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BENNETT A BENEDICT

OWNER OF NEW YORK HERALD
MARRIED TO WIDOW OF
GEORGE DE REUTER.

He is 73 and His Bride 50 Years of Age—His First Venture in Matrimony—Ceremony, Both Civil and Religious, Performed in Paris—Ambassador Herrick Best Man—Bennett Joins Episcopal Church.

James Gordon Bennett, owner of the New York Herald, the Evening Telegram and the Paris Herald, on Thursday was married to Baroness George de Reuter, the American widow of Baron George de Reuter, younger brother of Herbert de Reuter, head of the London news agency. Ambassador Herrick acted as best man, and Mrs. Herrick and Countess Pourtales were present at the ceremony, in the American Episcopal Church. The Rev. Samuel N. Watson officiated.

Mr. Bennett became a member of the Episcopal Church on Wednesday.

The church service was preceded by a civil ceremony, performed at the City Hall in the Sixteenth Arrondissement.

FRIENDSHIP OF LONG STANDING

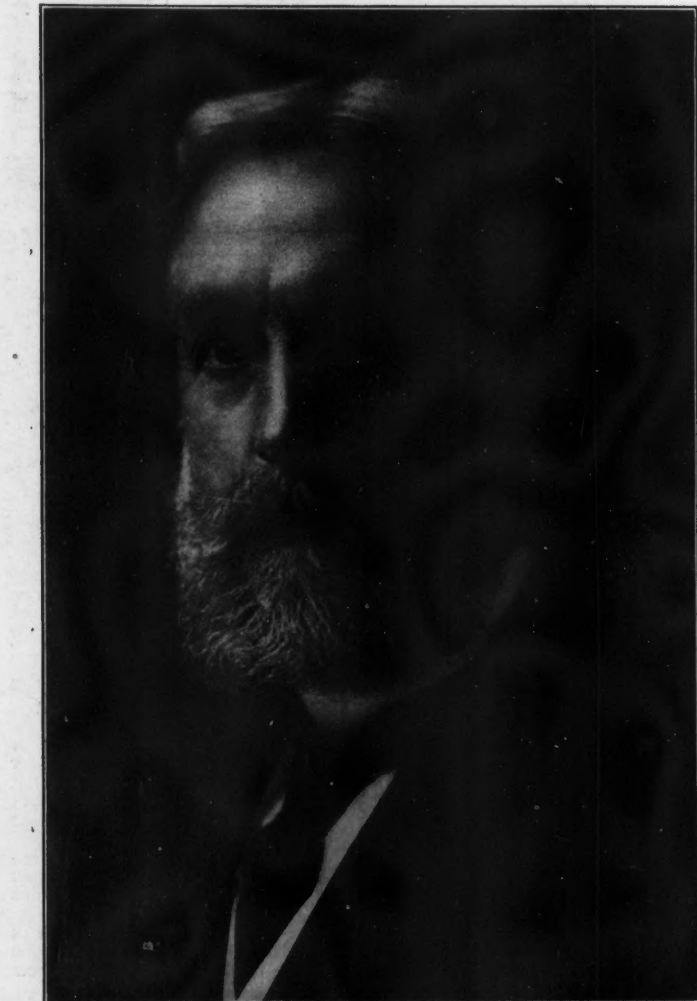
The friendship of James Gordon Bennett and the Baroness de Reuter has been of very long standing. The Baroness, who was Miss Maud Potter, a daughter of John Potter, of Philadelphia, and Mrs. Helen Norris Potter, married Baron George de Reuter, younger son of the founder of the Reuter's Telegram Company, of London, in 1891. She has two young sons. Baron de Reuter, who usually made his home in Paris and devoted himself to the promotion of financial institutions rather than to journalistic affairs, died in London on November 22, 1909.

Both in Paris and on the many yachting trips Mr. Bennett has made on his yacht *Lysistrata*, the Baroness de Reuter has been frequently his guest. She herself is about fifty years old and possesses great intellectual charm and attractiveness. Although not much given to moving in Court circles, she has always been surrounded by persons who do, and has very frequently been known, as a result, to have had intimate knowledge of great international secrets of foreign policy. Through her, it has been said, Mr. Bennett was able to obtain many a news "beat" of the sort for his own paper.

MR. BENNETT'S CAREER.

Mr. Bennett is seventy-three years old, and this is his first marriage. He has been one of the most romantic figures in American journalism, an enthusiastic yachtsman since 1866, and a patron of many sports, both in this country and abroad. He was born in New York City, on Chambers street, in May, 1841, the son of James Gordon Bennett, the first proprietor of the New York Herald, and one of the great individual editors of early American journalism. Educated by tutors, the son went abroad in his youth and acquired command of several languages. When the Civil War broke out, he who had always been fond of the sea acquired a commission in the United States navy.

In 1866 he entered upon his journalistic life, becoming managing editor of the New York Herald, after age had compelled his father to retire from work to the old Bennett homestead at Fort Washington. When the elder Bennett died in 1872 the son became head of the



CYRUS H. K. CURTIS,
PRESIDENT OF PHILADELPHIA'S NEW EVENING NEWSPAPER.

newspaper property. Among his notable newspaper achievements was the assigning of Henry M. Stanley, the Herald correspondent at Madrid, to Central Africa to find the lost English explorer, David Livingstone. That assignment, tersely made by cable, has become historical the world over. In 1879 Mr. Bennett fitted out the *Jeannette* Polar Expedition at his own expense.

INTRODUCED POLO IN U. S.

Mr. Bennett was the first to introduce polo into this country as a sport, in 1876. He has encouraged automobile and aeroplane racing by establishing the Gordon Bennett cups as prizes in international races. His own favorite sport has long been yachting. In 1866 he won the international yacht race from Sandy Hook to the Isle of Wight in his yacht *Henrietta*. In 1900 he built his present yacht, the *Lysistrata*, at a cost of \$650,000, one of the finest yachts afloat.

The Bennett fortune is estimated at more than \$25,000,000.

Mr. Bennett's nearest relative is his sister, Mrs. Isaac Bell, who has a son and daughter, both of whom live abroad.

The Fourth Annual Cost Congress of the Ohio Printers' Federation was held in Cleveland on Thursday and Friday of this week.

LEDGER'S NEW DAILY.

PHILADELPHIA PAPER IS TO
LAUNCH AN EVENING EDI-
TION NEXT MONDAY.

Will Occupy the Old Times Office on Chestnut Street—Henry Eaton Will Be the Managing Editor and Ben Raleigh City Editor—Staff Composed of Men From Other Newspapers—Quaker City Personals.

(Special Correspondence.)

PHILADELPHIA, Sept. 9.—Well, the expected and studiously denied has happened and on Monday the Public Ledger will start an evening paper with a full staff. And great excitement prevails in the office of the Evening Ledger. The paper will be printed at present seven days a week, but it is likely that after peace negotiations begin the Sunday edition will be discontinued. Cyrus H. K. Curtis is, of course, head of the new enterprise.

The new staff organization is practically complete. Henry Eaton, the managing editor of the Morning Ledger, will be the managing editor. His assistant will be James McCoy, at present the capable assistant managing editor of the Evening Telegraph. Ben Raleigh of the Ledger staff will be city editor and Mr. Gordon, of the same paper, will be his assistant. The Telegraph loses three men to the Ledger, McCoy, Allen Eckman and Frank Speed Hartzell. The Press will part with four of its staff, Joseph Shaplin, George Burton, Ralph Still and George Zasharias. The North American hands over three, Donahue, Dubarry and Silas Riddle, City Hall man, who will occupy the same position on the Ledger. At present writing not a single Record man has left his post. Two on the Bulletin, Bart Haley and Harry Proctor, it is reported, were "invited" but nobly resisted the tempter. The Inquirer is unaffected. Years ago they used to say that the Inquirer men had the habit of staying with the sheet, but if by any possibility they left, they never returned.

THE OLD TIMES BUILDING.

The paper will be issued from the old Evening Times office on Chestnut street, which is only half a block away from the Ledger building, in a square which the Ledger company has been gradually acquiring parcel by parcel until they now own perhaps half of the properties bounded by Sansom and Chestnut, sixth and Seventh streets. There will be three editions a day, the first not to appear before noon. Tomorrow there will be a staff meeting at 3 o'clock, and everybody will be set to work on Friday, though the paper will not appear on the street until Monday. There will be three practice days, to get everything in smooth running order.

On dit, that Edward E. Davis, of the editorial staff of the Press, the writer of the "Twenty Years Ago" department, was asked to take the society supervision of both the Morning and the Evening Ledger, but declined. They say also that the Ledger men are nursing grouches because when the news spread, they fondly imagined they might all pull down day work. Such assiduous court was paid to Mr. Ochs, that he rebelled and issued orders that no man now on the staff of the morning paper should be transferred.

Everybody is congratulating Ben Raleigh and Jim McCoy, both of whom win deserved promotions. On the Tele-

Havana Editor Worst Two in Duel.

Colonel Mendieta, the Liberal leader of the Cuban House, was badly wounded in the shoulder muscles last week in a duel by Major Andre, editor of *El Dia*, Havana. Andre later fought another duel with rapiers with Dr. Orestes Ferrara, ex-Speaker of the House. Ferrara was slightly wounded. Ferrara had challenged Editor Andre on account of his caustic political editorials in *El Dia*.

Head of Havas Agency Passes Away.

L. L. Pognon, managing director of the Havas News Agency, died in Paris Tuesday night. He was 69 years old and had been with the Havas agency for fifty years, serving as political reporter and war correspondent and finally as managing director. He was one of the best-known journalists of Europe.

Eleven Children Get Ford Estate.

Patrick Ford, editor and owner of the Irish World and American Liberator, who died in Brooklyn on September 23 last, left a net estate of \$24,449.50, consisting of securities and mortgages, except his newspaper interests, valued at \$4,400. The estate is divided equally among eleven children.

graph, no one has yet been named to replace the latter. A feeling of pleasing uncertainty prevails in that office as to whether the lightning has quite finished striking. The office bulletin board, which is quite the cleverest in town, bears many witty allusions. One is a huge volume, which bears on its cover this inscription: "Those members of the Evening Telegraph staff who have received an offer from the Evening Ledger; those members who have suggested that they should receive an offer, and those members who have a desire to join the Evening Ledger."

THE UNAPPROACHABLE CLUB.

Henry M. P. Neely, of the staff, who is just turning over to his New York agents a 75,000 word mystery story, with aviation as its central theme, announces in the inimitable Neely manner, that he is starting an "Unapproachable Club," of which he is the proud founder. He can afford to jest for his last story, "A Night Flier" of 40,000 words, has been recently bought by the Frank Munsey Company.

Fred Whitney, city editor of the Telegraph, is in Wyoming with a party of newspaper men who are guests of the Great Northern Railroad. One other man from Philadelphia went on the same trip—Ira E. Fontz of the Press.

The Record's Labor Day speedboat races open only to members of the Delaware River Racing Association came off triumphantly on the Delaware above the city. The paper this year offered a smaller replica of the trophy which goes to the club in whose name the boat is entered, to the boat's owner, and also gave a second prize. On Saturday, the Record cruiser race will be held, going down the river to Ship John Light and return. This closes the racing season in these waters.

Bushnell Dimond, formerly Harry Knapp's assistant on the Inquirer, is substituting for Craven on the North American until he returns from the war zone. Harold Quicksall, who is the Philadelphia correspondent for the Musical Courier, is assistant in the musical and dramatic department.

Harry Baxter Nason, who has been through many and varied experiences since he left his peaceful Sunday editorship on the Inquirer at the beginning of summer, has returned from abroad to the great relief of his friends.

PERSONALS.

"Budge" Reinhardt, of the Telegraph, is still playing the part of the handsome lifeguard at Ocean City, a role which he has assumed each summer for several seasons, with unqualified and distinguished success.

Captain Barclay Warburton, former owner of the Evening Telegraph, has escaped from Petrograd and joined Mrs. Warburton in London.

Mrs. Margaret Halvey, editor of the Zoophilist, has returned from a summer sojourn in Atlantic City.

The Pennsylvania Women's Press Association will hold a preliminary meeting to prepare for the season's activities, on September 17, at the home of the president, Mrs. Harriet Hayden Finck.

A most interesting half-page article appeared in last Sunday's Public Ledger regarding the municipal organ of Portland, the fourth largest in the world, which was presented to the city by Cyrus H. K. Curtis, in memory of his friend and teacher, Hermann Kotschmar.

J. E. Valjean, a pioneer in the American newspaper field, who died in Los Angeles the other day at the age of 80, was a half brother of Theodore Wright, president of the Philadelphia Record Publishing Company, who has been living in southern California during the past year. Mr. Valjean had been for the past 17 years editor of the Anaheim Independent, and of the Orange County Plain Dealer. He began his newspaper work in Pennsylvania.

Ida Husted Harper, the Ledger's brilliant suffrage writer, who went to Italy to cover the International Council of Women, and who fled to Switzerland, and finally made her escape through Lyons, Boulogne and London, has finally reached this country.

CHICAGO HAPPENINGS.

Tribune Gets Order From Guam Man—Daily News' Big August Circulation—Roy R. Atkinson Is Elected President of Press Club on "Newspaper Men's Ticket"—Mr. Keeley's Christmas Present Scheme.

(Special Correspondence.)

CHICAGO, Sept. 9.—William Morton Payne, editor of the Dial, and teacher in the McKinley high school, was one of the many local teachers caught in Europe by the war and unable to get home in time to start school when the term opened.

The Tribune reports receiving an order for the daily and back numbers since July 20 from the island of Guam from a man who wants to keep posted on war news.

A. M. Simons, formerly editor of the defunct Daily Socialist here, is now located in Milwaukee. He is speaking against war and advocates the refusal of this country to ship goods to the warring nations in order to stop the war.

Prof. John Merle Coulter, for more than twenty years editor of the Botanical Gazette and head of the department of Botany at the University of Chicago, has his latest work on "The Evolution of Sex in Plants" nearly ready for publication.

BIG AUGUST CIRCULATION.

As was expected the war has brought the Daily News to its highest circulation. Its report for August gives an average of 403,071 for that month. Its highest circulation was on the 4th, 444,040.

In an address before the Press Club last week Dr. Michael Singer, editor of the Staats Zeitung, said he was for America first in the war sentiment but defended Germany's action, claiming the Emperor had for years been trying to stave off the war as long as possible.

The new magazine, the Multitude, published by the Globe Publishing Company, has issued its third number, which contains some interesting feature articles.

One effect of the war is to stop the supply of little German weather houses so popular as newspaper advertising features.

William D. McJunkin, the advertising agent, has been visiting his family at Atlantic City. The family has now returned home.

DEATH OF V. C. PRICE.

There recently died here Dr. V. C. Price, whose fame as an advertiser was long known and made him rich. Price's Baking Powder and flavoring extracts, which he aggressively advertised for years, became as a result widely known and used and Dr. Price made a success of the business.

The Trend Magazine is as an advertising feature conducting a sale of half acre orchard home lots at Cedar Lake, Ind. This method has been successfully followed by other local papers and magazines.

A new play, "One Girl in a Million," that opened at the LaSalle Opera House this week, is a Chicago product. The book was written by Charles W. Collins, the Post's dramatic critic, and Freda Hall, wife of another local critic.

At the annual election of the Press Club of Chicago, held last week, the ticket known as the "Newspaper Men's Ticket" won by a large majority. The officers chosen for the ensuing year are: President, Roy R. Atkinson; first vice-president, Perley H. Boone; second vice-president, Frank Comerford; treasurer, Charles E. Shlytern; financial secretary, Edwin F. Clipson; recording secretary, P. F. Lowder; librarian, W. L. Visscher; directors, M. F. Girten, H. P. Miller, Stanley Mitchell, Thornton Smith and R. H. Rohde. It is announced that the club's bonded indebtedness has been reduced \$10,000 during the retiring administration.

William J. Smith, editor of the Waukegan Sun, was a candidate for Republican State Central Committeeman of the Tenth District, including the north part of Chicago, at this week's primaries.

On Sept. 3, the birthday anniversary of the late Eugene Field, his daughter Ruth was married here to Elmer D. Foster, of Tomahawk, Wis.

James Keeley, editor of the Herald, has sprung a scheme thus early to gather a great lot of Christmas presents for the poor children of Europe left destitute by the great war.

John C. O'Connor, editor of the Irish-American Advocate of New York, was one of the chief speakers at the annual demonstration of the Celtic-American societies of Chicago on Sunday.

Richard L. Whitton won the monthly tournament of the Western Advertising Golfers' Association late last week.

W. M. Lowrie, editor of the Highland Park Press for several years, has left for Albuquerque, N. M., to take treatment for tuberculosis at a sanitarium.

PRESS AGENCIES MAKE DENIAL.

De Reuter and Havas Companies Repudiate Versions of German News Scheme.

Both Baron de Reuter and the Havas Agency have made indignant repudiation of the version of the efforts of the German government to influence the world press through their news services, as contained in the London White Paper, last week. Sir Edward Goschen, former British Ambassador at Berlin, in his report said that one plan was to arrange that the Havas Agency should send out German news only as it was transmitted by the Wolff Agency.

Baron de Reuter, of the Reuter Telegram Company, has issued a public statement in which he declares that the version of the efforts of German interests to influence the Reuter company as published by the English Press Bureau and reported by the ex-British Ambassador at Berlin "does not tally with the facts within my knowledge."

Baron de Reuter says: "As for our agency, we never had communication, direct or indirect, with the Deutsches Kabel Gesellschaft, still less has any proposal in their name or on their behalf ever been submitted for our consideration. The fact, however, that for many months, I may even say years, past, the German press, at the bidding and under the inspiration of political wire-pullers, has circulated unblushing falsehoods and calumnies about our agency, presumably to weaken its prestige in contemplated competition, points to their intelligent anticipation of the refusal which any overtures from their side would have met with from us.

"Finally, permit me to add that we had no knowledge of the intended publication of this parliamentary paper."

TEXAS NEWSPAPERS ACTIVE.

They Conduct a Live Campaign to Boost Price of Cotton.

(Special by wire.)

HOUSTON, TEX., Sept. 9.—The buy-a-bale cotton movement has forced European war news to take a secondary place in Texas newspapers.

The Houston Post inaugurated the movement on Sunday, September 6, using the upper half of the front page, with a seven-column spread that awakened the state. Nothing like it has ever been started before in Texas.

The market for her cotton crop is at stake. Cotton in normal times brings three hundred million dollars into the Lone Star State each year—quite a tidy sum, and all in gold, for most of the staple goes abroad.

In one week's time the Texas newspapers have compelled a price of ten cents per pound and quieted the nerves of frightened farmers who were about to stampede.

Take Over Plano (Tex.) Star-Courier.

A. A. Bagwell, a reporter on the McKinney (Tex.) Daily Courier-Gazette, and Fred Wankan, for the last year editor of the Princeton News, have closed a deal whereby they become editors and managers of the Plano (Tex.) Star-Courier. They will take charge at once.

FORMAN ON COLLIER'S.

Becomes Managing Editor—E. G. Sisson Now With the Cosmopolitan.

Henry James Forman, who became managing editor of Collier's Weekly on August 1, succeeded Edgar G. Sisson, who has become the editor of the Cosmopolitan.

Mr. Forman is a Harvard man, of the class of 1903. He served for a time as a reporter and special writer for the New York Times. In 1910 he went to



Photo by Hollinger.

HENRY JAMES FORMAN.

Italy, where he wrote a book on "The Ideal Italian Tour," which was brought out by Houghton-Mifflin Co., who had previously published a book of his entitled "In the Footprints of Heine."

Mr. Forman was in London in 1910 and met the Roosevelt party when they returned from Africa, and crossed the Atlantic with them for the New York Sun.

In 1911 Mr. Forman went to Paris, where he studied at the Ecole Des Hautes Etudes Sociales. He also gathered material for a novel based on Parisian life, which is to be brought out next month. From Paris Mr. Forman went to London, where he lived in the Chelsea district for several months, contributing to the leading English periodicals. The result of his life in London was a book, entitled "London—An Intimate Picture" (McBride, Nast & Co.).

Queens Paper Resumes Publication.

The Queens Borough Reporter, a weekly paper at College Point, L. I., which suspended publication two weeks ago, because of alleged lack of patronage, was issued again Saturday. The publisher, Henry Bornemann, says that circumstances have arisen which give much encouragement and the paper will yet live a useful life. Another local paper, which will be known as the Echo, will shortly make its appearance in College Point, as an opposition to the Reporter.

Mount Pleasant News Buys Journal.

Announcement is made of the sale of the Mount Pleasant (Tenn.) Journal to C. S. Rogers, of the Daily and Weekly News. The sale was hastened by the disastrous fire which recently destroyed the up-to-date plant and equipment of the News. The Mount Pleasant Journal, which for the last two years has been operated as a weekly, is one of the oldest newspapers in southeastern Iowa. At one time it was owned by Postmaster-General Frank Hatton and for several years past has been owned by M. B. Huston, the deputy postmaster—the owner's wife, Mrs. Huston, acting as editor. The Weekly News and the Journal will now be consolidated under the name of the News-Journal.

WASHINGTON TOPICS

Correspondents Handicapped by Secretary of War's Rule Prohibiting Army Officers From Discussing the European Conflict—Senator McCumber's Sharp Rejoinder—The Government's Newspapers.

(Special Correspondence.)

WASHINGTON, D. C., Sept. 9.—Washington correspondents have been much handicapped in writing expert military descriptions of the war in Europe by the strict orders from the Secretary of War directing army officers not to talk about operations or to discuss military affairs. There are several army officers who have a personal knowledge of the European armies and who, in view of the strict war censorship, could fill in the gaps with discussions of probable movements and operations. They could, at the same time, point out the advantages of having a mobile organization of the army, which is lacking in this country, and also the necessity of a reserve which can be drawn upon in time of war to increase the small regular army. But the newspaper men have found the officers adhering strictly to their orders and the lid is safely sealed all the time.

FEW MEN SENT ABROAD.

There has been no very great exodus of war correspondents from Washington to Europe, although several men have been sent abroad for the purpose of helping out various newspapers and associations. During the Spanish war, many of them went to the front. Military men are regretting the absence of newspaper correspondents with the troops because they believe that their descriptions of engagements would bring out many facts that will not get before the public in the detailed military reports. They believe that with the assistance of the newspaper correspondents information would be given to the people which would result in bringing about better military preparations in this country.

Senator Hughes and Senator McCumber had a rather heated argument one day in discussing trust legislation, growing out of a statement made by the New Jersey Senator to the effect that the press of the country was favored in the constitution by reason of the provision that the freedom of the press should not be abridged. Senator McCumber in reply argued that the press had no more freedom than the individual and was as liable to be prosecuted for libel as the individual was for slander. Probably what Senator Hughes meant was that a statement in a newspaper could do more damage than if uttered by an individual, for there is really no difference in the constitution in favor of the press over individuals.

GOVERNMENT OWNERSHIP.

Theorizing on the ultimate consequences of government ownership of public utilities and carried to the logical standpoint of the government doing everything, speculation has turned to just what would happen in the matter of newspapers and periodicals. Instantly it has been asserted that it would be impossible for the government to own and conduct the journals and magazines of the country. The possibility of such a thing is so remote that it is hardly worth while considering, but it naturally attracts attention to government publications controlled outright and which are published at government expense.

One is the Congressional Record. It is an interesting publication, but it is far from what it purports to be. Much that is never said appears in the Congressional Record. Most interesting things that are said are often left out. Every man edits his own speech after the heat of debate has cooled off, or in the "cold gray dawn of the morning after."

The other publication, which is a model in its way and might be considered an endorsement of government owned publications, is the Canal Rec-

ord and while much of its space is taken up with official orders of the canal authorities, it is at the same time a record of what transpires on the Panama Canal zone. It suppresses nothing, telling of earthquake shocks and their effects; of the slides of earth into the canal, and other matters of an adverse character, which many times would be suppressed in a privately owned paper which was "boosting" a town or community.

There is nothing startling in the Canal Record, no big headlines, no attempt at "fine writing," but plain, simple statements of facts and happenings on the canal. This includes everything of consequence, especial attention being given to the doings of the Americans who are in the zone. The social affairs, activities of the churches, the Y. M. C. A., and fraternal organizations, the clubs and every other feature of canal zone life, is retailed in a simple but interesting manner.

WALTER SCOTT MEMORIAL.

Louis F. Post and James Keeley Deliver the Principal Addresses at Chicago Ceremony.

One of the notable features of Labor Day in Chicago was the unveiling in the new Henry O. Shepard School of a memorial window donated by the Old Time Printers' Association of Chicago, in co-operation with several other organizations including the American Newspaper Publishers' Association, Chicago Press Club, Ben Franklin Club, the Employing Printers' Association, and the Palette and Chisel Club. The window is 9x12 feet in size and was designed by Thomas A. O'Shaughnessy.

It shows, in addition to the portrait of the late Henry O. Shepard, a printing office scene in the early days together with the portraits of the two greatest modern inventors of the printing trade—Walter Scott, the inventor

by them since their father's death. Notable among these new machines are their "Multi-Unit" newspaper presses which are used by the most modern newspaper plants; their "Speed King" newspaper presses, carrying regular semi-circular plates and running at 400 revolutions per minute of the printing cylinders, equal to 800 papers per minute; their wire-stitching multi-color magazine presses for high-grade work; and their offset presses which made possible high class offset color work on a commercially profitable basis. A recent development is their offset perfecting press—the first of which was erected in New York City in July, 1914, and which has performed its work so perfectly that it was accepted and paid for August 20. This is the first offset web perfecting press in the world, and illustrates the perfection of the Scott product under the management of the sons of the founder, and demonstrates that they are experts in their business.



WALTER C. SCOTT.



DAVID J. SCOTT.

Johnson Buys Poultry Pointers.

A. P. Johnson, publisher of the Grand Rapids (Mich.) News, has purchased Poultry Pointers of Kalamazoo from William J. Losinger and R. C. Saunders and will move the publication to Grand Rapids. Poultry Pointers has been published in Kalamazoo for seven years, and is one of the largest publications of its kind in the middle west. It is said to have the greatest poultry circulation in Michigan and adjoining states, and has devoted itself particularly to beginners in the business of poultry raising.

No Crime to Sell Papers on Sunday.

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

Montpelier Daily Journal Suspends.

The Montpelier (Vt.) Morning Journal, established in 1849, announced editorially on Saturday that it suspended publication with that issue. The reason given was "either limited field or lack of appreciation." The Journal was a Republican paper, owned by the Journal Publishing Company, and edited by Thomas H. McElroy.

The New York Times during August received 309,018 words by cable from European points. The same month the Associated Press received 298,842 words mostly about the war. Cable tolls have been heaviest in newspaper history.

of nearly all the great improvements which have made the modern printing press possible, and Ottmar Mergenthal, the inventor of the Linotype.

The unveiling ceremony was attended by Mrs. Henry O. Shepard and family, Mrs. Walter Scott, David J. Scott and Walter C. Scott, representing the family of the late Walter Scott, and representatives of the Mergenthaler family and the linotype company.

Addresses were delivered by Louis F. Post, assistant secretary of labor, at Washington, James Keeley, editor of the Chicago Herald, and others.

In speaking of the late Walter Scott, Mr. Post specially referred to his many important inventions saying that he was the first to attach a folder to a printing machine and developed the combined rotary printing and folding machine, without which the printing trade could not have advanced to its present modern efficiency. Mr. Scott also invented the angle bar, which is an absolute necessity in every large modern newspaper press and which alone makes possible the production of the many-paged newspapers in book form.

Mr. Scott also invented the first rotary color press, the forerunner of the many color presses now used in newspaper and magazine pressrooms. He had this field to himself for quite a while, and built presses for many prominent publications before others builders took up his ideas.

Mr. Scott was also the father of the All-Size Rotary Press, which has proven such a versatile money-making press for the job printer who has no control over the sheet sizes.

Mr. Scott left a large business to his family, which is being conducted by his sons, David J. and Walter C. Scott. They have inherited their father's ingenuity and have shown their ability by the many improvements and successful new machines placed upon the market

DANIELS ADVISES THE PRESS.

Subordinate News to Service of Country, Counsels Editor-Secretary.

"Subordinate the printing of news to the service of the country, especially when international issues are involved and the times are fraught with peril," advised Secretary of the Navy Daniels, owner of the Raleigh (N. C.) News and Observer, at the annual convention of the Vermont Press Association in Vergennes Monday night. Mr. Daniels declared that no editor could be patriotic who permitted his love for sensation or his zeal in printing news to lead to the publication of something that might embarrass his Government in diplomatic relations with another.

"The duty of the press is to be critical, but always to be just and accurate," the Secretary said. He emphasized the responsibilities of the editor, but asserted that his duty was first that of a citizen.

"If the press does not battle for the people, it has degenerated into a mere phonograph," he continued. "I sometimes fear that the editor of today has forgotten his mission. He sometimes thinks that he is chiefly a purveyor of news, and that his work is ended when he has given accurate descriptions of current events. Yellowback dime novels have been the undoing of many imaginative youths, but they have been wholesome in comparison with the sensational journals, whose columns reek with the slime of the slums."

Mr. Daniels declared his agreement with Thomas Jefferson that, if given to choose only one, a free Government or a free press, he would choose the latter.

"Wherever there is a free press," he added, "a Government cannot long be unjust."

Double Prices of Periodicals.

Advances of ten per cent on the wholesale price of all English illustrated periodicals have been announced by the International News Company. The demand exceeds the supply, and the dealers are constantly sending cable messages for more. The increase in the cost of the Illustrated London News has given a pang to many barbers, for in some parts of the city double rates are charged for the publication. Word has come that henceforth no French magazines or papers of any kind need be expected in this country. Paper is scarce in France, and many large magazines have suspended.

Death of Henry W. Wilbur.

Henry W. Wilbur, editor and author, of Swarthmore, Pa., died on Monday at Saratoga Springs in his sixty-fifth year after a short illness. He began editorial work in 1875 as editor of the Vineland (N. J.) Independent, with which paper he was connected until 1884. From 1896 to 1898 he was connected with the New York Voice and wrote for other city papers.

SHIP ACCOUNTS GOOD.

German Companies Have Promptly Paid Advertising Agency Bills—Hamburg-American Line in Arrears for July Only—Transatlantic Service Hard Hit by European War—Armstrong Denies Debt Rumor.

Current reports of the financial plight of the German steamship companies in this city led to a rumor early this week that the Hamburg-American, North German Lloyd and other lines had failed to meet their advertising obligations to the various agencies, which, in turn, tied up their accounts with the newspapers. It was reported that the Frank Presbrey Co., which handles the Hamburg-American account, had been held up to the extent of \$100,000 or more, and that Collin Armstrong, who handles the North German Lloyd advertising, was the worse by about \$30,000.

Thorough investigation by a representative of THE EDITOR AND PUBLISHER brought out but little substantial basis for these rumors. The German steamship lines here have been hard hit by the war, and it was estimated that at least one million dollars was returned to passengers and merchants on canceled tickets and freight contracts since the cessation of trans-Atlantic traffic, August 1. No business, and, therefore, no advertising, has been done since then. Again, during the money stringency abroad drafts have been drawn on the American office, the payment of which has greatly depleted the money supply on this side of the ocean. These circumstances, and others of an allied nature, are said to have brought the finances of the American branch to a low ebb.

ONLY BEHIND A MONTH.

From authoritative sources it is learned that the amount due the Frank Presbrey Co. from the Hamburg-American Line is only for the month of July, and the bill is estimated at from \$25,000 to \$35,000. Every bill has been paid promptly, exclusive of this one, which was rendered the early part of August, at the time of the opening of European hostilities. There is not the least question that this bill will be paid shortly, it is understood. The Hamburg-American is a hundred-million-dollar concern and there are at present tied up at Hoboken docks and in New York harbor fifteen steamships, any one of which might stand legal sponsor for the good name of the company.

In view of the unavoidable difficulties encountered by the Hamburg-American Line, it is learned that the Presbrey Company has not pressed it for payment of the July bill and has asked newspaper publishers to hold the account in abeyance temporarily until it is settled. No other accounts of the Presbrey agency are involved.

DENIES TRUTH OF RUMOR.

Collin Armstrong declared that there is absolutely no truth in the rumor; that the North German Lloyd had paid its bills regularly and promptly, and that the month of July, its last month of advertising, was paid for the first week in August. There may have been a day or two delay, owing to clerical changes, Mr. Armstrong said, but the routine transaction between himself and the company was not disturbed a ripple by any kind of financial hitch. Mr. Armstrong added that so prompt was the company in its payments that if a bill was not received at the regular date his company was notified and asked to send the bill.

Other agencies handling the advertis-

ing of foreign steamship lines declared that marine advertising was as brisk as could be expected under the circumstances. The present boom in South American trade has brought much business to the coast lines, and with it a larger measure of advertising has resulted. This is also true of steamships plying in local waters.

English Censorship to be Less Rigid.

A reorganization of the entire system of censorship on press cablegrams in London has been effected under the direction of Home Secretary McKenna, who has assumed charge of the official press bureau. Frederick Edward Smith, his brother Harold Smith, and military and naval officials are also powerful factors in the management of the bureau. This co-ordination on the part of English censors will make transference of messages less difficult and facilitate their transmission to this country.

BALTIMORE SUN CHANGES.**New Vice-Presidents Recently Elected and Amendment to Charter.**

At a recent meeting of the board of directors of the A. S. Abell Co., publisher of the Baltimore Sun, the following officers were elected to fill the vacancies caused by resignations and death.

Vice-president, Frank R. Kent, who has been the managing editor of the paper and associated with the Sun and the Evening Sun for a number of years; vice-president, J. H. Adams, editor-in-chief of the Sun and the Evening Sun; assistant secretary and assistant treasurer, Paul Patterson, business manager of the paper.

An amendment to the articles of incorporation, intended solely for the purpose of simplifying the business management of the paper, was filed on August 22 in the Superior Court of Baltimore. It bore the signatures of F. R. Kent, vice-president, and Van Lear Black, Robert Garrett, J. C. Fenhagen and Harry C. Black. The amount of the capital stock of the company remains unchanged, but the amendment was made to simplify the voting rights of the common stock. There were formerly three classes of common, each of which had different voting rights. There is now to be only one class.

The capital stock is \$1,600,000, of which \$600,000 is preferred and \$1,000,000 common. The change was agreed upon at a meeting held July 18 last. It was explained that Charles H. Grasty, president and general manager of the company, agreed to the change, but that owing to his absence in Europe his name did not appear on the paper filed. Mr. Grasty returned Saturday.

Fairmont Companies Merge.

A \$100,000 merger deal was consummated at Fairmont, W. Va., Sept. 2 when the Fairmont West Virginian Publishing Company, publishers of the daily West Virginian, the Farmer's Free Press, the West Virginian Job Office and the Fairmont Printing and Publishing Company combined. L. M. Davis, president-manager of the West Virginian Publishing Company, was made president of the new organization; H. L. Heintzleman, vice-president; R. T. Cunningham, secretary, and W. J. Deigal, treasurer.

The Glen Cove (L. I.) Echo will soon occupy a new two story brick building as its home.

BRITISH VIEW POINT. PARIS HERALD WILL REMAIN.

H. H. Bottomley of London Mail, in Letter to the Editor and Publisher, Tells of Trade Situation in England—Fighting to Kill Bogey of Big Armaments—Asks America to be Just in Weighing the Evidence.

H. Holford Bottomley, controller of the City Publicity Office of the London (England) Daily Mail, in a letter to THE EDITOR AND PUBLISHER under date of August 31, gives the following illuminating account of the trade situation in England:

"As regards the position in trade over here it is not at all a hard one. The British public holds plenty of money which it is ready to use for purchases and investments as opportunity serves. If the present war comes to a question of fighting to the point of exhaustion, you may rely upon it that England will stay very much longer than any other nation, and we shall still have plenty to carry on with.

"In the city, however, owing to the closing of the Stock Exchange, things are certainly hard, and we who are connected with finance or financial advertising are hit very badly, for the time being, as you can well imagine. Until the Stock Exchange reopens and dealings resume something like their normal course, we can only hang on as best we may.

"Nevertheless, we are not in the least downhearted. We are fighting to kill this bogey of big armaments and to inaugurate an era of lasting peace; and we are going to fight until we get it. You, on your side, can form no conception of the drawback to trade over here for the past many years due to Germany's colossal armaments and the constant threat held over us that these would some day be used.

"You may take it that the news you are getting over there as to German atrocities is perfectly true, so far as it goes; but you do not hear all. We are constantly receiving well authenticated reports of brutalities, particularly on women and children, which are quite unprintable, and which you would find it difficult to believe if they could be printed.

"However, we are not out to attract sympathy to our cause. We realize that this is our job, and we are going to see it through. All we ask of America is that you should carefully weigh the evidence you get and judge for yourselves.

"You may be surprised to hear that there is no feeling in this country against the German people. They have suffered under this military rule more than we have, and when it is removed once and for all they will have their chance for legitimate commercial expansion to which they have every right. It must, however, come through proper trade efforts, and not by the mailed fist."

WEDDING BELLS.

Miss Eleanor Pittsbury Curtis, daughter of Cyrus H. K. Curtis, head of the Curtis Publishing Company, and owner of the Public Ledger, the Country Gentleman, etc., is to marry Henry Beaumont Pennell, Jr., of Portland, Me. An elder sister of Miss Curtis married Edward W. Bok, editor of the Ladies Home Journal, some years ago. The Bok home at Merion Station is one of the show places near Philadelphia.

Walter L. Schachner, an advertising man, married Miss Roos May Hayes in St. Louis recently.

Raises Price from Three to Five Cents to Make Up Ad Losses.

The Paris edition of the New York Herald, which, in common with other Paris newspapers, recently reduced its size to one sheet, has now announced an increase in price from 15 to 25 centimes, or from 3 to 5 cents per copy. The reason given for this advance is that under the lower price the publication is operating at a weekly loss of 35,000 francs (\$7,000).

Editorial reference to the price change says, in part, that, owing to the war, advertisements, the main source of revenue for a newspaper, have almost disappeared.

The Herald says it has to choose between suspending publication and raising its price. It believes that suspension of publication would not be advisable.

"There are in Paris several thousands of American citizens," continues the editorial, "who, for various reasons, are remaining here during the war. The Herald, therefore, has decided to remain in Paris, but in order to make the inevitable financial loss less onerous it has also decided to increase its price."

McKelway Urges a Conference.

St. Clair McKelway in a two column wide, double leaded editorial headed "Cannot the Carnage be Stopped?" urges the calling of an international conference. "Could time be more opportune," he writes, "for Italy or Holland or Switzerland or all three to address an appeal to the combatants? Or could Benedict XV more beneficently signalize the beginning of his new pontificate than by an effort to call carnage to a halt? None would be quicker to co-operate than the President of the United States. There is no known task that would be more to his liking."

French Editor Not Feazed by Siege.

Arthur Meyer, editor of Gaulois and dean of the Paris journalists, when asked whether he would leave Paris for Bordeaux said, "I intend to remain in Paris as I did in 1870."

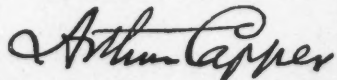
Topeka Daily Capital**LEADS IN TOPEKA AND KANSAS**

Average Net Daily Total Circulation in August, 1914 - - - 35,478

Net Average in Topeka in August, 1914 - - - 9,623

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

Only 7-day-a-week paper in Kansas


TOPEKA, KAN. Publisher

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

Deutsches Journal

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

INTERTYPE

THE ACME OF HIGH QUALITY

INSTRUCT your machinist to order Intertype parts and matrices for your Linotype machines. Interchangeability guaranteed. Get superior quality for less money.

International Typesetting Machine Co.
World Building, New York

CANADIAN GOOD CHEER.

Press Association Sends Optimistic News Article to the Newspapers—Improvement in the Advertising Situation Already Noticeable—Large Advertisers Resume Their Campaigns—New Ad Club in Toronto—Papers Raise Subscription Rates.
(Special Correspondence.)

TORONTO, Sept. 8.—A second series of "Good Cheer" advertising copy is being sent out from the office of the Canadian Press Association for insertion in Canadian newspapers. The first series, consisting of fifteen ads, appeared from August 17 to September 4. The second series, of ten ads, will run from September 15 to September 24. The new series emphasizes the opportunities created by the war and will urge manufacturers who have gained a certain advantage by advertising not to lose that advantage by stopping their publicity campaigns.

Copy Sheet No. 1 of the association's "Optimistic News Articles" service has just been distributed to the press of Canada. The sheet contains seven articles dealing with special cases in which Canadian manufacturers have been taking steps either to increase their output or to maintain the operation of their plants on full time. The first of the articles is released on September 9, and the rest on consecutive days thereafter. The purpose of the series is to restore confidence and spur up the manufacturers to keep business moving.

GRATIFYING RESULTS.

Doubtless as a result of the steps taken by the association to preach the gospel of optimism, an improvement in the advertising situation is beginning to be noticeable. Several large national advertisers who suspended all publicity following the outbreak of the war have resumed their campaigns, while some new advertisers are coming into the field as a direct outcome of the changed conditions created by the cutting off of German-made goods. For example, a manufacturer of dress trimming is starting a national campaign to advertise the utility of his product for making over old dresses, while a cotton manufacturing concern that never advertised before is going to tell the public through the press of several new uses for cotton.

As a mark of returning confidence the fact that three of the largest automobile manufacturers in Canada have just been running big spreads in the daily press is significant. The automobile is a luxury, if anything is a luxury, and seemingly would be hardest hit by wartime conditions; but these manufacturers evidently considered publicity all the more necessary and, accordingly, went in for it strong.

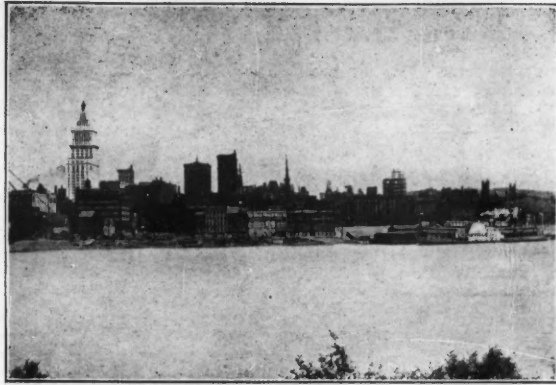
At least two Canadian dailies have started a definite "Made in Canada" campaign, urging their readers to buy home-made goods in future. These papers are the Toronto News and the Calgary News-Telegram. Practically every paper in the country has adopted the same attitude in its editorial columns.

CORRESPONDENTS AT MILITARY CAMP.

Several of the metropolitan dailies have sent staff correspondents to the military camp at Valcartier, Quebec,

87 1/2 %
of Washington DC
read the *St. Louis*
of the "Evening Star"
every day.

12 1/2 %
NON-
READERS



The New Cincinnati

HERE in Greater Cincinnati is a buying population of 563,804 people who within the last two years have spent or contracted to spend \$3,000,000 for a new sewer system, \$2,500,000 for a new court house, \$2,000,000 for parks, \$4,000,000 for a new hospital, \$250,000 for a new convention hall, to say nothing of many millions expended in commercial and industrial expansion.

To the advertiser looking for a responsive market this means that here in this new Cincinnati are people who have the money and the desire for the nice things of life. It is a sure indication of a prosperous, appreciative community. A condition which is proven by the data we will send.

The Cincinnati Enquirer has been working toward this end for the past seventy years. A clean, five-cent newspaper, it appeals to the influential class. In these seventy years it has built up valuable reader influence for the advertiser; it is read by the cream of this buying population, and is the logical medium for reaching the Advertising District of Cincinnati.

Write for Full Market Data

The Cincinnati Enquirer

New York Representative
I. A. KLEIN
Metropolitan Tower

Cincinnati
Ohio

Chicago Representative
JOHN GLASS
Peoples Gas Building

where the Canadian contingent is being prepared for service; but it is not expected that any of them will be allowed to accompany the troops when they sail for the scene of conflict. Possibly a single correspondent, representing all the papers, may be permitted to go. Meanwhile the men who are at Valcartier are doing good work.

MILD CENSORSHIP IN FORCE.

A certain mild form of censorship is in force in Canada, but not much is said about it. The newspapers are co-operating with the authorities, realizing the importance of keeping information about the movements of the troops as quiet as possible.

H. Beresford Topp is representing the Toronto Mail and Empire at the camp; W. Marchington is the Toronto Globe representative; Jack McLaren writes for the Canadian Press, Ltd., and is supposed to be as the man likely to get to the front. Most of the city papers have sent more men among the volunteers.

Walter Willison, son of Sir John Willison, managing editor of the Toronto News, is leaving today for London, England, to do special correspondence work for the News.

Meyers to Manage Chillicothe Star.

F. W. Meyers, who is promoting the establishment of the Chillicothe (O.) Daily Star, a new paper, has arranged for a sixteen-page rotary press for immediate delivery, and has placed an order for type machines, general equipment. Mr. Meyers will be managing editor of the daily, J. D. Wittman, business manager, and J. E. Cross, associate editor. William Giesman, of Alabama, has been employed as circulation manager.

OBITUARY NOTES.

WILLIAM WEBER, of the New York World circulation department, died in Brooklyn September 3, after a lingering illness. He was for seventeen years in the employ of the paper. Mr. Weber was a traveling representative and had a vast acquaintance among newsdealers throughout the country. He was familiarly called "Judge" by his friends. He was 52 years old.

WILLIAM W. BLYTHE, for over a year secretary of the Wellsburg (W. Va.) Herald died last week at the Haskins Hospital in that city after a lingering illness of almost a year's duration. Mr. Blythe was in the fifty-seventh year.

JOHN FOSTER PADDOCK, a telegrapher, who was known in most of the newspaper offices in New York, died Monday of paralysis in his home at Woodhaven, L. I. He was 50 years old.

JULIAN KUNE, born in Hungary in 1831, died on Saturday at Chicago. As a youth he fought with Kossuth, was exiled in Turkey for a number of years, later rejoining his countrymen in America. For several years he acted as music critic on various Chicago papers. At the outbreak of the Civil War he helped form a regiment, of which he was major. During the campaign of Abraham Lincoln he stumped the state, making speeches in German and English. During this time he contributed articles to the Chicago Tribune and did considerable editorial work.

OWEN J. MACAULEY, of Brooklyn, a former well-known newspaper man and once manager of the St. Louis office of the Associated Press, died suddenly at a hotel in Utica, September 3. Mrs. Macauley was Emily Gaynor, sister of the late Mayor Gaynor of New York.

D. S. ESTILL, aged 69 years, manager of the Owingsville (Ky.) Outlook, died last week of pneumonia. Mr. Estill had been engaged in newspaper work many years. For years he was correspondent of the Louisville Evening Post, and had handled a number of important news stories.

N. Y. Prohibitionist Editor Dead.

George R. Scott, editor of the New York Weekly Witness, and a prominent Prohibitionist, died Wednesday at his home in Rockville Centre, L. I. Mr. Scott was seventy-eight years of age. Years ago he was connected with the New York Tribune, and later became editor of Sabbath Reading. He is survived by two daughters.

JOURNALISTIC CHRONOLOGY.

Anniversaries of Interest to Newspaper Folk the Coming Week.

- SEPT. 14.—Charles Dana Gibson, illustrator, born at Roxbury, Mass. (1867).
- SEPT. 14.—William Henry Irwin, journalist and author, formerly of San Francisco papers and the New York Sun, born in Oneida, N. Y. (1873).
- SEPT. 16.—Edward Stanwood, editor and author, Maine journalist, later managing editor of Youth's Companion, born at Augusta, Me. (1841).
- SEPT. 17.—John Brough, formerly of Cincinnati (O.) Enquirer, later Governor of Ohio, born at Marietta, O. (1811).
- SEPT. 17.—Christian Brinton, art critic for various New York publications, born at Thornbury, Pa. (1870).
- SEPT. 18.—The New York Times was first issued, by Henry J. Raymond (1851).
- SEPT. 19.—Marshall P. Wilder, humorist and writer, born at Geneva, N. Y. (1859).

What a Four-Page Ad Did.

Heralded by a four-page advertisement in a London daily, which is said to establish a new record for English firms, the annual summer sale of Harrods, Limited, in the Brompton Road, London, recently broke all records. In the six days from Monday to Saturday more than 500,000 transactions were recorded, and more than \$1,100,000 worth of goods changed hands. To meet the rush anticipated, 1,000 extra saleswomen were engaged, making a total of 7,500 employees. In the postal department sixty skilled men and youths were busy all day with the mail while the sale was on. One morning's mail contained 18,000 letters. In the shipping department 300 men were busy all the week in double shifts, working night and day. On Saturday night twenty-eight trucks loaded to the doors with goods were sent away.

Newspaper Owners in Court.

Steve K. Vaught and the Rev. J. O. A. Vaught, half-owners of the Winchester (Ky.) Democrat, have filed a counterclaim and answer in the Circuit Court to a petition for dissolution which was entered by Charles B. Nelson, owner of the other half of the paper. The Vaughts deny that Nelson asked them for a final settlement or accounting of the business, or that either of them ever refused to make a settlement, nor did either of them refuse to buy or sell. They are not now and never have been unwilling to dissolve the partnership, declares the answer.

Purchasing power on the part of readers is the essential element in advertising success in a daily newspaper. People who read The New York Evening Post prefer it at three cents to other New York newspapers at one cent.

It has no competitor in its field. Its readers rank higher in intelligence, wealth, and appreciation of products of merit than those of any other newspaper in America. Its advertising columns as well as its news columns are kept scrupulously clean. For over 112 years it has adhered steadfastly to high ideals which have never been shaken. Its news columns contain nothing off-color; its readers pride themselves on the reliability of its news.

The New York Evening Post

IS NET PAID CIRCULATION TEST FAIR?

Mr. Halstead Raises an Interesting Question as to the Wisdom of Applying the A. A. A. Process as a True Measure of Bona Fide Character—Thinks That Audits of the A. B. C. May Be Discredited by Adoption of Scheme.

By W. L. HALSTEAD.

It is my impression that the Audit Bureau of Circulations, with which I am in thorough sympathy, will carry over the A. A. A. "net paid" formula in such a way that it will continue practically to determine newspaper circulations. While the "unpaid" will be shown in the audit reports it will be segregated in its entirety as "waste."

"Net paid" has been accepted so long as a pure test of general newspaper circulation value as to have become almost axiomatic. It is rarely one hears its correctness as a formula questioned. I for one for a long time have doubted the fairness of this yard stick. I will give some of the reasons for that attitude. I should like very much to see THE EDITOR AND PUBLISHER invite a popular discussion of the subject in its columns, to the end, that if publishers generally feel that it is a false standard, they protest its adoption at the outset of the work of the A. B. C. through their representation in the organization.

Is "net paid," as it is arrived at by the A. A. A. process, a true test of the bona fide character of a newspaper circulation?

If it has an advertiser a right to expect to purchase only the circulation "net paid?"

ONE DETERRENT FACTOR.

One of the reasons for the only partial success of the A. A. A. audits was the fallacy of its definition of circulation and its indifference to many factors that were more vital to the result producing potentiality of circulation than "net paid." National advertisers drove newspapers to reckless circulation promotion. Ten years ago about the only question a publisher had to answer was "How much circulation has your paper?" Those who tried to be reasonably conservative in the preservation of quality, in respect of range, revenue, and result producing potentiality, got a half-deaf ear to such representations. Circulation figures got the business.

There is now a healthy reaction against wild-cat circulations and a general disposition to learn the whole truth about them, but at the height of the reckless expansion period, when national advertisers awoke to the condition they had at least helped to create, the A. A. A. was formed primarily to find out how much real circulation there was in the figures they were buying. It established the formula of "net paid" because circulation actually sold for cash was more likely to be bona fide than one that was not, and because, composed as it was of buyers of space, it was to its interest to adopt as rigid a formula as publishers would stand for in order to be able to pay for as little circulation as possible. It served a very good purpose at that time but it has always been productive of inaccuracy and partiality.

HOW COLLECTIONS WERE MADE.

For example, while the A. A. A. reports accompany the audits frequently commented casually upon the matter, no account was taken in the "net paid," if I am not mistaken, of the manner in which papers enforced subscription collections. It is well known in the newspaper publishing business that where the distribution is direct to the subscriber through various systems, which is quite universal outside half a dozen large cities, a newspaper which pursues a rigid circulation credit policy, declining to serve people who do not pay their subscription accounts promptly, alienates from 15 per cent. to 25 per cent. of its possible readers, the percentage contingent upon various local conditions.

Such a policy eliminates the "dead beat" class, which intrinsically raises the quality of the circulation, certainly

to local advertisers directly, and indirectly to national advertisers.

Is it equitable from any fair standpoint to give a circulation 95 per cent. actual paid, which is normal in sound circulation management, the same "net paid" rating as to a paper which delivers to every house which will receive it collecting what subscription money it can?

Again, circulations where there is no return privilege have secured a "net paid" rating on the gross output to dealers. The no return system merely passes the waste of unsold copies along to the news dealer. The percentage of waste is usually less, of course, the self-interest of the dealer restricting it more than a newspaper itself can do. There are many fields where the no return rule, as much as the publishers would like to adopt it, is impossible.

Is it equitable to give a paper with the "no return" rule "net paid" credit for its gross delivery to dealers, and another credit only for its distribution less returns?

EXCLUDED COPIES.

The "net paid" formula excludes "complimentary copies," and "service" copies. Why is this waste circulation even if it is unpaid? Ninety per cent. of the "complimentary" circulation is to persons to whom the paper is under some obligation, and who have a sentimental or business attachment to the paper which increases the intrinsic merit of that class of circulation. Is a street car conductor, an express messenger, or a postoffice distributor a valueless subscriber from the standpoint of the advertiser, merely because the paper exchanges the subscription price for his good will in the handling of its circulation?

Are the several hundred employees of a paper, to whom it is customary to give an "unpaid" copy of the newspaper they help to produce each day, valueless circulation, with their predisposition, universally encouraged to huy from advertisers using the space of their paper, who indirectly furnish them a livelihood?

Copies "to advertisers," "exchanges" "office use," "files," etc., are classifications which are of course practically valueless to advertisers.

A NORMAL ELEMENT OF WASTE.

However, and this is my second point, "unpaid" circulation is a normal element of waste in the newspaper publishing business. It cannot be escaped, only minimized. The price of space per agate line cannot be set wholly by what it is worth to the advertiser. The cost of production, in a more indirect way than in any other manufacturing business, must be a factor in the selling price. A publisher must get from some source enough revenue to cover his cost of production, including a normal "unpaid" circulation, plus a reasonable profit. An advertiser has no right to buy the cream and leave the milk. When a publisher buys a roll of paper he cannot use the wrapper nor the nubbin on the core. Some ink always sticks to the barrel. There is normally from 5 to 10 per cent. of the "perfect copies printed" which the advertiser cannot get results from commensurate with the average rate per line per thousand of circulation, but he should pay for it just the same, as his share of the normal waste in the purchase and use of any commodity.

This may possibly be regarded as a distinction without a difference. What difference does it make whether an advertiser pays 3 cents per line for 20,000 "net paid" circulation or 3 cents per line for 30,000 gross circulation? The publisher really gets the same price for space.

The distinction is just this: "net paid" lets in, especially under skillful book-keeping such as charging correspond-

ents, exchanges, employes, service copies, etc., to them, and paying the subscriptions by office expense vouchers, a lot of circulation that is of low average value and excludes much that is of the very highest average value, which enables some papers to falsely profit by it accidentally depending upon their individual circulation systems. Others suffer by it correspondingly. This makes for perpetual dissatisfaction, promotes discord between newspaper competitors which is the bane of the whole newspaper publishing business, retarding its development immeasurably, and will to a considerable degree discredit the A. B. C. audits.

I am just old-fashioned or new-fashioned enough, depending upon the viewpoint, to believe that the fairest and most equitable circulation rating for newspapers is "perfect copies printed." There isn't very much danger, at the present price of white paper, of publishers burning over-runs in the furnace each night. There are several cheaper and safer methods of falsification than that for any who want to falsify deliberately. Let the audits give all the practical information about every circulation that anyone wants. Let there be no concealment. Let the audits go to the bottom of things. Let all the factors relating to the value of circulation to advertisers be developed in correct proportion. Let "net paid" be retained for it has its value, of course, as an important, but not a final or even semi-final test. Let the advertiser judge for himself the actual circulation of a paper, from the classifications of the audit. If the waste classifications are too high let him fight the matter of price for the whole out with the publisher. Let the advertiser judge for himself how much of a circulation is adaptable to his purpose, and not establish for him an arbitrary formula, false theoretically and practically of "net paid." Let every paper get credit for the papers it prints legitimately and not some lower figure made up from analytical reasoning. Let the advertiser do the reasoning. He is very capable of that.

Commerford Heads Kingston Leader.

Several weeks ago, Thomas J. Commerford, a Poughkeepsie newspaper man, took possession of the Kingston (N. Y.) Leader as managing editor. John E. Kraft, owner of the paper, remained as president of the company. Last Saturday Mr. Kraft resigned and Mr. Commerford was elected in his place. Roscoe Irwin, collector of the Albany internal revenue district, and former mayor of Kingston, was elected secretary of the company, and David Burgevin treasurer. The paper is on the up-grade and rapidly growing.

Eagle's Maps Make Hit.

The Brooklyn (N. Y.) Daily Eagle is making a hit by distributing, with its compliments, through its free information bureau, eight maps of the war zone in Europe. That these maps have a real value these days may be seen from the fact that the Associated Press telephoned to the Eagle, requesting several copies, and that many school teachers have called at the Information Bureau and explained that they want the maps to use in their classrooms when school begins. In addition, the maps have been in demand by steamship companies, by tourist agencies, by banks, by department stores and by importing houses.

Fixed Fees for Publishing Notices.

Chapter 185 of New York State Laws fixes the fees of newspaper proprietors for the publishing of notices required by law, other than the Session Laws, at 75 cents per folio for the first insertion, 50 cents for each subsequent insertion. In counties containing wholly or partially cities of the first class, excepting the city of New York, the charge may be \$1 for the first insertion and 75 cents for additional ones. In New York City the charge may be 12 cents per agate line of thirty ems for each insertion. The compensation for publishing the Session Laws must be fixed by the Board of Supervisors.

NEW ORLEANS CLUB WINS.

It Captures the Gude Cup for Selling Ad Club Books.

The silver cup offered by O. J. Gude, of New York, to the ad club selling the largest number of copies in proportion to its membership of John Lee Mahin's book, "Advertising-Selling the Group," and Harry Tipper's "The New Business," published by the educational committee of the Associated Ad Clubs of the World, has been won by New Orleans Ad Club, of which E. E. Edwards is president.

The record is as follows: New Orleans, 34 members, 51 orders; Advertis-



THE O. J. GUDE PRIZE CUP.

ing Men's League of New York, 102 orders—the largest number placed by any one club; Atlanta, 52 orders; Shreveport, 46 members, 49 orders.

The cup, a handsome piece of the silversmith's art, is twelve inches high and is inscribed as follows: "The O. J. Gude Cup, presented by the Educational Committee, A. A. C. of W., to the New Orleans Advertising Club in the 1914 Book Selling Contest."

RECORD OF A ONE YEAR OLD.

(Special Correspondence.)

JEANNETTE, PA., Sept. 1.—Twelve years ago Robert M. Jones and N. C. Griffith, of this city, borrowed \$100 each and purchased a small print shop. Today the Jeannette Publishing Company, publishers of the Jeannette News, occupies its own building on one of the busiest corners of the city, and, in addition to publishing a newspaper, conducts a general printing and publishing business.

The present firm is composed of Robert M. Jones and N. C. Griffith, the original owners, and C. M. Bomberger and Joseph C. Rovensky.

The News is a semi-weekly, eight pages, all home print, and, while still in its first year, has a circulation of 2,700. Its columns are filled with live news, and the advertising patronage accorded the new venture has been exceptional. The paper is under the management of C. Martin Bomberger, a newspaper man of wide experience in New York, Philadelphia and Pittsburgh. In the latter city he was manager of the United Press Bureau for some time. Previous to coming to Jeannette, he was city editor of the Greensburg (Pa.) Tribune.

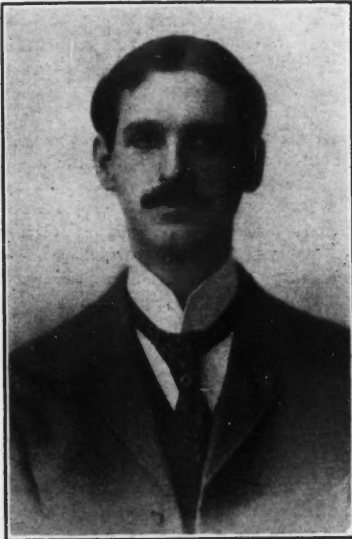
County Sets Aside a Newspaper Day.

Following the example set by San Diego and Imperial counties, the Los Angeles (Cal.) County Board of Supervisors has set October 1 as "Newspaper Day." On that day residents of the county are expected to send copies of newspapers to one friend each in the United States or Europe detailing the growth of the city and county and showing the opportunities offered there.

ADAMS' UNIQUE PLAN.

How He Departmentalized Farmers' Section of Richmond Times-Dispatch and Made It Pay in Circulation and Ads.

Frank S. Adams, who recently sold his Nockamallie Orchards, to Mrs. Waldorf Astor, has been just about as



FRANK S. ADAMS.

successful in his farm and orchard work as he was in newspaper circulation promotion. Adams has some exceptionally good ideas for building up the circulations of newspapers situated in agricultural communities.

DESIGNED FARMER'S SECTION.

When he was with the Richmond (Va.) Times-Dispatch he designed a farmer's section with the idea of departmentalizing it so that every day in the week a different branch of husbandry would be considered by an expert. His schedule was: Monday, poultry and bees; Tuesday, live stock, cattle, swine, etc.; Wednesdays, Hay and grain crops; Thursdays, fruit growing; Friday, vegetable and flower gardens; Saturdays, General farming.

In working out this plan he secured the services of Professor W. F. Massey, of Salisbury, Md., to edit all departments. The cost of the effort, aside from space, was about \$35 a week. The contract with the Professor provided that he was not to edit a similar page for any other daily paper. Prof. Massey was selected on the recommendation of farmers, fruit growers, poultry raisers and leaders in several lines listed above throughout the Richmond Times-Dispatch territory.

HOW IDEA DEVELOPED.

In discussing this scheme with a representative of the EDITOR AND PUBLISHER, Mr. Adams said:

"The plan was original, I think, and the idea came to me when I turned fruit grower and farmer. I found that the daily paper was lacking when it came to filling the rural field. Did you ever stop to think about it? Why there are plenty of sporting pages and woman's pages, financial pages, etc., but there is no department devoted to that which appeals especially to the countryman. The monthly and weekly publications devoted to rural life carry an immense amount of business, a considerable part of which could be diverted to the daily papers if they would departmentalize a Farmer's Department as I have indicated.

"We were fortunate in securing a man who was a specialist in all branches and during his seventy years had become an authority on these subjects. In other places it will probably be necessary to secure editors for different days, many of whom could be secured from the State Agricultural Colleges or experiment stations.

"You can see the advertising possibilities of this plan, for on Monday advertising appealing to poultry and bee raisers could be carried on a fifty-two time basis; on Tuesday, live stock and cattle advertising; on Wednesday Hay and Grain, etc. Aside from strengthening the paper in an editorial way, by giving its readers a real service, the plan offers exceptional advertising opportunities."

Mr. Adams went to the expense of having a set of headings drawn for the Times-Dispatch, everyone of which is attractively embellished. They are as follows: General Farming and Tobacco, Poultry and Bees, Grain and Hay Crops, Vegetable and Flower Gardens, Live Stock and Dairying, Fruit Growing.

"I will be glad to answer any questions publishers may ask," said Mr. Adams, "in regard to the operation of the plan, if you care to mention it in THE EDITOR AND PUBLISHER." Adams is devoting most of his time this summer to his apple orchards and may be addressed at Ivy Cliff Orchards, Greenwood, Va. He is credited with having organized the farmers of Albemarle County. They now have a protective association and a fruit growers' association.

One Way to Interest the Farmers.

The Twentieth Century Farmer, Omaha, Neb., of which Charles C. Rosewater is general manager, recently pulled off at Fremont a novel stunt. It brought together a crowd of several thousand farmers to witness a demonstration of tractor farming in which thirty of the leading manufacturers of tractors and engine gang plows participated. Eight hundred acres of land were ploughed by sixty tractors and sixty plows. Band concerts, vaudeville, and aeroplane or balloon ascensions were given daily during the week, at the expense of the publication.

Here's a Kitchener Story.

There is an amusing story traversing London of a daily paper editor being summoned to the War Office in connection with an untrue "scare" story that had been published, cables a correspondent.

He would get another chance, said Lord Kitchener, but on the next occasion he would be arrested.

"On what charge will you arrest me?" asked the editor.

"I'll arrest you first," answered Kitchener of Khartum, "and think about the charge afterward."

Is this the mailed fist?

War Helps Pulp Concern.

One of the big concerns benefited by the European war is the Laurentide Company, Limited, of Canada, operators in pulp and paper. Before hostilities broke out the Laurentide Company had arranged for the placing of a bond issue; now it is thought that, in view of the enlarged profits accruing from the abnormal demand for news print, sufficient funds may be secured to meet current requirements. It is thought that a \$2,500,000 issue is contemplated. At present the Laurentide's first mortgage is for \$1,200,000, there being a sinking fund by which \$360,101 of the issue has been retired.

Cleveland to Hold Efficiency Show.

The first Cleveland Business Efficiency Exposition will be held in that city November 14 to 21, by the Cleveland Chapter, American Institute of Banking. The Exposition will consist of two parts: one for the display of apparatus and methods for eliminating waste and promoting economy and efficiency in business, and the other a graphic arts department for the display of commercial art, advertising, engraving, printing, fine papers and inks and allied products. The show is to be given in the Coliseum, a large downtown hall. Special entertainments will be held daily during the exposition.

ENGLISH REPORTER AT WORK.

An American Humorist's Experience Along Coast of China.

By HOMER CROY.

There is nothing more impressive than to see an English newspaper man taking notes. There is something profound and moving about it.

Along the coast of China, which is under British domination, I had occasion to see the English reporter at his awe-inspiring task. An Englishman is a journalist, sir; he has no use for a reporter. A reporter is a person who sends in items from Pleasant Valley. A journalist is a person who writes what he calls "leaders"—news stories.

In Hongkong an English journalist spent an evening with me asking me the difference between English and American humor, filling page after page of an eighth grade tablet. What I was telling him was simple and easy to remember, but his pencil flew on and on and he flipped the pages with practiced thumb as though doing court reporting, and when a pencil lead snapped he opened his coat to get another and there was a whole picket line of them all carefully sharpened. He looked as if he were going to the front in Mexico. At last he arose and said, "I'll have to make a boat now, but I'll come back tomorrow and get the rest of the story."

The following day he was back with a fresh pad and took another volume of notes. Cramming them into his pocket he staggered to the office, and the next day three conservative paragraphs came out in his paper under the heading "In Town!"

If an English reporter should be assigned a fire or a feature I shudder to think of the devastation in the local white paper supply.

The Chicago Herald recently ran an eight-page section devoted almost entirely to Seeing America First advertising.

RECENT COURT DECISIONS.

The Supreme Court of New Jersey holds that the act of April 8, 1892, providing that cities of the second class might, by resolution, designate the official newspaper for the publication of notices, etc., is directory merely, and a designation without formal resolution is valid.

The California Court of Appeals holds that a newspaper which is published daily except Mondays and legal holidays, which has a circulation among various classes of people in the county, and which, in addition to items of local news publishes real estate transfers, court news and telegraphic despatches of general interest, is a newspaper within Political Code, Sec. 4460. The court holds that a newspaper of general circulation need not publish both telegraphic and local news, and the question of general circulation depends upon the diversity of its subscribers rather than on mere numbers.

Journalism Courses at Los Angeles.

Courses in advertising and in journalism have been announced by the University of Southern California, at Los Angeles, the latest institution to fall into line by installing these popular subjects in the curriculum. The course in each subject will be given three days a week through the entire year, and will be counted as part of the regular undergraduate work in the department of English. Both courses will be given by Bruce O. Bliven, advertising manager for a large local department store, who has had several years' work as editorial writer on the San Francisco Bulletin and elsewhere, and is a member of the national Educational Committee of the A. A. C. W.

The Calgary (Alberta) Herald, of which J. H. Woods is editor, on August 18 announced an increase in its subscription price from \$4 to \$5 a year because of the increased cost of production.

RATE and CIRCULATION CONSIDERED

the best "buy" in INDIANAPOLIS for foreign advertisers is the only one-cent daily in that city,

The Indiana Daily Times

now owned and conducted by W. D. Boyce Co. Advertisers can buy for 6 cents a line

A Circulation of 60,000 Daily

of which a large proportion is of readers in Indiana who READ NO OTHER INDIANAPOLIS PAPER.

In buying space in the **Indiana Daily Times** NOW, advertisers are buying on a rising circulation market. The well known Boyce policy of progression is forcing the circulation steadily up, while improving and making a success of the **TIMES**. Advertisers who contract now for space can secure it at 6 cents a line until Jan. 1, 1916, with all the certain increase of circulation between now and that date.

Rate 8 Cents, January 1, 1915

Contracts made before Jan. 1, 1915, reserve the 6-cent rate to Jan. 1, 1916. Send contracts to W. D. BOYCE CO.

Chicago: 500 N. Dearborn St. New York: 205 Metropolitan Tower

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

Western Office: 601 Hartford Bldg., Chicago, A. R. Keator, Manager
Telephone, Randolph 6005

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Sept. 12, 1914

"MADE IN AMERICA."

For a number of years nearly every packing case, barrel or other container of manufactured products, arriving in this country from Germany has borne the inscription "Made in Germany." Importers and retailers have come to regard that phrase as a trade mark of all goods manufactured in the Kaiser's empire. As such products are of the quality represented when they were sold for export to the United States they are popular with all who handle or use them.

For some reason, probably neglect or perhaps overconfidence in their own products, our own manufacturers have neglected to employ the phrase "Made in America" when shipping their goods to foreign countries, except in a few instances. Had they done so our products would now be more widely known and, therefore, more in demand than they are. If every package leaving our shores for the past twenty-five years had borne this trade mark there would not now be in the whole world a village, town or city that does not know something about our manufactured products.

The advent of the great European war, which has opened to us many great markets of the world that have hitherto been dominated by Germany or Great Britain, makes it imperative that we adopt without delay the practice of branding all of our export products "Made in America."

No manufacturer who takes pride in his goods and is anxious to have them favorably known to the people of foreign countries can afford to neglect the opportunity now presented of employing this phrase on every package sent abroad. It is a trademark that ought to be worth millions of dollars to those engaged in the export business; and the beauty of it lies in the fact that it doesn't cost them anything to use it beyond the price of a stencil, a paint pot and brush.

There are many manufacturers who are anxious to build up a large foreign business, who do not realize what assistance the phrase "Made in America" will be to them in this connection. If the newspapers will print articles calling their attention to the matter and pointing out the benefits to be derived from its use they will not only perform a great service for American commerce, but they will, incidentally, stimulate newspaper and trade paper advertising. We are a manufacturing as well as an agricultural people and there are few cities that do not contain one or more concerns engaged in the production of goods that are suitable for export. However, it is the duty of publishers to do what they can to promote our foreign business, because the more goods we sell,

the greater our prosperity. Increased production means the employment of more people, good wages, and better times, all of which benefits the community and contributes to the growth of the newspaper publishing industry.

THE BUGLE CALL OF BUSINESS.

Last week THE EDITOR AND PUBLISHER suggested that on Wednesday, September 23, all American newspapers issue special *Trade Expansion Issues*, calculated to divert the attention of the people from war news to the development of their own business affairs.

Through concerted action by publishers of daily and weekly newspapers of America, on that date and afterward, the wave of stupor which has overtaken so many usually alert business men may be broken and turned backward; and an immediate awakening to the unparalleled business opportunities now knocking, pounding, thundering at their doors may be accomplished.

Let these special editions of the newspapers analyze optimistically the *local business conditions*—let them emphasize and advertise the *Made-at-Home Goods which are sold in their cities*.

It is but natural that our people should have been somewhat dazed by the sudden breaking of unimaginable events in Europe, and that their personal affairs and concerns should have seemed, for the moment commonplace and unimportant. The quick moving events of the war have held them in a sort of trance.

But it is high time that the trance should be broken—that the day of the clear light should come for our people—that they should realize the great part that Americans are to play in this world's drama—the role of re-adjusters, builders, creators of the conditions that are to rule in the new days.

When the end of this last great war comes, and the roll-call is again read at the workshops, a million men will be missing—and for these the call of the unfinished tasks will be sounded no more through the long courses of the sun! The world needs workers to take up their tasks—workers to carry forward the banners of service.

Americans must not permit this great war to become for them an utter distraction. Rather let it be an imperative call to duty in the industrial campaigns which must build again the fabric of civilization.

While new maps of Europe are being drawn with pencils of Meinie, let Americans rise above the spell of events and become, as never before, the commercial clearing house for the world.

EDITORIAL COMMENT.

The first telegram of congratulation received by Pope Benedict XV after his election was from the New York Sun. This statement was made by His Holiness himself in the presence of Cardinal Gibbons. The Sun has long been regarded with special favor by the Vatican because of its fairness in presenting news concerning the Roman Catholic Church and its liberal attitude in discussing religious questions.

The London newspaper writers are very much in the dumps. Since the war came on the editors find little use for their services. The size of the papers has been cut down because of a lack of advertising; and the great amount of matter printed about the progress of the fighting in the field has so reduced the space devoted to local and general news that the newspaper men have little to do. Those who happen to have specialized on war news or who are intimate with the Continent are in clover, but these are few in number.

Probably the most conspicuous example of a business that has been made great through advertising is that of the Procter & Gamble Co., of Cincinnati. Its Ivory Soap has a reputation that extends to the four corners of the earth. Few products have ever been advertised so persistently and continuously, in the daily and

weekly newspapers and in the magazines. Year by year its sale has grown in spite of all competition, until now it undoubtedly has the largest sale of any soap on the market. According to the annual report of the company, just issued, the total volume of business for the year ending June 30, 1914, was \$65,822,079.83. The net earnings, after deducting all charges, were \$4,247,706.49. Of this amount \$4,067,706.49 were available for dividends on the common stock.

The live American manufacturer seeking to make the best use of the commercial opportunities offered by the present European situation to wedge his way into the South American market will find valuable practical aid in a book entitled "America's Leading Manufacturers" and kindred publications of the export department of the New York Commercial. This book performs a service for American exporters which is unique. It includes the announcements, printed in several languages, of the principal manufacturers of the country, telling what they produce, where they are located and how it is possible to get in touch with them. It is distributed free to the United States consuls and consular agents throughout the world, and, in addition, it is furnished to a selected list of the principal buyers and distributors in all of the cities of the world. Furthermore, the manufacturer, as a part of the service, is furnished with another book giving him the names of at least 8,000 buyers abroad, each of whom is in possession of the manufacturer's announcement printed in the language of the country to which it is sent. The Commercial's service in this direction should be fruitful in concrete results for our export trade with South American countries.

JOTTINGS BY THE WAY.

During the past three weeks two singers whose voices and sterling qualities of character had endeared them to thousands of operagoers in New York and other American cities, have passed away, leaving behind them aching hearts and fond memories. Pol Plancon, the handsome Frenchman, a master of the art of singing, a gentleman of refinement and a diligent student of the operatic works he interpreted, I had seen frequently at the Metropolitan Opera House in the early nineties. Among those who were members of the company at that time none was held in higher esteem than Plancon. At no time in his career did he impress his audience as a man who was unduly satisfied with himself. He brought to every role he interpreted an intelligent appreciation of the author's work. Dignified, yet easy of address, he made his audience feel that he was not above but with them and was giving to the interpretation of the part the best there was in him. Who can forget his rendering of "Les Remaues" or the "Three Grenadiers," two of his concert selections that he sang with such dramatic force? The "Three Grenadiers" fired the blood and made the eyes flash with the spirit of conquest. I have never heard the song rendered by anyone with such dramatic effect.

Emil Fischer was a different type of a man. He was solidly built, big, broad shouldered, deep of chest and thick of thigh. His voice was round, deep and full. Its tones were mellow, like those of a great organ. The role in which I liked him best was that of Hans Sachs in the "Meistersinger." No one in my day has given such an ideal interpretation of the character of the village shoemaker as Fischer.

Both these singers occupied a high place in the affections of the lovers of music, and now both are gone into the great beyond. We shall never see their like again. *Requiescat in Pace.*

* * * *

Those of us who had the pleasure of meeting C. F. Higham, the London advertising specialist, who was a delegate from the English advertising organizations to the great A. A. C. W. convention at Toronto in June, are glad to learn that his agency last year handled \$2,500,000 worth of advertising for its various clients. Mr. Higham has a pleasing personality and seems more like an American than an Englishman. This is due to the fact, no doubt, that he spent fifteen years in the United States mastering the intricacies of the advertising business. Mr. Higham is a clever speaker and holds his audience without resorting to oratorical tricks of any kind. He likes and can tell a good story. On questions pertaining to advertising he entertains progressive ideas. He loves his work and communicates his enthusiasm for advertising to those with whom he comes in contact. He is, without doubt, in the very front of England's ablest advertising men.

F. L. B.

PERSONALS.

Charles H. Grasty, president and general manager of the Baltimore Sun, returned to that city after a two months' vacation in England and Scotland.

Dr. Michael Singer, editor of the Illinois Staats Zeitung in an address before the Chicago Press Club last week declared that he was "an American first" and that he would not forward German policies in this country other than to see that fair play was accorded to the Empire.

Hugh A. O'Donnell, formerly business manager of the Philadelphia Press, returned Friday from South America. Mr. O'Donnell is now on the lecture stage, and on his South American trip he gathered much interesting data.

E. K. Gaylord, general manager of the Daily Oklahoman and Oklahoma Farmer Stockman, Oklahoma City, Okla., has just returned to his desk after spending a vacation of several weeks in northern Maine.

William von Katzler, editor of the New Jersey Freie Zeitung, at Newark, has eight relatives in the German army. One of his brothers is a division commander in the First Reserves and another is a colonel.

Irving Martin, publisher of the Stockton (Cal.) Record, was a recent witness before the United States Commission on Industrial Relations held at San Francisco. His testimony dealt with the phases of the California situation.

Maurice Gerbeault, correspondent of the Daily News at Brussels, Belgium, has cabled to say that there is no cause for alarm over his reported disappearance from the war zone as he is alive and safe.

Mrs. Joseph Pulitzer, Mr. and Mrs. Joseph Pulitzer, Jr., and Herbert Pulitzer, who have been at Bar Harbor, Me., during the summer, are returning to New York this week.

Mrs. Whitelaw Reid, the wife of the late Ambassador to Great Britain and owner of the New York Tribune, was a recent contributor to the funds of the American Hospital in Paris. The institution is designed to care for wounded French soldiers.

Howard I. Wood, who has been managing editor of the Omaha (Neb.) Herald-Leader, has resigned to take the editorship of a national trade journal, to be published at Marinette, Neb.

J. A. McDonald, editor of the Toronto (Can.) Globe, was the speaker at a recent Sunday mass meeting held at Atlanta, Ga. His subject was "Christ and the Republic."

Leon Zolotkoff has resigned from the editorship of the New York Jewish Daily News. Mr. Zolotkoff was formerly on a Yiddish paper in Chicago.

Frank Grimes, formerly with the Temple (Tex.) Telegram, has been made editor of the Brenham (Tex.) Banner-Press. He assumed his new duties last week.

V. L. Griffin, editor of the Temple (Tex.) Weekly Bulletin, has resigned. He will enter the field of educational work as superintendent of the Santa Anna schools.

Mrs. Norman Hapgood was among those who arrived in this country on the White Star liner Cedric which left Liverpool on August 27.

GENERAL STAFF PERSONALS.

J. D. Ball has resigned from the staff of the Lowery City (Mo.) Independent after a service of twenty-five years. He is succeeded by Frank Deming and Millard Smithson.

The directors of the Northwestern Baseball League have unanimously elected E. R. Hughes, sporting editor of the Seattle (Wash.) Times, president of the league, vice Fielder A. Jones, who resigned to become manager of the St. Louis Federals.

Frank E. Burkhalter, managing editor of the Waco (Tex.) Morning News, was among the visitors in New York this week.

Miss Mildred Davenport, the daughter of the late Homer Davenport, the famous cartoonist, made her debut at Edgemere, L. I., as a professional dancer on September 5.

Hugh Nugent Fitzgerald has been appointed editor of the Fort Worth (Tex.) Record, following the resignation of Clarence Ousley.

John L. Parker, editor of the Lynn (Mass.) Item, who fell and broke his hip last May, is now convalescent. He will return to his desk next month.

Gordon C. Corbaley, an old time newspaper man of Spokane, Wash., now secretary-manager of the Spokane Chamber of Commerce, is in California and is contributing a series of articles on that state to the Spokesman-Review with which he was formerly connected.

Charles B. Welch, managing editor of the Tacoma (Wash.) Tribune, is on a vacation visit to San Francisco.

Miss Blanche Fenton has resigned from the staff of the Springfield (Mass.) Republican to take a position with Street & Smith, magazine publishers of this city. Miss Fenton has lately been active as an assistant to the Sunday editor of the Republican.

B. R. Brooker, of Neepawa, Manitoba, has joined the business staff of the Portage Le Prairie (Man.) Evening Review.

Stoddard King, who completed a four year course at Yale last spring with signal honors, is now on the staff of the Spokane (Wash.) Spokesman-Review.

M. W. Conrolly, managing editor of the Memphis (Tenn.) News-Scimitar, is visiting the scenes of his birth and his boyhood at Allumette Island, Quebec. He has not visited his native town for fifty years.

W. Harry Gordon, who has been engaged in the newspaper business in Waynesboro, York and Harrisburg, Pa., has taken a position on the staff of the Waynesboro Evening Herald, succeeding C. Maxwell Hunter.

Ralph E. Dyar, manager of the publicity department of the Spokane (Wash.) Spokesman-Review, and Frederick P. Noble, editorial writer for that paper, spent several days fishing in the wilds of Idaho during the vacation season.

L. H. Mitchell, formerly dramatic editor of the Kansas City (Mo.) Post, has joined Henry W. Savage's forces. He will look after the press work for a "Sari" company.

Dr. Frank Crane, who has been contributing daily signed editorials for the St. Louis New Star, has become secretary of the Church and School Social Service Bureau, which has been organized to put motion pictures in the schools and churches of the United States. Dr. Crane's affiliation with this philanthropic work will not interfere with his work as a journalist.

Max Binheim, associate editor of the Dakota Freie Presse, Aberdeen, S. D., has resigned, and will undertake the business managership of the Colorado Daily Herald of Denver.

Edward C. Johnson has retired as circulation manager of the Springfield (Mass.) Republican, after a service of thirty-seven years. He will continue as a member of the International Circulation Managers' Association.

George W. Rowell, Jr., formerly night editor of the Milwaukee (Wis.) Sentinel, has been placed in charge of the editorial department of the Herald-Leader, Marinette, Wis.

D. T. Jones, of the Pittsburgh Leader, has entered the lecture field. His subject is "The Making of a Great Newspaper." It introduces moving pictures as illustrations.

Henry Bornmann has joined the staff of the Quincy (Ill.) Herald. He was formerly connected with the Quincy (Ill.) Germania.

E. Alexander Powell, of Syracuse, N. Y., has been designated as official correspondent with the Belgian army for the New York World.

IN NEW YORK TOWN.

William A. Orr, city editor of the Tribune, was absent from his desk a couple of days last week. The cause was a new daughter who came to brighten his home on September 4, her mother's birthday, at the Audubon Hospital. The young lady has been named Doris Louise Orr.

Max Smith, musical critic of the Press, who was caught in Munich at the outbreak of the present European war, has not yet been able to get back to New York.

Thomas F. Crafts, advertising manager of the New York World, has returned after a month's auto trip through Canada.

Walter S. Meriwether, the World's naval expert, is now stationed in Washington, D. C., covering the war situation from official viewpoints in the national capital.

S. J. Fisher of the editorial staff of the Tribune is spending his vacation in Orange County.

PUBLISHER'S NOTICE.

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

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

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

The columns are 13 picas.

Advertising will not be accepted for the first three pages of the paper.

Advertising Rates: Transient Display 25c. an agate line.

Liberal discounts are allowed on either time or space contracts.

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

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

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

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

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

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

BUSINESS OPPORTUNITY

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

HERE'S A CHANCE FOR RIGHT MAN

An enterprising, well-connected, responsible man, combining editorial and business ability, can secure control of an established syndicate in New York. Owner has much more important business demanding full time. To RIGHT MAN easy terms; business will pay for itself. Business better than ever now, war helping it. Write in confidence, stating exact circumstances, connections, references. X. Y. Z., Box D 1304.

I WANT TO BUY

a small trade paper, a news or advertising syndicate, a clipping bureau, a picture business or some such business related to the general publishing industry; something established but needing push to make profits and can be combined with my present activities. Must be in New York. Write in detail. Responsible, Box D 1303, care The Editor and Publisher.

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

FOR SALE

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

FOR SALE—16-PAGE PONY QUAD HOE PRESS, STEREOTYPING EQUIPMENT AND MOTORS; A GREAT BARGAIN FOR QUICK SALE. DAILY PRESS, NEWPORT NEWS, VA.

\$10,000 CASH

available for first payment on attractive newspaper property. Locations at least 500 feet above sea level preferred. Proposition K. I.

C. M. PALMER

225 Fifth Ave., New York

\$60,000 CASH

In hand as first payment on successful Daily Newspaper Property. Opportunity for larger development a prime consideration.

HARWELL, CANNON & MCCARTHY
Newspaper and Magazine Properties
Times Bldg., New York

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

SITUATION WANTED

Editorial Writer.—Any publisher wishing editorial writer of snap and ability, young and now drawing a good salary, but wants to step higher, write D 1298, care Editor and Publisher.

City Editor.—Thoroughly experienced on metropolitan as well as small newspapers, a good developer of features, reliable, energetic, able to assume full charge of the editorial department, will consider change. Give full particulars in answer. D 1299, care Editor and Publisher.

Editor of live-wire paper in city of 20,000 wants editorship in city of 50,000; or job as feature or special writer in any town, no matter how big. Reportorial and feature experience on leading Eastern newspapers. Novel soon to be published. If you need a man, I may be the one. Address, A. B. L., care of The Editor and Publisher and Journalist.

Thoroughly trained news writer and copy reader desires a position on some live afternoon daily. At present employed as city editor on morning daily of 45,000 circulation. Married and 31 years old. Could invest a small sum in stock, where dividends could be guaranteed. Would expect \$30 a week salary to start. Address D 1305, The Editor and Publisher.

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

MISCELLANEOUS

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

DAILY NEWS REPORTS.

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

ADVERTISING MEDIA

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

THE BLACK DIAMOND Chicago—New York—Philadelphia, for 20 years the coal trader's leading journal. Write for rates.

WHERE THE GOLD COMES FROM!

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

THE CHEAPEST, MOST EFFECTIVE IS DAILY NEWSPAPER ADVERTISING ONE CENT PER INHABITANT

The cost of newspaper advertising is being looked into more carefully than it used to be.

When the cost is analyzed it develops such an amazing condition that advertisers are saying to themselves:

"Why not advertise in newspapers first and always?"

Advertising Agencies, who have not taken the trouble to investigate the value of the newspapers mentioned on this page, or any newspapers in fact, are having clients say to them:—

"You have been telling me that newspaper advertising is too costly—that I cannot afford it—that I ought to concentrate my advertising in a few weekly and monthly publications—that my advertising in these publications will induce dealers to advertise in their local newspapers that they are selling my goods.

"I have been looking into the newspaper situation pretty carefully lately and I find that I can use a space 112 lines (8 in.) double column—224 lines or 16 inches—once every week for a year at a cost to me of about one cent per annum per inhabitant in any community, or in any territory in which I choose to advertise.

"That seems to me to be the most economical, most direct, most forceful advertising I can use.

"Here's New York State for instance.

"I believe I can use every daily newspaper in the state at less cost per line than I am paying in one national publication alone.

"I think I had better concentrate in a state or a section at a time, getting my business firmly established in parts of the country as I go along instead of obtaining a smattering of business here, there and everywhere.

"I believe my volume of business in New York State alone will exceed my present volume in the nation if I appeal regularly and directly, through the daily newspapers, to the nearly 10,000,000 people who inhabit the Empire State.

"Fifty-two messages a year to them, co-operating with local dealers, giving them the assistance they need right in their home town, will, I am sure increase my business tremendously.

"I suppose it will cost me more money for electros or mats than I am now spending, and I suppose it will cost you more money to handle many publications instead of a few, but I am willing to stand the extra cost for electros or mats and I am willing to pay you well for your service.

A Helpful Service for the Newspaper Advertiser

By WILLIAM C. ...

NEW YORK STATE DAILY NEWSPAPERS

City	Paper	Circulation	2,500	10,000	
Albany	Journal (E).....	*16,127	.05	.035	New
Albany	Times-Union (E).....	*39,915	.06	.06	New
Albany	Knickerbocker-Press (M).....	*32,417	.06	.05	New
Albany	Knickerbocker-Press (S).....	*26,069	.06	.05	New
Auburn	Citizen (E).....	*6,442	.0178	.0135	New
Binghamton	Press-Leader (E).....	*24,576	.05	.04	New New
Brooklyn	Eagle (E&S) 3c.....	*44,754	.16	.16	New
Brooklyn	Standard-Union (E).....	**61,731	.15	.15	Roch
Brooklyn	Standard-Union (S).....	**64,611	.15	.15	Scher
Brooklyn	Daily Times (E).....	42,117	.11	.09	Troy
Buffalo	{ °° Courier (M) †60,472 } { °° Enquirer (E) †51,334 }	†111,806	.14	.12	Troy
Buffalo	°° Courier (S).....	†102,902	.14	.12	Wate
Buffalo	News (F).....	*96,059	.15	.14	Wate
Buffalo	News (S).....	30,000	.06	.06	
Buffalo	Times (E & S).....	*57,006	.09	.08	°°G
Elmira	Star-Gazette (E).....	*19,221	.035	.03	°°On
Gloversville	Herald (M).....	*7,068	.02	.015	††A
Gloversville	Leader-Republican (E)....	*5,511	.0143	.0107	*N
Ithaca	Journal (E).....	*5,293	.025	.015	**A
Lockport	Union-Sun (E).....	*5,234	.0157	.012	°°A
Mount Vernon	Daily Argus.....	*5,444	.0214	.015	†P
New York	Globe (E).....	*144,982	.28	.28	O
New York	Herald (M).....	85,000	.40	.40	
New York	Herald (S).....	200,000	.50	.50	New

New York newspapers serve advertisers in business known locally

Twenty-four (24) leading magazines, with circulation of 1,787,000 have in the State of New York alone a combined circulation of 2,792,622. In order to obtain this New York State circulation, it would cost the advertiser a total of \$8.44 per line of these magazines, in as much as it is manifestly impracticable by zones.

Therefore, the advertiser who wishes to buy the 1,787,000 New York must pay the combined rate of these magazines, which is \$79.56 per line.

Now, assuming that the national advertiser could use the combined rate is \$79.56 per line, he will find that the 1,787,000 State from these magazines costs him a total of \$8.44 per line.

Comparing the cost of this New York magazine circulation with newspaper circulation around which this advertisement is placed, the advertiser can buy a newspaper circulation of 2,792,622 at a bonus of 1,005,503 circulation at less than half the cost of the magazines.

General advertisers, agents and space buyers seeking for advertising and distribution facilities in New York City and New York State newspapers listed above will aid and assist with local cooperation. EDITOR AND PUBLISHER AND JOURNALIST, ... Building, New York. Phones Beekman 4330 and 4331.

WE ADVERTISING IN THE WORLD RTISING! THINK OF IT! ONLY BITANT PER ANNUM

the National Advertiser.

I. C. FREEMAN

NEW YORK STATE DAILY NEWSPAPERS—Continued

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

°Government Report.

°°Only Buffalo papers, Publisher states, examined daily and Sunday by A. A. A.

†††Average Gross A.A.A. Audit.

*Net paid figures supplied by Publisher.

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

°°Average net paid sworn to by publisher.

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

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

New York State population, 9,113,279.

ers in the dual capacity of making their locally and nationally.

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

tion, it is necessary, however, to buy the entire circulation, it is impossible for them to sell circulation by states or

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

could use all the circulations of the magazines, whose circulation is the 1,787,119 circulation which he gets in New York State, \$44 per line.

the circulation with the cost of the combined concentrated circulation is written, we find that for \$4,900.4 per line the advertiser gets in newspapers a circulation of 2,792,622. On this basis, the advertiser gets in newspapers a circulation of 2,792,622 at the cost of the magazine circulation.

seeking further light in respect to marketing conditions in New York State and the degree to which the dominant advertising agencies, are requested to communicate with THE NATIONAL ADVERTISER, The Newspaper Advocate, Suite 1117 World Building, New York City, N. Y. 331.

"I want newspaper advertising.

"I believe that is what I need to give my business great impetus.

"I know that my goods are acceptable to people who buy them.

"But I want more people to buy them.

"More people will not buy them unless they are told about them.

"If I can reach 10,000,000 people at a cost of \$100,000—one cent per person per annum—then I am going to reach them.

"I can, as a matter of fact, in a list of 39 New York State daily newspapers, all good ones, use 112 lines double column, 52 times, at a cost of \$57,079.86."

The Advertising Agencies that have ignored newspaper publicity for their clients—that have advised them frequently to spend all of their advertising money in one national publication—will discover that their clients are getting information about advertising expenditures which is making them think.

It cannot be denied that a newspaper campaign immediately and effectively introduces a product to all of the people in any community or a section because the daily newspapers are carefully and thoroughly read every day by everybody everywhere.

A campaign once a week in these 39 daily newspapers of New York State—enough to start with—will give any advertiser such an insight into the immediate response of newspaper publicity that he will never again omit his advertising from newspapers. Not only will he continue to advertise in the 39 but he will add to the number.

The daily newspapers of New York State are a greater power than the State and Municipal Governments—a greater force than all of the elements of the state combined. Why?

Because they transcribe all that goes on in the world and in their communities—because they keep people informed so they can do their own thinking—because they can and do establish relations between seller and buyer—because they, and they alone, are the only agencies that touch on every phase of life and business and politics—because, finally, they are a great necessity—in the home, in the church, in the schools, in National, State, and Municipal affairs, in science, in art, in music, in drama—in everything.

Can anybody doubt their value in making known what manufacturers and merchants want to sell?

PACIFIC COAST NEWS.

Business Conditions Continue to Improve—Big Fight for Prohibition Involves Expenditure of Money in Advertising—Panama Exposition Is Not to Be Postponed—Bits of Personal History About Many People.

(Special Correspondence.)

SAN FRANCISCO, Sept. 5.—Business conditions continue to improve in Pacific Coast territory. The California primary elections created considerable work for advertising and publicity men, and all of the newspapers and magazines of the state were in turn benefited. The regular elections in November promise equally as much business during the coming months, and it is certain that no one can complain of the general outlook for the remaining periods of the year.

The wet and dry fight is the big issue in California and promises to be bitterly fought up to November, when the question will be decided by the people. Both sides have apparently much money at their call and have outlined extensive campaigns. The Drys have already lined up a number of newspapers, even to buying them outright in some instances, while all of the big wine and grape interests of the state have joined the opposing movement. Money will be spread, and spread lavishly, of which a goodly share will go for advertising. Never has the wet and dry issue been put before the people at large in such a comprehensive manner, and, no matter which side wins, the question will be settled at the coming election for a long time to come. The expense of such campaigns as ours now being waged cannot be met every year.

NO FAIR POSTPONEMENT.

Rumors are still extant to the effect that the Panama-Pacific Exposition will not be held next year; that a postponement to 1916 is necessary. Nothing is further from the truth. The building operations of the exposition are fully a year ahead of that work accomplished at any past exposition at the stage, and the P. P. I. E. will open on schedule and, furthermore, will be absolutely completed when it does open.

The Referee, a San Francisco publication, issued weekly, and devoted to sporting events and the drama, has absorbed the Announcer, a contemporaneous paper of the same city. The Referee is entering upon its fourteenth year of circulation.

The news of Jack Gleason's plunge into New York journalism has been received with much interest by his San Francisco friends. Gleason and Harry Loew, nephew of the vaudeville magnate, have launched the New York Mirror. It will come out weekly and will make its first appearance September 7. Associates of Gleason in the new enterprise are Phil. Berger, Clarence McCormick, Harry Francis, Ed. Burrows and Bob Edgren. Shep. Friedman will be the editor.

DEATH OF W. G. SMITH.

Walter G. Smith, well-known newspaper man of San Francisco and Honolulu, is dead. For many years Smith was editor of the Hawaiian Star and Pacific Commercial Advertiser in Honolulu. Prior to that time he served as assistant city editor of the San Francisco Chronicle and, during the China-Japan war, represented the Chronicle in the war zone as regular staff correspondent. He had the distinction of being the first newspaper man to interview Li Hung Chang.

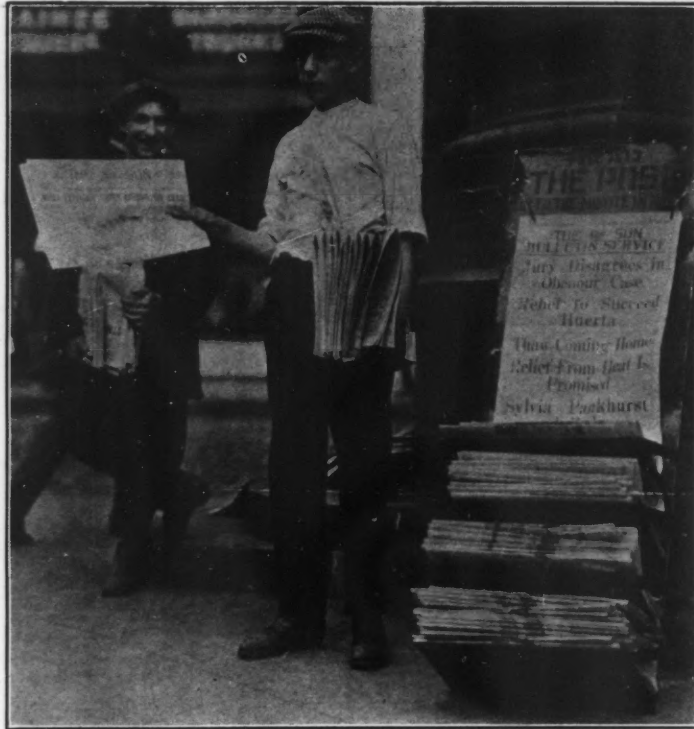
The Stockton (Cal.) Labor News, a weekly devoted to the labor interests of that locality, has started publication. It is edited by F. P. Lamoreaux, former editor of the Fresno (Cal.) Labor News.

A new monthly magazine, The New World, devoted to subjects of interest to the Latin-American republics, had its first distribution recently. Somoza Vivas, consul general of Honduras in San Francisco, is the editor.

E. Bronaugh has taken over the management of the Coros (Cal.) Courier.

BOOKLETS TO ADVERTISE CITY.

The San Jose Chamber of Commerce has placed an order for fifty thousand



PITTSBURGH POST AND SUN'S BULLETIN BOX FOR NEWSBOYS.

sixty-four-page colored booklets, to be used in advertising that city.

Miss Rose Sharkey is the new editor of the Escalon (Cal.) Tribune.

It is authoritatively reported that Editor Case of the Riverbank (Cal.) Review will start a new paper in Escalon.

The Lodi, Cal., newspapers have joined in the state-wide movement for a general observance of "Newspaper Day," October 1, and arrangements have been made by the Chamber of Commerce of that city for the disposition of several thousand copies of these papers throughout the East.

Seth Bailey, a representative of the Colusa Herald, Colusa, Cal., will start a newspaper at Princeton, Cal.

The Daily Tribune, Chico, Cal., has been taken over by the Dry Federation of California.

The Dinuba Sentinel, Dinuba, Cal., will hereafter be issued as a daily afternoon paper.

S. J. Norton, a San Rafael, Cal., editor, has been indicted by the Marin County grand jury on charges of criminal libel on charges preferred by County Recorder F. S. Holland.

W. D. Van Blarcom and Jack Blackburn recently joined the reportorial force of the Chronicle. Robert R. Hiesland, city editor of the Chronicle, is spending his summer vacation at Lake Tahoe. Hubert E. Hunt, former city editor of the Chronicle, which position he filled for more than seven years, is now residing in Berkeley, Cal. He occupies his time in looking after extensive steamship interests.

Arthur Prendergast, of the Call, recently joined the Associated Press forces in Los Angeles. Anthony Moitoret, one of the best of the younger reporters on the Examiner, has been forced to give up his position, temporarily, owing to ill health.

William Cox, former reporter and special writer for the Examiner, who was appointed to the office of Secretary of the Civil Service Board of the City of Oakland, at a fancy salary, has resigned to resume his newspaper work. The strain of exceptionally hard work was too much for Cox's health.

Ohio University to Publish a Daily.

Ohio State University will have a daily newspaper devoted to the interests of the University and published by the newly established department of journalism under Prof. Joseph S. Myers, who was called to this position from the editorship of the Pittsburgh Post.

LEAVE MUCH TO IMAGINATION.

Artist Fish Tells 'Friseo Ad Club Wherein Europe Excels Us in Display Features.

(Special Correspondence.)

SAN FRANCISCO, Sept. 1.—At the regular weekly luncheon, Wednesday, of the Advertising Association Wendell W. Fish, the well known artist, who has recently returned from an eight months' tour of England, France, Germany and Italy, where he made a study of European advertising, told the members what he found there. He illustrated his talk by means of crayon sketches and exhibited a number of novel European posters and stamps.

Mr. Fish said that the foreign countries, and Germany in particular, excel us in one feature of advertising, that is, leaving more to the imagination in illustration, which is one of the most powerful methods of catching and holding the attention. In order to show that American advertisers are developing this idea, Mr. Fish called attention to the omission of detailed construction illustration in automobile advertising as compared with a few years ago.

Last week eighty-five members of the ad club enjoyed a trip across the Bay to the California State Prison at San Quentin, where they were shown through the institution by Warden James A. Johnston. The trip was a decided success, owing to the efficient work of the chairman of the entertainment committee, W. J. Bona.

R. J. B.

Harrington Goes to K. U. School.

Prof. H. F. Harrington, formerly head of the Ohio State University's Department of Journalism, who was chosen dean of the new school of journalism which was to be established at the Western Reserve University, at Cleveland, but which has been postponed indefinitely owing to the failure to raise the necessary funds, has been appointed Assistant Professor of Journalism in the University of Kansas, Lawrence, Kan., under Prof. Merle Thorpe. Mr. Harrington will have charge of the Daily Kansan, the university newspaper, and will write publicity matter in addition to discharging his duties as instructor in several of the classes.

EDITOR AND PUBLISHER is \$2 a year.

BULLETIN BOX FOR NEWSIES.

Pittsburgh Post and Sun Secures Prominent Display by Unique Newspaper Rack.

Malcolm Lunn, city circulation manager of the Pittsburgh Post and the Sun, has devised a "bulletin box" which the Post and Sun is using at the present time on some of the prominent corners in the smoky city.

"It has always been a custom in our city," writes Mr. Lunn, "to furnish boys at various corners with a square box to be used for placing their various supplies. As the public in general in Pittsburgh is interested in bulletin service, it occurred to me that an up-to-date bulletin delivered to the agents with regular daily supplies and placed on above mentioned bulletin rack would both attract attention and create sales for our two papers. I am proud to say that an increase has been shown since establishing this service."

By the use of this bulletin, the Post and Sun secure prominent display as shown in the accompanying half tone and in addition gain the good will of the corner men who are favored with this rack.

Would Keep Newsboys Off Streets.

Following the death of a Pittsburgh newsboy beneath the wheels of an automobile the East Side Commercial Club of that city has adopted resolutions asking the Pittsburgh Council to pass an ordinance prohibiting newsboys from running across streets to make sales and limiting their operations to the sidewalks. The desire of the club is to pattern after larger cities in regulating the operation of the "street merchants," to the sidewalks, preventing their going into the street where traffic endangers their lives.

Ground has been broken for a new home for the Farrell (Pa.) Daily News.

THE HERALD

HAS THE
LARGEST MORNING CIRCULATION

IN
WASHINGTON

C. T. BRAINARD, President.

Representatives:

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

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

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

S. G. LINDENSTEIN, INC.

Special Representative

118 East 28th Street New York City

The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of The Jewish Morning Journal for 101,153 six months ending June 30, 1914.

The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.

The Jewish Morning Journal prints more HELP WANTED ADS.

than any paper in the city, excepting the New York World.

I. S. WALLIS & SON, West'n Representatives
1246 First National Bank Bldg., Chicago

KENTUCKY JOTTINGS.

Col. Watterson Makes Relentless War on German-Americans Who Attack the Press.

(Special Correspondence.)
LOUISVILLE, KY., Sept. 7.—"Marse Henri" Watterson, veteran editor of the Courier-Journal, is waging relentless war on the German-Americans everywhere because of their charge that newspapers are partisan in their reports of the European war. Col. Watterson has no patience with such contentions, and is proving it by firing editorial broadsides daily at the men who, he says, if they feel as they talk, should be at the front fighting the battles of the Kaiser.

Threats said to have been made by influential German-American advertisers holding space contracts with the Courier-Journal thus far have failed to stay the Colonel's fire. Replies that

Herman Ridder makes to the Louisville editor's conclusions get prominent position in the Times, the Courier-Journal's afternoon friend and neighbor, and the following day the New Yorker's arguments are "riddered" in the Courier-Journal.

Col. Watterson says the Courier-Journal has taken its stand and there will be no turning back.

Bath County is now entirely without a newspaper. The Sharpsburg World quit business several months ago when its owner and editor, J. Clyde Nelson, received the appointment as postmaster at that place. Last week the Owingsville Outlook was indefinitely suspended.

Warren Cunningham, for many years city editor of the Pinnacle News, has resigned. H. V. Brints has been named to succeed Mr. Cunningham.

Edward Rutledge of Murfreesboro, Tenn., has become city editor of the Park City Daily News at Bowling Green, Ky.

R. H. Royster, of Sebree, is now the owner of the Sebree News which he purchased of R. B. McGregor, who has run the paper for the past two years. The name will be changed to the Sebree Banner, and will be issued weekly.

Arthur Timoney, who recently established the Lawrenceburg Record, has sold his paper to Jesse Alverson, owner of the Lawrenceburg News, and the Record will be published no more.

M. P. O'Mara, of the Winchester Sun, a popular and efficient newspaper man, has purchased the Clay City Times from J. C. Burgher, and will leave with his bride for Clay City to take charge of the paper next week.

AMERICAN WRITERS NOW SAFE.

Escape Surveillance of German Military Authorities at Aix-la-Chapelle and Cross Into Holland.

The American correspondents who accompanied the German army for nearly two weeks across Belgium and into France are reported safe on Dutch soil, after having been held prisoners by the Germans. For the last week the party had been under surveillance at Aix-la-Chapelle, whither they had been brought on a train with prisoners from Beaumont, Belgium.

Included in the party are Roger Lewis, of the Associated Press; Irvin S. Cobb, of the Saturday Evening Post and the Philadelphia Public Ledger; James O'Donnell Bennett and John T. McCutcheon, of the Chicago Tribune, and Harry Hansen, of the Chicago Daily News. With them on the trip to Aix-la-Chapelle were three other correspondents—Maurice Gerbeault, a Belgian correspondent, who was recently reported killed as a spy; Lawrence Stein Stevens, an American artist, formerly of Detroit, and Victor Hennebeard, King Albert's special photographer.

The party of five Americans left Brussels on August 23, with special military passes, and were the only correspondents who were successful in following the German army.

They proceeded by carriage to Nivelles, where the sound of cannon so frightened the carriage driver that he returned to Brussels, leaving the correspondents to continue on foot. At Beaumont the correspondents were held up by Commandant Mittendorfer, whose suspicions against all newspaper men had been aroused. The American party was allowed to spend the night on the stone floor of a Belgian schoolhouse, which had been converted into barracks for the German troops. The correspondents were courteously treated by the soldiers.

After being repeatedly told that they were not prisoners, the Americans were locked up with three Belgian correspondents arrested the day before. Stevens already had been sentenced to be shot as an English spy.

The surveillance of the military guard and the police relaxed when the authorities discovered that the American correspondents had in their possession accounts favorable to the German army. The party finally crossed the Dutch border without permission of the authorities.

It is rumored that an inquiry by the State Department is to be made regarding the detention of the journalists by Germany.

Burlington Enterprise Sold.

The Burlington (N. J.) Daily Enterprise has changed hands. The paper is now owned by a syndicate said to be composed of Atlantic City capitalists. Included in the purchase is a large printing plant recently erected on South High street. The business will be under the management and editorship of Tuttle C. Walker. The Enterprise was published by a company headed by Councilman I. Snowden Haines, president of the New Jersey Bankers' Association.

W. M. Bangs Left \$2,000 Estate.

William McK. Bangs, formerly publisher of the New York World, and later writer of magazine stories, who died last month, left an estate of not more than \$2,000. Mr. Bangs, after publishing the New York World for a number of years, went to Rochester, where he became publisher of the Post-Express.

Schloss Bros. are making contracts through L. A. Sandlass, Baltimore, Md.

TEXAS CIRCULATORS.

Van Laeys of the Houston Chronicle Receives a Watch From His Friends.

A brief report of the meeting of the Texas Circulation Managers' Association held at Houston was printed in these columns last week. The following supplementary report contains matter of interest to circulation men generally:

A. J. Mathews, a director of the International Association, who was present at the convention, was elected an honorary member, and L. J. Laeys, of the Houston Chronicle, who is shortly to become business manager of the St. Louis Star, was elected a life member.

An interesting event of the day was the presentation of a watch to Mr. Van Laeys in testimony of the high esteem in which he is held by associates on the Chronicle. Visiting newspaper men at the noon adjournment of the business meeting assembled in the editorial rooms of the Chronicle. There they were joined by members of the editorial and business staff of the Chronicle.

In presenting the watch C. B. Gillespie among other things said: "This watch contains a jewel for each of the months you have been on the Chronicle, twenty-three in all—a somewhat significant number, indicating movement. It represents the pure gold of our friendship. In Houston you have not needed a watch, the pace here being too swift to make necessary the keeping tab on tempora mores. Besides, everything here has been so much like clockwork. But in St. Jouis you will need the watch in order to slow down and keep step with the procession."

In the evening a banquet was held at which there was much speech making.

Florida Fruit Growers Double Ad.

Jefferson Thomas, president of the Thomas Advertising Service of Jacksonville, Fla., writes to say that he has just returned to Jacksonville from Tampa bringing with him the authority from the Florida Citrus Exchange to spend twice as much on its advertising campaign for the coming season as in any preceding year. Mr. Thomas thinks the fact is significant as reflecting the confidence of Florida's greatest industry in business conditions generally. A very definite expression of this confidence was made in a full page ad inserted by the Exchange early last week in the leading daily newspapers of its territory.

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

Daily Puzzles
1 and 2 col.
Sample mats with pleasure on request.
The International Syndicate
Features for Newspapers, Baltimore, Md.

Local Editorials
You can't afford to neglect your local editorials for foreign war comment.
We help you look after the home field while you're busy with war.
BRUCE W. ULSH
Prestige Promoter Wabash, Indiana

The Houston Chronicle writes us that
"The Winthrop Coin Card
when properly used
Proves a Wonderful Success"
They are one of over four hundred dailies using them properly.
We will gladly explain to you how additional
Business and Profit
can be had
in Your Classified Department
Just write us—mentioning this ad.
THE WINTHROP PRESS
141 East 25th Street New York City

These war times
records are in dire danger of showing slumps. The wise publisher keeps them up by putting on a trade, industrial or feature edition. We believe that once you have put on an edition of this sort, using the **GALLAGHER SERVICE**, you will become one of our regular clients.
JOHN B. GALLAGHER & CO.
Tulane-Newcomb Building
NEW ORLEANS, U. S. A.
Eastern Office: Equitable Building
Baltimore, Md.

Newspaper Correspondents
Increase your list of papers by registering in the forthcoming edition of the Newspaper Correspondents Directory. A stamp will bring you information which should be of material help to you.
National Association Newspaper Correspondents
Germania Savings Bank Building
PITTSBURGH, PA.

WAR NEWS
and
PICTURES
Unequaled service. Moderate prices. Splendid daily war layouts in matrix form. Special signed cables day and night. For details and prices write or wire to
International News Service
238 William St. New York City

A Great Feature Service
in mat form—eight pages—the output of *The Philadelphia Press* organization. Every feature is high grade and a puller.
Beauty—Health—Home—Housewife—and other strong pages—See for yourself—Send for sample pages!

World Color Printing Co.
ST. LOUIS, MO.
Established 1900 R. S. Grable, Mgr.

USE
UNITED PRESS
FOR
Afternoon Papers
General Offices, World Bldg., New York

THE TEST
CIRCULATION is the big asset. To earn it and HOLD it you must "deliver the goods." RESULTS are the true test. ASK OUR CLIENTS what the output of Newspaper Feature Service has done and is doing in the way of circulation-making. LET US SEND YOU samples of our colored comics, daily magazine pages and Sunday magazine pages in black and colors.
NEWSPAPER FEATURE SERVICE
M. Koenigsberg, Manager.
41 PARK ROW, NEW YORK

WAR NEWS. AUTHENTIC WAR NEWS.
We receive the complete cable dispatches of the Central News, Ltd. of London, The Agence-Fournier of Paris, The Telegraphien-Union of Berlin, in addition to our own special correspondents.
CENTRAL NEWS OF AMERICA, 26-28 BEAVER STREET, NEW YORK

R. J. BIDWELL CO.

Pacific Coast Representative
of

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

742 Market Street
SAN FRANCISCO

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

(96% in Nebraska)

OMAHA DAILY NEWS

July Average

73,959

Has 20,000 More Circulation than any Other Nebraska Paper. Largest Sunday Circulation. First in Quality Circulation.

C. D. Bertolet
Boyce Building, Chicago

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

THE

Detroit Saturday Night

guarantees the reliability of every advertisement appearing in its columns.

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

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

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

THE NEW HAVEN Times-Leader

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

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

FLORENCE OF THE TWIN CITIES.

Former President of Texas Circulation Managers' Association Has Many Activities.

M. W. Florer, retiring president of the Texas Circulation Managers' Association, has the reputation of being about the busiest circulation manager in the country. He is general circulation manager for A. H. Belo & Company, which publishes two dailies and a semi-weekly at Dallas, and a daily and semi-weekly at Galveston, which



M. W. FLORENCE.

have a combined circulation of about 300,000, in five states. His office is in Dallas, but he is in direct touch with the Galveston editions, 315 miles away. STARTED CAREER IN 1887.

Mr. Florer started with this company, at Dallas, as a helper in the mailing room on August 10, 1887, but soon advanced to the business office and in 1902 was made circulation manager of the Dallas Morning News. In 1912 he was again advanced, this time to his present responsible position.

Undoubtedly the greater part of his success has been due to his remarkable ability for organization, together with a magnetic personality. A representative of THE EDITOR AND PUBLISHER recently was guided by Mr. Florer about the new Journal-news plant, probably one of the best equipped newspaper offices in the United States, when they suddenly entered the newsboys waiting room, where the street boys were waiting for a "war extra." Instantly dozens of boys commenced shouting "Hello Mister Florer" and all those within grabbing distance insisted on shaking hands. When asked the reason for this demonstration Mr. Florer said that no matter how busy he might be, he made it a point to visit the boys a few minutes daily.

190 BOYS IN 16 FOOT SPACE.

Recently a heavy wire cage affair has been placed in the newsboys room which enables him to put 190 boys in a sixteen foot space, without crowding, thus giving the little fellow an even break with the larger boys.

Mr. Florer is president of the News' Employees Saving and Loan Association, an organization which has holdings valued at \$60,000, and has purchased over \$30,000 worth of Dallas real estate during the past year.

Mr. Florer was recently elected president of the Dallas Press Club, which is an unusual honor for a circulation manager. He is also chief executive of the Southern Vending Machine Company, and is a director in a General Realty Company at Dallas. Last year when the Texas Circulation men organized at Fort Worth, they elected him president, and he has been largely responsible for the prompt and successful establishment of that organization.

As circulation manager of the Belo papers the number of his traveling men never runs below fourteen and he very proudly speaks of his four thousand recognized subscription agents.

He appears to have always had a "stunt" in view. His latest is to help bring the I. C. M. A. to Texas in 1910, and take the famous "Swing around the Circuit," a trip which will include all the larger towns of Texas and give the delegates the novelty of holding each convention session in a different city. Mr. Florer has already collected much data and asserts that the plan is entirely practical, and could be carried out at a very nominal expense.

Shreveport Celebrates "Dollar Day."

(Special Correspondence.)

SHREVEPORT, LA., Sept. 1.—The Ad Club's Dollar Day event was celebrated last week. The idea was suggested at the annual convention of the Associated Advertising Clubs of the World, at Toronto. Representatives of the Shreveport Journal brought back practical plans with them and localized them so successfully that the duplication of Dollar Day is being considered. The Shreveport Journal incidentally carried over 10,000 agate lines of advertising in this connection. One of the offerings at \$1 was a six-room house on a fashionable street, to be thrown in with the sale of certain lots at appraised value.

Union-Star's Second "Dollar Day."

The Schenectady (N. Y.) Union-Star has just conducted a second "Dollar Day" similar to the inaugural one last February. Special appeal was made to out-of-town buyers and they came in force to Schenectady from many points, some from sixty miles away. Special bargains were offered in the stores and purchasers went away heavily laden with goods. The next "Dollar Day" will be in February, 1915.

Tennis Club for Scribes.

New York City newspaper men are organizing a tennis club to hold competitions and play purely for the sport of it during summer and winter. The movement has met with a ready response, thirty-two men having signified their intention of joining the first day the project was made. Courts will be rented outdoors in a central location and an armory will be placed at the disposal of the club for the winter months. The Newspaper Golf Club has been a big success, and it is thought that this club will be even more attractive because of the location of the playing centres being within easy reach of the newspaper offices. Raymond N. Hyde, of the Herald, is the provisional secretary, and receives all communications.

If Life Young Were Czar of Russia—

"If I were the czar of Russia and my people were loyal behind me, I could whip the earth," said Lafayette Young, owner of the Des Moines Capital and former United States Senator from Iowa, who was in Minneapolis last week. He was discussing the European war situation and giving the opinion that Russia would hold the key to Europe if its millions of citizens were unitedly loyal. A year ago Mr. Young traveled through the Balkan states and saw first hand the results of the war against Turkey and of the Serbian-Bulgarian conflict.

Athens Herald Features 1914 City.

The Athens (Ga.) Daily Herald under date of August 13 issued a special number with the headline "Athens in 1914." The issue is concerned with the town in all of its various phases, social, political, religious, artistic. It deals with the city's many-sided activities, and serves up the information in a very attractive style. The make-up is good, and the advertising evidences marked enterprise on the part of the publishers.

Important if True.

Oklahoma newspapers are devoting many inches of valuable space to the discussion of whether or no they will believe the affidavit of a New Jersey poultry raiser that he possessed a hen which laid three eggs per day. —Wichita (Kas.) Eagle.

The Seattle Times

"THE BEST THAT MONEY CAN BUY"

Circulation for June, 1914—

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

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

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

LARGEST QUANTITY—
BEST QUALITY CIRCULATION

Buy the best and you will be content

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

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

THE CHICAGO EVENING POST
(Evening Daily)

INDIANAPOLIS STAR
(Morning Daily and Sunday)
"The Star League" TERRE HAUTE STAR
(Morning Daily and Sunday)
MUNCIE STAR
(Morning Daily and Sunday)

THE ROCKY MOUNTAIN NEWS
(Morning Daily and Sunday)

THE DENVER TIMES
(Evening Daily)

THE LOUISVILLE HERALD
(Morning Daily and Sunday)

The Shaffer Group

San Francisco Examiner

FIRST IN INFLUENCE
IN CIRCULATION
IN ADVERTISING

Covers Greater San Francisco more completely than any other American city is covered by one newspaper

Sells at 5c per copy, or \$9.00 a year
Circulation 122,000 DAILY
226,500 SUNDAY

M. D. HUNTON W. H. WILSON
220 5th Avenue Hearst Bldg.
New York Chicago

The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

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

FOREIGN REPRESENTATIVES

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

YOU MUST USE THE

LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation MORE THAN 150,000

PRESS ASSOCIATIONS. WIDTH OF NEWS PRINT ROLLS.

George M. Bailey was elected president of the Houston Press Club at its annual meeting last week. Other officers for the ensuing year are: Dr. E. A. Norton, active vice-president; J. M. Limbocker, vice-president; Louis E. Brumleu, treasurer; Robert C. Tucker, secretary; Col. George M. Bailey, Harry T. Warner, Bert Blessington, George E. Kepple, Dr. B. Bunnemeyer, W. M. Harper and J. R. Montgomery, executive board. One of a series of entertainments to be given by the club will be an "International peace dance" early in October, the proceeds to go to the American Red Cross Society.

At the organization meeting of the editors of McLean County, N. D., at

A. N. P. A. Paper Committee Publishes Data Collected from 933 Dailies of Country.

The American Newspaper Publishers Association's committee on paper has issued a 40 page special bulletin on width of rolls of daily newspapers revised to July 1, 1914. The compilation shows the width of rolls of news print paper used by 933 daily newspapers. It has been arranged by States and by widths.

The report shows widths of 712 papers reporting in 1912, 757 in 1911, 818 in 1912, 851 in 1913 and 933 in 1914. The following companion will be of especial interest to business managers:

	1910	1911	1912	1913	1914
48 inches and under	66	66	69	82	83
61 to 65½ (inclusive)	12	9	9	7	11
66 inches	30	36	44	46	52
66¼ to 66¾ (inclusive)	24	28	38	48	59
67 inches	182	225	243	248	264
67¼ to 67¾ (inclusive)	23	19	22	23	23
68 inches	106	92	92	89	84
68¼ to 68¾ (inclusive)	17	14	16	14	13
69 to 69¾ (inclusive)	35	31	33	33	37
70 inches	137	152	160	161	195
70½ to 72¾ (inclusive)	22	21	25	26	33
73 to 75¾ (inclusive)	21	25	30	41	51
76 inches and above	37	39	37	33	28
Total	712	757	818	851	933

Garrison, last week the following officers were elected: Miss L. L. Satterlund, Washburn, president; F. E. Wright, Max, secretary and treasurer, and those of the executive committee were G. W. Stewart, Wilton; E. J. Jones, Turtle Lake, and H. L. Stanley of Garrison. After the necessary business was transacted C. D. Colcord, editor of the Ward County Independent and also president of the North Dakota Press Association, gave a very interesting and instructive talk. Taylor Thompson, state printer, also delivered an excellent speech.

The Nebraska Democratic Editorial Association met at South Omaha last week. President John M. Tanner was in the chair. About 44 editors and publishers were present from different parts of the state. The speakers included Governor Morehead, Henry C. Richmon of the Omaha Nebraskan. Edgar Howard of the Columbus Telegram and others. The business meeting was followed by an auto trip around the city and a banquet.

The Northern Indiana Editorial Association will meet at Fort Wayne September 18 and 19. A large attendance is expected. Chester A. McCormick, of North Judson, is secretary of the organization.

Ben Spear of Waterville was elected president of the Washington State Press Association, in annual meeting at South Bend last week. Other officers chosen are: Major Patten, Hoquiam, first vice-president; W. B. Jessup, Bremerton, second vice-president; Louis Jacobin, Concrete, secretary; Edwin M. Connor, South Bend, treasurer; executive committee: Paul Harvey, Elma; James A. Wood, Seattle; W. A. Aide, Raymond; Fred Orness, Mount Vernon; E. E. Beard, Vancouver. Resolutions were adopted relating to the law of libel.

The annual meeting of the Missouri Press Association at St. Louis, September 16, 17, 18 promises to be a great family reunion of newspaper people. From present indications every county and nearly every town of any size in the state will be represented. Many publishers will issue their papers a day or two ahead of the usual time in order to be present at the great banquet to be given in honor of the association at the Planters Hotel the evening of the 16th. Governor Major, Mayor Kiel and others will speak.

College Publicity Bureau.

A publicity bureau, comprising many new features, and in every way more complete than the method of publicity in the past, is to be inaugurated by Dean Beverly T. Galloway, of the New York State College of Agriculture. Dean Galloway's plan of publicity is similar to that used by the National Department of Agriculture and will be formed under the supervision of a publicity manager. Efforts hereafter will be made to send out the information through the newspapers, rather than through bulletins, which are often discarded by the rural people. The directors of the State College believe that newspaper publicity is more valuable than any other method of securing the public attention.

"The Vultures!"

The London Morning Post makes extracts from editorial articles in a number of papers condemning the London Times' publication of sensational war stories and concludes by printing the following verses:

THE VULTURES.
 They sicken with false hope; they torture with false dread.
 They interview the wounded; they photograph the dead.
 They manufacture victory; they improvise defeat.
 And they coin the tears of women into coppers in the street.

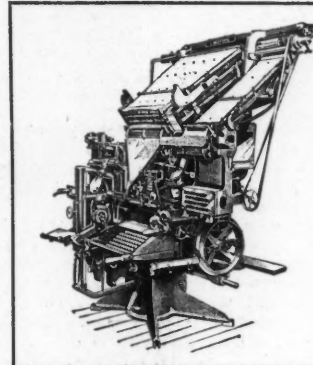
Editors Visit the Northwest.

Forty-three editors and managers of Scandinavian and Norwegian newspapers, published in New York, Minnesota, Michigan, Iowa, Wisconsin, North Dakota, Washington, Illinois, Manitoba, British Columbia, Ontario and Alberta, visited Edmonton and other parts of the province of Alberta August 15 to 22. While in Edmonton they were the guests of the Board of Trade. J. F. Christensen, an agricultural expert of New York, who accompanied the party, said that the purpose of the tour is to give the writers first-hand information as to the natural resources of the western provinces.

Watermelons Increase Circulation.

E. C. White, the new circulation manager of the Houston (Tex.) Chronicle, has already made himself popular with two hundred local newswies. He did this by buying for them 50 watermelons which he sent to the newsboys' club at Houston where they were eaten. The feast was followed by a large increase in the circulation of the Chronicle.

FIRST AID TO SAFETY FIRST



**MODEL 14
 MULTIPLE
 MAGAZINE
 LINOTYPE**

Safety first means getting your paper on the street first. It means making every train every day. It means getting in last minute news, and last minute war news is of vital interest to most of your readers today. It means getting every advertisement in the first as well as the last edition.

FIRST AID TO SAFETY FIRST MEANS THE MODEL 14 LINOTYPE

Mergenthaler Linotype Company

Tribune Building, New York

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

Fake Solicitor for Baker's Review. A man, whose initials are "G. S.," was recently dismissed as agent for the Baker's Review by J. R. Gregory & Co., publishers of the periodical. His methods of making returns were found unsatisfactory and his suspension followed, in spite of which, he continues to make collections. He has been offering small checks, made payable to his late employers, to hotel keepers throughout the country and getting them cashed. He was last heard from at Minneapolis.

BUILD YOUR CLASSIFIED MEDIUM RIGHT

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

THE BASIL L. SMITH SYSTEM

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

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

Did You Ever Hear the Story

Of how the utility man on a daily newspaper in a town of 15,000 was called to the position of circulation manager on a Boston daily and saved the publisher \$40,000 before he was a year on the job? It may sound like a dream, but the man is still living and holding down the same job.

How Did He Do It?

Very simple! As a publisher he knew the value of co-operating with independent newspaper distributors. Therefore, instead of making his own distribution he called upon independent wholesalers.

DUHAN FOR DISTRIBUTION
 Write—Phone—or Wire

DUHAN BROTHERS

Newspaper distributors who have made good since 1892.

TRIBUNE BUILDING Telephone: 3584 Beekman NEW YORK CITY

Connecticut's Biggest and Best
Daily Newspaper

The Hartford Times

Hartford, Conn.

THE TIMES' circulation is 3c. circulation
Home circulation

"One paper in the home is worth
a hundred on the highway."

KELLY-SMITH COMPANY
Representatives

220 Fifth Ave. Lytton Bldg.
New York Chicago

The New York Times is the only New York newspaper which published more advertising in the eight months of 1914 than in the corresponding period of 1913, its gain being more than 565 columns—170,000 agate lines

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

NEW YORK TRIBUNE

and be fully assured of Satisfactory Response.

The Globe
and Commercial Advertiser.

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

Net paid circulation for year ending August 31, 1914

161,321

Net paid circulation for August 30, 1914

213,768

SUCCESS

has followed The Evening Mail's policy of refusing unreliable advertising.

The Evening Mail carries more advertising than any other New York evening paper in its class.

The Evening Mail combines quantity with quality in circulation.

The Evening Mail
New York's Great Home Paper.

THE NEW ORLEANS ITEM

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

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

LIVE AD CLUB NEWS.

The Woman's Advertising Club of Los Angeles, sprang into being last week with the election of officers and adoption of a constitution. By unanimous voice Miss Louise Porter was elected president, though she was not present. She is away on a vacation. Miss Anna Boyd was chosen vice-president and the other officers are: Miss Sheila Clark, treasurer; Miss A. E. Bell, corresponding secretary; Miss Mabel Parks, recording secretary, and Mrs. Clara B. Eastman chairman of the business committee.

In a comprehensive report submitted to the Birmingham (Ala.) Ad Club at the weekly luncheon, Oliver Cox, retiring general secretary, reviewed the work of the organization during the past year. Mr. Cox, who retired from the secretaryship of the Ad club to devote all of his time to his duties as assistant secretary of the Rotary Club, has been succeeded by H. D. Cullen.

The Johnstown (Pa.) Ad-Press Club no longer will agitate public questions, unless requested to lend its aid in some movement of general interest. This decision was reached at a meeting of the organization last week, when its policy reverted to what it originally was when the club was founded—an association of advertising and newspapermen banded together to promote cleaner, better and more efficient advertising. Ludwig Henning, president of the club, gave a short resume of what work has been done by the Ad-Press since its organization.

Following the weekly luncheon of the Rock Island (Ill.) Ad Club the by-laws and rules covering the membership of the club were drawn up and presented by the temporary officers of the club, Fred W. Burgh and Paul Preston, president and secretary respectively. Other matters of business pertaining to the club management were discussed at the meeting of the new organization.

The Montreal (Can.) Publicity Association at its mid-day meeting and luncheon last week, passed resolutions favoring the projected union of the association with the Montreal Advertising Club. A detail of such an amalgamation which caused some discussion was the question of annual fees, which differ widely in the two clubs. This was settled by the adoption of a proposal that an "educational" membership be established, with a lower fee than for full membership.

At a recent meeting of the Dallas Ad League much of the time was devoted to criticisms and comments upon local newspaper advertising. In discussing the business situation in Texas, Col. Frank P. Holland said that the residents of Western Texas "Who do not yet know there is a war," will give Texas merchants and manufacturers enough work to do to tide them over even though the balance of Texas prove pessimistic.

The Associated Advertising Clubs of Texas have launched a movement to secure the passage of a law against fraudulent advertising in that state. The various clubs are already discussing the matter and it is believed that by the time the legislature holds its session the movement will have become so strong that the legislator will be unable to resist it.

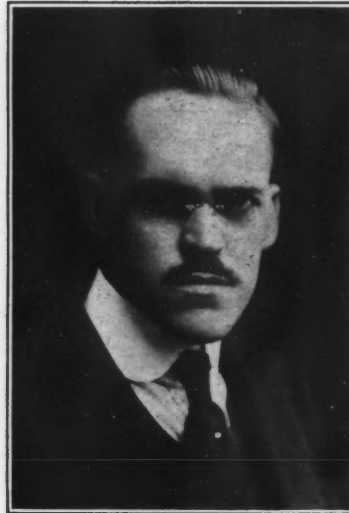
In order that the Dayton, Ohio, manufacturers who are now, or may in the future, be interested in South American trade, may be informed, the Dayton Advertising Club has appointed a committee of three to investigate advertising conditions in the Latin American countries. The committee consists of B. B. Geyer, of the Geyer, Dayton Advertising Company; H. M. Huffman, manager of the Cycle Department of the Davis Sewing Machine Company, and R. W. Sullivan, advertising manager of the Lowe Brothers Company.

ATLANTA'S NEW PAPER .

The Saturday Night to be Launched Sept. 12 by Lyon and Parkhurst.

The Atlanta (Ga.) Saturday Night will make its debut on September 12. It has been carefully planned as a clean, constructive weekly for intelligent, right-thinking people. The publication is to be printed on best supercalendared paper and will feature pictorial matters.

The paper will present a weekly review of woman's work and society, the-



J. BERNARD LYON.

atricals, sports, books and music, financial matters, and with a constructive editorial page. A number of the South's best writers have been secured.

J. Bernard Lyon, the publisher, is a native Alabamian, and was for five years associated with the advertising departments of Montgomery daily papers, afterwards advertising manager of the Augusta (Ga.) Chronicle, and for a year with the Birmingham (Ala.) Ledger. He is a keen and aggressive news-



WM. F. PARKHURST.

paper man and brings the result of many years of experience and study to the Atlanta Saturday Night.

William F. Parkhurst, business and advertising manager, is a native of Atlanta, and for years operated a service agency there. Afterward he was solicitor and copy man for the advertising agency of J. C. McMichael, Inc., for two years, leaving this work to accept the Southern advertising managership of the Orange Judd Company. When the Georgia Chamber of Commerce was organized, Mr. Parkhurst was selected as publicity director, and is leaving this work to help launch the paper.

The new publication will be represented in New York territory by Charles Seested, 41 Park Row, and in Chicago by F. S. Kelly, People's Gas Building.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

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

There is no Duplication or Substitution in

Pittsburg Leader Circulation

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

VERREE & CONKLIN
Foreign Representatives

Steger Building, Chicago
Brunswick Bldg., New York

We are ready to prove that only through these two papers can you reach their readers.

THE PITTSBURGH POST

(Morning)

THE PITTSBURGH SUN

(Afternoon)

CONE, LORENZEN & WOODMAN

Foreign Representatives
New York, Kansas City, Chicago

Get the Best Always

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE,
Brunswick Building, New York

HORACE M. FORD,
People's Gas Building, Chicago

H. C. ROOK,
Real Estate Trust Building, Philadelphia

New Jersey's
Leading 7 Day Paper

Trenton Times

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

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

The Peoria Journal

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

H. M. Pindell, Proprietor

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

TIPS FOR THE MANUFACTURERS OF SUPPLIES

CHANGES IN INTEREST.

DADE CITY, FLA.—The Banner has been sold to M. F. Hetherington, son of the editor of the Evening Telegram, of Lakeland. The initial number of the Banner under the new management will make its appearance next week.

LOYAL, WIS.—William Neuenfeldt, who purchased a half interest in the Tribune a few months ago, is now the sole owner of the paper having purchased his partner's interest recently.

FORT BRANCH, IND.—The Times, a weekly, has changed hands. The purchasers are the Rev. Golden A. Smith and J. G. Turner. Swinney Bros., the former proprietors, will continue in the job printing business and have contracted to issue the Times from their plant.

BELOIT, KAN.—Jack Harrison, ex-United States Marshal for Kansas, bought the Gazette from Fred Knapp last week. The Gazette has been a Bull Moose weekly paper. Mr. Harrison will make it a Republican paper and continue it as a weekly.

DENMARK, WIS.—The Enterprise, founded by Ed Maertz and later sold to H. J. Harris of Ohio, has again changed hands, the new owner and editor being R. T. Solensten, who assumed charge of the paper last week.

CHUTON, OKLA.—Earl Cochran, editor of the News, one of the best known

newspaper men in western Oklahoma, has disposed of his plant and subscription list to a stock company. P. S. Hillman will be the editor under the new ownership. Hillman formerly edited the paper.

LANESBORO, IA.—A. L. Clark, formerly of Lake City, has purchased the Topic of this city and taken charge.

ALBIA, IA.—A half interest in the Republican has been sold to S. W. Wilson, of Oskaloosa. The change took place September 1, and the purchase price was said to be \$9,000. The sale retires Horace Barnes, editor and manager, and Don McGiffen, city editor. Mr. Wilson at one time was part owner of the Oskaloosa Times.

WAVERLY, O.—There is a movement on foot among prominent Republicans in Waverly and Pike County to purchase the Waverly News, the Republican organ of the county, the majority of the stock in which is owned by leading Democrats of that county. Lloyd Gehres is slated for editor and general manager of the paper.

MEYERSDALE, MD.—The Commercial has been purchased by Kimber Cleaver, who will conduct it as a Progressive organ. Rev. Albert M. Schaffner has been editor and proprietor since 1911, when Lo. A. Smith, many years editor of the paper, died.

MARLINGTON, W. VA.—The Pocahontas Independent, a Progressive paper published by Bob Kramer, has been bought by the Republican leaders of Pocahontas County and consolidated with the Journal, a Republican paper recently established.

LOGAN, W. VA.—The Banner has changed hands and will, in the future, be published and edited by W. J. Deegans.

PURVIS, MISS.—The Booster Publishing Company, heretofore owned by Miss Mattie J. Emerson, has changed hands. Miss S. M. Reese assumes the ownership of the plant, and it is understood that Dr. S. E. Reese will continue to act as editor of the Purvis Booster.

TOWER CITY, N. D.—W. B. Knight has sold the Topics to George J. Heinze, who for the past four years has been editor of the Halsted (Minn.) Journal.

NEW LISBON, WIS.—C. A. Leicht has bought out the interest of Donald M. Leicht in the Times-Argus Publishing Company and is now the sole owner of the paper and its printing plant.

NEW PUBLICATIONS.

PAINTED POST, N. Y.—L. J. Swartout is making arrangements for the publication of two independent weekly newspapers. They will be known as the Painted Post Express and the Woodhull Enterprise. Mr. Swartout has been connected with newspapers at Dundee and Watkins.

LONDON, ENGLAND.—Frenchmen in London now have a newspaper of their own. It is the first French daily newspaper in England. Its title is L'Echo de France.

GRENLOCH, PA.—The Weekly Star, the first newspaper published at Grenloch, will appear this week with H. J. Gardner as editor. It will be neutral in politics.

NEW INCORPORATIONS.

TOLEDO, O.—The Toledo German Publishing Company, capital stock, \$50,000; general printing and advertising business; A. W. Eschedor, George J. Mendelsohn, John Ulmer, Walter Heer, Albert Neukem, Theo. Schmitt, Antom Hensch, C. E. Christen and Henry C. Vertriebe.

SYRACUSE, N. Y.—The Onondaga Star Publishing Company; printing and publishing; capital stock, \$175,000; incorporators: C. T. Hurst, C. A. Gallinger, A. J. McGuire.

ASHLAND, PA.—Steel Publishing Company; capital, \$10,000; treasurer, C. E. Steel, Minersville.

CHICAGO, ILL.—Eaton & Co.; capital stock, \$20,000; printing and publishing; incorporators: D. D. Hunt, R. R. Dreflein and W. Wynne.

OLIVE HILL, KY.—Herald Publishing Company; capital, \$1,500; incorporators: A. J. Counts, T. S. Yates, J. E. McDavid, J. E. Thornsbury and W. F. Fultz.

WILMINGTON, DEL.—Latest News Association; capital stock, \$10,000; to acquire, take over and carry on business now carried on at 400 Century Building, Indianapolis, and to publish, print and circulate papers, magazines, etc. Incorporators: F. D. Buck, George W. Dillman, L. H. Jeffries.

TO EDUCATE THROUGH PRESS.

Life Underwriters Will Consider National Ad Campaign at Coming Convention.

The educational value of newspaper advertising as a part of a national campaign to bring life insurance more strongly before the American people will be undoubtedly the biggest problem to come before the convention of the National Association of Life Underwriters, which meets in Cincinnati Sept. 14 to 16.

Charles W. Scoval, of Pittsburgh, who is in Cincinnati to get the arrangements for the convention under way, declared that a national fund will be raised to pay the expenses of a nation-wide life insurance course in the daily newspapers. The advertising will not be devoted to one company or to any company, but will simply tell the public what life insurance is and what it proposes.

The money which will be given toward this fund will not come from the companies, but will be raised by the members of the organization, who are their leading agents and solicitors of America.

"I feel that eventually the insurance companies will be willing to contribute liberally to the fund for advertising along this line," said Mr. Scoval. "At least we hope to show them in a few years that they ought to do it, and that, even if their names are not mentioned in the advertisements, they are reaping the benefits just the same."

John L. Shuff, president of the Cincinnati Life Underwriters' Association, declared that the local organization will contribute its full share to the fund, and expressed the belief that when the reports on it are made at the convention it will surpass all expectations.

Real Coffee Used in This Ad.

The Dake Advertising Agency of San Francisco is now working on the M. J. B. account—one of the biggest coffee accounts in the West. It has hit on a novel stunt in advertising this coffee in the street cars, by showing the actual coffee beans from an overturned coffee can. The beans are pasted onto the card. The coffee can is a natural reproduction in colors on a grey background. The ad is a decidedly catchy one. It will be placed before the public very shortly. The Dake Agency also handles the Levi Strauss "Koverall" business; a big account. This agency was established in 1878. L. A. Dake is the president; E. J. Wood, secretary. E. D. Dake, the vice-president, is in charge of the Los Angeles office of the concern.

Baltimore's Religious Ads.

After using smaller copy during the summer months, the men behind the Religious Advertising Campaign in Baltimore resumed the use of half-page copy in the Baltimore News of September 5. The advertisements not only urge people to go to church, but likewise point out to the ministers the necessity of taking a great interest in social problems. The success of the campaign in the past has been the means of interesting several Baltimore clergymen in the use of printers ink for their particular church. Most of the copy is prepared in Baltimore, although, from time to time, noted writers like Winston Churchill and Bouck White, contribute. Arthur G. Turner, manager of the classified department of the News, is in charge of the campaign.

Fire did considerable damage to the Durand (Ill.) Gazette last week.

Executive Position

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

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

Are You the Man?

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

AMERICAN NEWSPAPER EXCHANGE
Rand McNally Building, Chicago.

FOR SALE.

Duplex, Twelve Page, Flat Bed Perfecting Press

prints four, six, eight, ten and twelve pages from type; speed, 4500 per hour; length of page, 22½"; folds to half and quarter page size. Press is in good condition and can be shipped quickly.

WALTER SCOTT & CO.
Plainfield, N. J.

We can increase your business—
you want it increased.

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

BURRELLE

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

Most Far Reaching Newspaper
Reading Concern in Existence

**ATLAS PRESS
CLIPPING BUREAU**

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

Canadian Press Clippings

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

**The Dominion Press
Clipping Agency**

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

NON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau Street Tel 4300-4 Beekman

Because you do not, at the present time, take small

Classified Advertisements

over the 'phone, does not mean, we hope, that you would not take them over the 'phone if

Collections Could Be Satisfactorily Made

Winthrop Coin Cards

are collecting this class of accounts for over four hundred daily newspapers to their satisfaction and profit.

Do you get the point?

THE WINTHROP PRESS
141 East 25th Street New York City

**Good
Cuts
For
Newspapers**

We make plates for newspapers that are etched deep and will print well.

Our prices are right and as we operate a day and night force, we are able to give newspapers a highly satisfactory service at all times.

Atlas Engraving Company
205 West 40th Street New York

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

Every pound guaranteed
F. E. OKIE CO.
PHILADELPHIA, PA.

TIPS FOR THE AD MANAGER.

J. W. Barber Advertising Agency, 338 Washington street, Boston, Mass., is placing 3-inch two-times-a-week 52-time orders with a selected list of papers for A. J. Tower Company, "Tower Brand Slickers," Boston, Mass.

Calkins & Holden, 250 Fifth avenue, New York City, are reported to have charge of the advertising account of H. J. Heinz Company, "Heinz Products," Pittsburgh, Pa.

A. W. Ellis Company, 10 High street, Boston, Mass., is issuing 2-inch 12-time orders to agricultural papers for the Holstein-Friesian Association.

J. H. Way & Sons Company, "Way Muffler," 23d and Arch streets, Philadelphia, Pa., is asking for rates in a few selected papers.

The Freeman Advertising Agency, Mutual Building, Richmond, Va., is making up a list of Southern papers for the fall campaign of Vicks' Chemical Company, Greensboro, N. C.

George W. Bricka, 114 East 28th street, New York City, is handling the advertising account of the Knabe Piano Company, "Knabe Pianos," Baltimore Md. He is also placing orders with papers in Greater New York for the Trommer Brewing Company, of Brooklyn, N. Y.

The Scheck Advertising Agency, 9 Clinton street, Newark, N. J., is forwarding orders to some Indiana papers for I. Lewis & Company, "John Ruskin Cigar," Newark, N. J.

Louis V. Urmy, 41 Park Row, New York City, it is reported, will again make up a small list of papers for Earl & Wilson, "E. & W. Collars," 33 East 17th street, New York City.

James T. Wetherald, 221 Columbus avenue, Boston, Mass., will resume the advertising account of Chester Kent & Co., "Vinol," Boston, Mass.

Allen Advertising Agency, 116 West 32d street, New York City, is sending out orders to a few Eastern papers for the Lehigh Valley R. R. Company, 143 Liberty street, New York City.

C. Ironmonger Advertising Agency, 20 Vesey street, New York City, is making a few new contracts for Bass, Ratcliff & Gritton, Ltd., "Bass Ale," 90 Warren street, New York City.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., will place orders with a selected list of papers for the latter part of this month for Martin Wagner Company, "Pork & Beans," Baltimore, Md.

The Southern Manufacturing Company, "Good Luck Baking Powder," Richmond, Va., is asking for rates in some Southern papers.

Ernest J. Goulston Advertising Agency, 18 Tremont street, Boston, Mass., generally prepare the newspaper

list about this time of the year for the Geo. A. Snow Shoe Company, "Snow Shoes," Brockton, Mass.

Harper Brothers, "Auction Block," 325 Pearl street, New York City, are placing orders through various agents.

Frank Presbrey Company, 546 Fourth avenue, New York City, is issuing orders to papers in selected sections for the Sterling Gum Company, 200 Fifth avenue, New York City.

It is reported that F. Wallis Armstrong Advertising Co., North American Building, Philadelphia, Pa., will shortly resume the same list of papers as last year for Joseph Campbell Company, "Campbell's Soups," Camden, N. J.

George Batten Company, Fourth Avenue Building, New York City, is resuming the fall advertising for Lehn & Fink, "Pebeco Tooth Paste," 120 William street, New York City.

Cheltenham Advertising Service, 150 Fifth Avenue, New York City, is reported to have charge of the advertising account of Robert H. Ingersoll & Brother, "Ingersoll Watches," 315 Fourth avenue, New York City.

Foster Debevoise Company, 15 West 38th street, New York City, will shortly make up a list of weekly papers for Francis Bannerman, military goods, 501 Broadway, New York City.

L. A. Sandlass, 7 Clay street, Baltimore, Md., will resume the advertising of the Resinol Chemical Company, of the same city, about the 15th instant or the first of October.

Edward J. Shay, Title Building, Baltimore, Md., will place orders in the South and West for the Monumental Brewing Company, Baltimore, Md., when they secure agents. He will also use the same list of papers as last year for Gibbs Preserving Company, of Baltimore.

Botsford Advertising Company, Broadway Building, Portland, Ore., will issue orders this fall for a tryout campaign in three or four large cities where they have good distribution for the Apple Growers' Association, Hood River, Ore.

Esser-Wright Company, Utica and Buffalo, N. Y., is placing small orders with weeklies for Bee Cell Company, Syracuse, N. Y.

M. Volkmann Advertising Agency, Temple Court, New York City, is forwarding orders to the same list of papers as last spring for the Empress Manufacturing Company, 36 West 20th street, New York City.

Remington Advertising Agency, 1280 Main street, Buffalo, N. Y., it is reported, will resume the advertising of Snencer, Kellogg & Sons, "Kellogg's Tasteless Castor Oil," Buffalo, N. Y., in October.

Canehart's Minknown Methods, Inc., 456 Fourth avenue, has created another new brewery account, that of the Lion Brewery, New York City. This agency is making 5,000-line contracts with the New York daily newspapers to advertise the Lion Brewery "Pilsener" and "Wuerzburger" brands. Another new advertiser recently created by this agency is "The Interstate Company," New York. dealers in tobaccos, cigars and cigarettes, and advertising for the "Bankers' Special" smoking tobacco, and the "Zufedi Cigarettes" are being advertised in a select list of publications.

The A. J. Tower Co. is sending out three inches 52 times in a selected list through J. W. Barber, Boston, Mass.

The Ackenberg Special Agency, of Toledo, O., on September 1 took over

ROLL OF HONOR

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

ARIZONA.	NEW JERSEY.
GAZETTE—Av. Gross Cir. Mar., 1914, Government Statement, Apr. 1, 1914 6,544 Gross 7,001	PRESS Asbury Park JOURNAL Elizabeth COURIER-NEWS Plainfield
CALIFORNIA.	NEW YORK.
THE NEWS Santa Barbara BULLETIN San Francisco	BUFFALO EVENING NEWS, Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL New York
GEORGIA.	OHIO.
ATLANTA JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta LEDGER Columbus	PLAIN DEALER Cleveland Circulation for August, 1914. Daily 129,595 Sunday 154,002 VINDICATOR Youngstown
ILLINOIS.	PENNSYLVANIA.
POLISH DAILY ZGODA Chicago SKANDINAVEN Chicago HERALD Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria STAR (Circulation 21,589) Peoria	TIMES Chester DAILY DEMOCRAT Johnstown DISPATCH Pittsburgh PRESS Pittsburgh GERMAN GAZETTE Philadelphia TIMES-LEADER Wilkes-Barre GAZETTE York
INDIANA.	SOUTH CAROLINA.
THE AVE MARIA Notre Dame	DAILY MAIL Anderson THE STATE Columbia (Sworn Cir. Mo., 1914. D. 22,850; S. 23,444)
IOWA.	TENNESSEE.
REGISTER & LEADER Des Moines THE TIMES-JOURNAL Dubuque	NEWS-SCIMITAR Memphis BANNER Nashville
KANSAS.	TEXAS.
CAPITAL Topeka	STAR-TELEGRAM Fort Worth Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
KENTUCKY.	WASHINGTON.
COURIER-JOURNAL Louisville TIMES Louisville	POST-INTELLIGENCER Seattle
LOUISIANA.	CANADA.
DAILY STATES New Orleans ITEM New Orleans TIMES-PICAYUNE New Orleans	BRITISH COLUMBIA.
MARYLAND.	WORLD Vancouver
THE SUN Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	ONTARIO.
MICHIGAN.	FREE PRESS London
PATRIOT (No Monday Issue), Jackson Average 1st qu. 1914: Daily 10,993; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	QUEBEC.
MINNESOTA.	LA PATRIE Montreal LA PRESSE Montreal Ave. Cir. for 1913, 127,722
TRIBUNE, Mon. & Eve. Minneapolis	
MISSOURI.	
POST-DISPATCH St. Louis	
MONTANA.	
MINER Butte	
NEBRASKA.	
FREIE PRESSE (Cir. 128,384) . Lincoln	

the agency division of the classified department of the Ackenberg-Machen Co. The latter company will continue to receive orders for classified advertising, but the preparing, placing and checking will be attended to by the Ackenberg Special Agency.

Editor Files Bankruptcy Petition.
Joseph C. Bennett, publisher of the Carlyle (Ia.) Optimist, has filed a petition in the Federal Court in which he asks to be adjudged a bankrupt. His liabilities are listed at \$3,679.42 and his assets at \$1,799.57.

New Orleans States

Sworn Net Paid Circulation for 6 Months Ending April 1, 1914

28,427 DAILY

Per P. O. Statement

Carrier circulation averages over 19,000 per issue. We guarantee the largest carrier and the largest *wholesale* home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.

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

AD FIELD PERSONALS.

TENTH YEAR OF AD COURSE.

W. S. Crawford, an advertising agent of Liverpool, is on his way home after an extensive trip in this country. He said, before sailing, "All the merchandise that has been made in England for France, Belgium, Germany and Austria will now be shipped to America, and I see no reason why England and the United States should not keep up trade relations just as if there were no war."

William H. McMahon has taken a position with the Fair Store of Binghamton, N. Y., as advertising and sales promotion manager. Mr. McMahon was called back to Binghamton, from a position as district manager with the Hoover Suction Sweeper Company, with which he has been associated in Harrisburg and Albany. For several years Mr. McMahon was engaged in newspaper work in Binghamton and subsequently was connected with the Sisson Brothers-Welden Company as advertising manager for four years, before leaving the city.

J. J. Geisinger, who has been connected with large advertising interests in Philadelphia, has become associated with the Federal Advertising Agency, New York.

George L. Gold, an advertising specialist, is to give an advertising man's view of religion this month at the West Side Branch of the Y. M. C. A. in this city.

James C. Calvert, who has been advertising manager of the Wichita (Tex.) Times, has taken over the management of the Duncan (Okla.) Eagle. Mr. Calvert is succeeded on the Times by James A. Wray, formerly city editor of that paper.

Edward Cohen, until recently in charge of the financial advertising department of the New York Evening Post, has joined the staff of the Metropolitan Advertising Agency, of this city.

C. J. Cruickshank has left his post with the Lozier Motor Car Company to become associated with the advertising department of the Nelson-Baker Company, Detroit.

K. S. Fenwick has been made a director in the service department of Everywoman's World. He was formerly with the Gagner Advertising Service, Toronto. At one time he was an advertising manager and Commissioner of Publicity for the city of Quebec. He was active in the management of the publicity campaign for the Quebec Tercentenary celebration.

William Horner, advertising manager of the Brooklyn (N. Y.) Eagle, has returned from a visit to Bermuda. The return trip was without special incident and no molestation on the part of German war ships was encountered.

B. J. Griswold, well-known cartoonist and for the past two years in charge of the Fort Wayne (Ind.) Sentinel art department, has resigned to embark in the advertising business. Mr. Griswold will head a new concern to be known as the Progressive Advertising Company.

Free Publicity Takes on New Form.

A new angle of the constantly recurring attempt to secure free publicity appears in the letter that, according to report, was sent out by the International Foreign Exchange Co., St. Louis. The letter which is signed by Dr. A. I. Sulyok, manager, includes the following paragraph:

"To have some idea of the popularity of your paper, we enclose the text of our advertisement for the first thirty days, that means that you should give us a trial by advertising same three times and if this advertisement will bring us results we will send for your contract. . . . Enclosed you will find the text for advertisement which free publishing we beg you to begin immediately, and send the copies to this office."

ARTHUR K. GRIBBLE, who recently died in Atlanta, Ga., was formerly connected with the Louisville, Ky., Gunning system of outdoor signs.

Noted List of Lecturers to Address 23rd Street Y. M. C. A. Students.

The tenth season of the 23rd Street Y. M. C. A. course in advertising will open on Wednesday evening, October 14, at 8 o'clock, and continue each Wednesday evening for twenty-four weeks. The course is under the direction of Frank Leroy Blanchard, editor of THE EDITOR AND PUBLISHER. H. W. Doremus, of the Doremus & Morse Agency, is assistant instructor.

The course presents the fundamental principles of advertising to the students through direct personal instruction by Mr. Blanchard and Mr. Doremus; lectures by a staff of experts in their fields; group work assigned to students, and individual criticism of the work done, in the presence of the class.

The program of lectures for the coming year follows:

- Oct. 14—"What the Advertising Field Offers Young Men," by Mr. Blanchard.
- Oct. 21—"What You Must Know Before Preparing Advertising Matter," by Mr. Blanchard.
- Oct. 28—"Practical Suggestions on Preparation of Advertising Copy," by Mr. Doremus.
- Nov. 4—"How the Printer Can Help the Advertiser," by H. H. Cooke, of the firm of William Green.
- Nov. 11—"Some Things Worth Knowing About Paper," by C. D. Jacobs, Expert in Paper Manufacture.
- Nov. 18—"Problems of the Retail Advertiser," by W. R. Hotchkiss, of the Cheltenham Advertising Service.
- Nov. 25—"Problems of the General Advertiser," by R. A. Holmes, Advertising and Sales Manager of the Crofut & Knapp Co.
- Dec. 2—"Planning an Advertising Campaign," by William King Hannah, Advertising Counsel.
- Dec. 9—"Advertising Economics," by Harry Tipper, President of the Advertising Men's League of New York City, and Sales Manager of the Texas Co.
- Dec. 16—"Something About Advertising That Is So," by Bert Moses, Secretary, Treasurer and Advertising Manager of the Omega Chemical Co.
- Jan. 6—"Truth in Its Relation to Advertising," by James Wright Brown, Publisher of the Editor and Publisher.
- Jan. 13—"What the Advertising Agent Does for the Advertiser," by O. H. Blackman, of the Blackman-Ross Co.
- Jan. 20—"The Newspaper as an Advertising Medium," by W. A. Thomson, Director of the Bureau of Advertising of the American Newspaper Publishers' Association.
- Jan. 27—"The Appeal of Magazine Advertising," by Richard H. Waldo, of the New York Tribune.
- Feb. 3—"Out-Door Advertising," by H. J. Mahin, of the O. J. Gude Co.
- Feb. 10—"The Place of Supplementary Mediums in Advertising," by Llewellyn H. Pratt, of the Passaic Metal Ware Co., and Chairman, Educational Committee, A. A. C. W.
- Feb. 17—"Making Letters Pay," by E. H. Schulze, of the McGraw Publishing Co.
- Feb. 24—"The Merchandising Policy Behind the Advertising Plan," by Robert Tinsman, President of the Federal Advertising Agency.
- March 3—"How to Secure Co-operation Between the Advertising and Sales Departments," by Robert Wentworth Floyd, of the Woman's World.
- March 10—"Advertising in Its Relation to Distribution," by C. W. Hoyt, of the C. W. Hoyt Advertising Agency.
- March 17—"Practical Suggestions to Sellers of Advertising," by Richard Wood, Business Manager of Current Opinion.
- March 24—"Some Knotty Problems in Salesmanship, and Their Solution," by Col. Eugene L. Markey, of the Duplex Printing Press Co.
- March 31—"Advertising Philosophy," by Henry D. Wilson, Advertising Manager of the Cosmopolitan Magazine.
- April 7—Annual Dinner. Joe Chapple, Editor of the National Magazine, and others will speak.

Presents A. A. C. W. Convention Film.

The Essanay Film Manufacturing Co., Chicago, has presented to the Associated Advertising Clubs of the World the use of the one-thousand-foot moving picture film taken at the Toronto convention, for exhibition before the individual clubs.

German Papers Ban Foreign Authors.

The feeling between authors of various countries appears to be on the increase. It is announced from Berlin that German authors have formed a national association to prevent literary works from hostile countries being translated into German. The names of the authors of plays who are natives of countries now hostile to Germany are not to be mentioned in the German press. This movement, it is alleged, was caused by the attitude of Belgian and British authors.

Directory of Advertisers Aids.

Publishers' Representatives	Advertising Agents
ALLEN & WARD Brunswick Bldg., New York Advertising Bldg., Chicago	AMERICAN SPORTS PUB. CO. 21 Warren St., New York Tel. Barclay 7095
ANDERSON, C. J., SPECIAL AGENCY Marquette Bldg., Chicago, Ill. Tel. Cent. 1112	COLLIN ARMSTRONG Incorporated Advertising & Sales Service 115 Broadway, New York
JOHN M. BRANHAM CO. Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Chemical Bldg., St. Louis.	ARMSTRONG, COLLIN ADV. CO. 115 Broadway, New York Tel. 4280 Rector
BROOKE, WALLACE G. & SON, 225 Fifth Ave., New York City. Tel. 4955 Madison Sq.	BRICKA, GEORGE W., Adv. Agent. 114-116 East 28th St., New York Tel. 9101-9102 Mad. Sq.
BUDD, THE JOHN, COMPANY Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis.	FRANK, ALBERT & CO. 26-28 Beaver St., New York Tel. Broad 3831
CARPENTER-SCHEERER-SULLIVAN SP. AGENCY Fifth Ave. Bldg., New York. People's Gas Bldg., Chicago	HOWLAND, H. S. ADV. AGCY., Inc. 20 Broad St., New York Tel. Rector 2573
CONE, LORENZEN & WOODMAN Brunswick Bldg., N. Y.; Advtg. Bldg. Chic.; Gumbel Bldg., Kansas City.	GUENTHER-BRADFORD & CO., Chicago, Ill.
DE CLERQUE, HENRY, Chicago Office, 5 S. Wabash Ave. New York Office, 1 W. 34th St.	THE BEERS ADV. AGENCY, Latin-American "Specialists." Main Offices, Havana, Club. N. Y. Office, Flatiron Bldg.
HENKEL, F. W. People's Gas Bldg., Chicago Metropolitan Bldg., New York	THE EXPORT ADV. AGENCY Specialists on Expo.: Advertising Chicago, Ill.
KEATOR, A. R. 601 Hartford Bldg., Chicago, Ill. Tel. Randolph 6065. 171 Madison Ave., New York.	Rochester Tribuna Co. Organized. The Tribuna Publishing Company was organized last week to look after the interests of La Tribuna di Rochester, N. Y., an Italian weekly. This step was made necessary by increasing business. The officers of the organization are as follows: President, Antonio Bonaldi; secretary; Gieseppie Morabita; director and administrator, Francesco Villani; treasurer, Luigi D'Amanda; trustees, Nirbo Gollini and Domenico Bellucci; advertising manager, E. L. Roloff.
NORTHROP, FRANK R. 225 Fifth Ave., New York Tel. Madison Sq. 2042.	Plans New Anti-Catholic Paper. C. L. Brandon is planning a new daily paper in Monroe, Wis., "to present the cause of the anti-Catholic movement" to be started sometime this month. Mr. Brandon, who will be the proprietor and editor of the new paper, has been editing a weekly, the Sentinel, in Grand Saline, Tex., which has already obtained a large circulation. This paper will be moved to Monroe, and merged with the daily. A stock company is being organized to own the new paper, which is expected to take an active part in the state campaign.
O'FLAHERTY'S N. Y. SUBURB. LIST 22 North William St., New York Tel. Beekman 3636	Evansville to Have Morning Paper. It is reported that a Republican morning paper is to be launched in Evansville, Ind., in a short time, to be backed by the Republican County Central Committee. The Republicans of the First Indiana district have been without an organ since the Evansville Journal-News became an independent paper several years ago. The name of the paper has not yet been announced.
PAYNE, G. LOGAN, CO. 747-8 Marquette Bldg., Chicago; 200 Fifth Ave., New York; 40 Bromfield St., Boston.	
VERREE & CONKLIN, Inc. 225 Fifth Avenue, New York Tel. Madison Sq. 962	

THE DOINGS OF NEWSPAPERS.

The Philadelphia Public Ledger was the first newspaper to suggest to President Wilson the setting aside of a day of prayer for peace.

The New Haven Courier-Journal on September 7 printed a page of statements made by the heads of forty-eight of the largest concerns in the country on the business outlook. Without exception they were optimistic in character and full of good cheer for timid souls.

The New York Herald and the Schenectady Union-Star print summaries of the war news in several languages for the accommodation of foreign residents of their respective cities. The Herald gives the news in English, German and French, and the Star-Union in English, German, Italian and Polish.

THE EXPORT ADV. AGENCY

Specialists on Expo.: Advertising Chicago, Ill.

Specialists on Expo.: Advertising Chicago, Ill.

What the War Means to Chicago

The first call upon the surplus products of the United States has already come.

This call is insistent, persistent and will be prolonged.

It is for food.

Those sections of our country that produce a surplus of foodstuffs will soon be the recipients of extra millions of dollars by reason of the urgent demand upon them.

The great bulk of these extra millions of dollars will go to the territory tributary to Chicago, on the prosperity of which chiefly depends the prosperity of Chicago.

Consequently the people of Chicago and vicinity are now and will be better able and more inclined to buy goods than the people of any other section on earth.

The Chicago district is, therefore, the logical place in which to advertise.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco

LIBRARY

LIBRARY,