonesty again and again. But the necessity of having a definite statement as to amount of advertising that will be done has bobbed up more recently. I got my lesson, when it was represented that if we would do certain things a 'nice campaign' would be ordered. We spent time that actually cost the Beacon-News \$24 and the 'nice campaign' consisted of one fifty-inch and one forty-inch ad. We not only were out money in doing the work to secure that 'nice campaign,' but what was much worse, quite a number of dealers were disgruntled because they stocked up for such a meager bit of advertising, and we were to blame for urging them.

"Getting data as to trade conditions, as to distribution of competing lines as compared with that of the inquirer, suggesting to dealers, so far as one has the facilities and time, that they push advertised brands and similar effort is all right according to my notion. But selling goods, personally recommending brands we know nothing about, writing to urge dealers to favor one of our advertisers as against others, publishing anything free—even the briefest kind of notice is wrong, both from a moral and a business standpoint.

"Mr. Alward, of the H. O. Co., hit the nail on the head according to my idea when he said the best co-operation newspapers could do would be to vigorously and persistently try to educate dealers to handle and push all advertised brands. If we could get all the grocers of our towns into the habit of pushing the brands that are advertised in our papers, we would soon have more food products using our columns. That would put still more different advertised brands on the shelves, and thus alternating, that habit of the grocer would result in greater profit to us, to the advertiser, to the grocer and the consumer, and put non-advertised brands on the blink."

BEECHAM'S ADVERTISING.

Pill Manufacturer Has Spent More Than \$5,000,000 in Newspapers.

Sir Joseph Beecham, millionaire pill manufacturer of St. Helen's, England, who is making a tour of North America, accompanied by Edward Glover, export business manager, said in the course of an interview at Edmonton, Alta., recently, that he is planning an extensive advertising campaign in the United States and Canada.

"We have expended more than a million pounds sterling (\$5,000,000) in newspaper advertising during the last ten years," Sir Joseph said, "and it is likely this will be increased largely in the next ten years. We also use magazines and other media. My father, who organized this business, told me when a youth that there was only one advertising medium—the newspaper. During his lifetime he used no other; in fact, he never saw any reason why he should. For that reason ninety-eight per cent. of our total appropriation goes to the newspapers; the other two per cent. is for supplementary work and detail."

Sir Joseph is Mayor of St. Helen's, which office, he said, costs him \$10,000 a year for entertainment and other expenditures. There is no salary connected with the office. He has crossed the Atlantic Ocean fifty-eight times to visit Canada.

NEW PUBLICATIONS.

COLUMBUS, O.—Through the formation of the Daily Club a movement has been launched to transform the Socialist, a weekly publication, into a daily paper within the next six months. The chief promoter in the movement is O. C. Van Schoyk, business manager of the Socialist.

NIAGARA FALLS, N. Y.—Niagara County Progressives are planning to publish a newspaper, of which Dr. Geo. Hobbie, of Lewiston, a retired newspaper man, will be the editor.

KNOXVILLE, Tenn.—The first issue of the Citizen made its appearance last Saturday. The paper is a weekly and contains eight pages. B. I. Susong is publisher, Allan Watson editor, and Dosser Moore, business manager.

SAN ANTONIO, Tex.—La Republica, a daily newspaper to be published in the interest of the Mexican constitutionalist cause, has been established. Rafael Martinez is director of the publication, and Vicente Ramirez the manager.

PORTO VIEJO, Ecuador.—A weekly newspaper, El Obrero, has been established here. As its name implies, it will devote itself to the interests of the working classes.

WALES, N. D.—The Progressive is a new weekly to be launched here as soon as the plant can be installed.

LEAD, S. D.—Fred Mix has begun the publication of Fair Play, a weekly.

HUNTSVILLE, Tex.—The first issue of the Daily Post-Item, an evening newspaper, made its appearance September 17.

PETTIBONE, N. D.—The Spectator has been launched by Martha Safford. E. D. Hicks is editor of the paper.

KIRKLAND, Wash.—The Independent is the name of the latest entrant in the field of journalism in King County. The paper is edited and published by James H. Collins.

CAMDEN, Tenn.—Republicans are to soon start a newspaper with Postmaster C. H. Sullivan as editor.

St. MATTHEWS, S. C.—The Record, edited and managed by Ashley T. Wannamaker, will appear October 3. It is said that the paper will be run for the present in connection with the Times and Democrat, of Orangeburg.

The Redding (Cal.) Register, a daily paper, was suspended temporarily.

**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



\$125,000 Cash

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

HARWELL, CANNON & McCARTHY

Brokers in Newspaper and Magazine Properties

200 FIFTH AVENUE NEW YORK

TURNER'S BULLETIN

Highest testimonials have been awarded

C. Godwin Turner

on

Efficiency of Press Room, Paper, Circulation and Delivery.

Address

THE DATA CIR. AUDIT CO.,
286 Fifth Ave., New York

HOW MUCH AN HOUR

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

PREFERRED TYPE FACES

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

Barnhart Brothers & Spindler

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

Press Clippings

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

BURRELLE

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

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

SEND FOR SAMPLE

F. E. OKIE CO.

Manufacturers Fine Printing Inks
PHILADELPHIA, PA.

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau ST. N.Y. Tel. 4900-4 Beekman

We Are Authorized

to offer a controlling interest in a daily newspaper in large Eastern city for

One Hundred and Twenty Thousand Dollars.

We shall be glad to furnish details to responsible party.

AMERICAN NEWSPAPER EXCHANGE
Rand-McNally Building Chicago, Ill.

\$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 \$8,000 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.

PRESS ASSOCIATIONS.

The thirteenth annual convention of the Middle West German Newspaper Publishers' Association was held at Rock Island, Ill., last week. Plans to enlarge the scope of the organization so as to make it a national body were presented and acted upon. The present association includes only publishers of German papers in the States of Iowa, Illinois, Nebraska and South Dakota. Under the new plan practically every State in the union will be represented. All the officers were unanimously re-elected. They are: Adolph Peterson, of Davenport, president; Dr. E. Durant, of Burlington, vice-president; Henry Heinz, of Davenport, secretary, and H. C. Finner, of Dennison, Ia., treasurer. Dubuque will be the 1914 convention city.

Progressiveness among the small dailies and weeklies was manifest throughout the sessions of the semi-annual meeting of the Northeast Texas Press Association at Denison last week. Advanced methods and systems of securing foreign advertising contracts with reasonable rates, collecting back subscriptions and newspaper bookkeeping were discussed in detail. Wilbur Keith, of Paris, was elected president; Vernon Garrison, of McKinney, H. E. Ellis, of Denison, vice-presidents, and O. N. Green, Leonard, secretary. The next meeting will be held in McKinney.

S. W. Searle, publisher of the Rock Island (Ia.) Union, was elected president of the Tri-City Press Club at the annual meeting of the organization at Davenport last week. A. F. Dawson, president of the First National Bank, was the speaker of the evening, giving some interesting reminiscences of his life as a newspaper man. Other officers named were: First vice-president, Hugh Harrison, Davenport; second vice-president, L. R. Blackman, Moline; secretary, J. K. Brandenburg, Rock Island, and treasurer, R. L. Jones, Moline.

Members of the Wisconsin Daily League, publishers of daily papers outside Milwaukee, held their semi-annual business meeting at the Hotel Pfister, Milwaukee, last week. The officers are: E. P. Noyes, Marinette, president; O. J. Hardy, Oshkosh, vice-president, and H. H. Bliss, Janesville, secretary and treasurer. After a short business meeting there was luncheon. Jason Rogers, publisher of the New York Globe, delivered an address on "Co-operation Between the Newspaper and the Advertiser."

The Press Club of San Francisco held its annual election last week in the new club quarters, Sutter and Powell streets. President W. W. Naughton, who has held that office for several years, was unanimously re-elected. The following were the other officers elected: Thomas Bellow, secretary; Clyde C. Westover, treasurer; Thomas F. Boyle, L. J. Stellman, Peter B. Kyne, W. Russell Cole, Neill Wilson and C. E. Persons, directors. A reception was held by the club for visitors inspecting the new quarters.

Twenty-five Philadelphia newspaper women and advertising writers attended a luncheon last week to consider organizing a club for the promotion of sociability among them. The site of a meeting place, the admission of other professional women and the extent of the membership were discussed. The following committee on organization was appointed: Mrs. C. B. King, temporary chairman; Miss Curtis Wager-Smith, temporary secretary; Miss Katherine S. Reed, Miss Sara Ingram Black, Miss Elizabeth Claxton.

A movement is on foot among the newspaper men of Austin, Tex., and the staff correspondents of the State dailies to organize a press club in that city. The matter was taken up at a meeting held in Austin last week, and a committee was appointed to formulate organization plans.

What Newspaper Women Think of Newspaper Work

In its issue of October 4, 1913, The Editor and Publisher will begin the publication of a series of articles very much out of the ordinary on

American Women of the Press

To obtain these articles many of the best-known newspaper women of the United States have been interviewed. Each, in her own way, tells her views concerning newspaper work of women, for women and by women. The result is a surprising variety of expression as to the joys, the grind and the responsibilities of daily journalism, as seen through women's eyes.

Every newspaper man in the country should read these frank opinions and experiences of their Sisters of the Press. Every woman who contemplates entering newspaper work should read them as unerring guide marks along the road she hopes to travel. Every student in every school of journalism should read them. No such series has ever before been printed.

These articles have been written exclusively for The Editor and Publisher by A. C. Haeslebarth, a veteran newspaper writer, with whose work the readers of this paper are already familiar. He has accomplished his aim of letting the women of the press prove that all of them are not "Sob Sisters," and that they honor themselves and their profession by their dignity, enthusiasm and success.

The Editor and Publisher

The Newspaper Advocate

SUITE 1116, WORLD BUILDING

NEW YORK

NEW INCORPORATIONS.

MT. PLEASANT, S. C.—Palmetto Publishing Co., capital, \$20,000; to publish a daily and weekly newspaper. Incorporators: Edward Tiencken and Ethelbert Baier.

HEMPSTEAD, L. I.—Citizen Publishing & Printing Co.; capital, \$5,000. Incorporators: William V. S. Happener and E. J. Jennings.

MILLBROOK, N. Y.—Graphic News Corporation; capital, stock, \$300,000; printing and publishing. Incorporators: H. Price, A. R. Clark and H. A. McLaughlin.

RUSSELLVILLE, Ark.—Rural Educator Publishing Co.; capital stock, \$10,000. Officers: Samuel W. Vandivert, president; Joseph N. Pine, secretary, and Eva Vandivert, treasurer.

SAN ANTONIO, Tex.—Newinky Texanskie; capital stock, \$3,000. Incorporators: John Kromolicki, Thos. J. Mooszygamba, John Jachtyl and others.

TOLEDO, O.—The Northwestern Publishing & Printing Co.; capital stock, \$2,000. W. C. Senzenbacher, A. L. Mayer and T. S. Powell, incorporators.

ELMIRA, N. Y.—Herald Publishing Co.; capital stock, \$30,000. John J. Crowley, William E. Leffingwell, Daniel Sheehan, incorporators.

CEDAR LAKE, Ind.—The Publishers' Circulation Co.; capital, \$5,000; publishing business. Directors: S. C. Bartlett, H. W. Kuehne, Robert Lackman.

NEW YORK, N. Y.—Town Development Co., Manhattan; printing and publishing; capital, \$50,000. Incorporators: W. L. Finch, L. L. Redding and L. M. Finch.

NEW YORK, N. Y.—Greek-American News Co. of Manhattan; publishing; capital, \$15,000. Cnostance Caradaghdes, John Deinetrius and Frank E. Ripple.

NOTABLE VARNISH CAMPAIGN.

Valentine & Co. Find Newspaper Advertising Profitable.

Valentine & Company, of 456 Fourth avenue, New York, of which Adam Haskel is sales and advertising manager, is carrying on a notable newspaper advertising campaign for Valspar varnish in Philadelphia, Boston, Chicago, Baltimore and Newark.

Last fall, when the company placed a contract for 10,000 lines with the Public Ledger, of Philadelphia, only a few of the dealers in that city handled the product. As the result of that advertising, nearly all of the representative paint dealers of Philadelphia now sell Valspar varnish.

A ten thousand line contract was made last spring with the Boston Herald. The advertising increased the sales of Valspar in Boston and suburbs more than 200 per cent. for the first five months of 1913.

Contracts for the same amount of advertising were also made with the Chicago Tribune, the Baltimore American and the Newark News. This business is still running and the results thus far have been highly satisfactory to the company.

This advertising was developed for newspapers by U. S. G. Welsh, of the S. C. Beckwith Special Agency. The account is placed by the E. N. Erickson Advertising Agency of New York City.

Subscribers May Have to Pay Up.

Samuel D. Oliphant, referee in the Trenton (N. J.) and Suburban News bankruptcy proceedings, has issued an order to show cause why the different subscribers to stock should not be compelled to pay their unpaid stock subscriptions. The Trenton and Suburban News was organized some time ago as a Sunday paper by Frederick Cook. It was to have been run on the co-operative plan, printers, pressmen and reporters having subscribed to stock. From its beginning the enterprise proved a failure and bankruptcy resulted.

The Northwestern Review at Detroit has moved into its new building.

GRASTY AND HIS ENEMIES.

Baltimore Editor Tells of His Career in Journalism.

In a letter printed in the Baltimore Sun Charles H. Grasty, president and general manager of the paper, in alluding to his twenty years' experience as an editor and publisher, during which he had been the object of the hate of those who work crookedly in politics, says:

I have had many good people for my enemies, mistakenly, as I hope, but I can make the proud boast that my enemy list has included every political crook of both parties. In this fighting I have had as opponents men almost omnipotent in State and nation, yet there has never been in this campaign or any other a single specific allegation touching the faithful discharge of my duties as an editor. A single compromising fact against my journalistic integrity and I would have been swept by a single stroke off the map of Maryland.

But in all that score of years there has not been one accusation specific in its character that I shared in the fruits of a political victory; that I sought or enjoyed political power, or that in any other way I violated reputable newspaper standards or was untrue to the principles I professed. The assault upon me has consisted in vague insinuations, ugly epithets and latterly, in the mere shouting of my name as if there were some sort of curse about it. Such opposition is the biggest single force for the up-building of a newspaper property.

Practical Course in Printing.

The I. T. U. Course of Instruction in Printing, which was started in March, 1908, through the agency of the Inland Printer, has already enrolled more than 4,300 students in the English-speaking world. The course has met with the approval of high authorities in technical instruction and has been exceedingly helpful to students. The course introduces the principles underlying typography, the application of which students are encouraged to apply to actual jobs, thus making for the highest kind of efficiency.

School of Journalism for Kentucky.

The Kentucky State University at Lexington will establish this fall a school of journalism, with full equipment for getting out a daily paper. All details for the school have been arranged, financial provision has been made to support it, and President Henry S. Barker, of the University, has offered the position of head of the department to a Lexington newspaper man, whose name is withheld for the present. President Barker recently purchased at auction the plant of the Murray Printing Co., which he intends to use as a nucleus of a printing establishment for the journalism school.

Cruel and Unusual Punishment.

"Camp Life for Jersey Convicts."—Headline. "Doesn't this come under the head of cruel and unusual punishment?"—*New York Sun*. We discovered in the Canadian Soo a more glaring example of the c. and u. The town band performs on the lawn in front of the jail.—*Chicago Tribune*.

FOR SALE CHEAP

ONE GOSS COMET

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

ONE 20-PAGE HOE

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

ONE GOSS STRAIGHTLINE

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

ONE GOSS

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

ONE GOSS

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

Address

DUPLEX PRINTING PRESS COMPANY
Battle Creek, Michigan.

TRADE UNIONISM AND SOCIAL ECONOMY.

How the Abuses Which Adam Smith Wanted to Correct With Unlimited Competition Led to a State Which Is No Better—Germany Has Curbed Resulting Tendency.

By Henry W. Cherouny.

Your request for an exposition of the underlying causes of the ascendancy of the German industry imposes, I dare say, a patriotic duty on me which I am bound to take upon myself, although I feel the weakness of my diction and, perhaps, of my knowledge of what is termed "the spirit of the age." However, I know that "the land of the free and brave" has chosen a government which is groping its way under the strong delusion that freedom of business can be preserved only by interfering with all factors of industry, directly or indirectly.

In my business, I experience that the blind infatuation which turns our government into a gigantic power to trifle with economic development has also seized organized labor. Having secured the collective labor contract system, it reaches out for absolute domination of each trade and workshop. Let me, then, show American editors—the teachers of our people—how Germany preserves business liberty, knowledge, skill and prosperity through the legalization and direction of the innate human tendency toward association, especially on the economic sphere of life.

Let England's envy darken the mind of its statesmen so that they think of dreadnoughts as proper weapons against German knowledge and skill. But America should approve of those things that are excellent—the German industrial institutions which recognize business associations and make them the pillars of trade and industry.

NOTIONS OF BUSINESS LIBERTY.

The kind of business liberty which our Government defends requires stringent anti-combination laws to suppress the natural drift towards trade-unionism by force. It was born in France on June 17, 1791, when the Revolutionary Convention forbade every coalition of laborers, employers and holders of goods and every form of association of men of the same occupation.

However, force cannot prevail against what is called "the spirit of the age," which is, sometimes good, but often bad. This was begotten by Adam Smith in his economic philosophy, which rests on an over-optimistic view of human nature. About the year of 1776 he published his book, "The Wealth of Nations." Its general lesson was to let every apprentice, journeyman, large and small employer and merchant have perfect liberty of business.

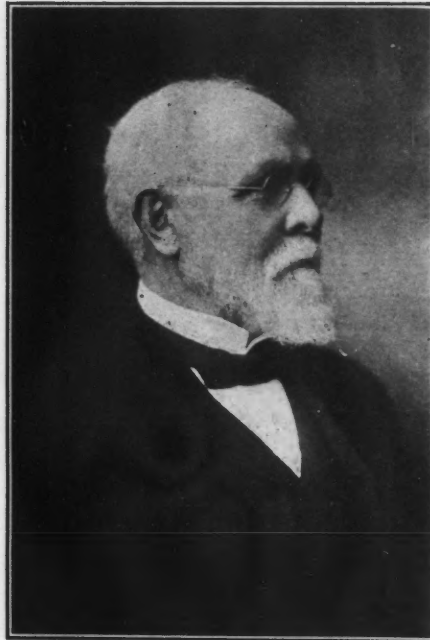
Adam Smith's doctrines were treated by the popular literature of his age like a gospel of liberty capable of blessing all the world. To the victims of the ancient guild abuses the "Wealth of Nations" was magnified, as Carl Marx's "Capital" is in our days for the victims of Adam Smith's liberty-of-contract propaganda.

INFLUENCE OF ADAM SMITH STRONG. During the next fifty years one government followed the other in enacting codes on the ideas of Adam Smith. This kind of legislation brought forth our present business system of unlimited competition, which made it possible to exploit all mental and bodily factors of mankind, even of children. The essence of this business system is that every person is legally put in the position to enter into contracts for the transfer of labor as well as of its products, at any time, by any terms, and

under whatever stipulations he may choose. With this system, ethics and religion ceased to be considerations in the business life of high and low. The time-honored institution for the preservation of morality and piety were thenceforth valued only as far as they could further man's productiveness of commodities and bring about desirable submission of the lower classes to the tendencies of modern commercialism.

ADAM SMITH AND THE GUILDS.

The business system preceding that of unlimited competition rested on the time-honored but, in the days of Adam Smith, corrupted guilds. They were trades unions comprising apprentices, journey-



HENRY W. CHEROUNY.

men and masters, while merchants had guilds of their own, mainly to subdue the craftsmen's guilds. Their purposes were originally to insure good relations between the classes of industrial workers, good prices, agreeable wages and care of the craftsmen's bodily and spiritual wants in general. While the guilds were, during the Middle Ages, the most efficient agents of social order and industrial progress, they had become, under the iron rule of the merchants' guilds, corrupted bodies of monopolists and grafters.

A NEW SOCIO-ECONOMIC PHASE.

The new system of unlimited competition was, therefore, hailed as a deliverance from an intolerable burden. But it was soon found that rushing from one extreme into another was a sore mistake, for which the following generations have had to pay a heavy penalty. The middle road between extreme business liberty and guild (or trades union) despotism would have been better. Germany has found it, and I hope America will find it.

England had at that time the largest and best markets of the world. This country was therefore highly interested in saving the right of way for its tradesmen and manufacturers in all Europe and its colonies. For this cause the English Government struck the first blow against the guild system by abolishing the "5 Elizabeth 4," which was the legally recognized codification of the usages of the old guilds, mainly in protection of the working classes. The latter at once saw that the gift of busi-

(Continued on page 295.)

New Plunger Cleaner.

A linotype plunger cleaner, the invention of Leo Ewald, head machinist on the Minneapolis Journal, is finding favor in the Government Printing Office at Washington, where three of them are now in use. Charles C. Gunn, head of the Government's machine plant, has written a letter commending it.

The Greensboro (N. C.) News is installing a new four-deck Goss press, the largest press ever sent to North Carolina.

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.

Better 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
BY THE WANT-AD MAN

MOST CONVENIENT

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

CENTRAL PRESS ASSOCIATION, Cleveland

Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

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

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

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

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

Arthur Capper
TOPEKA, KAN. Publisher

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

Guarantee to Advertisers!

The Hartford Times

HARTFORD, CONN.

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

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

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

The Catholic Tribune - (English) Katholischer Westen - (German) Luxemburger Gazette - (German)

Net average weekly circulation for the year 1912:

January	30,908	July	32,935
February	30,996	August	33,780
March	31,053	September	34,321
April	30,998	October	35,406
May	31,332	November	36,067
June	32,102	December	36,487

These figures are net, all exchanges, advertisers' copies, free and unsold papers having been deducted. Write for sworn statement.

CATHOLIC PRINTING CO.
Dubuque, Iowa

GET THE BEST ALWAYS

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

The New Orleans Item

2ND U. S. P. O. REPORT

Six Months' Average Circulation.

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

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

John F. Toler, business manager of the New Orleans Times-Democrat, expects to add 15,000 subscribers to the list during the next sixty days as the result of the cut in the paper's price.

ON TRADE UNIONISM.

(Continued from page 294.)

ness liberty was a dangerous snare. Three hundred thousand Englishmen petitioned against the abrogation and only 2,000 for the new order of business. Long before the abrogation of the old apprentice law the journeymen had formed separate trades unions in defense of their rights against the guild masters. These received a powerful impulse by the act of their employers breaking down the safeguards of their incomes. Under these circumstances grew the present English trades-union system, which, indeed, is far superior to the American, because it tolerates neither local union sovereignty nor yearly rotation in office.

In harmony with the basic traits of the Anglo-Saxon character, the English trades unions grew under the most violent persecution by government, society and church. The English labor leaders were single-minded. Their sole aim was to substitute the collective for the individual labor contract system. Men of the quality of Francis Page, William Newton, Applegarth, McDonald and others knew not only how to bridge over the dangers of the English conspiracy laws, but also the illusions of Owenism and Chartism. They finally gained the ends of the organization without harassing employers, as American unions do by pettifoggish shop rules and uncalled-for burdens.

COMPETITION ERADICATED IN ENGLAND.
This broad-mindedness of the English labor leaders is the main cause why England acquiesced in the trade-union formation of its working people. In the whole of that country there exists no longer any kind of competition among workmen. However, English trades unionism is an industrial democracy, a state within a state, with aims to benefit solely its own members, but without interest for welfare of the commonwealth. Through its greatness it dominates the English industry. Where organized labor dominates there may be good wages, short hours, perfect sanitation, with sick benefits, accident insurance and old-age pension. But there is always restriction to apprenticeship and output, shortening the time of labor and opposition against the "thou shalt" of any authority except their own. If it serves labor's purpose, the Decalogue is set aside. This might be well enough in New Zealand, but will not do very long where "there are others."

Germany has not allowed the growth of an independent industrial democracy. It welded unionism with the interests of the whole people. Therefore German industry enjoys not only all the good of English trade unionism, but also an apprenticeship system in charge of the Government, but managed by the united employers' and workmen's associations. Continuation schools and high trade schools broaden the minds of every youth. The stringent apprentice law and sound training of brains and will alike insure that discipline of the whole manhood of Germany which the industrial army needs as much as the imperial army. This is, in short, the general reason why German industry conquers the markets of the world.

How did Germany reach this desirable goal? The industrial codes of Germany since the great evolution wrought by Adam Smith's philosophy will give the answer. I will give you an abstract of them and beg to let the enormity of the matter to be digested plead for errors and omissions.

(To be continued.)

St. Louis Republic's Monthly Proof.

The St. Louis Republic's Monthly Proof is the name of a new single sheet publication issued by the St. Louis Republic for the benefit of the soliciting staff of its several periodicals. The best thing in the initial number was a column story telling how a representative of the Republic landed an advertiser who for years had refused to advertise.

JOURNALISTS, TOWN BUILDERS.

Inland Empire Press Association Holds Annual Meeting.

J. C. Harrigan, of the Colville Examiner, was elected president of the Inland Empire Press Association at its annual meeting, Sept. 16, in Spokane. Dale Strong, of the New West Trade, Spokane, was elected vice-president, and H. Russell Hill, of the Lincoln County Times, Davenport, secretary-treasurer. Dale Strong was appointed chairman of the community development committee. A new constitution and by-laws were adopted. The association decided to meet in Spokane on Saturday of Interstate Fair Week each autumn.

The newspaper men were welcomed to the city by Gordon C. Corbally on behalf of the Chamber of Commerce. The address of the day was given by W. H. Miller, community development expert of the Western Retail Lumbermen's Association. He said in part:

"Spokane can never be more than a near metropolis if it is surrounded by scores of declining and dwindling towns. There is no such community builder as the newspaper man. The best way for you to develop your community is to buy at home.

"I know what it is to write one of those dynamic editorials on buying at home and the next day see the banker's wife coming from the nearest big town with a load of bundles that would swamp a village bus. We must get interested in back to the farm and intensified and diversified farming. Wealth will be found along the trail of the lone-some swine. Hogs must more thickly populate this country."

At noon the members were guests of the Chamber of Commerce at luncheon. In the afternoon they went to the Interstate Fair as guests of the officials of the fair.

Press Exhibition at Bohemia.

An exhibition of newspapers, magazines and trade journals from various parts of the world will be held at Pelhrimov, Bohemia, Austria, near the close of this year. American publishers are requested to send sample copies of their various publications, together with subscription rates. Where any one country sends a sufficient number of publications to justify the managers of the exhibition, the publications from that country will be given a separate space at the exhibition. The managers of the exhibition say that they hope such an exhibition will result in the increased circulation of such publications in Austria. All publications for exhibition should be addressed to Odrob Jednoty Ceskych Soukromych Uradniku, Pelhrimov, Bohemia, Austria.

Competition for Oklahoma Editors.

Editors of Oklahoma newspapers are sending editorials to the headquarters of the Oklahoma Panama Exposition commission regarding the representation of Oklahoma, the building of a State building and the work that is being done by the commission. Oklahoma is to be represented and a magnificent building erected at the Panama-Pacific International Exposition at San Francisco in 1915. Some time ago the commission offered as a prize for the best editorial on the subject, a free trip to the exposition. Since that time the editors of the State have been in competition.



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

AUTUMN NUMBER

The New York Times' Review of Books

October 12

Five hundred best books for Fall reading with brief description of each to assist buyers in selection. News of authors and publishers' essays on literary topics and correspondence from London, Paris, Berlin, Boston and Philadelphia.

The Mission



of a clean newspaper that goes into the homes and arouses interest in you and your goods is purposeful if you buy advertising where confidence counts. You make no mistake in using

The Pittsburgh Post

(Every Morning and Sunday.)

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

THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the 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, 284 Fifth Ave., New York; 129 So. Michigan Ave., Chicago.

A BARGAIN SPACE BUY
The Detroit News and News Tribune
(WEEK-DAY COMBINATION)
190,000 PAID CIRCULATION 15c
Present rate on 10,000 Lines—

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

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

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

The Circulation of
THE BOSTON AMERICAN
IS OVER
400,000
DAILY and SUNDAY
THE LARGEST IN NEW ENGLAND

Detroit Saturday Night

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

Foreign Advertising Representatives
F. S. KELLY & CO. **Geo. H. ALCORN**
1216 Peoples Gas Bldg. Tribune Bldg.
CHICAGO NEW YORK

THE HERALD HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

JOHN W. HUNTER, Publisher.
Representatives:
J. C. WILBERDING, **A. R. KEATOR,**
Brunswick Bldg., 15 Hartford Bldg.
NEW YORK CHICAGO

YOU MUST USE THE
LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation MORE THAN **120,000**

OBITUARY NOTES.

FRANK L. HOUGH, sporting editor of the Philadelphia Inquirer, died at his home in that city Sunday. He was 55 years old and was well known as a sporting writer.

IKE MORGAN, illustrator and newspaper artist, is dead at his late home in Brooklyn. He was born on June 28, 1871, in Grand Tower, Ill. He did his first illustrative work for the St. Louis Republic and was later connected with the Chicago Record-Herald and with several New York newspapers. He was the creator of "Kids of Many Colors."

JOHN H. MATTISON, a veteran newspaper man, for many years editor and publisher of the Somerville (N. J.) Messenger, died Sept. 15 at his home in Somerville.

BENJAMIN E. RICH, 58 years old, president of the Eastern States Mission of the Mormon Church, died at the headquarters of the mission in New York, recently. He was at one time owner and publisher of the Silver Hammer, a newspaper in St. Anthony, Idaho. He sold it many years later and purchased The Roxburg (Idaho) Press. He retired from newspaper work fifteen years ago.

A. MOSES GEHR, 64 years old, died at Carlisle, Pa., Sept. 9. For a number of years he was editor and proprietor of the American Volunteer published in Carlisle, and later became associate editor of the Carlisle Herald when the American Volunteer was absorbed by that firm. He wrote several books, among which "The Lost Trail" and "The Missing Empire" are best known.

HARRY HAZELETT, 50 years old, editor of the Perry (Ia.) Independent, died at his home last week. Heart disease superinduced by a heat stroke is given as the cause of the death. He was formerly editor of the Ida Grove (Ia.) Record Era.

CHARLES M. COPELAND, who had been at the head of the State House news bureau at Boston for ten years, died Sunday of pneumonia. He was 40 years old. He is survived by his widow, one daughter and a sister, Mrs. Jacques Futrelle, widow of the author who went down with the Titanic.

EARL S. GOODRICH, publisher of the first daily newspaper in Minnesota, died last week at St. Paul. He was 87 years old. Mr. Goodrich went to St. Paul from New York in 1854 and immediately bought the Weekly Pioneer Press, which soon after turned into a daily. He was known as a forcible writer and had great influence in the early days.

WILLIAM HENRY BOFFEY, for twenty-five years a reporter on the New York Sun and the Tribune, died Sept. 16 at his home in Jersey City. He was born in England, but lived most of his life in New Jersey. He reported news of City Hall and of local politics for the Sun.

ELIAKIM ZUNSER, a Jewish writer and poet, whose works are widely known, died Monday of a complication of diseases at his home here. He was seventy-seven years old. His principal work, "Shirim Hadashim," was published in Vilna, Russia, his birthplace, in 1861. Since then he had written more than 600 verses and songs. The funeral was attended by nearly 5,000 persons.

REUBEN T. DURRETT, who founded the Daily Courier of Louisville, Ky., in 1857, died last week at his home in that city. He was eighty-nine years old.

Lloyd's List to Be a Daily Paper.

Lloyd's List, the oldest newspaper in London with the exception of the Gazette, is to have a separate existence as a daily. It was started as Lloyd's News in 1696 by Edward Lloyd, keeper of the City Coffee House, and was devoted to shipping and commerce. The first paper had a brief career, and with the seventy-sixth number (Feb. 23, 1697), it ceased publication. It made its reappearance in 1726 under the title of Lloyd's Lists. It is this paper which still exists to-day as the official publication of "Lloyd's." The List is expected to appear as a daily morning paper next June, when certain co-operative contracts with the Gazette expire.

TRAINING THE CUB REPORTER.

Novel Scheme to Lighten His Troubles and Guide Him Aright.

The cub reporter has found a friend in the Brooklyn Press Club. Hereafter when his copy is butchered, or a headline that he struggled over meets with sudden death at the copy desk, he will not have to ask the haughty men of the blue pencil to please tell him what the trouble was—nay—he will take his troubles to the Press Club, where friendly advisers will point out his errors and help straighten his path.

"It's this way," said a member of the club—a veteran newspaper man. "There are about fifteen cub reporters in Brooklyn who need instruction and advice. A cub hates to go and ask instruction from a city editor or a copy reader, for they are busy men and not running a school of journalism. Still, the cub is anxious to know why his copy is cut, how it is that his story reads so different in the paper from the way he wrote it, and other details in the preparation and handling of copy.

"The cubs got together and talked the matter over. Then they consulted some of the old newspaper men, with the result that the Brooklyn Press Club decided to give them a helping hand. The club donated the use of its rooms free, and hereafter two or three times a week the cubs will meet and unburden their woes.

"Each evening one or two well-known newspaper men will talk to the cubs, answer their questions and explain matters. The cubs will bring with them duplicates of their stories as written and published and then the experts will go over them and show them why the cruel copy reader did as he did, and why a headline of thirty letters and spaces cannot be put into a column where twenty-two is the limit. The cubs will be instructed how to get a story in shape, arrange facts, make strong introductions, and all the rest of the business.

"The newspaper men who are to instruct the cubs have kindly volunteered their services, but, in addition to this, the cubs have chipped in, raised a fund and engaged a professor of journalism to deliver a course of lectures for them."

The scheme is certainly a novel one and should succeed. It will save the cubs many a pang.

TOM W. JACKSON.

BROOKLYN PERSONALS.

Charles F. Kerrigan, former Albany correspondent of the Eagle, is now secretary of the Efficiency and Economy Commission of the State.

Billy Barrett, the hustling advertising man of the Times, was at one time its city editor, but after several years' grind he asked for outside work, got it, and made good. Bill went on the Times as a copy boy and has been with it ever since.

Joseph Early, of the Standard Union; John Elliott, of the Times; George N. Jauvrin, of the Citizen, and Carter Childs, of the Eagle, are doing the Sulzer impeachment trial for their respective papers.

Robert Tobin, many years on the Times, has quit the game and gone into business for himself.

Frank H. Dean, of the Citizen—the newly elected president of the Brooklyn Press Club—is proving himself a hustler, as a result of which there is a steady increase in membership.

W. A. Clarkson is now covering the Canarsie section for the Brooklyn Times. He was appointed by the Citizens' Committee to do the press work for the Canarsie Carnival and he did it up to the handle.

W. I. Vanderpool, who for some time was on the copy desk of the Standard Union, but who now represents a big insurance company, was presented by the company with a knight in arms solid gold scarfpin a few days ago for having secured more business than any other agent in a given time. And Van has only been on the job five months at that.

The Seattle Times

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines. The foreign business amounted to 1,086,000 lines. Gain in foreign business was 238,000 agate lines over 1911.

In December, 1912, the Times led nearest competitor—366,000 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
320 Fifth Avenue Lytton Building
NEW YORK CHICAGO

\$424.82 Is the amount collected by the Dayton News from the 19 branch distributing stations in the city during the week ending Sept. 13, 1913. This is more than three times the amount collected by the Dayton Herald for the same period. The correct ratio of the circulation of each paper is therefore positively established. Are you getting your money's worth? Think it over. Combination rate for Dayton News and Springfeld News, 6 cents a line.

NEWS LEAGUE OF OHIO
Home Office, Dayton, Ohio
New York—LaCoste & Maxwell, Monolith Bldg.
Chicago—John Glass, Peoples Gas Bldg.

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

The high circulation and advertising ideals advocated by the Baltimore Advertising Convention have long been the policy of the *N. Y. Globe*.

There are very, very few papers in the entire United States that can say this.

In New York it's

The Globe

Net Cash Circulation average for the year ended May 31, 1913, 132,220; for month ended May 31, 1913, 149,144.

THE DAILY ADVOCATE

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

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

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:

D. S. Kennedy.....No. 586,337	J. M. Cooney and H. L. Totten.No. 759,501
J. R. Rogers.....“ 619,441	R. M. Bedell.....“ 787,821
J. R. Rogers.....“ 630,112	P. T. Dodge.....“ 797,412
D. A. Hensley.....“ 643,289	D. S. Kennedy.....“ 797,436
J. R. Rogers.....“ 661,386	D. S. Kennedy.....“ 824,659
C. Muehleisen.....“ 718,781	M. W. Morehouse.....“ 826,593
J. W. Champion.....“ 719,436	T. S. Homans.....“ 830,436
D. A. Poe and W. H. Scharf.“ 734,746	T. S. Homans.....“ 837,226
J. L. Ebaugh.....“ 739,591	R. M. Bedell.....“ 848,338
P. T. Dodge.....“ 739,996	T. S. Homans.....“ 888,402
J. K. Van Valkenburg.....“ 746,415	J. R. Rogers.....“ 925,843
S. J. Briden.....“ 757,648	H. Plaut.....“ 955,681
W. H. Randall.....“ 758,103	

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**

CONVENTION WIND-UP.

(Continued from page 282.)

Friday was a busy day for the trade journalists.

The program opened with an advertising symposium over which Hugh M. Wilson, of the McGraw Publishing Co., New York, presided. Prof. Paul Terry Cherington, of the Graduate School of Business Administration, Harvard University, spoke on "Advertising as a Business Force." Other addresses were given by Prof. George Burton Hotchkiss, of New York University; F. R. Davis, advertising manager of the General Electric Co., of Schenectady; Harry Lipper, advertising manager of the Texas Co.; John A. Hill, head of the Hill Engineering publications; O. H. Blackman, of the Blackman & Ross Agency; O. C. Harn, advertising manager of the National Lead Co., and Prof. H. L. Hollingsworth, of Columbia University.

The day's meeting was brought to a close with an "inspirational" mass meeting at which addresses were made by H. M. Swetland, Frank Alvah Parsons, William H. Ingersoll, Dr. Talcott Williams, Richard H. Waldo, advertising manager of Good Housekeeping; Prof. Walter Dill Scott, of Northwestern University, and Herbert N. Casson, of the H. K. McCann Advertising Agency, New York.

DECLARATION OF PRINCIPLES.

Perhaps the most important official action of the convention was the adoption on Friday of "a declaration of principles" prepared by a special committee of which William H. Ukers was chairman. This is the first time that the publishers of important trade papers have taken united action upon the subject, and augurs well for the future of the business. The declaration will be found elsewhere in this issue.

In the evening the annual banquet took place at the Hotel Astor. The total registration of delegates for the week was 565. Extracts from some of the papers read will be found on another page.

HELPING THE ADVERTISER.

Mr. Rogers Shows How It Can be Done by the Publisher.

Jason Rogers, publisher of the New York Globe, in an address before the Inland Press Association on the plan of the "Gilt Edge List," and on conditions that obtain in the advertising field, said:

"The national advertiser is no more an angel in his business methods than the average publisher. Each has his wants and desires. Co-operation between them will make money for each of them.

"From the newspaper standpoint the advertising agent is the natural representative of the devil, who prevents him getting as much business as he thinks

he could directly from the advertiser. From the advertiser's standpoint the advertising agent often represents the only process he can devise to get a discount from ordinary rates even at the risk of having his account used as a leverage for graft.

"After long years' experience with advertising agents, and probably as extensive an acquaintance with them as any one, I can assure you that he is not half as dangerous as he has been pictured. Treated with the same consideration that would be given any other human being, he will run true to form.

"The plan of the "Gilt Edge List" will go a long way to simplify matters for the advertising agent, for if he uses it the same as he does his Bradstreet's or Dun's he will materially assist in mak-

ing every paper in the country sell advertising as a commodity.

"If we ever expect to get what belongs to us it is up to us to most effectively set up our claims and representations in such a way that every buyer of space in the country will have identical and accurate information. Then the advertising agent can plan business generally throughout the country on the basis of up-to-the-minute information which he can show to his client to prove his case.

"In nearly every town the advertising manager of the dominant local paper can in two minutes furnish a better and more complete line on the leading dealers in any line of business than a manufacturer's traveling man could after two days to two weeks' investigation.

"It will be one of the purposes of our new organization to furnish such information. The manufacturer can then, on assurance of carrying on an advertising campaign in the local newspaper or newspapers, easily secure an advance order or window or counter display.

"The economies that we are going to effect in the cost of selling goods through closer co-operation between manufacturers and newspaper are going to run into the millions every year.

"First, we are going to enable manufacturers to buy advertising in the light of known quantity of circulation, which will save enormous sums now spent for circulation that never existed except as bait to attract your dollars.

"Second, we are going to list for ready reference, the same as Bradstreet's or Dun's, all the reputable, honest newspapers of the country effectually separated from the others.

"And third, we are going to co-operate with manufacturers in devising practical plans by which we can materially reduce the cost of selling goods."

DECLARATION OF PRINCIPLES.

(Adopted by the Federation of Trade Press Associations at Last Week's Convention.)

1. We believe the basic principle on which every trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.
2. We believe in TRUTH as applied to the editorial, news and advertising columns.
3. We believe in the utmost frankness regarding circulation.
4. We believe the highest efficiency of the Business Press of America can be secured through CIRCULATIONS OF QUALITY rather than of Quantity—that character, and not mere numbers, should be the criterion by which the value of a publication should be judged.
5. We believe in CO-OPERATION with all those movements in the advertising, printing, publishing and merchandising fields which make for business and social betterment.
6. We believe that the best interests of manufacturers, the Business Press and consumers can be advanced through a greater interchange of facts regarding merchandise and merchandising and to this end invite co-operation by manufacturers and consumers.
7. We believe that the logical medium to carry the message of the manufacturer directly to the distributor and the user is the Business Press.
8. We believe that while many advertising campaigns may profitably employ newspapers, magazines, outdoor display, etc., no well rounded campaign seeking to interest the consumer or user is complete without the Business Press.
9. We believe in co-operating with all interests which are engaged in creative advertising work.
10. We believe that business papers can best serve their trades, industries or professions by being leaders of thought; by keeping their editorial columns independent of the counting room, unbiased and unafraid; by keeping their news columns free from paid reading notices and puffery of all kinds; by refusing to print any advertisement which is misleading or which does not measure up to the highest standards of business integrity.



TIPS FOR THE AD MANAGER.

Albert Frank & Co., 26 Beaver street, New York City, are placing 70 l. d. c. 5 t. orders with a few large city papers for the Cunard Steamship Co., Ltd., "Cunard Line," 24 State street, New York City.

The National Advertising Co., Central Savings Bank building, Denver, Colo., is handling the advertising for the Highland Laboratory, 327 Paterson avenue, West Hoboken, N. J.

The representative of the World's Dispensary Medical Association, Dr. R. V. Pierce, 623 Main street, Buffalo, N. Y., is in New York City making contracts with large city papers.

Gundlach Advertising Co., Peoples Gas building, Chicago, Ill., is forwarding contracts to large city papers for D. D. D. Co., 3845 East Ravenswood Park, Chicago, Ill.

E. T. Howard Advertising Agency, 432 Fourth avenue, New York City, is placing orders with newspapers in the vicinity of New York City for H. F. Dewey & Sons, "Dewey's Wines and Olive Oil," 138 Fulton street, New York City.

C. I. Hood, Lowell, Mass., is renewing a few contracts direct. He also places some advertising for E. M. Hoopes, Wilmington, Del.

MacManus Co., Detroit-Journal, Detroit, Mich., will place the advertising account of the Studebaker Corporation, "Studebaker Automobile," Detroit, Mich., after October 1. Frank Seaman will continue to place the advertising for Studebaker wagons and carriages.

Frank Preshrey Co., 456 Fourth avenue, New York City, is forwarding orders to New York City papers for the Rock Island Cutter Co., "Verdant Valley Butter," 325 Greenwich street, New York City.

The Freeman Advertising Agency, Mutual building, Richmond, Va., is sending out 7,500 lines to a list of leading Southern dailies for the Orange Belt Syrup Co. It is also making full contracts with Southern papers for Straus, Gunst & Co., of the same city; 14,000 lines for twelve months are being used.

Morse International Agency, Dodd-Mead building, New York City, is issuing orders to a selected list of papers for G. Street & Co., "Barbados," British West Indies. This agency is also renewing contracts for Beecham's Pills.

Thomas Advertising Service, Jacksonville, Fla., is handling the advertising of the Florida Citrus Exchange, Tampa, Fla., and 204 Franklin street, New York City.

Cheltenham Advertising Service, 150 Fifth avenue, New York City, is making 3,000 l. 1 yr. contracts with Pacific Coast papers for Gordon & Ferguson, St. Paul, Minn.

Julius Scheck, 9 Clinton street, Newark, N. J., is forwarding 84 l. 21 t. orders with papers in New York State and Pennsylvania for the Eastern Sales Co., of Newark, N. J.

Johnson Advertising Corporation, Steger building, Chicago, Ill., is handling the Armour & Co., of Chicago, account.

M. Wineburgh & Co., 576 Fifth avenue, New York City, are placing orders with newspapers for the Omega Chemical Co., "Omega Oil," 576 Fifth avenue, New York City.

Sherman & Bryan, 79 Fifth avenue, New York City, are sending out 7,500 line, 1 yr. contracts to a few cities for the Regal Shoe Company.

M. Volkman Advertising Agency, 5 Beekman street, New York City, is issuing orders with New York City papers for the present for G. & C. Merriam Co., "Webster's Revised Unabridged Dictionary," Myrick building, Springfield, Mass.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are making propositions with newspapers to run advertising copy 10 in. s. c. 28 t. top of column, surrounded by reading matter, for the National Biscuit Co., "Unceada Biscuit," Philadelphia, Pa. They also have in charge the advertising account of the Old Grist Mill Coffee.

Foster Dehevoise Co., 15 West Thirty-eighth street, New York City, is placing 1 t. mail

order copy with a selected list of papers for the Edwin Digar Co., 2338 Third avenue, New York City.

H. W. Kastor & Sons, Steger building, Chicago, Ill., are making 5,000 l. 1 yr. contracts with Middlewest papers for the Maycliffe Dist. Co.

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, is putting out copy for E. W. Rose Medical Co. It is also placing copy c. o. week to March 31, 1914 for the F. J. Kellogg Co., "Sanitone Wafers."

Ruthrauff & Ryan, 450 Fourth avenue, New York City, are handling the advertising account of the London Feather Co., Toronto, Canada, using Canadian papers only. They will also place orders in a few weeks with a selected list of papers for M. Hemingway Sons & Co., "Hemingway Spool Silk," Watertown, N. Y., and 890 Broadway, New York City.

Wyckoff Advertising Co., 14 Elliott street, Buffalo, N. Y., is renewing orders for C. S. Clark, "Kulux," Rochester, N. Y.

Hanf-Metzger Advertising Agency, 95 Madison avenue, New York City, is placing orders with Farm papers for the American Cyanamid Co., Buffalo, N. Y.

J. C. Ayer & Co., Lowell, Mass., are renewing contracts with papers where they have expired.

Carlton & Hovey Co., "Father John's Remedies," 333 Canal street, Lowell, Mass., is renewing contracts with a large list of papers.

Ernest J. Goulston Advertising Agency, 18 Tremont street, Boston, Mass., is forwarding 50 l. 5 t. orders with a few Southwestern papers for Geo. A. Snow Shoe Co., "Snow's Shoes," Brockton, Mass.

D'Arcy Advertising Co., Fullerton building, St. Louis, Mo., is contracting orders with Southwestern papers for the Independent Brewing Co.

C. Ironmonger Advertising Agency, 20 Vesey street, New York City, is handling the advertising account of the American League Whiskey, Wm. Albrecht, Agent, Boston, Mass.

Street & Finney, 45 West Thirty-fourth street, New York City, are in charge of the advertising account of the Motormeter Co., 1784 Broadway, New York City.

Lord & Thomas, Mallers building, Chicago, are sending out 1,960 line, 1 yr. contracts to Pacific Coast papers for Alfred Decker & Cohn.

The Ballard Advertising Co., 1328 Broadway, New York City, is forwarding orders to a selected list of papers for the Bolton Chemical Co., "Listogen," 256 West Twenty-third street, New York City.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is issuing orders to a selected list of papers for the Malted Cereals Co., "Malt Breakfast Food," Burlington, Vt.

F. A. Gray Advertising Co., Dwight building, Kansas City, Mo., is sending out a 1,456 line schedule to Middlewest papers for the Barbo Manufacturing Co.

Bates Advertising Co., 15 Spruce street, New York City, has secured the advertising account of the United Fruit Co., 17 Battery Place, New York City.

Frank Seaman, 116 West Thirty-second street, New York City, is placing orders with Southern papers for Liggett & Myers Tobacco Co., "Piedmont Cigarettes," New York City and St. Louis, Mo.

The Texas Sort.

"Gracious! That skirt is so tight that I can plainly see what you have in your pocket!"
 "But I have no pocket."
 "Then what is that lump?"
 "Oh, that's a mosquito bite!"—Houston Post.

New Orleans Item Cleans Columns.

The New Orleans Item has recently notified advertisers and advertising agents that hereafter it will exclude from its columns all advertising that can possibly be regarded as objectionable. Thirteen different classes of articles are enumerated in the taboo list. It puts up the bars against habit-forming drug preparations and medicines containing alcohol in larger quantities than pharmaceutical compounding requires; against certain remedies that are not mentioned in polite society; against "cures" for cancer and tuberculosis; against offensive or suggestive copy of any kind. Seventy advertisers whose total space consumption in the Item during the past twelve months, was approximately 300,000 lines, have already been notified that their copy cannot appear in that publication after Oct. 1. Others will probably follow as their cases are reached,

ROLL OF HONOR

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

ARIZONA.	MONTANA.
GAZETTE—Av. Cir. July 6,355....Phoenix	MINERButte
CALIFORNIA.	NEBRASKA
ENTERPRISEChico	FREIE PRESSE (Cir. 128,384)....Lincoln
RECORDLos Angeles	NEW JERSEY.
TRIBUNELos Angeles	PRESSAsbury Park
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	JOURNALElizabeth
INDEPENDENTSanta Barbara	COURIER-NEWSPlainfield
BULLETINSan Francisco	NEW YORK.
CALLSan Francisco	KNICKERBOCKER PRESS.....Albany
RECORDStockton	BUFFALO EVENING NEWS....Buffalo
Only newspaper in Stockton that will tell its circulation.	BOLLETTINO DELLA SERA, New York
GEORGIA.	EVENING MAIL.....New York
ATLANTA JOURNAL (Cir. 54,989) Atlanta	STANDARD PRESS.....Troy
CONSTITUTIONAtlanta	OHIO.
CHRONICLEAugusta	PLAIN DEALER.....Cleveland
LEDGERColumbus	Circulation for August, 1913.
ILLINOIS.	Daily 118,491
POLISH DAILY ZGODA.....Chicago	Sunday 143,188
SKANDINAVENChicago	VINDICATORYoungstown
HERALDJoliet	PENNSYLVANIA.
NEWS.....Joliet	TIMESChester
HERALD-TRANSCRIPTPeoria	DAILY DEMOCRAT.....Johnstown
JOURNALPeoria	DISPATCHPittsburgh
STAR (Circulation 21,589).....Peoria	PRESSPittsburgh
INDIANA.	GERMAN GAZETTE.....Philadelphia
THE AVE MARIA.....Notre Dame	TIMES-LEADERWilkes-Barre
IOWA.	GAZETTEYork
REGISTER & LEADER.....Des Moines	SOUTH CAROLINA.
THE TIMES-JOURNAL.....Dubuque	DAILY MAIL.....Anderson
KANSAS	THE STATE.....Columbia
CAPITALTopeka	(Sworn Cir. June, 1913. D. 21,733; S. 21,960)
KENTUCKY.	TENNESSEE.
COURIER-JOURNALLouisville	NEWS-SCIMITARMemphis
TIMESLouisville	BANNERNashville
LOUISIANA.	TEXAS.
DAILY STATES.....New Orleans	STAR-TELEGRAMFort Worth
ITEMNew Orleans	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
TIMES-DEMOCRATNew Orleans	CHRONICLEHouston
MARYLAND.	The Chronicle guarantees a circulation of 35,- 000 daily and 42,000 Sunday and will in- crease its advertising rates on October 1, 1913.
THE SUN.....Baltimore	WASHINGTON.
has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	POST-INTELLIGENCERSeattle
MICHIGAN.	WISCONSIN.
PATRIOT (Morning).....Jackson	EVENING WISCONSIN.....Milwaukee
Daily (Except Monday) Average, Year of 1912	CANADA.
Daily..... 10,589 Sunday..... 11,629	ALBERTA.
MINNESOTA.	HERALDCalgary
TRIBUNE, Morn. & Eve.....Minneapolis	BRITISH COLUMBIA.
MISSOURI.	WORLDVancouver
POST-DISPATCHSt. Louis	ONTARIO.
	FREE PRESS.....London
	QUEBEC.
	LA PATRIE.....Montreal
	LA PRESSE Ave. Cir. for 1912, 114,371 Montreal

New Orleans States
Sworn Circulation
Over 40,000 copies daily

Carrier circulation in June averaged over 18,000 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.

Richard Wood, who for several years has been connected with the Street Railways Advertising Co., has resigned to become secretary of the Current Literature Publishing Co., of New York, publishers of Current Opinion. In his new position Mr. Wood will have charge of the advertising department and promotion work. Mr. Wood's many friends will be glad to see him back in his old haunts in New York.

Albert Hanson has resigned as foreign representative of the Montgomery Advertiser, Birmingham News, Mobile Item and Knoxville Journal and Tribune, to become associate publisher of the Mobile Item.

M. M. Hight has left the Montgomery Journal to become advertising manager of the Chattanooga News. Herbert Ronser, whom he succeeds, is now advertising manager of the Knoxville Sentinel.

John Hays, formerly superintendent of the pressrooms of the New York Herald and the New York Times, is now associated with Walter Scott & Co., printing press manufacturers of Plainfield, N. J., and is traveling through the country in the interests of that company.

Byron W. Orr, who has been publicity director and manager of the ad copy service of the Pittsburgh Post and Sun, has resigned. Mr. Orr expects to locate in one of the Eastern cities. He has had a wide experience in all forms of advertising work.

William Henry Beers, who for the past two years has been advertising manager of the Automobile and Good Roads Magazine, at Jacksonville, Fla., has joined the staff of the Fourth Estate, New York City.

E. St. Elmo Lewis addressed the Dayton Advertising Club and other business organizations of that city last week on "The Gospel of Efficiency."

Herbert A. Rouser, advertising manager of the Chattanooga (Tenn.) News, has resigned to return as advertising manager of the Knoxville Sentinel, where he entered newspaper work.

G. N. Hiller has been appointed advertising manager of the Detroit (Mich.) Motorist.

O. M. Johnson succeeds J. D. Thompson as advertising manager of the Pensacola (Fla.) Evening News. He was for nearly four years city editor of that paper.

L. A. Paisley has joined the Louis A. Pratt Advertising Company, Detroit, after having been connected with Modern Methods for several years.

George W. Cecil, Jr., formerly in the advertisers' service department of the Philadelphia Record, has joined the copy staff of the George A. Deatel Agency, Baltimore.

James Porter, formerly business manager of the Philadelphia Public Ledger and until recently connected with an automobile company, has been appointed manager of the Cunard Steamship Line in Philadelphia.

John H. McMurtrie is now in charge of the automobile advertising of the Philadelphia Public Ledger.

J. M. Linton, manager of the Western office of the Smith-Kelly Co., is in New York this week on a business trip.

Bloomington's Issue Paper.

Bloomington's Store News has been launched. Vol. I, No. 1, consists of eight pages, 17 x 20 1/2 inches, with display ads closely following the Bloomington style as exploited in the daily press.

"The Advertising Value of Good Roads" was the subject of an address delivered by E. L. Ferguson at the weekly meeting of the Dallas Advertising Club. After Mr. Ferguson's address, the club had an interesting discussion of the relative effectiveness of five advertisements of leading Dallas clothiers appearing in the newspapers of the city.

Jason Rogers, publisher of the New York Globe, was the principal speaker at the opening fall meeting and banquet of the Cleveland Publicity Association in its new club rooms last week. Mr. Rogers discussed the subject "Newspaper Advertising" from the standpoint of both the buyer and the publisher. President A. M. Briggs was in the chair. Other addresses were made by W. K. Stewart, of the Cleveland Press; A. B. Chivers, of the Leader and News, and George F. Moran, of the Plain Dealer.

A list of thirty-five lectures or study sessions has been announced as the program of the Cedar Rapids (Ia.) Ad Club for the coming winter. This program is the biggest thing yet undertaken by the ad club, and shows the progressiveness of that organization. The winter's meetings will start with four lectures to be delivered by Daniel Sloan, of Chicago.

About fifty members of the Beaumont (Tex.) Ad League attended the regular meeting held in the rooms of the Elks' Club last week. The affair was entirely a social one, among the entertaining numbers being brief talks by Judge E. A. McDowell and Sam Solinsky. Refreshments were served.

That true value in advertising is gained through human interest in the story of your goods, rather than an exaggeration of their worth, was the thought brought out at the weekly luncheon of the New Orleans Ad Club. The topic under consideration was "How to Make Retail Copy Logical Without Exaggeration." A. G. Newmyer told of the man who insisted on a wreck each week. The rest of the noon hour was used up in telling the life story of Major H. H. Baker and Mr. Newmyer. Each week several papers are read, describing the doings and life of individual members.

Fraudulent advertising was flayed by Assistant District Attorney Harry H. Rowand, candidate for district attorney of Allegheny County, in his address to the Pittsburgh Publicity Association recently. Mr. Royand commended the association for its work and said that should he be elected public prosecutor he will see that the law against fraudulent advertising is enforced in the letter and in the spirit.

An interesting paper on "Booklet Advertising" was read at the weekly lunch of the Fort Worth (Tex.) Ad Club by M. D. Evans, who said there is a field for booklet advertising. He believes each kind of advertising has its own sphere and that booklets, when made up in an artistic manner, will please and attract attention.

Officers for the ensuing year were installed at the regular weekly meeting of the Oklahoma City (Okla.) Advertising Club. The retiring officers gave their reports of the year's work. C. H. Russell, retiring president, in his report, told of the work of the club for the past year, of the many big undertakings and of the complete success achieved in each. John W. Newbern, secretary, also gave a resume of the past year's work. The new president is S. E. Beatty.

Preliminary plans were made at the meeting of the Elizabeth (N. J.) Advertising Men's Club last week for a "get together" dinner to be held between the first and tenth of next month. It is planned to make this affair more interesting than the one held last spring, and a special committee was appointed to

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

- ALLEN & WARD**
Brunswick Bldg., New York
Advertising Bldg., Chicago
- ANDERSON, C. J., SPECIAL AGENCY**
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112
- JOHN M. BRANHAM CO.**
Brunswick Bldg., N.Y., Mallers Bldg., Chic.
Chemical Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY**
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHAEERER 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,**
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.
- HENKEL, F. W.**
People's Gas Bldg., Chicago
Tel. Randolph 3465
- KEATOR, A. R.**
601 Hartford Bldg., Chicago, Ill
Tel. Randolph 6065
- LINDENSTEIN, S. G.**
118 East 28th St., New York
30 North Dearborn St., Chicago
- NORTHRUP, 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 26th 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
Karpen 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.

The Bureau of Advertising.

W. A. Thomson, director of the A. N. P. A. Bureau of Advertising, has returned from a trip to Chicago and the Middle West, where he called on a number of publishers whom the bureau is trying to interest in its work, and the principal advertising agencies. He found the latter thoroughly in accord with the plans of the bureau and enthusiastic over the efforts being made to interest its subscribers in the matter of co-operation. The representative of a large agency said: "If you succeed in demonstrating to actual advertisers that the newspapers are willing to create in the local dealers' minds a proper appreciation of national advertising there will be no other medium in the field save newspapers."

The Superior (Neb.) Daily Journal has changed from an afternoon to a morning publication.

Charleston Post's New Home.

The Charleston (S. C.) Evening Post is erecting a new building to house its plant. It is a three-story structure and will be ready for occupancy Oct. 1.



Recent Newspaper Changes In San Francisco

have strengthened the supremacy of

THE EXAMINER

and emphasized more clearly than ever before the fact that San Francisco is a morning newspaper field.

The early opening of the Panama Canal and the building of the Panama-Pacific International Exposition form a powerful argument for Eastern advertisers to be represented in San Francisco today.

The following report showing advertising published in San Francisco newspapers, from January 1 to September 12, inclusive, reflects the general opinion of advertisers regarding the value of the several newspapers as advertising mediums:

THE EXAMINER	7,105,140 lines
Second Paper	4,059,076 “
Third Paper	3,277,162 “
Fourth Paper	2,097,354 “

One morning paper, eliminated August 31, not included. Figures for lowest evening paper for entire period not compiled, but considerably less than the fourth paper.

THE EXAMINER leads the second paper by 3,046,064 lines, or 75%; the third paper by 3,827,978 lines, or 117%, and the fourth paper by 5,007,786 lines, or 239%.

AUTOMOBILE ADVERTISING

JANUARY 1—AUGUST 31, 1913, INCLUSIVE

THE EXAMINER	379,917 total lines
Second Paper	281,435 “ “
Third Paper	187,357 “ “

CIRCULATION

THE EXAMINER'S circulation is now in excess of **120,000** copies daily

And **220,000** copies Sunday

You can cover San Francisco, Central and Northern California with the **SAN FRANCISCO EXAMINER** alone

EASTERN REPRESENTATIVE:

M. D. HUNTON, Room 1405, 220 Fifth Avenue, NEW YORK CITY

WESTERN REPRESENTATIVE:

W. H. WILSON, 909 Hearst Building, CHICAGO, ILL.

