

THE EDITOR AND PUBLISHER

AND JOURNALIST

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5 Cents a Copy

MYRICK IS INDICTED.

SPRINGFIELD PUBLISHER IS CHARGED WITH CONSPIRACY BY FEDERAL GRAND JURY.

Indictment Believed to be Outgrowth of Controversy Waged Last Spring Between Myrick and the Post Office Department—Subscription Manager Cunningham Also Indicted on Same Charge—Myrick in Europe.

An indictment charging conspiracy was returned by the Federal Grand Jury at Boston this week, against Herbert Myrick, president, and James W. Cunningham, subscription manager of the Phelps Publishing Co., and the Orange Judd Co., with offices in New York, Chicago and Springfield, Mass.

Mr. Myrick is now in Europe, and is said to be hastening home to face the charges. Cunningham was released in \$3,000 bail.

The indictment alleges that on November 1, 1910, Myrick and Cunningham conspired to misrepresent to Postmaster Louis C. Hyde, of Springfield, certain facts relative to the publication of the Orange Judd Northwest Farmstead, the object being, it is claimed, to secure second class mail rates.

Accordingly, it is alleged, they made the claim in a printed form to Hyde that only six copies of the Farmstead were mailed to persons whose subscriptions were paid for by others, when in fact 6,468 copies of the publication were sent to such persons through the mail.

The Post Office Department, it is said, notified Myrick last spring that in the future he would have to send all of his periodicals by first class mail instead of second class. This change, it is claimed, would cause a loss of more than \$18,000 weekly to Myrick, and that his companies would have to go out of business after an existence of three-quarters of a century for one of the publications.

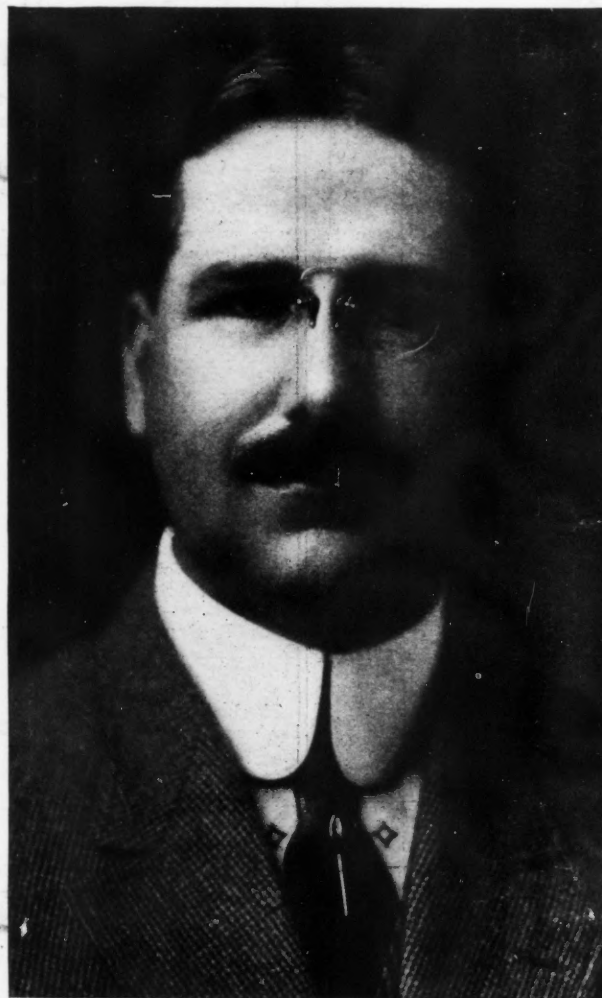
Mr. Myrick presented his side of the case in a brief at Washington last April. The case was heard by Third Assistant Postmaster General Britt. Many Senators were present at the hearing, and the matter attracted widespread attention at the time.

It came out at the inquiry that the Post Office Department instructed postmasters throughout the country who handled the Myrick publications to quizz readers concerning their subscriptions, printed forms being prepared by the department for this purpose.

It was decided that while a part of the Orange Judd Northwest Farmstead mailing list was excluded from second class rates, the publication was accorded a second class entry.

Canadian Girls in Town.

Eighteen Cobalt girls, winners in a popularity contest, engineered by the Cobalt (Canada) Nugget, were at the Hotel Breslin, New York, this week, under escort of its editor and proprietor, E. S. Secord. The party came via Toronto, Niagara and Boston and trolleyed from there to this city. The girls said the scenery was enjoyable and New York was fine, especially the harbor.



RUSSELL R. WHITMAN,

PUBLISHER OF THE BOSTON AMERICAN, WHO HAS BEEN ELECTED PRESIDENT OF THE AMERICAN GOLFERS' ASSOCIATION OF ADVERTISING INTERESTS.

NEWSPAPER RATES TOO HIGH.

News Company Files Complaint with Interstate Commerce Board.

The Transcontinental transportation charges for newspapers, paper-back novels, books and periodicals are alleged to be unreasonable and exorbitant in a complaint filed with the Interstate Commerce Commission last week by the San Francisco News Co.

The complainant alleged that it is required by the Chicago & Northwestern Railway and other carriers to pay \$3 a hundred pounds from Chicago to the Pacific coast. The complainant holds that a rate of \$1.40 a hundred pounds on carload lots and \$2 a hundred pounds on less than carload lots would be ample compensation.

Republican Paper for New Orleans.

The Louisiana Republican Co-operative Publishing Co. has been organized to publish a new paper at New Orleans called the Louisiana Republican. The new venture will be either a daily or a weekly as the board may determine.

POSTAL REGULATIONS AMENDED

Coupons and Order Forms May Now Be Included in Advertisements.

An order amending section 462 of the postal regulations so as to allow coupons, order forms and other matter intended for detachment to be included in permanently attached advertisements or elsewhere in newspapers and periodicals has been issued by Postmaster General Frank H. Hitchcock.

The order specifies that advertisement coupons must only be an incidental feature of such publications. They must not be such as to destroy the "statutory characteristics of second-class publications," or of such characters as to bring them within the prohibition of the statute denying the second-class rate of postage to publications designed primarily for advertising purposes.

A petition in bankruptcy has been filed in the United States court at St. Louis by W. E. Miller, editor of the Senath Southeast Missouri Republican. Liabilities are listed at \$6,045.

COMING FROM EUROPE.

REPRESENTATIVES OF LEADING AD CLUBS TO ATTEND BOSTON CONVENTION.

The Delegation Will Be the Special Guests of the Associated Advertising Clubs of America and Will Be Welcomed in New York by the Reception Committee—List of Those Who Comprise the Party.

The leading advertising interests of Great Britain are to be represented at the big Ad Club Convention to be held in Boston next month. Delegates have been chosen from the incorporated Society of Advertisement Consultants, the London Newspaper Proprietors' Association, the Southern Newspaper Owners, the Irish Newspaper Society, the Northern Newspaper Owners, the United Billposters' Association and from the various advertising clubs in London.

The substantial character of the London delegation may be seen from the following list of members:

A. D. Owens, advertising manager of Turog Bread, a product of Messrs. Spillers & Baker, Ltd., of Cardiff, So. Wales, one of the largest and most important firms of millers in Great Britain.

F. R. Kennington, advertising manager for the North of England of the London Daily News, one of the great newspapers, chiefly owned by Messrs. Cadbury Bros., cocoa and chocolate manufacturers.

A. W. Gamage, principal proprietor of a very large department store chiefly devoted to sporting and fancy goods.

J. C. Ackerman, representative of the Advertising World, one of the most progressive advertising trade journals in London.

W. G. Spooner, director of Messrs. Willing & Co., one of the largest firms of bill-posters.

A. W. Rider, manager of the London Daily Express, the second half-penny daily morning newspaper started in England; the paper is principally owned by C. Arthur Pearson.

Louis Kaufman, advertising manager of Truth, a weekly paper, the policy of which is general criticism and the exposure of shams of all sorts.

Reginald Harris, connected with the London Daily Standard, and interested in advertising and newspapers in many ways.

Lionel D. Falk, representing Messrs. Keyner & Co., general advertising agents, who specialize in the placing of England and Colonial advertising. Mr. Falk is more particularly interested in the Colonial work.

J. A. W. Mudie, the London advertising representative of the Dundee Courier, one of the most important newspapers in Scotland.

Hopton Hadley, a prominent member of the Society of Advertising Consultants. Members of this society perform all the functions of a service advertising agent, except that of placing business with the newspapers. They put up schemes and generally advise advertising.

ers on the basis of a fee agreed upon beforehand.

J. Strong, managing director of Messrs. C. Mitchell & Co., one of the oldest firms of advertising agents in Great Britain. It was through this firm that Warner's Safe Cure and many of the oldtime American patent medicines were exploited in Great Britain.

C. E. Stenbridge, general manager of the head office of the Sheffield Daily Telegraph, one of the most important daily newspapers outside of London.

H. Burt, representing the Associated Newspapers, Ltd., the organization that includes the Daily Mail and other interests of Lord Northcliffe. His Lordship, by the way, much regrets his inability to attend the convention.

F. W. Boyer, director of Messrs. Fulford, Ltd., Leeds. This firm is the owner and exploiter of a number of patent medicines which have had an enormous sale. The original Fulford of this firm was a nephew of Senator Fulford, of Williams' Pink Pills' fame. Mrs. Boyer will accompany Mr. Boyer.

H. Powell Rees, chairman and managing director of the H. Powell Rees, Ltd., service advertising and commercial agents. In his capacity as honorary secretary of the Sphinx Club, Mr. Rees has been the chief organizer of the London delegation.

In addition to the gentlemen named above, the visitors will include three gentlemen who have not been officially delegated by any organization, but who are coming because of special interest in the convention. These gentlemen are F. E. Coe, general advertising agent; J. Proctor Humphris, representing Messrs. Spottiswoode, Dixon & Hunting, service advertising agents, of which firm he is managing director, and W. A. Mountstephene, British representative of Hugh MacLean, publishers of Montreal and Toronto.

Major P. F. O'Keefe, chairman of the reception committee of the Pilgrim Publicity Association, and other members of his committee, will meet the visitors on the pier when they land in New York, and will bring them direct to Boston as guests of honor of the Associated Advertising Clubs of America, throughout the convention.

The Londoners expect to obtain a great many valuable suggestions for the improvement of business in Great Britain, and it is not at all unlikely that they will show a number of American manufacturers how to get an increased output by advertising to the people of the British Isles.

The English delegates will sail for New York on July 22.

Fire Destroys Two Newspapers.

The Egansville (Can.) Star-Enterprise and the Egansville Leader were both wiped out by a fire which swept through the business section of the city last week.

HAND, KNOX & COMPANY

Newspaper Representatives

with offices in

NEW YORK ATLANTA CHICAGO

We will be glad to call on or correspond with manufacturers with a view of aiding them in the solution of their advertising problems. Our twenty years of experience in this field has given us a knowledge that may make you money.

CHICAGO PRESS NEWS.

NEW CROP OF LIBEL SUITS FILED—A REPORTER WHO WOULDN'T BE HELD UP.

CHICAGO, July 19.—Whatever may be the cause, an unusually large number of libel suits have recently been brought against local newspapers.

Clifton R. Woolridge, former detective and author, has filed suit for \$50,000 in the Circuit against John J. O'Connor, editor of the Variety, a theatrical publication. The Grand Fraternity of Pittsburg, Pa., has begun an action for \$75,000 in the Circuit Court here against the Insurance Field Company, publishers of an insurance paper, for printing alleged libelous articles concerning the financial condition of the Grand Fraternity. John Altman has sued the Chicago Examiner for \$25,000 damages for libel.

Members of the Cook County Press Club, seventy-five in number, their wives and families, more than 200 in all, sailed for Milwaukee last Saturday afternoon on the Christopher Columbus on their annual outing. The club is composed of the editors of the smaller dailies and weeklies of Cook County. Members of the Milwaukee Press Club met the Chicagoans at the dock and acted as escort on a sight seeing tour of the city. The delegates visited the Pabst brewery and later went to Whitefish Bay where they enjoyed a fish dinner. The party made the return trip to Chicago in chartered cars over the Chicago and Milwaukee electric road Saturday night.

The Chicago Press Club gives a theater party at the Whitney Opera House Friday evening.

Efforts to recover the value of a set of pen sketches that disappeared in a mysterious manner from the rooms of the art committee of the Chicago Athletic Association last January, have led Mrs. Frank Holme to begin suit for \$1,000 against Witt K. Cochrane, chairman of the art committee. Mrs. Holme is the widow of an artist of that name, who for many years was a cartoonist on a Chicago newspaper. The sketches, twenty-six in number, represent the most valuable ones in a series drawn by Mr. Holme.

Early Monday morning a hold-up man tackled a morning newspaper reporter, Dwight L. Loughborough. He was in great haste to "cover" an assignment and did not have time to stop and dally with a hold-up man, and frankly told the man so at the time, but he kept persistently flourishing the gun as if he might shoot if goaded to the point of desperation. Thereupon the reported shot out a good right punch straight from the shoulder, that caught the robber full in the face and down he went. Loughborough then hurried on before the man had recovered sufficiently to give chase, and notified the police at the Fiftieth street station.

Mayor Harrison has appointed Harry A. Lipsky, business manager of the Daily Jewish Courier, to a position on the Board of Education.

Virginia Press Elects New Officers.

The Virginia Press Association closed a three days' session at Lexington last week by electing officers as follows: W. E. Addison, Lynchburg, president; C. B. Cooke, Richmond, vice-president; J. L. Hart, Farmville, secretary; E. G. Mosely, Danville, treasurer. Delegates to the National Editorial Association—J. C. Hemphill, W. S. Coupland, A. S. Morton, R. T. H. Clement, J. A. Whitman, R. A. Anderson.

CHANGES IN INTERESTS.

J. R. Williams, formerly of the Midway (Ky.) Bluegrass Clipper, has purchased the Murfreesboro (Tenn.) News-Banner and is now in charge.

The Batesburg (Ky.) Advocate has changed hands, N. Rogers Bayly, having disposed of his interests to J. O. Eargle, owner and publisher of the Leesville News.

W. D. Egilbert, who has owned a half interest in the Redding (Cal.) Register since last February, has purchased the interest of his partner, Frank Robinson.

H. E. Cowdin, formerly owner of the Rockford (Mich.) Register, has taken over the Carson City (Mich.) Gazette. A. L. Beemis has owned the paper for twenty years.

P. S. Ritter has sold the Middeburg (Pa.) Snyder County News to I. C. Mitchell.

A. L. Latreiniere, owner of the Grand Rapids (Minn.) Independent, has purchased the Northome Record from the estate of the late J. B. Wilm.

George H. Larrabee, has sold the Aurora (S. D.) Times to Leslie H. Rairdon, of Newfolden, Minn.

The Albertsville (Ala.) Banner has been sold to John T. Graden, the biggest bidder, for \$2,110.

The Breckenridge (Colo.) Summit County Journal-Bulletin has changed hands. D. H. Tobey is the new owner.

The Letcher (S. D.) Chronicle-Blade has been taken over by its former proprietor, C. F. DeGroff.

Leo C. Dean has purchased the Burkle (S. D.) Gazette from A. M. Church.

The Perry (Okla.) Republican, published for some time by James Casey, has been sold to G. F. Sheese, of Pennsylvania.

Frank C. Pollard has purchased the interest of Gen. E. Forbes in the Eureka (Cal.) Journal, and will take possession at once.

The Grand Ledge (Mich.) Times has again changed ownership, the new proprietor being George Purvis.

Riley B. Dunn, editor and publisher of the Marmaduke (Ark.) Cackler, has sold the paper to H. H. Marshall, of Mansfield, Mo.

The Vinton (La.) Enterprise, a weekly, has been sold to James T. Denton. The former owner and founder was D. O. Dunn.

The East Moline (Ill.) Herald has been purchased by F. E. Thompson.

Frank Van Goykum, formerly editor of the Maurice (Ia.) Times, has purchased the Ireton (Ia.) Ledger.

F. L. Shoup has sold the Wakefield (Neb.) Republican, with which he has been identified for twelve years, to H. W. Woodworth.

J. T. Gantt, former secretary of State of South Carolina, and a newspaper man, has purchased a controlling interest in the Jones County News, of Ellisville, La., and assumed charge July 1.

TRADE PRESS CONVENTION

To Be Held in Boston, August 1, 2, 3 and 4—The Program.

The fifth annual convention of the Federation of Trade Press Associations in the United States will be held at Boston on August 1, 2, 3 and 4 in conjunction with the convention of the Associated Advertising Clubs.

The regular sessions will be devoted to a number of subjects of vital interest to the publishers of trade papers.

On the second day, August 2, the department for technical, trade and class publications, under the chairmanship of Henry G. Lord, will discuss "Advertising Trade Paper Advertising," "Advertising Terms and Contracts," "Some Problems of the Trade Paper Advertising Manager" and "The Maximum Buying Power for Advertisers from Trade Paper Readers."

On Thursday forenoon, August 3, the Federation business session will be held, the president's address will be delivered, officers and committees will report, and a discussion of postal matters and other business will be taken up. On this day the visiting trade paper men will be guests of the New England Trade Press Association at luncheon.

On the last day of the convention "Co-Operative Advertising Plans for Papers in the Same Class" and "Some Problems of the Trade Paper Advertiser" and "City Directory Advertising" will be among the subjects of discussion.

The election of Federation officers and choice of next year's convention city is scheduled for the session on August 3.

Hotel Brunswick will be the Federation headquarters, and reservations for trade paper publishers may be made through the secretary of the New England Trade Press Association, George H. Collyer, 166 Essex street, Boston, or direct.

Wiley Takes Young's Place.

J. W. Adams, general manager of the Daily Club, has issued to its members a bulletin announcing that, owing to illness, Lafayette Young, Jr., of the Des Moines Capital, will not be able to attend the Boston convention, and that Louis Wiley, business manager of the Times, would act in his place as chairman of the Newspaper Division, which will meet Wednesday morning August 2, and Friday morning, August 4. The members of the Daily Newspaper Club are urged to go to Boston to attend the meetings.

Cosgrave Leaves Everybody's.

John O'Hara Cosgrave, editor and for ten years executive head of Everybody's Magazine, has resigned. He still retains his interest in the Butterick Publishing Co. Trumbull White, for some time editor of Adventure, has been transferred to the staff of Everybody's.

Ten Years' Growth

In six months of 1911 The New York Times published nearly four and a quarter million lines of advertisements, making a new high water mark—a gain of over one million five hundred thousand lines over the corresponding period of 1902. This is the largest volume of advertising ever carried by The Times—and the greatest volume of high grade advertising ever published by any newspaper in the United States. This total has been attained notwithstanding the exclusion of all objectionable, fraudulent, or misleading announcements.

NATIONAL EDITORS.

IN CONVENTION AT DETROIT, THIS WEEK PLAN TO ENLARGE ASSOCIATION.

Name Is Changed to National Press Association of America—Propose Permanent Bureau to Gather Data and Furnish Information to Members—Robert E. Dowdell, of Artesian, S. D., Elected President.

The National Editorial Association met in Detroit this week with more than 400 editors and publishers from all parts of the United States in a attendance. Robert E. Dowdell, of Artesian, S. D., was elected president.

The name of the organization was changed to the National Press Association of America. This is part of a plan to rebuild the association on a more comprehensive basis, so that it will become a practical help to the members.

Among other things it is proposed to make the secretary's office the nucleus of a bureau which will furnish the members with data and information on anything pertaining to the newspaper business. In particular the matter of cost finding will be taken up and the editors will be supplied with systems that will show them what their costs are. A bulletin will be published at least once a month, which will contain useful articles relating to all branches of the business, the idea being to keep the members posted on all matters that tend to increase the efficiency of their plants.

THE SUBSIDIZED PRESS.

In his annual address J. P. Baumgartner, retiring president, took occasion to denounce those papers which sell themselves to private interests. He said, among other things:

"In the purchasable and subsidized press is to be found the most terrible foe of liberty, progress and democracy. It becomes the champion of special privilege, and is purposely, with Machiavelian ingenuity and satanic ability, conducted on a seemingly high moral plane. Its forces are marshalled with such pomp and power as to intimidate the weak, and its exhaustless mental resources confuse all but the most wise and perspicacious. The purchasable press does not stop at coloring and suppressing news; it goes further and man-

The Evening Wisconsin IS FIRST CHOICE

Whenever a Special Representative comes to Milwaukee to investigate local conditions, for a big prospective advertiser, he is sure to find that the leading business houses recommend

THE EVENING WISCONSIN

Because it is Milwaukee's leading newspaper and reaches over 43,000 HOMES daily, and they represent the best buyers in the City and State. It appeals to the women of the home, because they believe in the integrity and the honesty of this paper.

Rigid examination of circulation completed by the Association of American Advertisers, Oct. 3, 1910.

JOHN W. CAMPSIE, Business Manager.
CHAS. H. EDDY, Foreign Representative.
New York Office, 1 Madison Ave.
Chicago Office, 150 Michigan Ave.
(Roht. J. Virtue, Mgr.)

Announcement!

I have organized and incorporated the Homer Davenport Syndicate 133 East 16th St., New York

This syndicate now controls all of my cartoon and literary work and already has booked telegraphic orders from many leading newspapers

I am now well started upon the most important undertaking of my life. This is my long-projected weekly series of full page character sketches of men of national prominence in politics and business—

Davenport's Who's Who In Public Life

About four-fifths of the page depicting each character will consist of caricatures drawn from life and the balance of the page will be devoted to a humorous biographical article. I intend to make this combined pictorial and humorous literary feature a star circulation builder.

Now Ready in the Weekly Series:

- No. 1 President Taft**
- No. 2 Champ Clark**

In addition to the weekly full page series our exclusive papers have the privilege of securing each week three or more of my small daily cartoons on timely topics of general public interest, of which several are now ready.

Mr. Edward Marshall the distinguished war correspondent and interviewer, is Vice-President of the syndicate and his interviews with prominent people on important subjects will be supplied exclusively by the Homer Davenport Syndicate, to whom all inquiries should be addressed.



ufactures news. The special articles are marvels of mendacity. The editorials are written to mislead the people, to confuse the issues, and to demoralize the public conscience. And so successful have these methods proved that the world has witnessed—as I have, intimately, in San Francisco—instances in which they have beaten the sharp, hard sword of justice into a dull, crooked and impotent thing.

"Whether the time has come to go further, to set up a legal standard of qualifications, may sincerely be questioned, but there is no doubt in my own mind as to the proposition that no man who cannot pass a satisfactory examination as to character and educational qualification should be permitted to edit or control a newspaper. Since editors are moulders of public opinion, in order to better conditions everywhere they should be men or women of high character and a least fair ability in their vocation. Then why not make it necessary by law that men and women shall pass examinations to test their ability, and furnish evidence of good character before they are permitted to assume editorial control of newspapers or magazines? Let them be licensed, as are engineers, physicians and attorneys, and so make it impossible for any foul-mouthed, ignorant, intemperate blackguard to fill the columns of a sheet which has even a limited circula-

tion, with matter disgusting to the reading public, or to mislead it in affairs of public moment. Let us have licensed editors, rather than editors merely with license."

FREE PUBLICITY.

A talk that greatly interested the editors was given by L. B. Palmer, of New York, manager of the American Newspaper Publishers' Association, who showed how they are caught by publishing as news stories which should rightly be paid for as advertising matter. To bring the point home the speaker read a number of these stories, all of which had been published as news, and then dissected them to make it clear that they should have passed through the advertising office.

"Newspapers of this country are being buncoed into giving a lot of free advertising to private business concerns who mask their selfish interests under an altruistic label," declared Mr. Palmer.

The crusade against the tin milk can, he said, had been shown to have been fomented by a glass milk can concern. Canning companies, he declared, had secured thousands of dollars of free publicity by adapting the pure food crusade to their own purpose.

EDITORS IMPROVE CONGRESS.

Congressman Henry A. Barnhart, of Indiana, spoke on the subject, "The (Continued on page 6.)

WORLD'S PRESS CONGRESS.

Twenty-four Countries Represented at the Rome Meeting.

The fifteenth annual International Congress of the Press held recently in Rome brought together delegates representing twenty-four countries and 17,000 members.

The English delegation consisted of D. A. Louis, of the "Comité de Direction"; James Baker, the honorable secretary of the British International Association of Journalists; Sir James Yoxall, M.P., editor of the Schoolmaster; J. H. Barnes, of the Daily Mirror; Walter Jerrold; G. B. Burgin; Mrs. Baker, and Mrs. Jerrold; the president of the association, Arthur Spurgeon, unfortunately being prevented from attending.

On arrival at the charming Press Club in the Palace Colonna at Rome, the delegates were presented with their tickets and documents in a portfolio representing an old folio volume bound in calf and elegantly tooled in gold, the ladies' portfolio taking the form of a bag, and a most useful accompaniment was a small card map of the Italian railways, which, when folded, formed a pass entitling the bearer to travel as he would over all the lines.

A reception on the balcony, in the rooms of the Press Club, gave good opportunity on the assembling day for the mutual meetings of the delegates, and on the next morning His Majesty the King of Italy attended the opening of the Congress on the Capital. The business meetings were held in the handsome hall of the Press Club on the Piazza Colonna.

Matters brought up for debate included the questions of the development of provident and benevolent institutions, professional tribunals, and of the shifting of the place of trial for journalistic offenses, but the two subjects that aroused the greatest interest were professional secrecy in press matters, and duelling between journalists in connection with press matters.

Dallas Press Club Elects Officers.

At a meeting of the Dallas (Tex.) Press Club last week officers were elected as follows: Harry Withers, president; Tom C. Gooch, first vice-president; R. H. Campbell, second vice-president; P. C. Edwards, recording secretary; E. A. Vaughan, financial secretary; Douglass Hawley, whip. Board of directors: W. B. McAdams, chairman; J. H. Cullom, E. S. Eberly and Emmett Hambriek.

How the Big Stores of Philadelphia Sell Things to Germans

It's interesting to know that the great department stores of Wanamaker, Gimbel Bros., Strawbridge & Clothier, Sneltenburg's and Lit Bros. use over two million lines a year to tell their merchandise stories in the

German Gazette

The Leading German paper in a city with 60,000 German homes. This paper carries the advertising of all the progressive houses. The

Evening Democrat
Sunday Gazette Weekly Gazette

Also reach certain exclusive fields and prove their value to the advertiser. The German Gazette stands second among the morning newspapers of Philadelphia.

The following table shows the volume of display advertising printed in each of the Philadelphia morning newspapers from March 1 to March 31, 1911:

First Newspaper.....	404,495 Lines
GAZETTE	382,119 "
Third Newspaper.....	348,740 "
Fourth Newspaper.....	289,805 "
Fifth Newspaper.....	257,790 "
Sixth Newspaper.....	225,950 "

The German Gazette Publishing Co. PHILADELPHIA

CAREER OF C. J. SMITH.

Death Removes Veteran Journalist Whose Gentle Life and Lovable Character Will Forever Dwell in the Memory of His Friends—Helping Others Was One of His Chief Pleasures.

By DAVID A. CURTIS.

Charles J. Smith, who passed over the Great Divide on the 13th inst., lived out his three score years and ten in such fashion that the world was better and brighter for his active presence while he was with us. Now that he has left us, there remains a memory of one who never failed a friend when that friend had need of him; a gentle, kindly, courteous man, whose suavity was but the outward covering of a rugged, virile character; a loyal, brave gentleman whose chief pleasure in life seemed to lie in helping others.

The harshest thing I ever heard him say of anybody was, "He never helped anyone." The infinite contempt that his tone implied made the simple sentence sound like a damning denunciation.

For the rest, he was forceful and resourceful, mentally, though his diplomacy enabled him to carry out his aims without friction, and he provoked no enmities, even when he prevailed against those who opposed him. His ready wit and felicitous diction made him a charming companion socially. The broad catholicity of his views and the soundness of his judgment made him an invaluable counsellor.

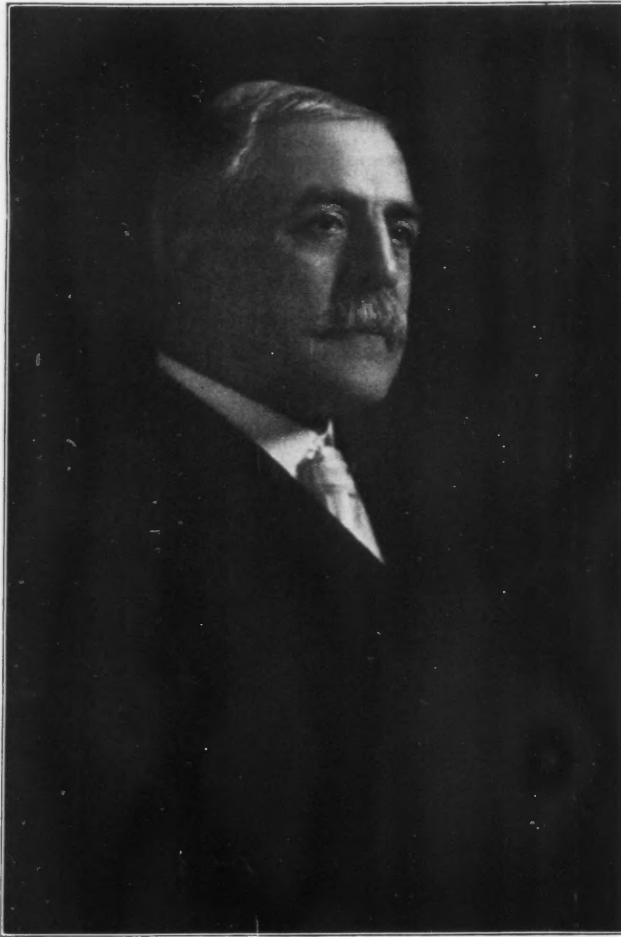
It was said of a great man, "We loved him for the enemies he made." But I say of "Charley" Smith, "We loved him for the friends he made." Few men have died as rich in friendship as he.

In three fields of activity Mr. Smith wrought notably well, and with no common distinction. Born in England, he came to New York in 1866, and immediately undertook newspaper work. In this he was unusually successful for nigh twenty years, though even the older members of the profession seem to have forgotten this part of his record. Even the New York Sun, in its brief obituary notice, failed to mention the fact that he was at one time city editor of that paper.

Later he was managing editor of the Star, when that brilliant meteor of journalism was owned and controlled by the late Joseph Howard, Jr., whose most intimate friend for many years Mr. Smith was.

He did brilliant work in dramatic criticism, and owned and edited one or two Sunday papers of the type in vogue thirty years ago, before he took up insurance journalism in its golden days. But throughout this chapter of his life he was one of the best known and most reliable of the "free lances" of the period.

Having entered insurance journalism, he continued in it while he lived. His management of the Insurance Record



CHARLES J. SMITH.

VETERAN NEW YORK JOURNALIST, WHO DIED LAST WEEK.

attracted the attention of the officers of the Mutual Life Insurance Co., and led to his employment as chief of the literary bureau of that company. In this capacity he continued for twenty years, managing the bureau with rare skill and acquiring, meantime, a handsome competence. Losing his position in the general upheaval which followed the "Hughes Investigation," he continued running his own paper and editing the Vigilant for the remainder of his life.

It was in the course of his work for the Mutual that he attracted the only serious criticism I ever knew to be directed at him. With only some half dozen exceptions, the daily newspapers of the entire country used at that time to sell "reading matter" in their columns at so much a line, and Mr. Smith supplied them with the copy they asked for, paying them according to their demands. When the Armstrong committee paraded this fact (which was an open secret to newspaper men everywhere) the newspapers which had taken his money eagerly derided and reviled him for paying it, and dubbed him "Dollar-a-line Smith." In some way, not easily to be understood, they seemed to reason it out that by so doing they shifted the onus of the fault (if fault it was) from their shoulders to his.

Mr. Smith's main interest in life, outside his business and his home, was, if I mistake not, the welfare of the New York Press Club. From its beginning he was one of the leading and one of its most valuable members. His counsel, his purse and his work were always at its command. He was twice or thrice

chosen president of the club, and as trustee he was the one member to whom, more than to any other one, is due the credit for having guided the club through numerous periods of adversity to its present prosperity.

While he enjoyed the social pleasures of the club as keenly as the next, it was the altruism of the organization which appealed to him first and enlisted his life-long interest.

For myself I can truthfully say that the loss of my dear friend has severed one of the strongest ties that bound me to this earthly life.

WORDS OF APPRECIATION.

In renewing her subscription to the EDITOR AND PUBLISHER, Winifred Gray, of Newaygo, Mich., writes:

"It's a treat to have your paper come each week. I find its instructions of permanent value."

A. M. Madigan, of the Union Publishing Co., 23 Park Row, says:

"Enclosed please find check for renewal of my subscription to your most valuable paper. I wish you many years of success in the undertaking which you have brought to such a good standing."

Washington State Consolidation.

William Goodyear, publisher of the Colfax (Wash.) Commoner, the Pullman Herald and the Pacific Farmers' Union, has purchased the Pullman News. The News is to be consolidated with the Pullman Herald and the printing plant will be consolidated with the plant which prints the Herald and the Pacific Farmers' Union

THE OUTLOOK IN MEXICO.

Business Manager of the Herald Looks for Immediate Improvement.

Cooper Jackson, business manager of the Mexican Herald and the El Heraldo Mexicano, of the City of Mexico, was a visitor at the office of THE EDITOR AND PUBLISHER this week. In speaking of the newspaper situation in Mexico he said:

"The recent insurrection knocked out the newspaper advertising business for a while, but it is now getting onto its feet and gives promise of amounting to something in the near future.

"The Mexican Herald is the only English daily in the City of Mexico. As there are only 25,000 English speaking people there and the Herald has a circulation of 10,000 copies, we think we are doing pretty well.

"Our Spanish edition, El Heraldo Mexicano has a circulation of 43,000. During March, April and May we printed 950,000 lines of local advertising, or nearly three times as much as its nearest competitor, and 64,000 lines of foreign advertising."

One of Mr. Jackson's objects in visiting New York is to appoint a foreign representative. Before going to Mexico in 1903, Mr. Jackson was engaged in newspaper work on the Topeka (Kan.) Capital and the Wichita Eagle.

London Newspaper Exhibit.

The Press Section of the Coronation Exhibition now being held in London, which was formally opened by the Duke of Teck, has had many visitors, as it is regarded as one of the popular features of the exhibition. All kinds of machinery employed in the production of newspapers, processes for the production of plates for illustrations, an excellent collection of cartoons, sketches, manuscripts of famous authors, etc., were shown. A large number of papers, representing examples of British journalism, were on view. One of the exhibits was the famous Round Table of Punch, which bears the autograph initials of Thackeray, Dickens, Tom Hood and other famous writers who wrote for that periodical in days gone by.

Lynch Sues Trade Journal.

James M. Lynch, president of the International Typographical Union, has brought suit for \$25,000 damages against the Michigan Tradesman, published at Grand Rapids by E. A. Stone. The action is to recover damages for an alleged libelous editorial printed in the Tradesman on Oct. 5, 1910, relative to the Los Angeles Times dynamiting disaster.

The man who does not read the trade paper of his industry or business loses money every day because he does not get the benefit of the experiences of others as therein presented.

Are you using an up-to-date service of
NEWS PHOTOGRAPHS

We can serve you more promptly, and with a wider range of subjects, than any other service. We cover, up to the minute,

**General News, Sports,
Foreign—Everything**

that is worth illustrating, either in newspaper or magazine. For particulars and samples write to

International News Service
800 William St., New York City.
(Please mention this paper.)

**THE UNITED
PRESS**

**BEST Telegraph News
Services for Afternoon
and Sunday Morning
Newspapers.**

**General Offices:
World Building, New York**

AD MEN PLAY GOOD GOLF.

Ridgeway and Hazen Make Lowest Scores at Breton Woods Tournament.

Following the annual tournament at Breton Woods, N. H., last week, the American Golfers' Association of Advertising Interests elected officers as follows: Russell R. Whitman, Woodland, president; Leonard Tufts, Boston and Pinehurst, first vice-president; A. K. Oliver, Allegheny, second vice-president, and W. L. Crocker, Braeburn, secretary and treasurer. The tournament is to be held at Breton Woods every year.

In best ball foursome J. J. Hazen, of Fox Hills, and E. J. Ridgeway, of Montclair, got the lowest gross score. A. K. Oliver, of Allegheny; W. E. Conklyn, of Dunwoodie, and J. J. Hazen, of Fox Hills, each got 78 in the qualifying round for the second best gross prize. W. E. Conklyn won the play-off, with 80. J. D. Plummer, of Springfield, won the driving contest, with an aggregate total of 710 yards for three balls. L. A. Hamilton, of Englewood, was second.

Mr. and Mrs. George C. Dutton were the winners of a mixed foursome tourney in the afternoon, with a card of 86-5-81, a new mixed foursome record for the course, which was both low gross and net.

Another event in the afternoon was a medal handicap for men. This was won by Major F. T. Leigh, Knollwood, was 93-24-69, and W. E. Pulsifer, Deal, had a card four strokes higher for second prize.

Thomas M. Sherman, of Utica, won the second summer tourney of the association from A. H. Johnson in the thirty-six hole final. Mr. Sherman was also last year's champion.

New Sunday Afternoon Paper.

The Sunday Evening Record is a newcomer in the New York newspaper world. It has the distinction of being the only Sunday afternoon newspaper in the metropolis. It is devoted principally to the theater and to sports, and gives the results of the Sunday baseball games in different parts of the country. The editors are Harry Pollock and Walter St. Denis, two well-known writers on sports. It is a bright, newsy sheet and ought to catch on if rightly managed. The publication office is 409 Pearl street.

Catholic Editors Will Convene.

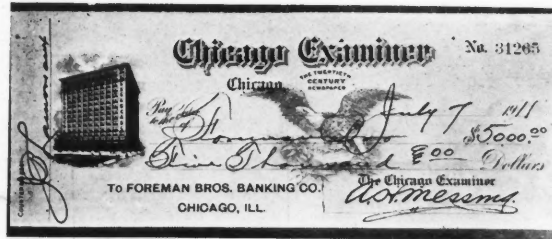
The first meeting of its kind in the history of American journalism is to be the convention of editors and managers of Catholic newspapers, in Columbus, O., Aug. 24 and 25, to formulate a basis on which to conduct this growing department of the newspaper world.

The Conroe (Tex.) Courier has passed into the hands of H. M. Shannon, former owner of the Caldwell News-Chronicle.

The Los Angeles RECORD

guarantees 10,000 more city circulation daily than the daily Los Angeles Times. The Record offers a half page ad free to the first advertiser who can prove this is not so.

Here Is That \$5000.00 Forfeit Won't Somebody Please Cash It?



Advertisers should understand the situation in Chicago where for nine months two great newspapers have sought by every known means to appropriate or transfer to themselves a part of the circulation of a still greater newspaper. For several years the Chicago Tribune and the Record-Herald have looked with longing eyes at the growth of the

Chicago Examiner

in home circulation which they believed belonged rightfully to them. Nine months ago these two papers cut their price to one cent. After which each spent a vast sum of money soliciting circulation with prizes, premiums and other house-of-cards methods. Now, after you have definitely ascertained, Mr. Tribune and Mr. Record-Herald, just what circulation you can buy—the CHICAGO EXAMINER challenges you both and agrees to post a forfeit of \$5,000.00 on the following:

THAT THE EXAMINER HAS MORE CIRCULATION IN THE CITY OF CHICAGO THAN THE TRIBUNE AND THE RECORD-HERALD COMBINED

The EXAMINER proposes a joint committee, appointed by the three newspapers, to investigate thoroughly and completely the circulation of the EXAMINER, The Tribune and The Record-Herald in the one cent territory.

The Chicago Examiner

NOW A CORPORATION.

Sacramento Union Passes into the Hands of the Bontz Company.

The L. E. Bontz Publishing Co. has been incorporated at Sacramento, Cal., with a capital stock of \$250,000. The incorporators are: L. E. Bontz, E. H. Bolze, Edward Insley, H. J. Berkeley and Francis Lloyd, of whom the first named is the owner of the Sacramento Union, and the others respectively, secretary, managing editor, circulation manager and foreman of the composing room.

It is the intention of Mr. Bontz to transfer the Sacramento Union to the new company and dissolve the old corporation, of which he owns all the stock. There will be no change in the ownership of the Union with the exception that a few of the employes of the paper will be given a minor interest.

Bridgman Again Made President.

The 1911 convention of the Wisconsin Press Association was held on the steamer Arizona, which was chartered for the occasion. The party voyaged to the Soo and stops were made at Mackinac Island, Sturgeon Bay and Manitowoc. W. H. Bridgman was re-elected president of the association and the other officers chosen are: F. E. Andrews, Bloomer, secretary; C. L. Coward, Lodi, treasurer; executive council—Louis H. Zimmerman, Burlington; J. M. Hibbard, Stoughton; John H. Frazier, Viola; John W. Campsie, Milwaukee; H. M. Youmans, Waukesha; H. W. Bolers, Port Washington; M. Hull, Black River Falls; H. E. Hartson, Greenwood; E. T. O'Brien, Kaukauna; Martin Vickers, Hurley; A. C. Chase, Colfax.

URGES MEDICAL PUBLICITY.

Dr. Murphy Would Instruct the Public Through the Newspapers.

Public instruction in medicine through the medium of the newspapers was advocated by President Dr. John Murphy in an address made before the American Medical Association, in session at Los Angeles. He said in part:

"It is my belief that public instruction in medicine is one of the most important functions which the American Medical Association has to perform.

"There should be established in every large city sub-committees for 'lay press publications,' so that when the layman wishes authoritative information in any particular line he can write to the press, and through this committee the papers can give him a positive and authentic report on what has been accomplished in any line.

"Up to date, the patent medicine almanac, quack advertisements and 'leaves of healing' have been the principal instructors of the public."

Galveston Scribes Dined.

Members of the Galveston press were the guests of Manager J. F. Letton, of the Hotel Galves, at dinner last week. Those present included: J. E. McQuaid, editor of the News; C. H. McMaster, editor of the Tribune; J. F. Lubben, secretary-treasurer of the Galveston-Dallas News; W. H. Eichlitz, assistant manager of the News; Arthur L. Perkins, Galveston Tribune; Louis C. Elbert, acting managing editor of the News; E. J. Geehan, the Tribune; L. C. Bradley, manager of the Galveston Electric Co., and Ralph H. Spence, the News. L. J. Worsham, editor-in-chief of the Fort Worth Star-Telegram, was also present and made an address.

NELLY BLY HAS GRIT.

She Repairs a Dynamo That the Receiver Said Couldn't Be Fixed.

Mrs. Elizabeth Cochrane Seaman, who as "Nelly Bly" made a trip around the world in less than seventy days for the New York World, and who as a newspaper writer had many unusual experiences in preparing thrilling specials for that publication, showed the other day that she is a woman of grit and resources.

Two properties left her by her late husband were the Iron Clad Manufacturing Co., doing a business of \$1,000,000 a year, and the Steel Barrel Co. Through the dishonesty of employes the former corporation was recently forced into bankruptcy, and the receiver immediately closed down the works.

Under a contract the Iron Clad company furnished electric power to the Steel Barrel Co. Hence when the plant of the former was closed the latter was left without power to operate its machinery.

Mrs. Seaman urged the receiver to operate the dynamo of the Iron Clad Co. so that the Steel Barrel plant could carry on its business. The latter replied that the dynamo was out of order and couldn't be fixed. Mrs. Seaman said she knew better, and as the receiver would do nothing she applied to the court for permission to repair the dynamo herself.

The request was granted, and Mrs. Seaman with several workmen set to work on the dynamo, and had it repaired and running in good shape in less than half a day.

When the receiver found that Mrs. Seaman had done what he said could not be done he went out and bought a smaller hat than he had been wearing.

NEWSPAPER SPACE.

From the Munroe (La.) Star.

Every line in a newspaper costs its publisher something. If it is to benefit some individual, he may fairly expect it to pay something. You do not go into a grocery store and ask the proprietor to hand you out ten pounds of sugar for nothing, even though the grocer may be a personal friend and the gift might not be a large one. If the beneficiary of advertising does not pay for it, the proprietor has to settle the bill. Nevertheless, many people cannot seem to learn that a newspaper pays its expenses by renting space and that it is just as much entitled to collect rent for every day that space is occupied as you are for the house you rent to a tenant.

Massachusetts Editors Inspect Tunnel.

More than 200 Massachusetts newspaper men were the guests of the Boston & Maine Railroad last week on an inspection tour through Hoosac Mountain. The occasion marked the completion of the electrification of the Hoosac Tunnel, said to be one of the greatest engineering feats of the day.

THE EUREKA HERALD
OF EUREKA, CALIFORNIA

NET PAID CIRCULATION, 5,200 DAILY, AND GROWING LIKE A WEED

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

Largest circulation in Eureka of any newspaper, morning or evening, by fully 100% over its nearest competitor.

Circulation Guaranteed by \$5,000.00 in Gold.

Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD
EUREKA, CALIFORNIA

A. K. STONE, Editor and General Manager.
S. G. LINDENSTEIN, INC.,
Special Representative, New York & Chicago

WASHINGTON NEWS.

(Special Correspondence.)

WASHINGTON, D. C., July 20.—John W. Hunter, for years connected with the Detroit News and later with the Chicago and Grand Rapids, Mich., papers, has acquired an interest in and has been appointed publisher of the Washington Herald. For seven years he had complete charge of the business management of the Chicago Journal. He was also with the Chicago Tribune in a similar capacity, and later bought the Grand Rapids News, selling that with a view at first of entering the field of magazine publication.

Clarence Dabose, of Austin, Tex., State legislature correspondent of the Galveston, Dallas News, was a visitor in Washington this week. He has been with a party on a trip from Galveston to Havana and New York, and is on his way back to Dallas and Austin.

Jackson S. Elliott has been made a member of the board of governors of the National Press Club.

Eli J. Fouts, city editor of the Washington Herald, is again at his desk after a week's vacation spent at Bowie, Md.

W. H. Clark, of the Washington Post, is spending a vacation in Baltimore and Virginia.

W. K. Semple has left the Washington Post and joined the staff of the Washington Herald.

Association A. N. A. M. Members.

In addition to the list of new members recently elected by the Association of National Advertising Managers, publisher in THE EDITOR AND PUBLISHER July 8, the committee announces these new members:

F. M. Bassler, advertising manager, Henry Disston & Sons, Inc., Philadelphia. Saws, tools and files.

Frederick Drowns, advertising manager, Geo. P. Ide & Co., Troy, N. Y. Silver brand collars and shirts and Ide brand shirts.

J. E. Fitzgibbon, sales and advertising manager, Phoenix Knitting Works, Milwaukee, Wis. Phoenix hosiery and Phoenix mufflers.

J. D. Robinson, secretary and treasurer, the Libbey Glass Co., Toledo, O. Cut glass, railroad signal glass, electric light globes, etc.

The association now has a total of 101 members.

PRESS REPRESENTATIVES.

Career of James Shesgreen, Oead of Col. Savage's Publicity Bureau.

Theatrical and other amusement managers rarely ever employ as press representatives any but experienced newspaper writers. Often dramatic critics or dramatic reporters are chosen, because they have a clearer understanding of the work expected of them. To be a good press representative a person must not only be a clever and interesting writer, but must possess originality and a prolific imagination.

A decided change in the character of



JAMES SHESGREEN.

the men employed in this work has been noticeable during the past few years. Managers are now almost as particular in the selection of their press agents as they are in the selection of their leading actors. They cannot afford to employ any but first-class men for this position, because so much depends upon their efforts. They must be gentlemen and not booze fighters. They must be well educated besides being clever. They must be able to secure and hold the attention of editors and others who can help along the popularity of the enterprise they represent.

James Shesgreen, head of Col. Henry W. Savage's publicity department, is a good example of the up-to-date press representative. Born in Canada, at the age of eighteen, while a merchant's clerk and, incidentally, a contributor to a local weekly, he made a trip over the Canadian Pacific Railroad and wrote a descriptive article which he sent to a list of papers. The story was so well done that it attracted wide attention.

Mr. Shesgreen's first theatrical work was done for the Schiller Theater, Chicago, now the Garrick, which at that time was under Frohman management. During this period he contributed to the Chicago Dispatch an occasional column of local gossip and comment. Subsequently he became advance agent for a number of Frohman attractions, including "Jane," "The Wife," "The Charity Ball," "Men and Women," etc. He then became associated in the management of the late Clay Clement, and introduced his star to New York theatergoers at the American Theater, at that time under the management of T. Henry French.

Wagenhals & Kemper next secured his services, and during the ten years in their employ he handled the publicity of Louis James and the James-Kidder-

Warde combination in a series of Shakespearean revivals, Mme. Modjeska in repertoire, the Modjeska-McLean-Tyler combination in a special revival of "King John" and a number of other standard attractions.

Afterward he was two seasons with Liebler & Co. as press agent for Eleanor Robson in "Audrey," "The Christian" and this firm's famous all-star revival of "Romeo and Juliet."

Mr. Shesgreen was specially engaged by Klaw & Erlanger for the first American tour of Forbes-Robertson in "The Light That Failed" and "Hamlet." Again venturing into the managerial field on his own account he acted as manager of Thomas W. Ross in Augustus Thomas' play, "On the Quiet," and was specially engaged by Nance O'Neil during her famous Boston and New York runs.

After spending three years with Henry W. Savage as press agent for his dramatic attractions he was for four years Frederic Thompson's general press representative. Last season (1910) he rejoined Col. Savage's executive staff in the capacity of general press representative.

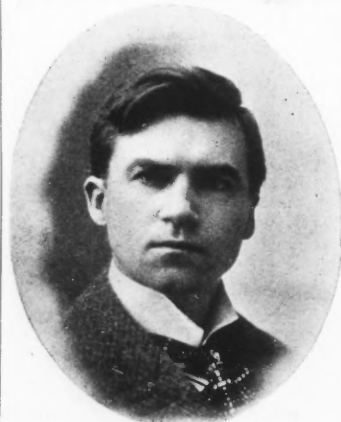
In 1907 Mr. Shesgreen married Helen Warwick Wainwright. Their son, David Warwick Shesgreen, was born June 15, 1908. Mr. Shesgreen is a member of the Lambs and the Friars' Clubs and the International League of Press Clubs.

ACROSS THE BIG BRIDGE.

Two Newcomers in the Periodical Field and Their Editors.

Brooklyn is looking up as a publishing center. It is not only the home of several wideawake and enterprising newspapers, but it is the home of a number of magazines that are making a strong appeal for public favor.

One of these is the Motion Picture Story Magazine, edited by Eugene V. Brewster, which was launched only seven months ago, but already has a circulation of 100,000 copies. It is



EUGENE V. BREWSTER.

printed on a fine quality of paper, in large clear type, and is abundantly illustrated with half-tone pictures.

The stories are written from the scenarios of popular moving picture plays and strongly appeal not only to

those who have seen the plays in a theater, but to all who love good short narratives.

The magazine is owned by the Moving Picture Publishing Co., of which J. Stuart Blackton is president; D. R. Shafer, vice-president, and Eugene V. Brewster, secretary and treasurer.

Mr. Brewster, who is a lawyer, artist and playwright, is also the editor of the Calceon, "a magazine of disdelusion." This publication is filled with short stuff—the kind you like to read in your sober as well as in your joyous moments of leisure.

Mr. Brewster is president of the Allied Arts Association, the Brooklyn Grand Opera Company, and a member of the Natural Geographical Society, the American Forestry Association and the Municipal Art Society.

NATIONAL EDITORS.

(Continued from page 3.)

Newspaper Man's Duty and Opportunity With Regard to National Legislation," and he made a hit at the outset by declaring that since the people are sending more editors to each succeeding Congress, the dawn of the legislative millennium is correspondingly nearer.

"In the great conflicts of public opinion," he said, "newspapers are a power for good or evil in proportions to the backbone or the jelly they show the public welfare. The newspaper that panders to unwholesome public thought is a deserter in the face of high public duty, and the one that puts conscience above the counting room cash register builds mightily for larger blessings to civilization both here and hereafter."

Mining Editors Will Help.

Fifteen editors of mining camp papers in Colorado conferred with the mining committee of the Denver Chamber of Commerce recently for the purpose of formulating a co-operative plan for edvertising the mining opportunities of Colorado among the financial centers of the East and South, and in foreign countries.

Oklahoma Daily Sold.

The Chickasha (Okla.) Morning Journal, the only Republican daily in Southwest Oklahoma, was sold last week to the Democrat Publishing Co., a new corporation. The president of the company is R. L. Glover, State Representative from Grady County. The politics of the paper will be changed to Democratic.

Penn Editors Tour Coast Cities.

Seventy-five members of the Pennsylvania Editorial Association enjoyed a week's tour last week, visiting Newport News, Old Point Comfort, Virginia Beach, Providence, R. I., Narragansett Pier, Boston and Philadelphia. The trip was made on a steamer of the Merchants and Miners' Transportation Line.

Harry A. Colman, for many years in newspaper work in Washington, once as city editor of the Washington Post, has rejoined the editorial staff of that paper.

IN KANSAS

* There is more money per capita to-day than ever before in the State's history, and Kansas people are "good spenders." The

Topeka Daily Capital

guarantees a circulation in excess of 33,500. It reaches every post office in Kansas, and is the only Kansas daily with State-wide circulation; the only Topeka daily which gives definite circulation statement.

Arthur Capper
Publisher

J. C. FEELEY, Flatiron Bldg., New York City
W. M. T. LAING, Hartford Bldg., Chicago

GET THE BEST ALWAYS!

The Pittsburg Dispatch Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE
Brunswick Bldg.
New York

HORACE M. FORD
Peoples Gas Bldg.
Chicago

The Greensburg Tribune

Has Largest Circulation in Westmoreland County, Pennsylvania

FLAT DISPLAY RATES
Set matter, per inch.....164.
Plate Matter, per inch.....124.
Matrices at Plate rate.....124

No Special Representatives

R. W. HERBERT, President.

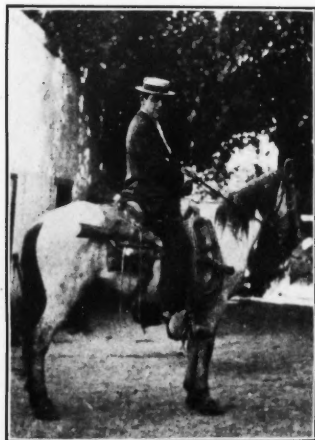
ON MADERO'S TRIAL

REPORTING EVENTS OF MEXICAN REVOLUTION WEARISOME BUSINESS.

All Correspondents Who Went to See the Leader Were Arrested and Held Until Their Identity Was Established—How the News Was Gathered and Forwarded to the Newspapers—Madero's Personality.

The news situation in the Mexican revolution shifted so rapidly and the changes were so kaleidesopic, and the news possibilities so great, that the force of American correspondents who covered the revolution spent most of the twenty-four hours of each day on the job.

In the opening of hostilities, while Madero was an outcast both from his



L. C. SPEERS.

own country and from the United States, and was hiding with his few men in the mountains, a German miner, Felix Sommerfeld, who once took a course in a German school of journalism at Berlin, made several daring trips to American towns on the border and sent dispatches to the United Press and the Associated Press.

It was these despatches that first attracted the attention of the American press to the gravity of the situation in Mexico, and caused a rush of correspondents to El Paso. Several of the correspondents, including T. G. Turner, whose despatches went to the United Press, and C. D. Haggerty, of the Chicago office of the Associated Press, reached Madero in his hiding place, after long rides, and were made prisoners by his men, only to be released upon showing their credentials.

INTERVIEWING MADERO.

When Madero marched upon Juarez, across the river from El Paso, life became more tolerable for the correspon-

dents. Madero camped in a grove on the Mexican side, two miles from El Paso. He had no regular hours for seeing the correspondents; in fact, almost every correspondent who entered camp was arrested and held until he had proved his identity. The insurgents had poor memories and more than one of the newspaper men was arrested daily for several days running.

The newspaper men lived at the Sheldon hotel in El Paso, including Guy Core, of the Omaha Bee; W. G. Shepherd, of the United Press and Newspaper Enterprise Association; Arthur Ruhl, of Collier's Weekly; C. D. Hag-



W. G. SHEPHERD.

gerty, of Chicago, and David Lawrence, of Washington, representing the Associated Press; Alfred Henry Lewis, of the Hearst newspapers; W. A. Willis, of the New York Herald; L. C. Speers, of the New York Times; Earl Harding, of the New York World, and James Hare, the war photographer, of Collier's.

NO CENTRAL SOURCE OF NEWS

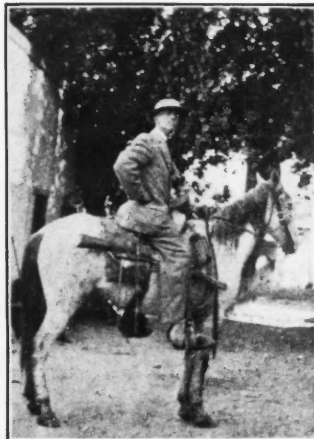
There was little order in Madero's camp and no central source of news. Madero knew more about soldiering than about giving out news. The result was that the newspapermen were forced to hire automobiles by the day in order to keep in touch with Madero and the telegraph office on the American side. Wild dashes in both directions at the sound of new alarms and the spreading of wild rumors, were hourly occurrences. Some of the correspondents, including Hare, Harding, Haggerty and Shepherd, took to horses at last.

After the fall of Juarez, during which Jimmy Hare actually led the American legion in order to get pictures of the fighting, Madero established headquarters in the custom house at Juarez and slept in an old farm-house, two miles out of Juarez. Madero named as his secretary Sanchez Ascona, who, until driven from Mexico for opposing Diaz, was managing editor of one of the largest dailies in Mexico City.

ASCONA HELPS OUT.

Ascona finally brought order out of chaos, so far as news was concerned and arranged to have Madero hold two conferences a day with the newspapermen. At all other times, however, Madero was accessible to the correspondents. Most of the messages which went out to the world from Juarez, including the news of the final peace pact, were telephoned from Juarez to the telegraph office in El Paso, from a dingy room in the rear of a Chinese restaurant, where the proprietor slept. All of the other telephones in town had been shot away during the battle.

Only two American correspondents—Shepherd and Lawrence, of the United Press and Associated Press, respectively—accompanied Madero on his train trip from the border down to Mexico City. The trip lasted seven days, and, at its start, the insurgents expected they



EARL HARDING.

would have to fight federal forces repeatedly. Little traveling was done by night. A pilot train, containing 250 picked soldiers, preceded Madero's train, which also carried a force of picked men.

DANGERS FROM WITHIN.

"The only danger I saw," said Shepherd, afterward, "came from the business and professional men, who made up Madero's personal staff. There were about 50 of them, and few of them knew how to handle guns. To my mind death lurked in every corner of the two Pullman cars in which they sat. It was terrifying to see the careless manner in which they handled their new giant-calibered automatic revolvers. Two or three of their guns did explode.

"Another danger came from the fact that whenever anybody took a notion to stop the train he had only to reach up and pull the bell cord. More than once we were in danger of trains behind us, because of the informal manner in which we came to a halt. Otherwise the trip was safe and marked only by salutes, speeches and banquets, with here and there a baseless rumor of a plot to kill Madero."

"Did the newspapermen become well

acquainted with Madero?" Shepherd was asked.

MADERO A RICH YOUNG MAN.

"Yes. Madero is a very up-to-date young man. We have his type in this country—young Stokes, for instance, who married Rose Pastor, or Eads Howe, the so-called millionaire tramp, of the Howe family in St. Louis, or William English Walling, of the rich Chicago family; young, rich fellows, who set out to make the world better.

"If Madero had been an American he would probably have joined some uplift movement and he would have made things move, too. But, as it was in Mexico, under Diaz, he had to fight. In America we let a rising young fellow like Madero have his own way; in Mexico they kick him and his whole family out of the country. Madero's entire family, and it is a large one, was forced to leave its mansions and farms and mines and flee. They were all pretty sore at the young upstart, probably; he's only thirty-seven, you know. Imagine Stokes or Howe or Walling in such a position! But young Madero had grit and he was a child of fortune. He won his fight, with the financial aid of his family, and he will undoubtedly be the next president of Mexico."

NEW PUBLICATIONS.

Fairbury, Neb., has a daily newspaper, the first since 1905. It is called the Fairbury Daily Times, and is published by W. C. Laymon.

The Gonrick (Minn.) Weekly Banner has made its appearance. The owner is T. A. Cashman, publisher of the Bagley Herald.

The Herald is the name of a new weekly launched at Cordova, Ala., under the management of George H. Evans.

Edgar G. Harris will start an afternoon daily at Laurel, Miss., in the near future to be known as the Laurel Daily Argus.

It is reported that another paper will be launched at Coeur d'Alene, Idaho, by H. H. Barton.

The North Georgia Agriculturist and Fireside Magazine has made its appearance at Eion, Ga. The editor is McGowan Greenlee.

Vesper, Ia., is to have a newspaper in the near future. It will be edited by Miss Honevelt, a well-known literary woman of that place.

The first issue of the Woodruff (S. C.) Herald has made its appearance. R. E. Reusen is the editor.

A new paper will be launched at Chatham, Va., early in August called the Chatham Enterprise. It will be published by a company of business men.

The Corpus Christi (Tex.) Evening Tribune made its appearance last week. It is published by a co-operative organization.

\$5,000 Net

High class weekly newspaper in leading New England Village, earned net last year upward of \$5,000. Can be bought for \$10,000 on reasonable terms.

Harwell & Cannon

Brokers in Newspaper and Magazine Properties
200 Fifth Ave. (cor. 23d St.)

NEW YORK CITY

You can reach our properties only through this firm.

Let the American Ink Co. of New York City be your 4-cent inkman.

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

J. B. SHALE, Editor FRANK L. BLANCHARD, Managing Editor R. M. BONIFIELD, News Editor

BY THE EDITOR AND PUBLISHER COMPANY

13 to 21 Park Row, New York City. Telephone, 7446 Cortland

Issued every Saturday. Subscription, \$1.00 per year. Foreign, \$2.00 per year.

THE JOURNALIST Established 1884. THE EDITOR AND PUBLISHER 1901

J. B. SHALE, President T. J. KEENAN, Vice-President F. L. BLANCHARD, Secretary
GEO. P. LEFFLER, Treasurer and Business Manager

ADVERTISING RATES

Display, 15 cents per agate line Reading Notices, 25 cents per agate line
Classified, 1 cent per word Liberal discount for time contracts.

NEW YORK, SATURDAY, JULY 22, 1911

HOW THE CORPORATIONS CAN INFLUENCE THE PUBLIC.

If a corporation, firm or individual is unjustly attacked by the public or the press the very best way for it to reply is through the advertising columns of local newspapers. Interviews are not always satisfactory, because reporters may misquote or color the speaker's remarks in a way that makes the defense appear ridiculous. Typewritten statements sent to the editor are not always printed in full, for various reasons.

But if the defense is written in proper form and displayed in the advertising columns, at the regular rate, not only will every line of it be printed—unless, of course, it contains libelous matter—but every line of it will be read.

It is gratifying to observe that the trusts, the public utilities corporations and other big business concerns are awakening to this fact, and are employing the advertising columns of the newspapers as never before in acquainting the public with facts that will help to a better understanding of their problems and purposes.

During the recent hot spell in New York City the Knickerbocker Ice Co., the largest individual dealer in ice in the metropolis, was accused of deliberately limiting the supply of ice in order to force independent dealers who bought of them to pay a higher price. The company was called "a monopoly," "a trust" and other uncomplimentary names.

Wesley M. Oler, president of the Knickerbocker Ice Co., when seen by reporters answered the company's accusers, but when the articles they had written appeared in the newspapers he was far from satisfied with the manner in which his statements had been set forth.

Then Mr. Oler did what he should have done in the beginning. He prepared a clean-cut, straightforward statement headed "Fair Play for the Ice Man," refuting the charges made against his company and published it in display type across three columns in all the daily papers of New York. No one who read it could fail to be impressed by the strength of the arguments and the truth of the assertions made therein.

The corporations depend upon the public for their support. If the attitude of the public toward them is hostile through ignorance of facts, then it should be enlightened through the proper medium—the newspapers—and the hostility removed. If the corporations are justly accused they ought to acknowledge their guilt and make reparation in the same way.

EDITORIAL MORALITY.

Newspaper editors, because they print some kinds of news that certain people do not like, have been called immoral and irreligious. While the journalists rarely ever take the trouble to refute these charges they are, nevertheless, as moral if not as religious a body of men as are engaged in business. Proof of this was furnished at the annual meeting of the Missouri Press Association recently held at Joplin, where it was found that the members of that body are not only members and supporters of religious organizations of that State, but many are either superintendents of Sunday-schools or official members of the various churches.

For instance, the new president of the association, E. L. Purcell, of the Fredericktown News-Democrat, is a member of the Episcopal Church. J. P. Campbell, recording secretary, editor of the Prospect News at Doniphan, is a member of the Christian Church and superintendent of the Sunday-school of his church.

"Colonel" Kelly Pool, of Centralia, corresponding secretary, is teacher of a large Sunday-school class in the Christian Church at Centralia, and recently gave \$1,000 toward the building of the new church there. Retiring President J. R. Lowell, editor of the Moberly Democrat, is a member of the Presbyterian Church. Colonel Ed Stephens, a former president, is moderator of the Missouri Baptist Association, teacher of a large Sunday-school class and writes a review of the Sunday-school lesson for the Central Baptist.

The Missouri Press Association does not stand alone in the high character of its membership, for probably every newspaper organization in the country contains as many editors who are active in church work.

This fact may seem surprising to people who have not been brought in contact with the owners and publishers of newspapers, but if they devoted a moment's thought to the subject they would see that it must be true. The daily and weekly press is usually a tower of strength in every community, because it stands for upright living, for honesty in business, and for high ideals. No newspaper can retain the respect of its readers unless its influence is good and its purposes honorable. Publications that cater to depraved taste, loose morals, and irreligion may live for a day, but they soon die.

If it is admitted that the newspapers labor to maintain a high standard of morality in public as well as in private life it follows that the men who make them must themselves be men of character. A polluted spring cannot give forth pure water. Neither can the morally rotten mind produce clean and uplifting ideas.

EDITORIAL COMMENT.

Elsewhere in this issue will be found an article on co-operative electrical advertising that ought to be of considerable financial value to every newspaper publisher in the United States. It describes a plan for getting business in a comparatively new field, which, if adopted, should increase the incomes of the newspapers many million dollars during the next few years. It is not an untried scheme, but one that has been tested and found to work successfully in at least three large cities. Every newspaper man who desires to get new business ought to read the article carefully and adopt the plan, which is, without doubt, one of the most promising we have seen outlined in many months.

The summer is a good time to oil up the machinery and get ready for the fall business. Look over your plant and see if it is encumbered with worn out material of any kind, and if so, get rid of it at once. If you intend putting in new machinery—a linotype, a press, an autoplate or a stereotyping outfit—this year, do it now while orders are slack and you can get special attention, special prices and quick delivery. You are not rushed with work as you will be in the fall, and have time to study office problems that have long needed your careful attention. Can the plant or the paper be improved without too great expense? Can the business or editorial departments be run more economically without reducing efficiency? Don't wait until September before laying out your plans for the coming season, but begin at once.

Newspaper editors located in the smaller cities who complain of their limited fields should take heart after reading elsewhere in this issue what has been accomplished by the Hillsdale (Mich.) Daily. Here is a paper with a circulation of over 4,000 copies, although

Hillsdale itself has only 5,000 inhabitants. Every out-of-town subscription is paid in advance and every local subscription is paid by the week, at the end of each week. An examination of the Daily reveals the secret of its success. In the first place, it's a live newspaper; it is chock full of news—telegraphic, neighborhood and local, well written and attractively displayed. In the second place its publisher is a hustler and gets after business. A combination like this is certain to win out in any field where there is half a chance.

If you were running a big amusement enterprise and the newspapers printed columns about it every day and employed its cartoonists to draw humorous pictures tending to increase public interest in the performances, and all this without the cost of a single cent to you, wouldn't you be just about tickled to death over the free advertising you were getting? And when you read how indignant many of the newspapers are when the press agent of a business firm or corporation tries to get over the plate a news story in which the concern's name is mentioned, wouldn't it make you laugh? Baseball is an interesting and wholesome amusement, but is there any particular reason why the newspapers should give it such quantities of space free and even employ at their own expense writers to fill it, and then refuse to print a line about other amusements because their owners do not patronize their advertising columns? It seems as though newspapers ought to be consistent in this as in other matters. If the free publicity evil is to be squelched the bars should be put up against the contributions of the baseball press agents as well as against all other press agents.

No one can tell when an advertisement ceases to do its work. Instances are known in which copies of old newspapers have been discovered in out-of-the-way places the advertisements in which have sold goods. In Dalton, Ga., recently a local newspaper received an answer to an advertisement that appeared a year ago in that publication. A hardware firm in an eastern city one day received an order for an article that it had advertised ten years before but had not manufactured for nine years. Upon making inquiry it learned that a farmer in taking up a carpet had found a paper containing an advertisement of the article hidden beneath it and had been so impressed with its utility that he immediately wrote for it. From which we may conclude that as long as a single copy of the ad exists it may sell goods.

An Unfortunate Child.

(From the *Hogswallow Kentuckian*.)
The doctor from Bounding Billows was called to see Little Fidelity Flinders Thursday night as a result of his having indulged too freely in the luxuries of life. The doctor found that the child was badly strangled and for a time he was deeply puzzled as to the cause, but it developed that Fidelity had eaten a lot of candy that had huge red stripes on it. The stripes, it was found, ran crossways on the candy, and on them the child got choked.

PERSONAL.

William Winter, the veteran dramatic critic, poet and author, on July 15 celebrated his seventy-fifth birthday. Mr. Winter was connected with the New York Tribune for a third of a century.

A. E. Thomas, formerly a dramatic writer on the New York Sun, is winning fame as a playwright. His first play, "Her Husband's Wife," was produced by Henry Miller. He has placed new plays, which will probably be brought out this season, with Henry W. Savage, Charles Frohman, Henry Miller and Wagenhals & Kemper.

Arthur S. Pease, who has been connected with the sales department of the Goss Printing Press Co. for nearly ten years, has resigned.

The Rev. John B. Devins, editor of the Observer, a Presbyterian weekly, published in New York, was one of the representatives of the Parks and Playgrounds Association who appeared before the Board of Estimate on Friday to present arguments in favor of the city acquiring a site for a seaside park at Rockaway-Park, L. I.

Clement H. Congdon, managing editor of the Philadelphia News Service, has returned home from the Pacific Coast, where he went as the representative of the National Reform Association to select a site for the second World's Christian Citizenship Congress.

Edwin Wildman, former war correspondent and at one time deputy United States Consul at Hongkong, China, was married in Jersey City, Wednesday to Miss Mary E. Stephenson, an Englishwoman.

Walter C. Merritt, telegraph editor of the Pittsburg Dispatch, spent last week at Lockport, N. Y., greeting old friends.

Hugh M. Dungan, for two years connected with the editorial staff of the Glens Falls (N. Y.) Post-Star, has resigned to accept a position on the editorial department of the Albany Knickerbocker Press.

J. L. Brady, editor of the Lawrence (Kan.) Journal-World, has announced his candidacy for Congress.

H. J. Fowler, who recently retired as editor-in-chief of the Ithaca Daily News, was presented with a gold Elks' badge last week by the employes of that paper.

Clifford C. Ward, editor and part owner of the Charlotte (Mich.) Tribune, was married last week to Miss Ione Eggleston, of Hillsdale, Mich.

Paul H. Shannon, the well-known baseball editor of the Boston Post, was married recently to Miss Helen Magner, of Nunenburg, N. Y.

J. E. Edmunds, editor of the Baton Rouge (La.) News-Advocate, has returned home from Mexico.

John A. Stringer, formerly city editor of the Waterbury (Conn.) Republican, later with the Worcester Telegram as telegraph editor has become telegraph editor of the Boston Journal.

Claude N. Bennett, formerly a well-known Southern newspaper man and Washington correspondent and now

head of the Congressional Information Bureau, is visiting in Atlanta.

William J. Bulkley, editor of the Danbury (Conn.) Evening News, and a party of friends are making an automobile tour of New York State.

Charles W. Flodin, a Sacramento newspaper man, has been appointed publicity manager of the California State Agricultural Society.

Antonio San Miguel, editor of La Lucha, Havana, who is spending a few weeks in New York and vicinity, announces that he is out of politics.

William G. Miller, managing editor of the McKeesport (Pa.) News, is negotiating for an interest in the Perth Amboy (N. J.) Chronicle. Perth Amboy is one of the fourteen cities making the largest percentage of gain in population during the last decade.

David J. Scott, general manager of the Walter Scott Printing Press Co., Plainfield, N. J., is the proud daddy of a brand new baby girl born on July 4.

Aaron Rachofsky, publisher of the Woman's Era, will leave town July 23 for a month's vacation in Colorado.

Homer Davenport visited Washington last week and made character sketches of President Taft and Champ Clark.

Jackson S. Elliot, chief of staff of the Associated Press at Washington, D. C., has been elected a member of the board of governors of the National Press Club, to succeed John P. Gavit, who has been transferred to Chicago.

Sam B. Cohn, formerly editor of the Nome (Alaska) Nugget and well known in newspaper circles on the Coast, has accepted the management of the Spokane Theater.

"The Widow Wise" to be Staged.

"The Widow Wise," Paul West's Sunday feature in the New York Herald and out-of-town newspapers, is to be produced this fall as a big musical attraction by A. H. Woods. Mr. West will write the lyrics and a well-known composer will furnish the score. The first performance will be given in Chicago in November.

Crossed Atlantic in a Yawl.

Friends of Captain Fleming Day, of New York, editor of the Rudder, and his companions, T. R. Goodwin and F. B. Thurber, of Providence, were glad this week to learn that Sea Bird, the twenty-five-foot yawl in which they had set sail from Providence, R. I., on June 10, had arrived safely at Gibraltar on its way to Italy.

Youngest Indiana Editor.

Indiana's youngest newspaper editor is Lowell E. Noland, who was fifteen years old July 15, who is the founder and editor of the Rolling Prairie Record, a weekly, published at Prairie. Noland started the paper to help him through college. It is a five-column folio, home print, and is well patronized.

The Charlotte (N. C.) Observer will on Wednesday, July 26, issue a special edition of about 100 pages, telling the story of the present condition and future possibilities of the territory of the two Carolinas between Greenwood, S. C., and Durham, N. C.

OBITUARY NOTES.

Charles E. Merrill, city editor of the Millville (N. J.) Daily Republican, died last week from heat prostration. He was fifty-five years old, and for many years was editor of the Middletown (Conn.) Tribune.

Lavendee L. Sherman, business manager and part owner of the Oswego (N. Y.) Palladium, died suddenly last week from apoplexy. He was sixty-two years old.

Walter Percy Riddall, well known in New York and Brooklyn newspaper circles, having been connected successively with the Recorder, the Citizen and the World, died last week after an illness of several months. He was forty-four years old, and was born in London, England.

Augustin P. Xavier, publisher of the Yonkers (N. Y.) Herald, died last week at his home in Mount Vernon. He was forty-five years old.

Daniel W. Wilder, author and pioneer Kansas editor and politician, died in Hiawatha, Kan., last week as the result of injuries sustained from a fall. He was seventy-nine years old.

\$60,000 cash
buys western daily newspaper property which has annual business of over \$100,000. Property can also be acquired at a higher total price for \$30,000 cash, balance deferred. Well equipped. A growing proposition worthy of serious consideration. Proposition B C.
C. M. PALMER
Newspaper Broker, 277 Broadway, N. Y.

Portraits of Beautiful Women
A new service just established. We want to send you one good portrait of a beautiful woman each day (except Sundays and holidays) with text to make it timely as well as decorative. Of course you can have this feature as a part of our Daily Illustrated News Service at a proportionately less rate. Make your woman's page good to look at.
BAIN NEWS SERVICE, 32 Union Square, N. Y. City

NEW YORK HERALD SYNDICATE
Cable and Feature Service
Herald Square New York City
Canadian Branch
Desbarats Bldg., Montreal

ADVERTISING MEDIA
ILLINOIS.

CHICAGO EXAMINER
The largest Morning and Sunday Newspaper west of New York, and the great Home Medium of the Middle West.

NEW YORK.
THE BUFFALO EVENING NEWS
is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

WASHINGTON
THE SEATTLE TIMES
The wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published.
CIRCULATION—DAILY, 64,741; SUNDAY, 84,203.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word.

BUSINESS AND ADVERTISING MANAGER

open for engagement August 1. From a broad experience and acquaintance in newspaper and magazine work he has gained a thorough knowledge of the many elements which make for success in these exacting fields. Fifteen years' actual contact, in executive capacity, with the working problems of several leading publications has developed the habit of mastering difficulties. If you need such a man as advertising or business manager please address P. O. Box 99, Madison Square, New York.

POSITION WANTED

as advertising or business manager of good daily by young man of experience and proven ability. Investigation invited. Address "MATHEWS," care THE EDITOR AND PUBLISHER.

CIRCULATION MANAGER

with practical insight of all departments of modern newspaper, 12 years as circulation manager, is open for position. Wide experience in circulation building, contests, schemes, premiums, blank forms, systems, etc. Address "CIRCULATION," care THE EDITOR AND PUBLISHER.

HELP WANTED.

ADVERTISING SOLICITOR

For American newspaper in Mexico City. Address, with references, WILLIAMS, care EDITOR AND PUBLISHER.

POSITIONS OPEN

In all departments of advertising, publishing and printing houses, east, south and west; high grade service; registration free; terms moderate; established 1898; no branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

BUS. OPPORTUNITIES

NEWSPAPER MEN

Desiring to buy or sell can do so to best advantage and without publicity by writing to H. F. HENRICH, Newspaper Broker, Litchfield, Ill.

MISCELLANEOUS

INCREASED CIRCULATION MEANS MORE ADVERTISING PATRONAGE.—If you wish to get solid with people who think, read, buy and advertise, you must provide them with something they want. That "something" I am prepared to furnish in the way of a department that will surely boom your circulation. If interested, address FREDERICK B. HAWKINS, Westwood, N. J.

DAILY NEWS.

Reports for evening papers, advance news, mail service, special and Chicago news. YARD'S NEWS BUREAU, 160 Washington St., Chicago, Ill.

FOR SALE

FOR SALE—MACHINERY
bargains: 60-inch Sheridan Auto, New Model, \$750; Dexter Press Feeder, \$750; Seyboldt Book Trimmer, \$1,500; 27x40 Universal Cutter and Creaser, \$550; 28-inch Fuchs & Lang Embosser, \$500; 39x52 Huber, \$1,500; 15x21 Golding Jobber, \$500. WANNER MACHINERY CO., 215-223 West Congress St., Chicago, Ill.

FOR SALE—COUNTRY

newspaper in Indiana manufacturing town and good agricultural community; will make owner \$2,000 or better a year profit; the business is here; price, \$4,500, time on part. Address OPPORTUNITY, care THE EDITOR AND PUBLISHER.

Two Simplex Machines,

each \$100 cash, f. o. b. Chicago; one ten-point, one eight-point. Address "SIMPLEX," 328 Wabash Ave., Chicago, Ill.

FEATURES If interested in newspaper feature matter you should be on our mailing list. It costs nothing to see proofs.
THE INTERNATIONAL SYNDICATE
Established 1899.
BALTIMORE MARYLAND

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS.

The Clague-Painter-Jones Co., of Chicago, is placing 5,000 lines, one year contracts, with Western papers for the Great Western Automobile Co.; and 624 inches, under yearly contracts with Texas papers for the Calumet Baking Powder, Chicago.

The Fowler-Simpson Agency, of Cleveland, is making contracts with newspapers in the Middle West, for 7 inches, eight times, for the Diamond Rubber Co., of Akron, O.

Jules P. Storm, 47 West Thirty-fourth street, New York, is handling 1,400 lines, one year, for the Remington Typewriter Co., New York, in Western newspapers.

The American Conservatory of Music, of Chicago, is sending out twenty-four lines, thirteen times, to Southern papers through the Ben Levin Agency, of Chicago.

The D'Arcy Agency, of St. Louis, is putting out 5,100 lines, to be used in sixty insertions, for the A. H. Lewis Medical Co., of that city.

The Taylor-Critchfield Agency, of Chicago, which handles the advertising of the Rock Island lines, is making contracts for 250 lines, fifteen times, in Southern newspapers.

Hill & Tryon, May Building, Pittsburg, Pa., is making some contracts with Northwestern papers for the Spirella Co., Pittsburg.

The Niagara Lead and Battery Co., Niagara Falls, N. Y., is about starting a campaign for the Salome Storage Battery, through the F. Wallis Armstrong Co., North American Building, Philadelphia.

J. C. Ayer & Co., of Lowell, Mass., is figuring on a list of papers in cities of 150,000 or under. Later in the fall cities above that population will be taken up.

The R. J. Reynolds Tobacco Co. is again placing thirty lines, nine-time orders with Southwestern papers through N. W. Ayer & Son, 300 Chestnut street, Philadelphia.

It is the Hay's Advertising Agency, of Burlington, Vt., that is handling the advertising of the Robin Hood Ammunition Co., of Swanton, Vt., and not P. F. O'Keefe, of Boston, as previously reported in these columns.

I. Newman & Sons, makers of P. N. Corsets, 222 Fourth avenue, New York, have placed their advertising in the

hands of the Rose-Stern Co., 1269 Broadway, who will a little later start a campaign in a selected list of papers.

The Cintau Co., Casoria, 77 Murray street, New York, is placing extra copy on contracts.

The W. L. Douglass Shoe Co., makers of Douglass shoes, Brockton, Mass., is renewing contracts in cities where they have expired.

The D'Avery Advertising Co., Fullerton Building, St. Louis, is making 5,000-line contracts with Southwestern papers for the Armstrong Packing Co., that city.

The Foster Debevoise Co., 15 West Thirty-eighth street, New York, is handling 168 lines, three times, in Southern papers for the C. B. Vance Co., New York.

Henry Decker, Ltd., Fuller Building, New York, is handling the advertising of Della Ellison and D. J. Little, of Scranton, Pa.

The Anchor Line Steamship Co., 19 Broadway, New York, is placing some construction orders through W. W. Sharpe & Co., 99 Nassau street, New York.

Lord & Thomas, Trude Building, Chicago, are making 10,000-line contracts with Southern papers for Armour & Co., packers, of Chicago.

A. D. Samuel, 118 East Twen y-eighth street, New York, is placing 7,000 lines with a few New York State papers for the Jaroma Co., 89 Fulton street, that city.

The George Batten Co., New York, are now handling the advertising appropriation of the Lutz & Schraumm Co., food products, Pittsburg. Papers in Cleveland, Cincinnati and Columbus will be used.

The Taylor-Critchfield Co., Burks Building, Chicago, is reported to have secured the advertising account of the H. J. Heinz Co., food products, Pittsburg.

The Wyckoff Advertising Co., of Buffalo and Boston, are making 4,200-line contracts with Southern papers for the Stetson Shoe Co., South Weymouth, Mass.

The United Drug Co., of Boston, are making a few contracts for advertising the Rexall Remedies.

Subscription Contests.

The United Contest Co., Cleveland, Ohio, has recently concluded successful subscription voting contests for the Fayetteville (N. C.) Observer, the Auburn (Ind.) Courier, the Montpelier (Ind.) Herald, the Pittsfield (Ill.) Pike County Times and the Wilson (N. C.) Times. Under an amendment to its articles of incorporation recently filed with the Secretary of State, the company is permitted to engage in general printing, collecting and mail order business.

Thomas F. Flynn, of the S. C. Beckwith Special Agency, is spending his vacation at Woodbourne, Sullivan Co., New York.

ROLL OF HONOR

List of 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.

<p>ALABAMA. ITEM Mobile</p> <p>ARIZONA. GAZETTE Phoenix</p> <p>CALIFORNIA. INDEPENDENT Santa Barbara BULLETIN San Francisco CALL San Francisco EXAMINER San Francisco</p> <p>FLORIDA. METROPOLIS Jacksonville</p> <p>GEORGIA. ATLANTA JOURNAL (Cir. 53,163) Atlanta CHRONICLE Augusta HERALD Augusta LEDGER Columbus</p> <p>ILLINOIS. POLISH DAILY ZGODA..... Chicago SKANDINAVEN Chicago WOMAN'S WORLD Chicago HERALD Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria</p> <p>INDIANA. NEWS-TRIBUNE Marion TRIBUNE Terre Haute THE AVE MARIA Notre Dame</p> <p>IOWA. EVENING GAZETTE ... Burlington CAPITAL Des Moines REGISTER & LEADER Des Moines THE TIMES-JOURNAL ... Dubuque</p> <p>KANSAS. CAPITAL Topeka</p> <p>KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville</p> <p>LOUISIANA. ITEM New Orleans TIMES DEMOCRAT... New Orleans</p> <p>MAINE. JOURNAL Lewiston</p> <p>MARYLAND. THE SUN .. Paid for in Cash Cir. .. Baltimore Morn. and Eve. 111,561 Sun.. 60,702</p> <p>MICHIGAN. PATRIOT.(1910) D.10,720; S.11,619.Jackson</p> <p>MINNESOTA. TRIBUNE.....Morn. and Eve.....Minneapolis</p> <p>MISSOURI. DAILY AND SUNDAY GLOBE, Joplin POST-DISPATCH.....St. Louis</p> <p>MONTANA. MINER Butte</p> <p>NEBRASKA. FREIE PRESSE .. (Cir. 142,440) .. Lincoln</p> <p>NEW JERSEY. PRESS.....Asbury Park JOURNAL Elizabeth TIMES Elizabeth COURIER-NEWS Plainfield</p> <p>NEW MEXICO. MORNING JOURNAL ..Albuquerque</p> <p>NEW YORK. BUFFALO EVENING NEWS ..Buffalo BOLLETINO DELLA SARA ... New York LESLIE'S WEEKLY (Cir. 330,000) New York MESSENGER OF THE SACRED HEART..New York RECORD Troy</p>	<p>NORTH DAKOTA. NORMANDEN .. (Cir. 9,450) .. Grand Forks</p> <p>OHIO. PLAIN DEALER Cleveland (June D. 98,288—S. 126,408) VINDICATOR Youngstown</p> <p>PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT Johnstown JOURNAL Johnstown DISPATCH Pittsburg GERMAN GAZETTE .. Philadelphia PRESS Pittsburg TIMES-LEADER Wilkes-Barre GAZETTE York</p> <p>SOUTH CAROLINA. DAILY MAIL Anderson DAILY RECORD Columbia THE STATE Columbia (Cir. D. 16,272—S. 16,811)</p> <p>TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville</p> <p>TEXAS. RECORD.....Fort Worth CHRONICLE Houston TIMES-HERALD Waco</p> <p>WASHINGTON. POST-INTELLIGENCER.....Seattle</p> <p>WISCONSIN. EVENING WISCONSIN...Milwaukee</p>
<p>CANADA</p> <p>ALBERTA. HERALD Calgary</p> <p>BRITISH COLUMBIA. WORLD Vancouver</p> <p>ONTARIO. EXAMINER Peterborough FREE PRESS Loudon</p> <p>QUEBEC. LA PRESSE Cir. June, 1911, 104,102 Montreal</p>	
<p>County Seat Without a Paper. Elliott R. Hooton, chief of the new Indiana State Bureau of Inspection, is wondering how he can publish the new inspection law in a county seat which has no newspaper. The law requires the publication of the notices in each county seat in the State, but Mr. Hooton has discovered that Vernon, county seat of Jennings County, is without a newspaper.</p>	
<p>Another Increase. THE DAILY STATES has received another increase in its circulation by the closing of The Daily News, a small evening paper which had been published for some years in New Orleans. THE STATES arranged to take over the subscribers and this addition places its circulation around the 30,000 mark. Our challenge to all competitors for a showdown on circulation remains unanswered—there is a very good reason. THE DAILY STATES is first in circulation and carries more local business than any other paper in the City of New Orleans. <i>Foreign Advertisers Please Note</i> DAILY STATES, NEW ORLEANS, LA. The S. C. Beckwith Special Agency Sole Agents—Foreign Advertising New York Chicago Kansas City</p>	

THE New Orleans Item

Leads New Orleans papers in advertising, circulation and influence, and the lead is increasing. The most clearly expressed circulation statement has just been prepared by THE ITEM and will be sent upon request. A map of New Orleans shows exactly how the city is covered, and an itemized list of country towns shows how they are reached.

THE JOHN BUDD COMPANY
Advertising Representatives
NEW YORK CHICAGO ST. LOUIS

CREELMAN SUES FOR LIBEL.

Seeks \$100,000 Damages from Newspaper Publisher.

James Creelman, president of the Municipal Civil Service Commission, filed a suit on Thursday against the Star Co., publisher of the New York American, for \$100,000 damages for libel.

Commissioner Creelman's action is based on the publication by the newspaper of the defendant company of a statement accusing him of being in league with Mayor Gaynor and Charles F. Murphy, the Tammany leader, to re-tire unlawfully Thomas J. Ahearn, deputy fire chief, on his full pay of \$4,200 a year, and have him appointed by Governor Dix as State fire marshal at a salary of \$7,500 a year. Governor Dix appointed Mr. Ahearn on Tuesday.

Amateur Journalists Meet.

Amateur journalists from all over the country gathered at Bridgeport, Conn., last week to attend the annual convention of the United Amateur Press Association. Officers were elected as follows: President, John D. Christiansen, Milwaukee, Wis.; first vice-president, Ernest H. Morris, Bridgeport, Conn.; second vice-president, Helene E. Hoffman, New York City; secretary, George H. Conger, Bridgeport, Conn.; treasurer, Mary H. Lehr, Redlands, Cal.; official editor, Charles O. A. Kramer, St. Louis, Mo.; laureate recorder, Dorothy Loye, Baraboo, Wis.; eastern manuscript manager, Hazel B. Pratt, Brooklyn, N. Y.; western manuscript manager, Gordon George, Sinton, Tex.; historian, Ella Barnhart, Minneapolis, Minn.; directors, Vincent B. Haggerty, Bridgeport, Conn.; Guy N. Phillips, Sioux City, Ia., and Harriet Triefoff, Carver, Minn. The next convention will be held at La Grande, Ore.

An Unusual Record.

Hillsdale, Mich., has a population of only 5,001, and yet the Hillsdale Daily, of which D. W. Grandon is editor and manager, has a circulation of over 4,000. The Daily is a bright newsy paper that covers its field admirably. It is a big city paper in miniature. It contains cartoons, telegraph news and special correspondence, results of sporting and baseball events, the markets and an abundance of local matter. Every mail subscription is paid in advance, and every local subscription is paid each week. Not a dollar is due on an unpaid account.

Every Advertiser and advertising agent should read THE EDITOR AND PUBLISHER every week to keep posted on what is going on in the newspaper and advertising fields. It costs only \$1 a year.

The farmers of Iowa, Illinois and South Dakota, at a conference just held in Chicago, brought out the American Co-operative Journal.

The Motion Picture Story Magazine

A unique Magazine of large National circulation covering a field not reached by the other monthlies.

General advertisers can not afford to over look the field covered by this Magazine.

The M. P. Publishing Co.
26 Court St., Brooklyn, N. Y.



W. S. CAPPELLER.

EDITOR AND PUBLISHER OF THE MANSFIELD NEWS, ONE OF OHIO'S BEST KNOWN JOURNALISTS.

CHURCHES MUST ADVERTISE.

Too Much Money Is Spent on the Preacher, Says Religious Editor.

"That Churches Must Advertise" was the subject of an interesting address by W. R. Warren, editor of the Christian Evangelist, before the New York State Christian Missionary Society at Buffalo last week. After pointing out that insurance companies, railroads, manufacturers, merchants, political parties and social orders take advantage of the newspapers to give the people information, Mr. Warren said:

"The Church of Christ has more to publish than all other interests of our modern civilization combined. The church has nothing to do but publish the gospel. Yet it has spent all of its available resources on the expensive and inadequate voice of the preacher and left the means of multiplying the preacher's power and flooding the world with knowledge of God entirely to private enterprise and personal gain.

"It is generally understood that there is something wrong in the church. So we have organized, pastorized, banquetized and evangelized those who themselves should have been evangelists."

Editor Declared Incompetent.

William H. Boardman, editor of the Railway Age Gazette, New York, who suffered a stroke of paralysis in January, has been declared incompetent by Supreme Court Justice Giegerich, and his son Francis was appointed committee of his property, which amounts to more than \$214,000.

Press Agent for Gould Road.

The Missouri Pacific Railway Co. has made another departure from the old Gould methods by engaging a press agent. He is John W. Kearney, of St. Louis. Mr. Kearney's appointment as publicity man for the company was announced by President Bush, who holds to the theory that the interests of the railroad and the people along its lines are identical. He has ordered the various departments of the road to report to Mr. Kearney any matters of public interest in order that they may receive due publicity.

Prosperous Mansfield News.

The Mansfield (O.) News on July 1 printed a two-page article giving a history of the paper, which was founded by W. S. Cappeller on March 7, 1885. It was started as a four-page sheet, printed by contract in leased quarters with leased type on leased presses, and was received by its public with such approval that it prospered and grew until now it is regarded as one of the leading and most influential papers in its section of the State.

Trade Editor Boosts Newspapers.

Advertising in daily newspapers was given a boost recently by Wesley A. Stanger, editor of the Office Outfitter, at a banquet of 175 delegates of the Stamp Trade Manufacturers' Association at Chicago. "We should patronize the daily newspapers more," said Mr. Stanger. "Trade papers are all right, but we need to reach the homes as well as the business field."

BRIEF ITEMS OF NEWS.

Probably the only country newspaper in the northwest printed in two languages is the Zillah (Wash.) Free Press, of which A. S. Hillyer is the owner, editor and manager. The paper is printed in English and Dutch, the latter for the benefit of the large colony of Hollanders living in that section of the State.

The Alton (Ill.) Board of Trade has engaged George H. Mosser, a well-known St. Louis newspaper man, as its secretary to conduct a \$25,000 campaign to advance Alton's industrial interests.

Health Culture for July announces the appointment of Dr. Elmer Lee as its editor. Dr. Lee is well known as a vigorous writer on health topics.

The Associated Trade Press Co., of Cincinnati, O., has increased its capital stock from \$25,000 to \$200,000.

The Osceola (Ia.) Democrat office and plant was destroyed by fire last week. The loss is estimated at \$5,000, with \$3,500 insurance.

The owners of Common Good, a civic magazine published at Rochester, N. Y., have recently incorporated under the name of the Common Good Publishing Co. Plans for enlarging the magazine are under way and the editorial staff will be increased.

After an existence of three years, the Patoka (Ind.) Journal has discontinued publication.

An action of involuntary bankruptcy has been filed in the Federal court against the Manchester (Ia.) Delaware County News.

The Hobart (Okla.) Daily Globe, established about three years ago as a free distribution paper, suspended recently for an indefinite period.

A petition in bankruptcy was filed Tuesday by Anton A. Bardo, editor of the St. Louis Polak Amerikan. He gives his liabilities at \$1,200.

Carl Zwanzig, editor of the La Salle County Herald, a German weekly published at Ottawa, Ill., was arrested last week charged with sending obscene matter through the mails.

FROM OVER THE SEA.

THE PALL MALL GAZETTE,

THE OBSERVER,

LONDON, July 10, 1911.

EDITOR AND PUBLISHER:

Heartly congratulations to THE EDITOR AND PUBLISHER on its tenth birthday.

The only drawback is it does not come out every day!

GORDON RUBIE,
Circulation Manager.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

NEW BUSINESS PLAN

HOW TO SECURE CO-OPERATIVE ELECTRICAL ADVERTISING FOR NEWSPAPERS.

Outline of a Method for Interesting Manufacturers and Dealers in Publicity—Has Been Tried Out Successfully in Cleveland, Dayton and Washington—Specimen Page from the Cleveland Leader.

Although nearly every city in the United States contains from one to a hundred concerns engaged in the manufacture or sale of electrical equipment and supplies, and although all would be benefited by the use of advertising space in the daily newspapers, nevertheless the advertising possibilities of these firms have not been appreciated by the newspaper publishers except in a few cities.

A plan of co-operative electrical advertising that has been tried out successfully in Cleveland and Dayton, O., and in Washington, D. C., promises to be of advantage to both the newspaper and electrical industries. The co-operation is local and concerns the electrical interests considered as a unit on one side and one or more newspapers on the other.

WHY SOME FIRMS HOLD ALOOF.

The reason why so many advertising managers find it difficult to get the electric lighting, power, manufacturing, jobbing, contracting and retailing companies to make liberal and regular use of their columns is really a composite of several reasons, as follows:

1. The electrical contractors and supply houses feel that it is the duty of the lighting company to advertise, and that they themselves will come in for a free share of the new business created by such advertising. The lighting company, on the other hand, takes just the opposite view, and so each waits for the other to act.
2. The smaller electric companies have no fixed publicity appropriations, and in the absence of any sufficient incentive for consistent, clockwork advertising, their activity along this line is about as easy to predict as is the hour of a "volcanic eruption."
3. The "should-be" advertisers feel that they lack the facilities for writing popular copy.
4. Many of these companies are so small that they can take but slight space, and feel that their announcements would be passed over by the reading public.
5. The companies may be so widely scattered that it does not pay the advertising department to keep after them in the endeavor to secure and retain their business.
6. Some of these smaller concerns, whose aggregate business would be of very respectable dimensions, find the maximum inch rates too high.

7. Unlike the "want ads" and certain non-electrical forms of commercial advertising, electrical advertisements are usually more or less like bread cast upon the waters; one finds it difficult to prove immediate or adequate returns.

THE CLEVELAND PLAN.

The plan described below originated in Cleveland, O., where it was first put into effect by the Cleveland News and then by the Cleveland Plain Dealer. In that city, at least, it has solved the above-mentioned difficulties in a most gratifying manner, and produced a larger and steadier volume of electrical advertising than had ever before been received.

Briefly stated, the plan consists of the taining a few centrally located paragraphs, averaging 33 inches—of edito-week in Cleveland) of a full page, con-publication, at regular intervals (once a rial or news matter on electrical subjects, these paragraphs being arranged in short columns, printed in regular 8-point type, surrounded by from a dozen to twenty-five advertisements placed by the local jobbers, dealers, contractors, manufacturers and last, but not least, by the illuminating company. It bears this headline set in ornamental type, "The People's Electrical Page," although it might be called "The Electrical Section," "Electrical News of the Day," or what you will; the title first mentioned has a personal appeal, however, that is particularly felicitous. Each issue is numbered consecutively, but independently of the serial number of the paper as a whole.

Anyone looking casually through the pages of a paper in which there is an electrical page can hardly help receiving a few telling "vibrations" as his eye wanders over it. Like most electrical treatments the effect is a healthy one, and if the wife is in need of a flatiron, or the husband has been complaining about the gaslight, the chances are that the page begins to bear fruit in that locality immediately.

ADVANTAGES OF ELECTRICAL PAGE.

A typical issue of "The People's Electrical Page," taken from the Cleveland Plain Dealer, is here reproduced. The twofold flexibility of the scheme is apparent: it is suited to the large city with many advertisers, as the editorial matter can always be cut down to prevent a "waiting list," or it can be expanded or leaded in the event of a slight sag in the demand. Moreover, it is equally suited to the small town with half a dozen advertisers, as the rates will be lower than in the city, and each individual concern will take more space. It is possible, of course, though rarely necessary, to restrict the electrical section to three-quarters or to one-half of a page.

Such details as the method of charging for the page and the responsibility for copy supply, both advertising and editorial, will be governed largely by local conditions. If possible, it is desirable to have a clearing house for the material among the electrical interests themselves—which may very well be the publicity office of the lighting company—as it tends to promote team-work among the advertisers and to further their mutual interest in the scheme.

The page may be paid for at a flat rate and the charges distributed pro rata among the advertisers, which is most advantageous from the newspaper's standpoint, guaranteeing, as it does, a steady income, or space may be charged for at a fixed rate per inch. In any event the charges should not be made disproportionately burdensome to the small advertiser, as he and his brothers

are the biggest factor in the continued success of the project.

AS TO THE EXPENSE.

In this respect the electrical page differs measurably from the rest of the paper. It can readily be explained that the larger advertiser receives the most benefit from the news and story copy, and should, therefore, bear a larger share of the expense. It has been found not at all difficult in Cleveland to obtain a slightly higher rate from the large advertiser for space in "The People's Electrical Page" than their regular contract rates. Under this arrangement the small advertiser may receive a better rate for space on the page than the regular card rates. It is to everyone's advantage that the page be representative of all the electrical interests of the city, and any newspaper taking up the plan will do well to concentrate its efforts upon the small contractor or dealer and get him in.

Enough has been said to give an inkling of the advantages of the co-operative electrical page from the standpoint of the space-buyer. The space-seller likewise benefits by it, for if the page is properly conducted his usual soliciting follow-up work is inevitably reduced. Due to the more efficient utilization of space—the "bunching of hits" by the electrical men—tangible results are more certain to follow, which means, of course, satisfied advertisers. The principal task of the newspaper advertising man will be to get in touch with the leading spirits of the local electrical industry, and to convince them of the practical value of the scheme. That done—and in view of the successful operations in Cleveland it should not be difficult—the matter of drawing up a mutually satisfactory agreement will be easy.

READY FOR THE HARVEST.

In the discussion which followed the recent report of the committee on advertising of the National Electric Light Association, an abstract of which appeared in THE EDITOR AND PUBLISHER of June 3, J. Robert Crouse, of Cleveland, one of the best known figures in the electrical manufacturing industry, took part, and urged upon those present a careful consideration of the advantages of co-operative newspaper advertising. It is Mr. Crouse's firm belief that advertising in a page of this kind is five times as valuable to the advertiser as other space, and so enthusiastic has he become over this method of publicity that he has had letters on the subject sent to a selected list of all important central stations in the United States.

Important newspaper publishers have been sounded on the subject, and all seem to be enthusiastically in favor of publishing a similar page in their own cities. As the subject has now been widely presented among the electrical companies the field is ripe and ready for the sickle.

It's a Life-Saver.

F. W. Worcester writes THE EDITOR AND PUBLISHER from Oklahoma City as follows:

"I surely do appreciate your clean, bright publication. It's a life-saver to those of us who are compelled to live in the smaller cities, and its enlivening data helps us all bear our burdens."

Ohio Editors Will Tour Canada.

More than 200 Ohio editors will tour the four western provinces of Canada under the guidance of J. Bruce Walker, Commissioner of Immigration of Canada. The party will start from Windsor, Ont., by special train, July 28.

SEEING THE SIGHTS OF GOTHAM

Guests of McKeesport News to Enjoy Week's Stay in New York.

A party of twelve young ladies from McKeesport, Pa., will arrive in New York City on Tuesday to remain a week and then proceed to Atlantic City to spend ten days. The young ladies will be the guests of the McKeesport Daily News as a result of a popular voting contest that newspaper conducted this summer. The members of the party will include the Misses Florence Hoerr, Helen Buck, Zelah Goldstrom, Mary Young, Anna O'Toole, Grace Hammel, Margaret Sayfoot, Marie Vaughn, Hilda Draheim, Edith Welsh, Sarah Damm and Susie Littlejohn.

Not a girl in the party has ever been more than 50 miles away from McKeesport. Two are school teachers and the rest are clerks in McKeesport stores. While in New York they will go sight-seeing every day under the direction of Samuel G. Lindenstein, the McKeesport Daily News' Eastern representative. They will occupy rooms at the Hotel Arlington and will also be entertained at a luncheon by Miss Sophie Irene Loeb, of the New York World staff, who was formerly a newspaper woman of McKeesport.

Richmond Ad Club Elects President.

Hamilton Field was elected president of the Richmond (Va.) Advertising Club last week. Other officers chosen were: James Francis, first vice-president; A. H. Felthaus, second vice-president, and C. E. Ivey, secretary and treasurer. The board of directors is composed of Hudson Hoen, M. B. Florsheim, J. G. Corley, Rufus S. Freeman and George W. Rogers.

Texas Tradesman Sold.

The Texas Tradesman, published at Houston and devoted to the mercantile interests of the State, has changed hands, having been taken over by Charles A. Newing, publisher of the Southern Lumber Review and the Southwestern Electrician.

300,000 times as fast

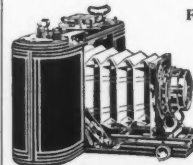
Your grandfather posed for five minutes before the camera to have his Daguerreotype made.

You can stop a bird on the wing in $\frac{1}{1000}$ of a second with a Speed Kodak.

Thus has photography—Kodak photography in particular—kept pace with this rapid age.

No. 1^A SPEED KODAK

For 2½ x 4¼ Pictures.



Fitted with Graflex Focal Plane Shutter for exposures from 1/1,000 of a second to slow "instantaneous," and for time exposures. Zeiss-kodak Anastigmat lens f/8.3. Loads in daylight with Kodak Film Cartridges and can be carried in an ordinary top-coat pocket. A superior camera in every detail of plan, construction and finish.

Price, \$65.00.

EASTMAN KODAK CO.,
ROCHESTER N. Y. The Kodak City

Catalogue free at the dealers or by mail.

Press Clippings

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

BURRELLE

45 Lafayette Street, New York City
ESTABLISHED A QUARTER OF A CENTURY

SPECIMEN OF PEOPLE'S ELECTRICAL PAGE FROM CLEVELAND LEADER.

Don't Stay In The Dark.
Your store can be made prominent and attractive by
THE SIGN
An A. & W. Electric Sign
PHONE us for designs and estimates



The A. & W. Electric Sign Co.
Prospect and W. 3rd

Beautiful Chandeliers Easily Changed When House is Wired for Electricity

A great many Cleveland home-owners have very beautiful and expensive gas lighting fixtures with which they are loath to part. Consequently, even though they know the superiority of electricity, they hesitate before having their houses wired on account of the gas fixtures. Almost any electrical fixture firm in the city will soon let you know how simple it is to change these fixtures from gas to electricity. It is an inexpensive operation, the gas being run through the gas pipes and electric sockets installed in place of the gas ones.

This course is only advisable, however, when the fixture is either very beautiful or valuable. The construction of the old gas fixture is not in accordance with modern ideas of correct illumination, and while it can be wired for electricity it may not give the best illumination.

It is well worth while to visit one of the fixture houses and see the many exquisite designs in fixtures which they have on display and which may be obtained at a more than reasonable expense.

Magneto Poles Make New Signal.
The captain of a lake vessel, bound up Lake Michigan with a cargo of steel rails, was very much surprised after being under way about twelve hours to find that the boat was in sight of land when according to his reckoning there should be about ninety miles.

After correcting his position by the stars he made other similar observations and compared them with his compass. It was found to be absolutely correct.

Upon investigation it was found that the cargo of rails had been loaded by one of the large electric lifting cranes. The rails had retained sufficient magnetism to completely deflect the needle of the compass.


Magnet Poles Go On and Leave
Electro-magnets are now used to separate iron ore from the rock at mines in Ontario. At the Moose Mountain iron bed workings the rock ore is blasted, which then rolls down the hill in huge masses. Here an electro-magnet mounted on a crane picks up the ore, without the rock, and loads it into the mine cars.

Invents Tiny Heater.
One of the most convenient of water heaters yet invented is so small that it can be conveniently carried in a pocket, yet it will boil a quart of water in three minutes when attached to an ordinary electric light socket. When not in use it is a small cylinder of perforated metal, about five inches long.

Can Telephone to Elevator.
Elevators in high buildings in Pittsburgh and elsewhere have been equipped with telephones because of their emergency use. The inventor enables the starter to communicate with the operators of the different cars, making it possible for him to send assistance to the occupants of any disabled car.

The Cleveland Telephone Company
Every Bell Telephone is a Long Distance and a Telegram Station.

Breakfast in 10 Minutes
Combination Stove and Toaster



Make your Coffee, Cook your Eggs or Cereals for Breakfast in "10" the same time make the most delicious toast in the little drawer under the Red Hot Coils.

Three different Heats which can be regulated,
Each \$7.50

The Geo. Worthington Co.
802 to 832 St. Clair Ave., N. W.

"Increased Our Output 30%"

"Last fall we reached the limit of our capacity with a steam plant. We put in electric motors—so many and no more than we needed."

"We have now 18 motors and expect to install 15 H. P. additional very soon. As we need more power—we get it—a little at a time. Electric power from central station is elastic enough for any need—big or little."

"Our work goes with a snap. There have been no interruptions—no breakdowns. Our output has increased 30%, due to the greater capacity of electric motors."

"We can start up a machine at any time without 'firing up.' Overtime is no longer expensive."

The above is a brief excerpt from interview recently had with a Cleveland manufacturer about electric power in his factory. For further particulars call Bell Main 2401 or Cuyahoga Central 5860. Our engineer will make a free test of your plant, if you wish.

THE ILLUMINATING CO.
Sales Department 232 Superior Avenue N. E.

The People's Electrical Page

FIRST YEAR. CLEVELAND, OHIO. SECOND NUMBER

OLD GAS FIXTURES MADE INTO ELECTRIC

Beautiful Chandeliers Easily Changed When House is Wired for Electricity

COST OF RUBBER MAY BE LOWERED

New Species of Mexican Tree Discovered by American Professor

ELECTRIC VEHICLE EASILY CHARGED

Mercury Arc Rectifiers Change Alternating Current to Direct Current For Charging Electrical Vehicles.

ELECTRIC FAN WORKS WINTER AND SUMMER

"Winter Salesman" No Longer That Of From Public View.

Specially Good Models In Reading Lamps

This beautiful Lamp with standard of classic design in rich brass metal, and graceful hood—plains itself in the soft glow of rays it softly fashioned in give a mellow light for reading, as well as in adorn the Library or Living Room—each one the Lamp designed in our Lamp and Fixture Department.



THE STERLING & WELCH CO.
1225 Euclid Avenue

A heretofore unknown species of rubber tree has been recently discovered in a remote part of Yucatan, a territory of Mexico, by Prof. John Allen of Michigan University. The tree bears no resemblance to the tree from which rubber is now obtained, but is somewhat like the horse chestnut and grows in a similar soil to that tree. It is a species of rubber and neither the leaves nor the nuts can be handled without gloves.

The gum obtained from these trees is very much like Para rubber, but is easier to handle than any of the previously known rubbers. After the tree has been tapped the sap which comes out is washed and is then ready for market.

Much interest has been aroused by this discovery, as rubber for industrial purposes plays a very important part in the electrical industry, as well as other fields. A company has been formed which has received from the government of Mexico a concession for a tract of land of approximately 50,000 acres, and it is expected that the product can be obtained at a more than reasonable expense.

Every one who operates an electric automobile knows that the current which operates the motor is the alternating current, and many factors know that the electrically charged motor in their homes is alternating current, and in the garage they have to have some way to change the alternating current to direct current before it can be put in the battery.

The general way to effect this change is with the use of the Mercury Arc Rectifier. The changing of the current in a small glass tube filled with mercury vapor. One may find one of these tubes outside of the evening, when glancing out of the car window, noticing several here and there a bright, greenish colored light. This is the light given off by the Mercury Rectifier.

The principle that affects the change from the alternating current that comes in at the side of the tube and goes out direct current at the bottom of the tube, is the same as a valve in a water pump; that is, the current going in one direction, goes in one side and is allowed to pass the terminal at the bottom of the tube, but when the current in the next one hundred and twentieth of a second changes its direction it goes in from the opposite side. This is the principle that affects the change from the alternating current at the bottom of the tube. There are then two wires of electric energy moving in the same direction. This alternating current is suitable for use in the battery.

As shown in figure 1 the alternating current ("A" and "B") is delivered to glass tube "T" which is a vacuum tube containing mercury. The way the "A" represents the positive wire, the straight line "B" the negative wire, "C", the dotted line, is the direct current positive wire.

The tube is so arranged that the positive current will pass through the mercury vapor while the negative will not. Consequently the current at "A" will pass to "C" but will not pass out at "B".

The telephone method of handling train movements is installed on the Pennsylvania and 20,000 miles of railroad in the United States and is rapidly growing in favor. The telephone is said to have been found absolutely reliable as well as much quicker than the telegraph.

Suburbanites of an eastern town have just ordered the steam railroad to electrify their system on account of "air dirt" and soot which come from the engines. It has been estimated that 25 per cent of the fuel fed into the engines is lost in the form of soot and cinders through the air. This soot is deposited throughout the route of the railroad.

The Tel Electric requires no pumping, being operated by electricity. This achievement in music is of special interest to owners of fine pianos who do not wish to exchange them—as the Tel Electric can be attached without in any way injuring the piano. The key-board is always free for hand playing.

Call for private demonstration or write for catalogue.

FARMERS USE AUTO TRUCKS

Electric "Hay Wagon" Makes Country Gentleman's Life More Easy

Only recently has the electric vehicle extended its various uses outside of the city and become a factor in the life of the farmer. The electric motor, as a labor saving device, has already demonstrated its usefulness in all branches of farm life. Thrashers, feed cutters, millers, churns, milk and cream separators, churns, ice makers, pumps for water, and many other common appliances are available in that locality where it is desired to use these appliances.

The electric vehicle, however, is just coming to the farmer in the field of plowing, which are giving the farmer the greatest benefit.

The electric "hay wagon" is now found on the farm. This is a motor truck with a large tank in use, which is used to hold the hay. The tank is as large as that of a horse drawn wagon. This truck when used works in the field, and is used to haul hay to the farm. It is used to haul hay to the farm, and is used to haul hay to the farm.

In winter it is used to carry the ice from the pond for storage in the ice house. When not in use it can remain idle in the barn, requiring no attention and costing nothing to maintain.

Tell Your Advertisers.
"Three dollars a minute" said the truck who had asked the long distance telephone rate between him and the city.

"Yes, sir," asserted the telephone clerk.

"I guess I'm not on speaking terms with you," stated the youth, "and I don't intend to be."

The running time on the New York Central lines between New York and Hastings has been shortened two minutes since the adoption of electricity as the motive power.

THE SPENCER TURBINE CLEANER

A permanent Vacuum Cleaner to be installed in the Basement. The air used in cleaning is all removed from the building. This Turbine has No dust bags to clog up and reduce the efficiency. It is a multistage fan which creates and maintains a whirlwind. See it in operation at our show-rooms.



THE S. K. ELLIOTT ELECTRIC CO.
Bell Main 410. 323-329 Champlain Avenue N. W. Cuyahoga Central 4051.

THE J. T. WAMELINK & SONS PIANO CO.
Euclid Avenue—Higbee Building.
Branch Store—Penn Piano Co.—Old Arcade.

KINNEY & LEVAN,
1427-1437 West 6th St.
Cleveland, Ohio

Edison Storage Battery
"For the Man Who Demands the Best"

For Motive Power in Electric Trolleys, Trucks and Launches.
Lighting of Yachts and Cottages.
Ignition and Lighting of Automobiles and Motor Boats, Bell Service.
8 Times Longer Life, 40% lighter weight and greater capacity than any other battery on the market.

Edison Storage Battery Co.
1634 Walnut Ave., Cleveland, O.

The Thor Electric

Home Laundry Machine

Will wash your clothes better, in less time, and at a lower cost than by any other method. It will do the work of washing for a family of ten in less than 30 minutes with only THREE CENTS of electricity. You should investigate this wonderful machine. For sale by

HURLEY MACHINE COMPANY, Chicago.
At the sales room of The Cleveland Electric Illuminating Company, 232 Superior Avenue N. E., Cleveland, Ohio.

The J. T. WAMELINK & SONS PIANO CO.
Euclid Avenue—Higbee Building.
Branch Store—Penn Piano Co.—Old Arcade.

KINNEY & LEVAN,
1427-1437 West 6th St.
Cleveland, Ohio

Originality Service Quality

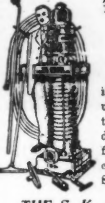
The Cleveland Gas & Electric Fixture Co.
940 Prospect Ave.
Makers of Lighting Fixtures.

DON'T WAIT
We specialize in Writing Old Homes. We wire old houses under The Illuminating Co.'s printed specifications, saving time and light. You can pay for it in small, convenient payments. We carry a full line of Electrical Fixtures.

S. F. SLANSKY ELECTRIC CO.
Central 7176 K. For Display Room Open Evenings 5072 West 25th St.

THIS IS— THE SPENCER TURBINE CLEANER

A permanent Vacuum Cleaner to be installed in the Basement. The air used in cleaning is all removed from the building. This Turbine has No dust bags to clog up and reduce the efficiency. It is a multistage fan which creates and maintains a whirlwind. See it in operation at our show-rooms.



THE S. K. ELLIOTT ELECTRIC CO.
Bell Main 410. 323-329 Champlain Avenue N. W. Cuyahoga Central 4051.

Breakfast Comfort

It will brown your toast to a turn and the electric coffee percolator makes better coffee than "mother used to make." And you use both right on the dining room table.

The Erner Electric Co.
118-124 St. Clair Ave., E.

Edison Storage Battery
"For the Man Who Demands the Best"

For Motive Power in Electric Trolleys, Trucks and Launches.
Lighting of Yachts and Cottages.
Ignition and Lighting of Automobiles and Motor Boats, Bell Service.
8 Times Longer Life, 40% lighter weight and greater capacity than any other battery on the market.

Edison Storage Battery Co.
1634 Walnut Ave., Cleveland, O.

The Thor Electric

Home Laundry Machine

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The J. T. WAMELINK & SONS PIANO CO.
Euclid Avenue—Higbee Building.
Branch Store—Penn Piano Co.—Old Arcade.

KINNEY & LEVAN,
1427-1437 West 6th St.
Cleveland, Ohio

HAVE YOUR HOUSE WIRED NOW

We wire old houses under The Illuminating Co.'s printed specifications, saving time and light. You can pay for it in small monthly payments if you wish. Please or write for a solicitor to call and give estimate and explain plan in detail.

The Martien Electric Co.
Main 3742. 402 Cuyahoga Bldg. Central 5886 L.

The Gainer Electric Co.
ELECTRICAL CONTRACTORS

Repairs and Construction
Armature Winding, Motor and Generator Work
36 PUBLIC SQUARE

Home Laundry Machine

Will wash your clothes better, in less time, and at a lower cost than by any other method. It will do the work of washing for a family of ten in less than 30 minutes with only THREE CENTS of electricity. You should investigate this wonderful machine. For sale by

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The J. T. WAMELINK & SONS PIANO CO.
Euclid Avenue—Higbee Building.
Branch Store—Penn Piano Co.—Old Arcade.

KINNEY & LEVAN,
1427-1437 West 6th St.
Cleveland, Ohio

"BUCKEYE" LAMPS

The word "Fixtures" as applied to the lighting and decorating of your home means to exchange them as they become obsolete. The product of the brains and mechanical skill of the present was not even dreamed of a few years back. You will appreciate this after you inspect our magnificent showing.

We are Distributors for Cleveland for
Sterling Mazda Lamps
Three Times as Much Light.

A CLEVELAND PRODUCT

The Gainer Electric Co.
ELECTRICAL CONTRACTORS

Repairs and Construction
Armature Winding, Motor and Generator Work
36 PUBLIC SQUARE

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The J. T. WAMELINK & SONS PIANO CO.
Euclid Avenue—Higbee Building.
Branch Store—Penn Piano Co.—Old Arcade.

KINNEY & LEVAN,
1427-1437 West 6th St.
Cleveland, Ohio

PHONE FOR REPRESENTATIVE OR NAME OF NEAREST DEALER

THE BUCKEYE ELECTRIC CO.
Manufacturers of Buckeye Lamps
706-726 Engineers Bldg.
Main 5000. Central 700

NEW BUSINESS PLAN

HOW TO SECURE CO-OPERATIVE ELECTRICAL ADVERTISING FOR NEWSPAPERS.

Outline of a Method for Interesting Manufacturers and Dealers in Publicity—Has Been Tried Out Successfully in Cleveland, Dayton and Washington—Specimen Page from the Cleveland Leader.

Although nearly every city in the United States contains from one to a hundred concerns engaged in the manufacture or sale of electrical equipment and supplies, and although all would be benefited by the use of advertising space in the daily newspapers, nevertheless the advertising possibilities of these firms have not been appreciated by the newspaper publishers except in a few cities.

A plan of co-operative electrical advertising that has been tried out successfully in Cleveland and Dayton, O., and in Washington, D. C., promises to be of advantage to both the newspaper and electric industries. The co-operation is local and concerns the electrical interests considered as a unit on one side and one or more newspapers on the other.

WHY SOME FIRMS HOLD ALOOF.

The reason why so many advertising managers find it difficult to get the electric lighting, power, manufacturing, jobbing, contracting and retailing companies to make liberal and regular use of their columns is really a composite of several reasons, as follows:

1. The electrical contractors and supply houses feel that it is the duty of the lighting company to advertise, and that they themselves will come in for a free share of the new business created by such advertising. The lighting company, on the other hand, takes just the opposite view, and so each waits for the other to act.

2. The smaller electric companies have no fixed publicity appropriations, and in the absence of any sufficient incentive for consistent, clockwork advertising, their activity along this line is about as easy to predict as is the hour of a "volcanic eruption."

3. The "should-be" advertisers feel that they lack the facilities for writing popular copy.

4. Many of these companies are so small that they can take but slight space, and feel that their announcements would be passed over by the reading public.

5. The companies may be so widely scattered that it does not pay the advertising department to keep after them in the endeavor to secure and retain their business.

6. Some of these smaller concerns, whose aggregate business would be of very respectable dimensions, find the maximum inch rates too high.

7. Unlike the "want ads" and certain non-electrical forms of commercial advertising, electrical advertisements are usually more or less like bread cast upon the waters; one finds it difficult to prove immediate or adequate returns.

THE CLEVELAND PLAN.

The plan described below originated in Cleveland, O., where it was first put into effect by the Cleveland News and then by the Cleveland Plain Dealer. In that city, at least, it has solved the above-mentioned difficulties in a most gratifying manner, and produced a larger and steadier volume of electrical advertising than had ever before been received.

Briefly stated, the plan consists of the taining a few centrally located paragraphs, averaging 33 inches—of edito-week in Cleveland) of a full page, con-publication, at regular intervals (once a rial or news matter on electrical subjects, these paragraphs being arranged in short columns, printed in regular 8-point type, surrounded by from a dozen to twenty-five advertisements placed by the local jobbers, dealers, contractors, manufacturers and last, but not least, by the illuminating company. It bears this headline set in ornamental type, "The People's Electrical Page," although it might be called "The Electrical Section," "Electrical News of the Day," or what you will; the title first mentioned has a personal appeal, however, that is particularly felicitous. Each issue is numbered consecutively, but independently of the serial number of the paper as a whole.

Anyone looking casually through the pages of a paper in which there is an electrical page can hardly help receiving a few telling "vibrations" as his eye wanders over it. Like most electrical treatments the effect is a healthy one, and if the wife is in need of a flatiron, or the husband has been complaining about the gaslight, the chances are that the page begins to bear fruit in that locality immediately.

ADVANTAGES OF ELECTRICAL PAGE.

A typical issue of "The People's Electrical Page," taken from the Cleveland Plain Dealer, is here reproduced. The twofold flexibility of the scheme is apparent: it is suited to the large city with many advertisers, as the editorial matter can always be cut down to prevent a "waiting list," or it can be expanded or leaded in the event of a slight sag in the demand. Moreover, it is equally suited to the small town with half a dozen advertisers, as the rates will be lower than in the city, and each individual concern will take more space. It is possible, of course, though rarely necessary, to restrict the electrical section to three-quarters or to one-half of a page.

Such details as the method of charging for the page and the responsibility for copy supply, both advertising and editorial, will be governed largely by local conditions. If possible, it is desirable to have a clearing house for the material among the electrical interests themselves—which may very well be the publicity office of the lighting company—as it tends to promote team-work among the advertisers and to further their mutual interest in the scheme.

The page may be paid for at a flat rate and the charges distributed pro rata among the advertisers, which is most advantageous from the newspaper's standpoint, guaranteeing, as it does, a steady income, or space may be charged for at a fixed rate per inch. In any event the charges should not be made disproportionately burdensome to the small advertiser, as he and his brothers

are the biggest factor in the continued success of the project.

AS TO THE EXPENSE.

In this respect the electrical page differs measurably from the rest of the paper. It can readily be explained that the larger advertiser receives the most benefit from the news and story copy, and should, therefore, bear a larger share of the expense. It has been found not at all difficult in Cleveland to obtain a slightly higher rate from the large advertiser for space in "The People's Electrical Page" than their regular contract rates. Under this arrangement the small advertiser may receive a better rate for space on the page than the regular card rates. It is to everyone's advantage that the page be representative of all the electrical interests of the city, and any newspaper taking up the plan will do well to concentrate its efforts upon the small contractor or dealer and get him in.

Enough has been said to give an inkling of the advantages of the co-operative electrical page from the standpoint of the space-buyer. The space-seller likewise benefits by it, for if the page is properly conducted his usual soliciting follow-up work is inevitably reduced. Due to the more efficient utilization of space—the "bunching of hits" by the electrical men—tangible results are more certain to follow, which means, of course, satisfied advertisers. The principal task of the newspaper advertising man will be to get in touch with the leading spirits of the local electrical industry, and to convince them of the practical value of the scheme. That done—and in view of the successful operations in Cleveland it should not be difficult—the matter of drawing up a mutually satisfactory agreement will be easy.

READY FOR THE HARVEST.

In the discussion which followed the recent report of the committee on advertising of the National Electric Light Association, an abstract of which appeared in THE EDITOR AND PUBLISHER of June 3, J. Robert Crouse, of Cleveland, one of the best known figures in the electrical manufacturing industry, took part, and urged upon those present a careful consideration of the advantages of co-operative newspaper advertising. It is Mr. Crouse's firm belief that advertising in a page of this kind is five times as valuable to the advertiser as other space, and so enthusiastic has he become over this method of publicity that he has had letters on the subject sent to a selected list of all important central stations in the United States.

Important newspaper publishers have been sounded on the subject, and all seem to be enthusiastically in favor of publishing a similar page in their own cities. As the subject has now been widely presented among the electrical companies the field is ripe and ready for the sickle.

It's a Life-Saver.

F. W. Worcester writes THE EDITOR AND PUBLISHER from Oklahoma City as follows:

"I surely do appreciate your clean, bright publication. It's a life-saver to those of us who are compelled to live in the smaller cities, and its enlivening data helps us all bear our burdens."

Ohio Editors Will Tour Canada.

More than 200 Ohio editors will tour the four western provinces of Canada under the guidance of J. Bruce Walker, Commissioner of Immigration of Canada. The party will start from Windsor, Ont., by special train, July 28.

SEEING THE SIGHTS OF GOTHAM

Guests of McKeesport News to Enjoy Week's Stay in New York.

A party of twelve young ladies from McKeesport, Pa., will arrive in New York City on Tuesday to remain a week and then proceed to Atlantic City to spend ten days. The young ladies will be the guests of the McKeesport Daily News as a result of a popular voting contest that newspaper conducted this summer. The members of the party will include the Misses Florence Hoerr, Helen Buck, Zelah Goldstrom, Mary Young, Anna O'Toole, Grace Hammell, Margaret Sayfoot, Marie Vaughn, Hilda Draheim, Edith Welsh, Sarah Damm and Susie Littlejohn.

Not a girl in the party has ever been more than 50 miles away from McKeesport. Two are school teachers and the rest are clerks in McKeesport stores. While in New York they will go sight-seeing every day under the direction of Samuel G. Lindenstein, the McKeesport Daily News' Eastern representative. They will occupy rooms at the Hotel Arlington and will also be entertained at a luncheon by Miss Sophie Irene Loeb, of the New York World staff, who was formerly a newspaper woman of McKeesport.

Richmond Ad Club Elects President.

Hamilton Field was elected president of the Richmond (Va.) Advertising Club last week. Other officers chosen were: James Francis, first vice-president; A. H. Felthaus, second vice-president, and C. E. Ivey, secretary and treasurer. The board of directors is composed of Hudson Hoen, M. B. Florsheim, J. G. Corley, Rufus S. Freeman and George W. Rogers.

Texas Tradesman Sold.

The Texas Tradesman, published at Houston and devoted to the mercantile interests of the State, has changed hands, having been taken over by Charles A. Newing, publisher of the Southern Lumber Review and the Southwestern Electrician.

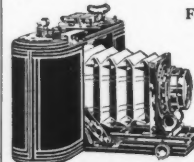
300,000 times as fast

Your grandfather posed for five minutes before the camera to have his Daguerreotype made.

You can stop a bird on the wing in $\frac{1}{1000}$ of a second with a Speed Kodak.

Thus has photography—Kodak photography in particular—kept pace with this rapid age.

No. 1^A SPEED KODAK



For 2½ x 4¼ Pictures.

Fitted with Graflex Focal Plane Shutter for exposures from 1,000 of a second to slow "instantaneous," and for time exposures, Zeiss-kodak Anastigmat lens f/3.5.

Loads in daylight with Kodak Film Cartridges and can be carried in an ordinary top-coat pocket. A superior camera in every detail of plan, construction and finish.

Price, \$65.00.

EASTMAN KODAK CO., ROCHESTER N. Y. The Kodak City

Catalogue free at the dealers or by mail.

Press Clippings

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

BURRELLE

45 Lafayette Street, New York City
ESTABLISHED A QUARTER OF A CENTURY

SPECIMEN OF PEOPLE'S ELECTRICAL PAGE FROM CLEVELAND LEADER.

Don't Stay In The Dark
Your store can be made prominent and attractive by
THE SIGN OF QUALITY
An A. & W. Electric Sign
PHONE us for designs and estimates
The A. & W. Electric Sign Co.
Prospect and W. 3rd

Beautiful Chandeliers Easily Changed When House is Wired for Electricity

A great many Cleveland householders have very beautiful chandeliers which they are loath to part. Consequently, even though they know the superiority of electricity, they hesitate before having their houses wired on account of the gas fixtures. Almost any electrical fixture firm in the city will soon let you know how simple it is to change these fixtures from gas to electricity. It is an insignificant operation, the wires being run through the gas pipes and electric sockets installed in place of the gas ones.

This course is only advisable, however, when the fixtures are either very beautiful or valuable. The construction of the old gas fixture is not in accordance with modern ideas of correct illumination, and while it can be wired for electricity, it may not give the best illumination.

It is well worth while to visit one of the fixture houses and see the many exquisite designs in fixtures which they have on display and which may be obtained at a mere trifle less than the original cost.

Magneto Pole Run New River.
The captain of a lake vessel, bound up Lake Michigan with a cargo of steel rails, was very much surprised after being under way about twelve hours to find that the boat was in sight of land when according to his reckoning they should be about midlake.

After correcting his position by the stars he made other stellar observations and compared them with his compass. It was found to be altogether incorrect.

Upon investigation it was found that the cargo of rails had been bolted by one of the large electric lifting cranes, capable of lifting several tons. The rails had retained sufficient magnetism to completely deflect the needle of the compass.

Magnet Picks Up Ore and Leaves Rock.
Electro-magnets are now used to separate iron ore from the rock at mines in Ontario. At the Moose Mountain iron bed workings the rock and ore is blasted, which then rolls down the hill in huge masses. Here an electro-magnet mounted on a crane picks up the ore, without the rock, and loads it into the mine cars.

Invents Tiny Heater.
One of the most convenient of water heaters yet invented is so small that it can be conveniently carried in a pocket, yet it will heat a quart of water in three minutes when attached to an ordinary electric light socket. When not in use it is a small cylinder of perforated metal, about five inches long.

Can Telephone to Elevator.
Elevators in high buildings in Pittsburgh and elsewhere have been equipped with telephones because of their emergency value. They enable the starter to communicate with the operators of the different cars, making it possible for him to send assistance to the occupants of any disabled car.

Make up your mind to pay \$6 more a year for an extension telephone system. The advantages are greater convenience, additional security, more privacy. Here's a luxury you can easily afford. Then why not telephone your order today? Just call—
Main 533—Contract Dept. 4

The Cleveland Telephone Company
Every Bell Telephone is a Long Distance and a Telegram Station.

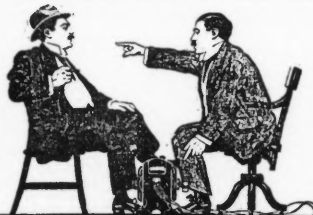
Breakfast in 10 Minutes
Combination Stove and Toaster



Make your Coffee, Cook your Eggs or Cereals for Breakfast and at the same time make the most delicious toast in the little drawer under the Red Hot Coil.

Three different Heats which can be regulated,
Each \$7.50

The Geo. Worthington Co.
802 to 832 St. Clair Ave., N. W.



"Increased Our Output 30%"

"Last fall we reached the limit of our capacity with a steam plant. We put in electric motors—many and no more than we needed."

"We have now 18 motors and expect to install 15 H. P. additional very soon. As we need more power—we get it—a little at a time. Electric power from central station is elastic enough for any need—big or little."

"Our work goes with a snap. There have been no interruptions—no breakdowns. Our output has increased 30%, due to the greater capacity of electric motors."

"We can start up a machine at any time without 'firing up.' Overtime is no longer expensive."

The above is a brief report from interview recently had with a Cleveland manufacturer about electric power in his factory. For further particulars call Bell Main 2401 or Cuyahoga Central 5660. Our engineer will make a free test of your plant, if you wish.

THE ILLUMINATING CO.
Sales Department 232 Superior Avenue N. E.

The People's Electrical Page

FIRST YEAR. CLEVELAND, OHIO. SECOND NUMBER

OLD GAS FIXTURES MADE INTO ELECTRIC

COST OF RUBBER MAY BE LOWERED

ELECTRIC VEHICLE EASILY CHARGED

Mercury Arc Rectifiers Change Alternating Current to Direct Current For Charging Electrical Vehicles.

Beautiful Chandeliers Easily Changed When House is Wired for Electricity

A great many Cleveland householders have very beautiful chandeliers which they are loath to part. Consequently, even though they know the superiority of electricity, they hesitate before having their houses wired on account of the gas fixtures. Almost any electrical fixture firm in the city will soon let you know how simple it is to change these fixtures from gas to electricity. It is an insignificant operation, the wires being run through the gas pipes and electric sockets installed in place of the gas ones.

This course is only advisable, however, when the fixtures are either very beautiful or valuable. The construction of the old gas fixture is not in accordance with modern ideas of correct illumination, and while it can be wired for electricity, it may not give the best illumination.

It is well worth while to visit one of the fixture houses and see the many exquisite designs in fixtures which they have on display and which may be obtained at a mere trifle less than the original cost.

COST OF RUBBER MAY BE LOWERED

New Species of Mexican Gum Discovered by American Professor.

A heretofore unknown species of rubber tree has been recently discovered in a remote part of Yucatan, a territory of Mexico, by Prof. John H. Allen of Michigan University. The tree bears no resemblance to the tree from which rubber is now obtained, but is somewhat like the horse chestnut and grows in a similar way to that tree. It is a species of ficus, and neither the leaves nor the nuts can be handled without gloves.

The gum obtained from these trees is very much like Para rubber, but is easier to handle than any of the previously known rubber products. After the tree has been tapped the sap which comes out is washed and is then ready for market.

Much interest has been aroused by this discovery, as rubber for insulation purposes, plays a very important part in the electrical industry, as well as other fields. A company has been formed which has received from the government of Mexico a concession for a tract of land of approximately 300,000 acres, and it is expected that the product can be delivered in New York at a lower cost than the Para rubber.

ELECTRIC VEHICLE EASILY CHARGED

Mercury Arc Rectifiers Change Alternating Current to Direct Current For Charging Electrical Vehicles.

Every one who operates an electric automobile knows that the motor which operates the motor is what is called an "alternator," and the purpose of this is to convert the alternating current and in the charge they have to have some way to change the alternating current to direct current before it can be put in the batteries.

The general way to effect this change is with the use of the Mercury Arc Rectifier. The changing is done in a small glass tube filled with mercury vapor. One may often see these tubes operating in the evening, when glowing out of the car window, noticing every here and there a bright greenish color. This is the light given off by the Mercury Rectifier, when some one is charging their automobile.

The principle that governs the change from the alternating current to the direct current is the fact that the current going in one direction, goes in one side and is allowed to pass the terminal at the bottom of the tube, but when the current in the next one hundred and twentieth of a second changes its direction it goes in from the other side, and in this way the electric energy moving in the same direction, goes in one side and is suitable for use in the battery.

ELECTRIC FAN WORKS WINTER AND SUMMER

"Street Salesman" No Longer That of From Public View.

The show window and the show cases have often been spoken of as the "silent salesman," and the purpose of one of them, the show window, is often defeated to winter by frost, thus taking the store-keeper a valuable aid to business.

A small electric fan, which is such a welcome article in the summer, will remedy this. By placing it so that the air is forced against the window all the frost will soon disappear.

This is not the only use to which the fan may be put. Very often the goods are displayed in the window which are damaged by the dust which is stirred up while sweeping out the store at night as well as that which comes in from the street during the day. A fan will eliminate this source of trouble, by constantly keeping the air constantly in motion so that the dust has no chance to settle. In stores which are heated by hot air, the fan will also be of great service by placing it in the cold air passages, making quite a saving in fuel bills.

Rock Built Best For Saw Motors.

One of the most recent appliances on the market is the electrically operated rock saw. This saw has a large gear chamber which takes the place of the motor, and is mounted on a motor. This opens up another field for electrical endeavor.

Railroads Adopt Telephone.

The telephone method of handling train movements is installed on the Pennsylvania and Erie railroads in the United States and is rapidly growing in favor. The telephone is said to have been found to be a more efficient method of handling trains than the telegraph.

Nation's Petitioned to Use Electricity.

Subscribers of an eastern town have petitioned the steam railroad to electrify their system on account of the expense which comes from the engines. It has been estimated that the cost of the system is 20 per cent. of the cost of the steam system. Since and soon are spring broad-roads, which is not to the detriment of householders in the vicinity, but a large waste of fuel to the manufacturers.

Electrification is said to be a simple remedy for these conditions.

Specially Good Models In Reading Lamps

This beautiful lamp with standard of classic design in rich broad metal, and graceful leaded-glass shade in the very center of rose is skillfully fashioned to give a mellow light for reading, as well as to adorn the Library or Living Room—such are the lamps displayed in our Lamp and Fixture Department.

THE STERLING & WELCH CO.
1225 Euclid Avenue

Originality Quality Service

The Cleveland Gas & Electric Fixture Co.
940 Prospect Ave.
Makers of Lighting Fixtures.

DON'T WAIT

We Specialize Wiring Old Houses We wire old houses under the Illuminating Co.'s printed specifications. We carry a full line of Electrical Fixtures.

S. F. SLANSKY ELECTRIC CO.
Central 7479-K Our Display Rooms Open Evenings 5073 West 25th St.

THIS IS— THE SPENCER TURBINE CLEANER

A permanent Vacuum Cleaner to be installed in the Basement. The air used in cleaning is all removed from the building. This Turbine has No dust bags to clog up and reduce the efficiency. It is a multistage fan which creates and maintains a whirlwind. See it in operation at our show-rooms.

THE S. K. CHAMPIOT ELECTRIC CO.
222-228 Champlott Avenue N. W. Bell Main 410 Cuyahoga Central 4051.

Breakfast Comfort

A good breakfast helps to make a good day, and when the toast and coffee are just right breakfast is good. For efficiency, cleanliness and economy, here's a breakfast team that is hard to equal. The electric toast-

It will brown your toast to a turn and the electric coffee percolator makes better coffee than "mother used to make." And you use both right on the dining room table.

The Erner Electric Co.
118-124 St. Clair Ave., E.

Edison Storage Battery
"For the Man Who Demands the Best"

For Motive Power in Electric Pleasure Vehicles, Trucks and Launches. Lighting of Yachts and Cottages. Ignition and Lighting of Automobiles and Motor Boats, Bell Service. 3 Times Longer Life, 40% Lighter weight, 60% greater capacity than any other battery on the market.

Edison Storage Battery Co.
1834 Walnut Ave., Cleveland, O.

The Tel-Electric Piano Player

Attachable to Any Piano—Grand, Square or Upright.

The Tel-Electric requires no pumping, being operated by electricity. This achievement in music is of special interest to owners of the piano who do not wish to exchange them—as the Tel-Electric can be attached without in any way injuring the piano. The key-board is always free for hand playing.

Call for private demonstration or write for catalog.

The J. T. Wamelinck & Sons Piano Co.
Euclid Avenue—Higbee Building. Branch Store—Penn Piano Co.—Old Arcade.

The Thor Electric

Will wash your clothes better, in less time, and at a lower cost than by any other method. It will do the week's washing for a family of four in less than 30 minutes and at a cost of only 25 cents for electricity. You should investigate this wonderful machine. For sale by

HURLEY MACHINE COMPANY, Chicago.
At the sales rooms of The Cleveland Electric Illuminating Company, 232 Superior Avenue N. E., Cleveland, Ohio.

KINNEY & LEVAN,
1427-1437 West 6th St.
Cleveland, Ohio

Fixtures

The word "fixatures" as applied to the lighting and decorating of your home means to exchange them—as the Tel-Electric can be attached without in any way injuring the piano. The key-board is always free for hand playing.

Call for private demonstration or write for catalog.

The J. T. Wamelinck & Sons Piano Co.
Euclid Avenue—Higbee Building. Branch Store—Penn Piano Co.—Old Arcade.

The Gainer Electric Co. ELECTRICAL CONTRACTORS

Repairs and Construction Armature Winding, Motor and Generator Work 60 PUBLIC SQUARE

CALL WARNER ELECTRIC CO. For Residence Wiring

Warner Electric Construction Co.
Main 928. 332 Franklin Ave. N. W. Our. Out. 514.

House Wiring

Our workmen are experts and no job too intricate. We wire old or new houses under the Illuminating Co.'s specifications. We solicit an opportunity to figure your work.

H. REHBURG
3940-3044 West 25th St. Both Phones.

HAVE YOUR HOUSE WIRED NOW

We wire old houses under The Illuminating Co.'s printed specifications advertising free light. You can pay for it in small monthly payments if you wish. Phone or write for a solicitor to call and give estimate and explain plan in detail.

The Marlen Electric Co.
Main 3742 405 Cuyahoga Bldg. Central 5688 L.

"BUCKEYE" LAMPS

The word "fixatures" as applied to the lighting and decorating of your home means to exchange them—as the Tel-Electric can be attached without in any way injuring the piano. The key-board is always free for hand playing.

Call for private demonstration or write for catalog.

THE BUCKEYE E ELECTRIC CO.
Manufacturers of Buckeye Lamps 706-708 Engineers Bldg. Main 2899 Cont. 798

DIRECTORY OF ADVERTISING AGENTS

General Agents

ADVERTISERS' SERVICE
5 Beekman St., New York
Tel. Cortlandt 3155

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

ARMSTRONG, COLLIN ADV. CO.
Broad Exchange Bldg., New York
Tel. Broad 6148

CARPENTER & CORCORAN
26 Cortlandt St., New York
Tel. Cortlandt 7800

DEBEVOISE, FOSTER CO.
15-17 West 38th St., New York
Tel. Murray Hill, 5235

FEDERAL ADVERTISING AG'CY
243 West 39th St., New York
Tel. Bryant 4770

FRANK, ALBERT & CO.
26-28 Beaver St., New York
Tel. Broad 5745

HOWLAND, HENRY S., Adv. Ag'cy
20 New St., New York
Tel. Rector 4398

KIERNAN, FRANK, & CO.
156 Broadway, New York
Tel. 1233 Cortlandt

LEDDY, JOHN M.
41 Park Row, New York
Tel. Cortlandt 8214-15

MEYEN, C. & CO.
Tribune Bldg., New York
Tel. Beekman 1914

NAMROD ADVERTISING AGENCY
926 Tribune Bldg., New York
Tel. Beekman 2820

SECURITIES ADV. AGENCY
44 Broad St., New York
Tel. Broad 1420

THE SIEGFRIED COMPANY
50 Church St., New York
Tel. Cortlandt 7825

STODDARD & BRICKA, Adv. Agts.
114-116 East 28th St., New York
Tel. 1528 Mad. Sq.

PENNSYLVANIA

FRORWERT ADV. AGENCY
Stephen Girard Bldg., Philadelphia
Tel. Filbert 5137

RUBINCAM ADV. AGENCY
Drexel Bldg., Philadelphia
Tel. Lombard 2152

PHILADELPHIA ADV. BUREAU
William W. Matos, Inc.
Bulletin Bldg., Philadelphia

MEXICO

THE PUBLICITY COMPANY
San Diego, 9, City of Mexico, Mex.

CUBA and WEST INDIES

THE BEERS ADV. AGENCY
Cuba 37, Altos
Havana, Cuba
Frank Presbrey Co., N. Y. Corr.

Boston Herald Co. Bonds.

The \$10,000 bonds out of the \$1,635,000 bonds of the old Boston Herald Co. which were not turned in at the time of the reorganization, have recently been corraled by the new company and the old mortgage on the property has been discharged.

Publishers' Representatives

ALCORN, FRANKLIN P.
Flatiron Bldg., New York
Tel. Gramercy 666

ALCORN, GEORGE H.
405 Tribune Bldg., New York
Tel. Beekman 2991

BARNARD & BRANHAM
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380

BRYANT, M. D., CO., Inc.
200 Fifth Ave., New York
Tel. Gramercy 2214

BUDD, THE JOHN, COMPANY
Brunswick Bldg., New York
Tel. Madison Sq. 6187

KELLY, C. F., & CO.
Metropolitan Bldg., New York
People's Gas Bldg., Chicago
Tel. Gramercy 3176

LINDENSTEIN, S. G.
118 East 28th St., New York
Tel. Madison Sq. 6556
30 North Dearborn St., Chicago

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

PAYNE & YOUNG
747-8 Marquette Bldg., Chicago
30 West 33d St., New York
Tel. Mad. Sq. 6723

PUTNAM, C. I.
45 W. 34th St., New York
Tel. Murray Hill 1377

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

WAXELBAUM, BENJAMIN
189 East Broadway, New York
Tel. Orchard 5300

AD FIELD PERSONALS.

Cooper Jackson, business manager of the Mexican Herald and El Herald Mexicano, of the City of Mexico, has appointed the S. C. Beckwith Special Agency as the United States representative of those publications.

Harwood Frost, for many years connected with the Engineering News, New York, as secretary of the publishing company and manager of the book department, has opened an office at 226 La Salle street, Chicago, where he will devote himself to technical writing and advertising.

W. McK. White has resigned as advertising manager of the Premier Motor Manufacturing Co., of Indianapolis, to become associated with Alfred Reeves and Montgomery Hallowell in the advertising department of the United States Motor Co.

George Metzger, advertising manager of the Columbia Phonograph Co., New York, has gone to Europe on a six weeks' vacation.

Frank E. Morrison, who for several years was advertising manager of Success Magazine and who resigned when

the change in ownership took place a year ago, has been reappointed to his old position.

Fred K. George, for ten years advertising agent of the Pierre Marquette Railroad at Detroit, has become advertising manager of the Fruit Belt, Grand Rapids, Mich.

Toledo Ad Club Busy.

Twenty-five members of the Toledo Ad Club, with invited guests, met at the Toledo Yacht Club on July 11, and after a most satisfying dinner, discussed plans for properly taking care of the Central Division Convention of Ad Clubs, to be held in Toledo in 1912. The story of how Toledo landed the convention at Grand Rapids was told in an interesting manner by Mr. Blacque Wilson, managing editor the Toledo Blade, who was followed by H. S. Stalker, President Chas. F. Dowd, E. A. Machen and others. A special meeting followed on Wednesday noon at Milner's in the Dutch room, when the matter of increasing membership of the club was taken up.

Prosperous Oklahoma Daily.

The Oklahoma City Evening Free Press under the live management of R. E. Stafford, the editor; E. K. Gaylord, general manager, and F. W. Worcester, business manager, is rapidly winning popularity and prosperity. Although started less than a year ago it already has a claimed circulation of over 20,000 copies. The issue of July 6 contained ten pages and carried forty columns of ads, which indicates that the Oklahoma City merchants consider it a good advertising medium and are giving it their substantial support.

NEWS OF THE AD CLUBS.

At a meeting held last week the Omaha Ad Club voted to affiliate with the Nebraska Publicity League.

The Rochester Ad Club will hold the first of its summer outings July 28, when the organization will visit Cobourg, Can. The day will be given over to athletic pastimes.

The Milwaukee Advertisers' Club has under consideration the acceptance of a challenge from the Chicago Advertising Association for a baseball game to be played some time in August.

The regular monthly luncheon meeting of the St. Louis Advertising Men's League was held Wednesday. Irving R. Parsons, advertising manager of the Grand Leader, was its chief speaker, explaining the campaign of the "Coupon Day" sale recently made by that company and its reception by the buying public.

Members of the Westmoreland County (Pa.) Press Association and a number of Pittsburg newspaper men were the guests of the West Penn Traction Co on an outing last week over the company's lines.

At the regular meeting last week the San Antonio Advertisers' Association decided to meet weekly instead of bi-weekly as heretofore.

THE AMERICAN PRINTER

Uncle Sam's Experts
The highest printing minds in America contribute to the columns of **The American Printer**

Some of these expert articles appear on **Typography**, **Form**, **Color**, **Composition**, **Design**, **Business**, **Photography**, **Printing**, **Presses**, **Engraving**, **Illustration**, **Color**, and other subjects of interest to the printer.

The **American Printer** is a monthly magazine of all the news, tips and practical information that the printer needs to know. It is a must for every printer who is interested in the progress of his business. It is a must for every printer who is interested in the progress of his business. It is a must for every printer who is interested in the progress of his business.

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THE LOVEJOY CO. Established 1853

ELECTROTYPERS
and Manufacturers of Electrotyping Machinery
444-446 Pearl Street New York

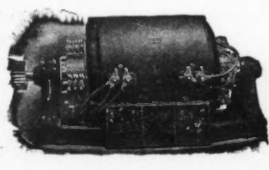
The Brazil (Ind.) Daily Democrat and the Weekly Democrat, the official Democratic organ of Clay County, has been purchased of A. C. Hatch by a stock company.

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Because (a) they cannot be started by a short circuit or a ground, (b) stopping the press automatically locks it so that the safety of the crew is never dependent on the memory of any one man.

Bulletin 505-H explains how.

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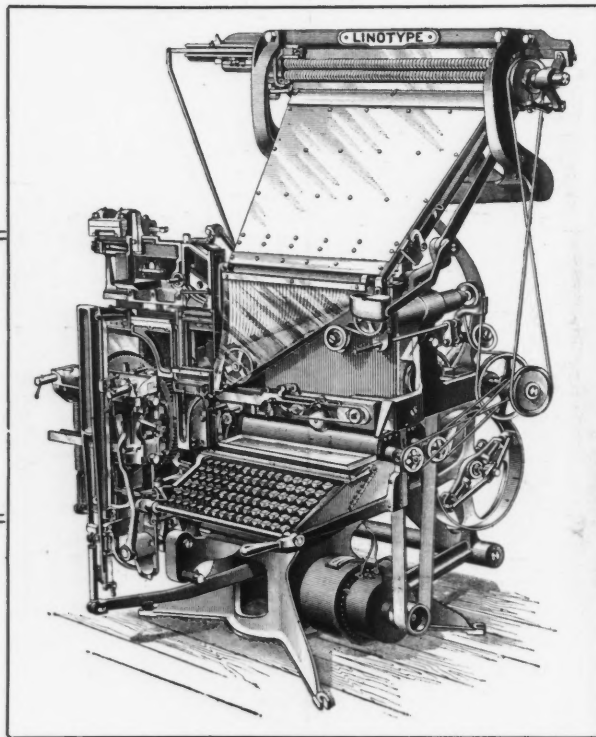
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