

THE EDITOR AND PUBLISHER

AND JOURNALIST

Vol. 13, No. 12

NEW YORK, SEPTEMBER 6, 1913

10 Cents a Copy

CHICAGO HAPPENINGS.

KOHLSAAT EXPRESSES HIS DISSATISFACTION WITH INTER-OCEAN PROGRESS.

Prints an Editorial in Which He Threatens to Sell Out if Things Don't Improve—Cupid Busy in Newspaper Circles—Democratic Women to Start a Political Newspaper This Fall—New Dixon Daily.
(Special Correspondence.)

CHICAGO, Sept. 3.—Editor Kohlsaatt, of the Chicago Inter-Ocean, is evidently dissatisfied with the paper's growth and prospects, for he reviewed them in a column editorial the other day, and threatens to sell out soon if things don't improve. He claims to be a believer in honest journalism, but finds the Inter-Ocean as such is not making much progress. Rather than lower his standard, he would sell out.

Paul T. Gilbert, a humorous writer on the Inter-Ocean, was married last week to Miss Ilse Forster. The bride is a graduate of Lewis Institute and resided at Hull House. Mr. Gilbert is a son of the Rev. Levi Gilbert, editor of the Western Christian Advocate, Cincinnati, and is a graduate of Yale. He is well known in newspaper circles.

OUTING OF PUBLISHERS' CLUB.

The annual picnic and outing of the Publishers' Club, of Chicago, was held at Glenwood Park last week. There was a special electric team for them and all kinds of games and sports.

NEW COMEDY BY HATTON.

Mr. and Mrs. Frederick Hatton have devoted the summer to retelling the story of their comedy, "Years of Discretion," in the form of a novel. They have also finished another comedy.

Gertrude Atherton, the novelist, has been visiting here, and found the stockyards and hog-killing most interesting sights.

The National Jewelers' Convention, which was in session here, has inaugurated a campaign against fake advertising of jewelry. They claim that the trade papers are printing advertisements that should not be countenanced.

NEW PROGRESSIVE DAILY.

A Progressive daily paper is to be started at Dixon, Ill., to be called the Daily Leader, with a capital of \$25,000.

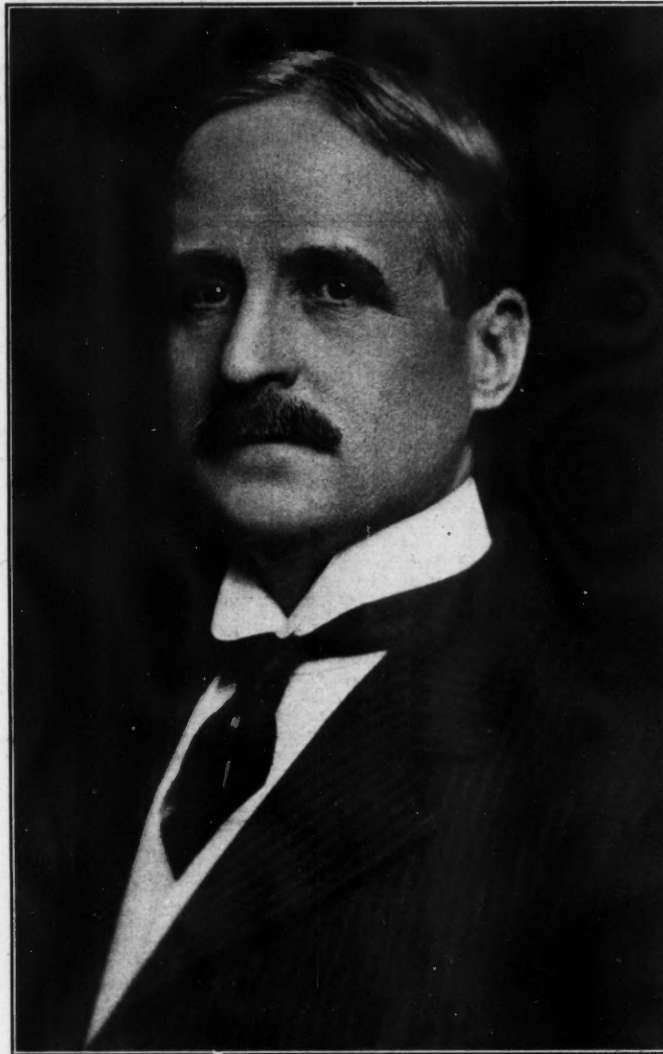
Bertram J. Bussiere, organizer of the Classified Ad Co., died under rather mysterious circumstances the other day. It is said numerous persons were pressing him for money. The coroner permitted the burial of his body, but will hold an inquest Sept. 9.

RUTHERFORD CORBIN MARRIES.

Rutherford Corbin, of the Chicago Tribune, son of the late Gen. Henry C. Corbin, and Miss Amy Armstrong, of St. Louis, were married at Waukegan, Ill. last week Thursday.

Frederick S. Mordaunt, publisher of a police periodical, who was arrested on complaint of a girl, has been exonerated, the girl having confessed she never saw him before and that hers was a fairy tale. It was a most unpleasant scrape for Mr. Mordaunt. An attempt is being made to find whether the girl was put up to the job by some enemy of Mordaunt.

Democratic women of Chicago are to have a political paper as an educational medium for new voters. It is to be known as the Woman's Democratic Press and is to appear about Oct. 1. It will be published by the Democratic Women's Publishing Co. Among its backers are Mrs. Theodosia T. Bagshawe, Dr. Julia Holmes Smith, Dr. Lucy Waite, Mrs. Charles Hemotijn and Mrs. Caroline K. Sherman.



HENRY M. PINDELL,
PUBLISHER OF THE PEORIA (ILL.) JOURNAL. (See page 238.)

SAN FRANCISCO'S NEW CALL.

Paper Which Made Its Bow on Monday Sells for One Cent.

The San Francisco Call made its first appearance as an afternoon newspaper in that city on Monday. It is generally agreed that the paper is a much better newspaper than when it catered to the morning field.

The Call was sold for two cents, and, in order to meet competition the publishers of the Post and the Bulletin, the two other afternoon papers, reduced the price to one cent.

The first issue of the new Call consisted of twenty-four pages, eight columns to the page. It carried all the Hearst features and was well filled with advertising. The name of F. W. Kellogg appears as publisher and that of John D. Spreckels, as vice-president.

The Post and the Bulletin claim that the Call is owned by W. R. Hearst. The Post printed a cartoon showing Mr. Hearst naked as "September Morn," trying to hide behind the Call.

The circulation of the new Call was twice as large as it was when issued as a morning daily.

The board of directors of the Associated Press will meet in the New York headquarters October 15.

BULLETIN NOT FOR SALE.

(By Telegraph.)

SAN FRANCISCO, Cal., Sept. 1, 1913.
EDITOR AND PUBLISHER,

World Building, New York.
The announcement in The Fourth Estate, issue of Aug. 23, that the Bulletin may be sold is entirely without foundation. The Bulletin's daily circulation is now in excess of 110,000, and it was never more prosperous.

R. A. CROTHERS,
Proprietor of The Bulletin.

H. J. Fowler Buys Auburn Advertiser.

Herbert J. Fowler, for six years editor and one of the owners of the Geneva (N. Y.) Daily Times, has bought the Auburn (N. Y.) Daily Advertiser, the Republican paper of that city. The purchase price is said to have been \$75,000. For the past two years Mr. Fowler has been the editorial writer on the Auburn Citizen, and previously was editor and part owner of the Ithaca (N. Y.) Daily News. Mr. Fowler was at various times with the Baltimore News, the York (Pa.) Daily Times and the Hornell Times. He began his newspaper career on the Rochester Herald and also served on the Rochester Times. He is regarded up the State as an able editor and a public-spirited citizen.

MILLION DOLLAR SHOW

NOTABLE ARRAY OF SPEAKERS AT CENTRAL STATES PRINTERS' EXPOSITION.

Fully 15,000 Visitors Hear Addresses by Governor Cox, E. St. Elmo Lewis, Elbert Hubbard and Others—Meeting of Associated Ohio Dailies—Charles P. Carl New President of Printers' Federation.
(Special Correspondence.)

TOLEDO, O., Sept. 4.—Attracted by an unprecedented array of talent, the largest number of master printers ever gathered together is here this week attending the Central States' Printers' Exposition and the Ohio Printers' Federation Trade and Cost Congress. Fully 15,000 visitors were drawn to Toledo during the week to hear addresses by such authorities as O. W. Wroughton, Kansas City, on "Credit Science"; E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Co., Detroit, on "Salesmanship," and H. S. McCormack, New York City, on "Office Management." The program, as a whole, was of unusual excellence.

WHO THE STEM-WINDERS WERE.

Those were not the only speakers of national and international reputation who were heard on subjects closely connected with cost system work; they are mentioned simply to give an indication of the calibre of the addresses given. Other stem-winders were Governor James M. Cox, of Ohio himself a successful publisher and one time printer's devil, and Elbert Hubbard, known as founder of the Roycrofters and equally well as an entertainer, author and maker of epigrams.

Taken all in all, the mark established by the Toledo trade and cost congress was as much a surprise as was the record-breaking display of the very latest in printers' machinery, tools and supplies. Months ago, when the general committee adopted the catchy slogan, "The Million Dollar Exposition," it was with the idea of euphony and to please the fancy of some lovers of high-sounding phrases. Even the most optimistic did not dream of the support which came almost unsolicited from the manufacturers and supply men from coast to coast, from lakes to gulf. Actuality not only equaled the high-sounding slogan; it surpassed it. Instead of the Million Dollar Exposition, the intrinsic value of the exhibits far exceeded that figure.

THE TERMINAL BUILDING.

When it was decided to hold the exposition in Toledo, account was taken of the facilities for the handling of the display in the great Terminal Auditorium, greater in ground floor space than either the Coliseum, of Chicago, or the Madison Square Garden, New York. Early in the season, before a thorough canvass of the manufacturers and supply men had been made, the general committee sold a number of concessions, so that long before the time usually given over to the closing of all contracts, every available foot of space in the giant building, 200 x 400 feet, was taken. No other space could have been provided.

The facilities for the handling of freight in Toledo cannot be surpassed. The tracks of the Toledo Terminal Railroad, encircling the city and making connection with every one of the nearly thirty steam roads entering the city, run directly into the exposition

(Continued on page 238.)

WASHINGTON TOPICS.

Canceled Stamps Give Rise to a Number of Questions—Why Not Consolidate Third and Fourth Class Matter?—Free Delivery Cut Off by Railroads in Washington—Career of P. H. McGowan, Correspondent.
(Special Correspondence.)

WASHINGTON, D. C., Sept. 3.—If canceled stamps are to be sold by the Post-office Department, what is to prevent a merchant with branch offices having the stamps clipped out and sent back to him, thus using them over and over?

This was the question asked at the Post-office Department with regard to the new pre-canceled stamps for second, third and fourth-class mail, which will be placed on sale beginning Sept. 16.

It was learned that the question had given the department considerable worry, but that it had been decided finally, that



P. H. MCGOWAN.

the risk of detection would be so great, in consideration of the restrictions preventing the stamps being used from any other city than the one for which they were canceled, that it was not believed much advantage would be taken of this vulnerable point.

On the other hand, it is pointed out, a great deal of money is saved by having the stamps canceled at the same time that they were printed, while the saving in time of handling the mail, due to the elimination of the canceling, will, it is declared, be tremendous.

While the fact that there is nothing to prevent a person clipping out the stamps on receipt of the packages, mailing them back to the original mailing point, for use again, and repeating this performance ad infinitum, was being considered, it was suggested that the stamps should not only be canceled but dated.

JOURNALIST AND ECONOMIST.

Pattillo H. McGowan, although formerly a practising attorney in South Carolina, in which State he was born in 1872, came to Washington in 1904 and identified himself with journalism. He is among the well-known Washington correspondents and represents the Richmond (Va.) Times-Dispatch, the Columbia (S. C.) State, the Jacksonville (Fla.) Times-Union and other well-known papers.

Mr. McGowan is a close student of economic affairs and is the author of many interesting articles to the papers he represents, bearing on this subject. In addition to his regular duties as a press correspondent, Mr. McGowan has been at work for some time on a series of ante-bellum stories, which are intended to reveal a new version of the old South before the war, and which will soon come from the press.

J. D. Holmes, of New York, has written the editor of the Washington Post a letter in which he suggests that printed matter be sent by parcel post, or combining third and fourth class mail.

The letter reads as follows:
"A simple three-line amendment to the

postal laws will put printed matter into parcel post. In other words, as the department recommends, consolidate third and fourth class matter.

"You can send a fifteen-ounce catalog with half an ounce of garden seeds or asbestos roofing by parcel post. Leave out the sample and send the catalog separately, and it costs eight cents a pound. This is too foolish for argument."

LAST DAY OF FREE DELIVERY.

Last Saturday was the last day of free delivery by the railroads in Washington and Baltimore. There is scarcely a shadow of a chance for suspension by the Interstate Commerce Commission of tariffs withdrawing the free delivery.

Another decision of the Interstate Commerce Commission having a direct bearing on free delivery in Washington and Baltimore was handed down by the Interstate Commerce Commission.

This decision was in the case of the Atlantic Packing Co., of Baltimore, against the American Express Co., in which the packing company demanded free store door pick-up of oyster freight. The commission held that the "arrangement by which respondents (the express companies) provide receiving depots in convenient locations for shipments of oysters at Baltimore, instead of pick-up wagon service, is not discriminatory. Respondents should reform their tariffs so as to state plainly the extent of delivery and pick-up service at Baltimore, and should provide a receiving station for oysters in the section of the city in which complaints are located."

This decision is similar in tone to all the findings of the commission on free delivery.

One of the cleverest pieces of advertising, and at the same time one that attracts wide attention for its boldness and audacity, is that employed by one of the leading hotels of Washington. The simplicity of the scheme appeals to one at a glance, and at the same time arouses curiosity. The ad is that of a roof garden of one of the fashionable hotels, where is thrown a searchlight upon the top of the Washington Monument. The result is startling, and is regarded by many as a desecration, for the monument was erected to the memory of America's most beloved patriot at great cost, every State of the Union and every civilized country of the world contributing to its erection. The hotel has been severely criticised for the use of the monument for this purpose, but the ad is nightly in evidence and brings results, for the roof garden is always crowded.

The Times has added a new edition to its list. It is issued at 5:30 and contains the late sporting news in addition to late general news. Washingtonians are taking kindly to the innovation.

ALEXANDRIA NEWS RECEIVER.

Walter C. Foster Now in Sole Charge of the Property.
(Special Correspondence.)

ALEXANDRIA, Va., Sept. 2.—In the corporation court, August 30, a decree was entered discharging Robert H. Cox, city sergeant, as temporary receiver of the News Publishing Co., publishers of the Alexandria Daily News, and naming Walter C. Foster, one of the original receivers, as sole receiver of the defunct newspaper company.

It was stated in the decree that C. S. Taylor/Burke, who was also one of the original receivers, had never qualified by executing his bond for the proper performance of his duties.

Sergeant Cox was placed in charge of the company two weeks ago when the plant was found in possession of former employes of the News Publishing Co., who declared that they had rented the plant from Mr. Burke. Both Mr. Burke and Mr. Foster being out of the city, Sergeant Cox was named as temporary receiver. No permission had been granted by the court to lease the plant.

The Paterson (N. J.) Newsboys' Association is furthering a movement making it compulsory for newsboys to be licensed.

A "THAW EXTRA" FAKE.

New York, Philadelphia, Atlantic City and Several Other Cities Flooded with Bogus "Sunday Telegrams" Announcing That Stanford White's Slayer Had Been Killed While Trying to Escape from Canadian Jail.

The most barefaced, deliberate fake of recent years was perpetrated upon the people of New York, Newark, Philadelphia, Atlantic City, Wilmington, and suburban towns, last Sunday by persons whose identity the police are trying to discover.

The fake consisted in the publication of an eight-page newspaper bearing the title "The Sunday Telegram" and dated Philadelphia, August 31, on the front page of which in 2½ inches, heavy black letter type appeared the headline, "Harry Thaw Shot Trying to Escape."

Following this was a three column paragraph set in large type and reading as follows:

"An unconfirmed report this afternoon states that Harry K. Thaw, the millionaire murderer of Stanford White, who created a sensation by escaping from Mateawan Asylum on August the 15th, and fled to Canada, was shot and instantly killed by guards while trying to flee in an automobile from the jail where he was placed when caught. It is also reported that his lawyers, who were with him, and the chauffeur driving the machine, whose names are as yet unknown, were also killed or injured."

THOUSANDS OF COPIES SOLD.

Thousands of copies of the paper were sold on the streets of the above mentioned cities at five cents a copy. That the alleged news of Thaw's death created a sensation is putting it mildly. The news traveled fast. The local newspaper offices were kept busy answering inquiries of additional information made by telephone. It was the sole topic of conversation on all sides.

It did not take the newspaper editors long to telegraph to Sherbrooke for confirmation of the truth of the story. Correspondents wired back that the report was a fake as Thaw was still alive and in jail.

The examination of "The Sunday Telegram" showed that the issue was No. 1, Vol. 1. The only clue to the publisher or publishers of the paper was the name "J. A. Lazar, editor and publisher," which appeared at the head of the editorial page. No street address in Philadelphia was given for the office of the paper.

USED FAKE UNION LABEL.

The name of "J. A. Lazar" does not appear in the Philadelphia city directory. Members of the local typographical union declare that the union label used in the paper was a fake because it carried no number.

The most of the paper was filled with "boiler plate" articles. A small amount of news matter taken from the newspapers of the day before, and a few editorials composed the only set matter appearing in the eight-page sheet.

Investigation shows that 10,000 copies of the fake newspaper were sold in New York, 5,000 copies in Philadelphia, 5,000 in Newark and fully 5,000 in Atlantic City. It is estimated that the publisher cleaned up \$2,100 on the issue. The police believe they will be able to run down the men who got out the paper. Whoever they are they were familiar with circulation men and methods of distribution.

It has been ascertained that the fake newspaper was printed in the office of the German Tageblatt. Herman Lemke, the editor of the Tageblatt, says a man named Lazar made a contract with him for the printing of 25,000 copies of the Sunday Telegram. He agreed to furnish most of the type and cuts. He said he had control of all the newsstands in the country. Lazar made up the paper Sunday morning and later shipped 5,000 copies to Atlantic City and 18,000 to New York to a man named Goldberg.

SUIT OVER LINOTYPE PATENT.

Mergenthaler Company Brings Action Against International for Alleged Infringements.

Patent rights worth millions of dollars are at stake in the infringement suit brought against the International Typesetting Machine Co., 182 William street, by the Mergenthaler Linotype Co. in the United States District Court Aug. 29. This is the second suit by the linotype company against the intertype manufacturers.

In his complaint Philip T. Dodge, president of the Mergenthaler concern, says that his company owns the patent right on the linotype machine now in general use. He declares that Ottmar Mergenthaler and John R. Rogers secured these rights in March, 1890 and 1898, and turned them over to the Mergenthaler Co. in 1894 and 1898. The International Co., he says, now has on the market a duplicate of the Mergenthaler device for rapid typesetting.

Herman Ridder is president, and his son, Joseph E. Ridder, secretary, of the International Typesetting Machine Co. Mr. Ridder denies that Mergenthaler and Rogers are the original inventors of the linotype or that the International Co.'s machine, the intertype, is a steal from the Mergenthaler typesetting machine.

NEW PAPER AT SALISBURY.

Will Be Published Twice a Week and Take Over the Post.
(Special Correspondence.)

SALISBURY, N. C., Sept. 1.—The Yadkin Valley Herald is the name of a new paper soon to be launched under the Salisbury date line. The Yadkin Valley Herald will be published twice a week and will take over the semi-weekly Post, a paper with several thousand subscribers.

It will be under the direct management of C. D. Rose, as business manager, and under the editorial direction of J. F. Hurley, and these will be aided by several contributing editors.

The paper will be run on a broad basis and aim to become a paper of more than local circulation and influence. It will be independent and in no way associated with any other publication.

NORTHCLIFFE VISITS PLANT.

Sees His Great Paper Manufacturing Mills with Lady Northcliffe.

Lord Northcliffe is making one of his periodical visits to Newfoundland for the purpose of inspecting the great pulp and news paper manufacturing plants of the Anglo-Newfoundland Development Co., which he organized several years ago, and of which he is the principal stockholder. The company owns 4,000 square miles of the best Newfoundland forests, including two of the largest waterfalls in Canada. Its mills manufacture the paper used by the London Daily Mail, the Evening News, the Weekly Dispatch, the Times, and the pulp from which the paper used by the Amalgamated Press is made.

During his stay in Newfoundland Lord Northcliffe, who is accompanied by Lady Northcliffe, Harold Child, of the London Times, and several others, will occupy Grand Falls House, a charming reproduction of a Sussex farmhouse of the sixteenth century, which he erected seven years ago.

Holds Bill Board Ordinance Illegal.

Holding that Milwaukee could not enforce the ordinance regulating the size and location of billboards within the city limits, Judge Oscar M. Fritz, in the United States Circuit Court, declares the ordinance illegal in a decision handed down last week. The court holds that the billboard law would be an invasion of property rights as guaranteed by the Federal constitution. The ordinance was passed in 1900, and this decision marked the end of a long fight on the part of bill-posting companies to have the measure declared illegal by the courts.

HUMORISTS AT PLAY.

Fun Makers Hold One of Their Alleged Annual Conventions at Peoria, Ill.—Spent Most of Their Time in Gadding About—George Fitch Elected President of the Association—Filmed for "Movies."

(Special Correspondence.)

PEORIA, Ill., Sept. 2.—Probably no other convention in this highly conventioned land has more fun and does less conventing than the American Press Humorists' Association, which foregathered in Peoria for its tenth annual meeting during the week of August 25.

Quite contrary to popular tradition, the press humorist is neither dyspeptic nor melancholy, and he is several times funnier outside of office hours than in. The Peoria meeting, following the precedent of its predecessors, was a solid week of unmitigated joy, with the column writers each contributing his share to the frolic.

Twenty members only, out of a total membership of seventy-five, were able to be present, the long and violent hot spell having driven a large number to take their vacations earlier in the summer.

NO END OF ENTERTAINMENT.

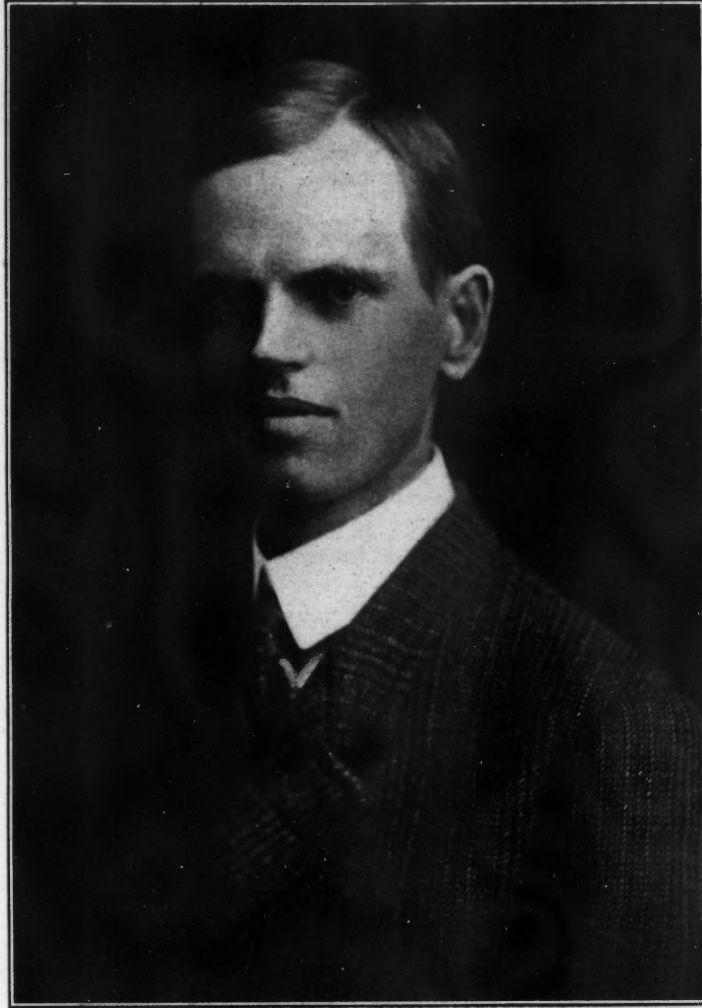
Secretary George Fitch was enthusiastically assisted by the Peoria Association of Commerce and the local newspaper publishers in providing entertainment for the convention. The program, briefly, included a smoker at the Jefferson Hotel on Monday evening; an inspection trip of Peoria via automobile, a reception at the Women's Club, and a dinner at the Ivy Club on Tuesday; a steamboat ride to the bass fishing grounds of the Illinois River at Rome, with a stag at the Elks' Club on Wednesday; a luncheon at the Country Club with H. M. Pindell, of the Journal, as host, and a banquet at the Jefferson Hotel tendered by E. F. Baldwin, of the Star, on Thursday; a trolley trip via private cars to the famous Oglesby homestead, with a picnic frolic as guests of John G. Oglesby, and a circus party with C. H. May, of the Herald-Transcript, on Friday.

The Baldwin banquet was the star feature of the week, and set a new precedent in this form of revelry. Instead of smothering the guests under the customary deluge of bouquets, Editor Baldwin had engaged Hon. Joe Weil, a brilliant speaker, and lawyer of Hebrew extraction, to lambaste the humorists and boil them in oil as a starter for the flow of after-dinner forensics. A hundred of Peoria's high lights egged on the fight thus started, and Baldwin as umpire called on every columnist at the board to defend his calling from the wily attacks of Weil. The result was a scintillant program of wit and fun worthy of the stenographer's notebook. President Eddie Guest, of the humorists; George Fitch, Cy Warman, John W. Carey, Dixon Merritt, A. W. Utting, Homer Croy, Douglas Malloch, J. A. Waldron, Chas. A. Leedy, Ted Robinson, Will J. Johnson and W. Kee Maxwell concentrated their fire on Weil and kept the banqueters—including Weil—on a tidal wave of laughter.

GUEST CARVES THREE-FOOT PIE.

The moving picture men filmed the humorists at their Thursday picnic as they cavorted in the tall timber. President Eddie Guest carving a three-foot pie and passing it to the ravenous writers made the first reel. A tank belonging to a threshing outfit was pressed into service as a water wagon, and the second reel showed the columnists going through their annual ceremony of mounting it. Dixon Merritt, of Nashville, drove the vehicle with a steady hand, while Douglas Malloch, of Chicago, tempted Eddie Guest with a tall stein to dismount. Part of the gang succeeded in clinging to the chariot, but the majority fell off with a thud.

The return trip to Peoria in an Illinois Traction System private car was utilized for holding a business meeting, and George Fitch was elected president



GEORGE FITCH,
NEW PRESIDENT OF THE AMERICAN PRESS HUMORISTS' ASSOCIATION.

at the rate of sixty miles an hour—which Eddie Guest said was some run for office. Douglas Malloch, of Chicago, was chosen vice-president; Ted Robinson, secretary, and Chas. A. Leedy, Dixon Merritt and W. Kee Maxwell, members of the executive committee.

Cleveland was selected as the next meeting place. Cy Warman was named as chairman of a delegation from the association to attend the dedication of the Mark Twain monument at Hannibal, Mo., next fall, the convention having felt unable to accept Hannibal's invitation to meet there in 1914.

The "business" sessions of the convention were of international significance, investigating committees having been named to look into the Mexican situation, the Balkan war, the Panama Canal, the currency problem and the tariff question. The resolutions committee went on record in favor of changing such Mexican names as Popocatepetl and Guadalajara to simpler forms, after the fashion of those good old United States names like Ypsilanti and Pasamaquoddy, and also called upon President Wilson to bestow cabinet positions on such members of the order as tried to eke out a living on the Chautauqua platform.

Lucy Page Gaston volunteered by wire to equip the humorists with a cure for the cigarette habit, and President Guest wired back that cigarettes didn't interfere with the sense of humor, but if Lucy had a good cure for dandruff he would be pleased to meet her.

AMONG THOSE PRESENT.

Among the members of the association present were: S. W. Gillilan, Baltimore; Ted Robinson, Cleveland Plain Dealer; J. A. Waldron, editor Judge; J. W. Carey, Sioux City, Ia.; George Bingham, Hogwallow Kentuckian;

Dixon Merritt, Nashville Banner; A. W. Utting, New York Tribune; E. A. Guest, Detroit Free Press; Chas. A. Leedy, Youngstown Telegram; Cy Warman, Montreal; Homer Croy, New York; W. J. Johnson, Rockford Register-Gazette; Douglas Malloch, Chicago; George Fitch, Peoria; W. Kee Maxwell, Peoria Journal.

Although the humorists' conventions are essentially pleasure trips, several of the members bring along their families and a high moral equilibrium is thus maintained.

The American Press Humorists' Association is ten years old, having been founded by Henry Edward Warner, of Baltimore, in 1903.

Compensation for Writers' Cramp.

Pay under the workman's compensation act was recommended last week by a Home Office Committee in London for employes suffering from writers' cramp, which the committee schedules as an industrial disease. Evidence was heard on behalf of the National Union of Journalists, railway companies and the post office. The committee learned that "writers' cramp is a disease of the central nervous system resulting in failure in the co-ordination of the muscular movements necessary for writing." It is more likely to occur in individuals of neurotic and anxious temperament than in the robust, though bad styles of penmanship and especially overwork contribute as secondary causes. Writers' cramp disables only for writing.

Harold and George Goff have organized the Goff Press Bureau at Salt Lake City, Utah, to supply various newspapers in the country with special news and feature service from Salt Lake and vicinity.

COUNTRY PUBLISHERS ACTIVE.

New Organization to Secure General Advertising for Its Members.

The Country Publishers of America, a national association of country publishers, which was organized at Chicago, June 12, 1913, is making preparations for an active campaign for members.

The principal objects of the organization are to secure general advertising for the country papers and to enable them to act as a unit on legislative matters affecting their interests. However, there are many other things The Country Publishers of America intend to do. The launching of a campaign to induce the Government to discontinue the practice of printing envelopes and wrappers, the establishment in each State of a bureau (with a paid secretary) which shall gather and furnish information of value to the publishing business to the country publishers, and aid the national organization in establishing a more just rate for advertising for country papers, are some of them.

The first number of The Country Publisher, the official paper of The Country Publishers of America, will be issued in October, and a copy mailed to every proprietor of a weekly, semi-weekly and tri-weekly country newspaper in the United States. It will be of great assistance to the movement.

The officers who are well-known and successful publishers in their respective localities, are:

President—Arthur A. Hay, the Camas Post, Camas, Wash.; vice-president, Frank Reagan, the Henry County Weekly, McDonough, Ga.; corresponding secretary, E. Benj. Yale, the Chronicle, Waynesfield, O.; recording secretary, Samuel E. Boys, the Republican, Plymouth, Ind.; treasurer, Carl A. Jettinger, the Delphos Herald, Delphos, O.

NEWSPAPER GOLF TOURNAMENT.

Five-day Contest Open to Non-members, at Van Cortlandt Park.

The Newspaper Golf Club will give its first tournament, open to non-members, at Van Cortlandt Park next week, from Monday to Friday. The main feature of the meet will be the press championship, open to all golfers affiliated in any capacity with newspapers, magazines, trade papers, or other periodicals published in Greater New York, and to correspondents and others located in New York as representatives of publications printed elsewhere.

The qualifying round, eighteen holes, will be played on Monday. Of the entrants for the press championship, the sixteen having the lowest scores will be paired to play for the championship trophy. Among the certain entrants is P. B. Lucas of the Eagle, the champion of the Newspaper Golf Club.

The following committee has charge of the tournament: Albert Hedlev, Herald, chairman; James R. Crowell, Telegram; H. D. Cashman, Sun; Kerr N. Petrie, Herald; P. L. Campbell, American; Frederick L. Hawthorne, Tribune; H. Grantland Rice, Evening Mail; G. Shepard Barclay, Sun; George F. Ralston, World.

Will Publish a Daily in Dothan.

The News Publishing Co., with an authorized capital of \$15,000 and paid in capital of \$10,000, was organized at Dothan, Ala., last week. The following were elected officers: J. R. Crawford, president; R. B. Forrester, vice-president; W. D. Baker, treasurer; L. S. Deal, secretary. The purpose of the corporation is to publish a daily paper in Dothan to be known as the Dothan Morning News.

Jonsson Buys Farrell Daily News.

O. J. Smith, president and secretary of the Farrell (Pa.) Daily News Co., disposed of the greater part of his interest in the business to G. W. Jonsson, at a meeting of the board of directors last week. J. W. Miller was elected president and Mr. Jonsson secretary of the board and general manager.

ELCOCK DEFENDS CAMPAIGN PLAN.

Chairman of Publicity Committee of the National Commercial Gas Association Presents Arguments Showing Why Magazines Should Be Used.

NATIONAL COMMERCIAL GAS ASSOCIATION.

OFFICERS FOR 1913
 President—C. W. HARE, Philadelphia, Pa.
 1st Vice-President—C. M. COHN, Baltimore, Md.
 2nd Vice-President—GEORGE D. ROPER, Rockford, Ill.
 3rd Vice-President—J. E. J. MAYER, Chicago, Ill.
 Treasurer—W. H. PETTES, Newark, N. J.
 Sec'y and Ass't Treas.—LOUIS STOTZ, 29 W. 39th St., N. Y.

DIRECTORS:

FOR TWO YEARS TO DECEMBER, 1913
 J. C. RUSHIN, Atlanta, Ga.
 C. W. WARDELL, Philadelphia, Pa.
 F. M. ROBERTS, Haverhill, Mass.
 A. P. BRILL, Pittsburgh, Pa.
 GEORGE WILLIAMS, New York, N. Y.
 C. L. HOLMAN, St. Louis, Mo.
 (Ex-Officio Retiring President)

FOR TWO YEARS TO DECEMBER, 1914
 O. H. FOGG, New York, N. Y.
 J. A. NOBROSS, New Haven, Conn.
 G. R. CHAMBERLAIN, Grand Rapids, Mich.
 H. N. MCCONNELL, New York, N. Y.
 L. E. H. NEWBERT, San Francisco, Cal.

COMMITTEE ON PUBLICITY
 THOMAS R. ELCOCK, JR., Chairman
 1035 Market Street,
 Philadelphia, Pa.

August 21, 1913.

THE EDITOR AND PUBLISHER,
 World Building, New York City.

You asked me to write a brief letter explaining the purposes of the campaign of national advertising which the National Commercial Gas Association is contemplating starting as soon as the fund of \$150,000 can be raised, which I will here endeavor to do.

The National Commercial Gas Association is a coming together of the gas companies and manufacturers of gas appliances throughout the United States and Canada, with the object to co-operate in every way to increase the sale of gas, to sell it in the right way and to the satisfaction of the public.

Two years ago, during our convention in Denver, the subject of national advertising was brought before the association and last year at our convention in Atlanta, and since then, definite plans were made to collect the necessary fund and committees were appointed to study the best manner in which this fund should be expended.

The assessment was fixed upon a basis of one-tenth of one per cent. of the gross revenue from the sale of gas during the year 1912 as applied to gas companies, and one-tenth of one per cent. of the gross revenue from the sale of gas appliances as applied to manufacturers of appliances.

There was a national advertising committee appointed for the purpose of planning the best way in which this fund could be collected and to select the advertising agency, and with the agency, and always under the supervision of the board of directors of the association, to select the media to be used and to lay out the campaign.

The agency selected is Messrs. Calkins and Holden, of New York City, and to date there has been no definite selection of the magazines, both monthly and weekly, that will be used for display advertising. It is planned that a major portion of the fund will be spent in buying space in national magazines. There will also be a sum set aside to buy space in trade journals representing trades that are good prospects for the sale of gas appliances. In addition to this, the agency, in conjunction with the advertising committee, will prepare samples of street car cards, window cards, circular letters, booklets and other follow-up matter for direct mail advertising that will be submitted to the subscribing companies and which may be purchased at cost by the companies who desire them. It is meant to establish, in a way, a central advertising bureau for the gas industry. An interesting feature of this service will be that as the advertisements appear in national magazines, newspaper copy will be prepared by the central bureau and distributed free of charge to subscribing companies.

These advertisements will follow the thought evolved in the copy appearing in the national media, so that the local newspaper will tie up its advertising with the national campaign and there will be a concerted advertising movement by the gas industry over the entire country. We consider this distribution of newspaper copy to be a valuable part of the campaign.

As you doubtless know, practically every gas company in the country buys considerable space in their daily newspapers. This cannot at all be looked upon as a matter of policy on the part of the gas company, but it is done with an eye to securing business, for the daily paper has proved a most successful advertising medium for the public utility company. Where particular campaigns have been run in the daily paper they have invariably proved most successful. The intimate touch of local interest held jointly by the public utility company and the newspapers must prove a strong combination in advertising within a restricted territory. This appreciation of newspaper space is no new thing to the gas industry, and in planning for the national campaign the thought was uppermost at all times to evolve some manner by which newspaper space could be made even more valuable.

It is necessary to say that within very recent times advertising done by gas companies in whatever manner was not attractive and frequently the space taken in local papers was of little relative value on account of the style of copy and the unconvincing manner in which it was written. Unfortunately this criticism holds true in regard to a great many situations at the present time, and it is the intention of the several committees on advertising to interest the association in effecting improvement in newspaper advertising for gas throughout the country. We have stated in the prospectus which we have issued and in articles which

have appeared in our monthly bulletin that subscribing companies would find it valuable to increase newspaper advertising in order to join in an effective way with the copy appearing in the national magazines. It is, of course, far from our minds that any curtailment of newspaper advertising should take place in any situation.

If you will consider for a moment what this assessment of one-tenth of one per cent. means, you will see that in the vast majority of cities and towns throughout the country the subscription would amount to a very small sum. Your contention, I believe, is that this sum should in some manner be spent in the newspapers circulating in the territory covered by the subscribing company. Taking it for granted that this company is a buyer of newspaper space, do you think it would be profitable to increase that newspaper space to the amount of the subscription, or would it be a better plan to have page advertisements appearing in the majority of the national magazines coming into that territory, also specially designed copy in a great many of the trade papers in regard to industrial appliances and also a service by which they could secure good newspaper copy? It must be remembered in this instance that gas companies find it valuable to advertise in more than one paper in their territory, and any plan that would mean taking space in any one paper would not meet with the approval of the industry.

We have given considerable thought to your contention that the entire fund should be spent in buying space in newspapers throughout the country, and we are unable to see how it could possibly be effected. It would seem that the sum of \$150,000 would be grossly inadequate for such a purpose.

In several of the articles appearing in your publication, you quote figures of approximately 62,000 towns in the United States and Canada which are not supplied with gas and only 1,200 that are. I am unable to verify these figures by any records at my disposal and I am inclined to think that your source of information in this regard must be inaccurate. It is true that there are approximately 1,200 gas companies in this country, but any one gas company might supply a great many towns. Taking for example, the three States, New York, New Jersey and Pennsylvania. Brown's Directory of American Gas Companies gives a total for these three States of 257 gas plants and 1,386 towns supplied with gas. Here is a figure in excess of the 1,200 gas towns which you quote, without taking into consideration the rest of the United States and Canada.

I think it safer to say, practically speaking, every point of congested population in the United States and Canada is supplied with gas. In the South and Southwest you may find towns of a considerable population, even as large, in instances, as 5,000 to 7,000 population, which are not listed as gas towns, but on the other hand in more thickly populated States there are a great number of towns of a population as small as 500 to 1,000 that are supplied with gas. Suppose, at the worst, our advertisement reached a person to whom gas service was not available. We would not consider such an advertisement lost for the reason that this suburbanite might very soon move to a location where he could get gas or it would be only a question of time before the gas was extended to him. We not only aim to talk to gas consumers, but also to prospective consumers. So it would seem that the great waste of circulation, in national media, which you contend is a factor, is not so great as would appear from your figures. You contend that for advertising to sell gas appliances and to bring the consumer in a certain city in closer touch with the seller of these appliances in that same city the newspaper advertisement is the best. This is unquestionably true. The copy that will appear in the national magazines will be educational in regard to gas and its uses; it will not be copy that will picture certain appliances with prices and specifications as to the installing and use of these appliances for the reason that these prices and specifications differ throughout the country, but it will be copy to dispel from the minds of the public various misconceptions which are prevalent to some extent in regard to gas. For instance, it militates to some extent against the broader uses of gas for any impression to exist that gas is unhygienic, that gas heat in a room will vitiate the air, and that gas is old-fashioned. Electricity has brought itself very effectively before the public on the ground of its modernity, and it is good business for the gas industry at this time to prove that modern inventions have brought gas to equally as up-to-date a standard as is electricity. We wish to show the conveniences in the use of gas, the various self-lighting devices, and to explain in an interesting way the many inventions that have made gas so necessary and useful to modern living. All of these practices are universal throughout this country and not merely a question of merchandising by any one situation. It is also intended to weave in this copy a certain amount of "good service" copy showing how anxious the local gas company is to secure the good will of its consumers and how, to-day, the gas companies throughout the country are doing everything they possibly can to give the best service that it is possible to give, and it should be shown that gas companies have led and do lead to-day as dispensers of a utility in the matter of being ready and willing to serve. This is copy that will apply generally throughout the country, and it is then up to the local situation to merchandise their goods through the channels which are proper for such endeavors, namely, the local press and their own manner of reaching the consumers by direct mail advertising.

I do not wish this considered at all as a controversy. We feel that you and your associates do not entirely understand the scope and purposes of our campaign; if you did you would not make the very strong endeavor that you are making to-day to convince gas companies that the plan as outlined by this association is "economically wrong." You may be sure of our entire co-operation in regard to this matter, and the association holds itself in readiness to give you any data that you may desire, and we hope that you will early see that the campaign as planned is a big, broad endeavor to advertise by the gas industry and to advertise in the best way that can be devised, and which in no sense means any severance of the pleasant relations and co-operation which has existed heretofore between the public utility company and the local newspaper.

Very truly yours,
 THOMAS R. ELCOCK, JR.,
 Chairman, Committee on Publicity.

Memphis' Advertising Expenditure.

At a recent meeting of the Memphis Advertisers' Club, E. A. Pettingill submitted the results of an inquiry he had made in regard to the amount of money spent last year in advertising in that city. According to his figures the

cost was \$2,300,000, of which amount \$1,200,000 went to newspaper advertising and \$10,000 for magazine advertising. Three hundred thousand dollars went for circular letters, including postage; \$250,000 for catalogues and printed matter, and \$250,000 for novelties, signs,

Will Issue Ad Series.

The Bureau of Advertising of the A. N. P. A. will shortly issue a series of advertisements designed to arouse further interest in the national advertising value of the publication affiliated with the association.

First Sea Newspaper.

The first sea newspaper was launched on board the Great Britain, steamship, in 1852, when she was on her voyage to Australia. The Mississippi Gazette was published on steamers plying between Memphis and New Orleans.

THOMSON'S REPLY TO MR. ELCOCK.

BY WILLIAM A. THOMSON,

Director of the Bureau of Advertising of the American Newspaper Publishers' Association.

[In view of the wide special interest in the proposed magazine advertising campaign of the National Commercial Gas Association, THE EDITOR AND PUBLISHER invited Mr. W. A. Thomson, director of the Bureau of Advertising, of the American Newspaper Publishers' Association, to answer Mr. Elcock's arguments.—Ed.]

I am obliged to THE EDITOR AND PUBLISHER for a copy of T. R. Elcock, Jr.'s, letter, setting forth the reasons of the National Commercial Gas Association for advocating the use of magazines in the proposed campaign to increase the use of gas and gas appliances throughout North America.

Mr. Elcock's letter is well written, and is most interesting. I might say the same of many of the contributions that I have read on this subject in the past few months.

I was under the impression that the magazine advertising project of the association had been dropped, and that a plan of local newspaper advertising on a national scale was being considered, in line with certain suggestions that the Bureau of Advertising of the American Newspaper Publishers' Association had laid before the members of the gas men's advertising committee.

It seems there is still a faint desire on the part of some of the gas folks to carry out the original program. Without meaning to be facetious, I must say that these literary contributions to the cause of general publicity mediums versus the daily newspaper sound suspiciously like the faltering whistle of one who walks through a dark alley, and whose courage needs the doubtful stimulant of self-inflicted music.

It is not the policy of this bureau to assail or belittle any competing advertising medium. But here is a clear issue drawn as to the relative value of the daily press and the magazine for a specific purpose, and comparison is unavoidable.

Mr. Elcock's analysis of the plans of the Commercial Gas Association, in so far as it relates to the creation of a central bureau of advertising for the gas industry, etc., is sound and admirable. He dwells, and justly, too, on the excellent results that have been obtained by gas companies through the use of daily newspapers, and he makes the point that these results have been obtained in spite of the quality of the copy used, rather than because of it. He admits freely that newspaper space is used "not as a matter of policy on the part of the gas company, but is done with an eye to securing business." He says, furthermore:

"The intimate touch of interest held jointly by the public utility company and the newspapers must prove a strong combination in advertising within a restricted territory."

So much for the supremacy of the daily newspaper 364 days in the year. But

Mr. Elcock heads his objection to the use of daily newspapers by calling in a bugaboo. He says: "It must be remembered * * * that gas companies find it valuable to advertise in more than one paper in their territory, and any plan that would mean taking space in only one paper would not meet with the approval of the industry."

Manufacturers of hats, chewing gum, suits, flour, shoes, automobiles and other articles of general distribution, who undertake national newspaper advertising campaigns, select only such newspapers in a given community as are necessary to cover adequately the homes of the possible consumers in that community. If the Daily Planet in a certain city covers that city, the Planet gets the copy, and the Daily Hemisphere does not. If two mediums will cover the town properly, the third medium is omitted, and so on—the selection being made purely on a basis of efficiency and economy.

Is there any fundamental difference between the selling of gas and gas appliances and the selling of any other household commodity?

Business men will admit of no fundamental distinction, but the gas men, excellent business folk though they may be, appear to find a big difference, and the name of that difference is bugaboo.

Gas men say that they cannot make a purely commercial selection of newspapers to carry their copy. They insist that they want to keep on "good terms" with all the newspapers and, therefore, when they place newspaper advertising they aver that they must patronize all the newspapers or none. This would seem to be born of a haunting dread that a newspaper, left off the list, will lie in wait for the day when a franchise matter comes up for consideration, or when some "deal" or other is to be "put over," and then turn loose and lambaste the corporation in question. The plain inference here is that newspapers can be kept "friendly" and "silent" by the judicious use of a little honey and soothing syrup in the form of advertising copy.

And meanwhile Mr. Elcock insists that the use of newspapers by gas companies cannot "be looked upon as a matter of policy." He says the press is used purely for the purpose of obtaining more business.

In this same connection we find the following in the Commercial Gas Association's pamphlet, "Selling More Gas and Selling It Right," in which the original plan of campaign is outlined to members of the organization:

"You know too well how loath you would be to offend every other paper by recommending the use of only one paper. You know how difficult such a choice would be for you."

It is monstrous to ask those of us who try to bring business sense to the subject of advertising to consider this silly fear on the part of the gas people. If a public service corporation has anything to conceal, let it clean house forthwith. The press of this Continent is, we are pleased to believe, chiefly decent, and cannot be subsidized by the advertising copy of a gas company. I am sure that the majority of gas companies are decent. The special problems of the few gas companies that have skeletons in the family closet, and the few newspapers that might stoop to this petty form of piracy, are too small to be considered as a

factor. The gas men will either have to remove this silly phantom objection to the commercial use of newspapers, or they will have to admit that they are not business men, and that they do not possess the courage of a Texas jack rabbit.

Mr. Elcock says, in connection with certain figures quoted by the Bureau of Advertising as to the number of towns supplied with gas plants, that there are about 1,200 gas companies in this country, but any one gas company "might supply a great many towns." He uses this as an objection to the suggestion that the selection of newspapers in a general campaign be limited to the number of towns having gas plants.

In this connection he forgets that the circulation of a newspaper may well be said to follow the circulation of a gas plant. If "A" is a town in which there is a gas plant supplying a number of surrounding places, Mr. Elcock will find that newspapers in the town of "A" invariably cover these outlying points, too. He need only look about him in Philadelphia to test the truth of this assertion.

Mr. Elcock dismisses the question of waste circulation entailed in the use of magazines quite cheerfully in the following sentences:

"Suppose, at the worst, our advertisement reached a person to whom our gas service was not available. We would not consider this advertisement lost, for the reason that the suburbanite might very soon move to a location where he could get gas, or it would only be a question of time before the gas was extended to him. * * * So it would seem that the great waste of circulation in national media, which, you contend, is a factor, is not so great as would appear from your figures."

In declining to comment on the paragraph above quoted, I feel I am exercising almost heroic politeness. Perhaps not, however, for it is a saving of ink and composition to let these remarkable sentences speak for themselves.

Mr. Elcock admits that "for advertising to sell gas appliances, and to bring the consumers of a certain city in closer touch with the seller of these appliances in that same city, a newspaper advertisement is the best." But, he goes on to explain, the proposed magazine copy will be "educational" in regard to gas and its uses; it "will be copy to dispel from the minds of the public various misconceptions which are prevalent to some extent in regard to gas." He says, too, that the magazine copy will discuss "good service" and will show "how anxious the local gas company is to secure the good will of its consumers."

What better place, or what place so good, to preach these necessary sermons than the columns of the daily newspapers, read in every home of every gas user and every prospective gas user?

If the newspaper is superior as a demand-creating selling force (and Mr. Elcock admits this) certainly it is superior as an educational, desire-creating force, for desire must precede actual demand.

Mr. Elcock concludes by suggesting that the newspaper people do not understand the "scope and purposes" of the gas campaign, else "they would not make the very strong endeavor that you are making to-day to convince gas companies that the plan as outlaid by this association is 'economically wrong.'"

Certainly nothing that has been said so far in support of the selection of magazines for this campaign has helped us to a clearer understanding of the purposes of the Commercial Gas Association.

We have been told from time to time that the money to be spent in magazines was to be used for "the effect it would have upon the contributing gas companies," and yet we are told again, in almost the same breath, that the advertising is for the purpose of influencing the consumer.

If the Commercial Gas Association is going to spend money in magazines to "influence its members" and is successful in obtaining the consent of its members to contribute real dollars for being so "influenced," there is a great deal more easy money in the country to-day than our Wall Street friends would have us believe.

If the association is going to spend its money in magazines to influence the consumer, let it remember the following facts that have not to date been questioned in a manner worthy serious consideration:

Daily newspapers will reach every consumer, or possible consumer, of gas, following the routes of the gas plants of the country, and going after business where business is to be had.

Daily newspapers will take into the home the purely local problem of the use of gas and gas appliances.

Daily newspapers spending millions of dollars a year on special departments of interest to women and householders, will carry a stronger appeal to the person who has to solve household problems, of which the gas question is a big one, than any other medium known to-day.

Daily newspapers in every town and city where there is a gas plant offer from five to twenty-five times as much circulation as the entire magazine circulation entering these towns—and all this at from 1/4 to 1-10 the cost.

And daily newspapers, working in co-operation, through their advertising departments, with local gas companies, can give the necessary "nation-wide" aspect to this campaign in a dozen ways, in addition to uniformity of copy, argument, and the incidental literature that the Commercial Gas Association is in a position to furnish.

We believe that a majority of the gas companies of the country do not want to "throw money at the map" in a campaign of general publicity. From correspondence had by members of the Bureau of Advertising with local gas plants, it is safe to say that the big majority of those companies who have agreed to contribute to the advertising fund want newspapers and newspapers only.

The Bureau of Advertising still feels confident that it can make the Commercial Gas Association understand the situation, and I believe that a nation-wide newspaper campaign will be the result.

The Bureau of Advertising stands ready to co-operate with the gas men to bring this movement about. We believe in the idea of a general gas campaign; we know that it is needed, and already we have taken steps to interest every live newspaper and every live gas plant manager in a practical plan to increase business, and to create a more substantial, nation-wide appreciation of gas and its uses through newspaper advertising.

Paper Company Doubles Its Capital.

At the annual meeting of the stockholders of the Inland Empire Paper Co., held in Spokane, Wash., last week, it was voted to double the capitalization of the company, raising the capital from \$250,000 to \$500,000.

State Journals Pure Food Show.

The Ohio State Journal, of Columbus, O., will hold its third annual Pure Food Show at Memorial Hall, that city Oct. 1 to 10 inclusive. The paper will

have the co-operation of the Retail Grocers' Association in the exhibition. One of the attractions of the show will be cooking demonstrations by Mrs. Ida C. B. Allen, of New York, who is paid \$100 a day for her services. Governor James M. Cox will open the exhibition, which, during the ten days it will be held, will probably be attended by 50,000 people. The purpose of the show is wholly educational.

The Glendale (Cal.) News, a weekly, has begun the publication of a daily.

Hotckin to Leave Gimbel Brothers.

W. R. Hotckin, for the last three years advertising manager of Gimbel Brothers department store, New York, has resigned, and on Oct. 24 will retire from his present position. Mr. Hotckin, for ten years before going to Gimbel Brothers, was advertising manager of John Wanamaker.

The Watchman-Examiner Appears.

The first issue of the Watchman-Examiner made its appearance Thurs-

day. It is a Baptist weekly, the result of the merger of the Examiner, published in this city, and the Watchman, published in Boston. The paper is issued from this city, with the Boston quarters as a branch office. The Rev. Dr. Curtis Lee Laws is the new editor-in-chief of the consolidated papers.

Newsboys of Buffalo were the guests Saturday of the News management at the Teck Theater, where they saw the Rainey African hunt pictures.

DOBBS TO RAISE \$100,000 FUND

For the Great Advertising Exhibit at Panama-Pacific Exposition.
(Special Correspondence.)

SAN FRANCISCO, Cal., Sept. 3.—Samuel C. Dobbs, chairman of the Finance Committee of the Associated Advertising Clubs of America, addressed the Advertising Association of San Francisco to-day. He is now engaged in raising a \$100,000 fund for the greatest advertising exhibit ever held, to be given at the Panama-Pacific Exposition, in San Francisco, in 1915.

Mr. Dobbs made one of his inspiring speeches and impressed his hearers with the fact that a wonderful opportunity is open to every business man and advertising man in California.

The board of directors recently elected chose the following officers: Rollin C. Ayers, president; Frederick S. Nelson, secretary-treasurer; vice-presidents, William Rieger, R. C. Jewell, Dawson Mayer, R. M. Doppler.

The association has declared itself ready to stand behind all movements for the betterment of the city and the inducing of capital and new industries to locate here.

A new law, effective Sept. 1, in Massachusetts prohibits newsboys under twelve or girls under eighteen from peddling newspapers on the street.

R. J. Bidwell Co.

Representing the

Los Angeles Times

Portland Oregonian

Seattle Post-Intelligencer

Portland Telegram

Spokane Spokesman-Review

BANKERS' INVESTMENT BUILDING

Mezzanine Floor

742 Market Street, SAN FRANCISCO, CAL.

FOR SALE CHEAP**ONE GOSS COMET**

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

ONE 20-PAGE HOE

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

ONE GOSS STRAIGHTLINE

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

ONE GOSS

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

ONE GOSS

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

Address

DUPLEX PRINTING PRESS COMPANY
Battle Creek, Michigan.

LITTLE TALKS
BY THE WANT AD MAN

W. R. Hearst May Run for Mayor.

It seems now possible that William Randolph Hearst will be a candidate for Mayor on the Independence League ticket. There is no doubt of a strong sentiment in favor of the publisher. Mr. Hearst is expected some time before the 15th of this month, and it is said that strong pressure will be made to obtain his consent for a Mayoralty nomination. The Gaynor backers are looking with suspicion on Mr. Hearst. They think it is by no means improbable that he will come East to take a personal hand in the fight and may perhaps announce himself as a candidate. If he should he would break into the Fusion forces to the extent of perhaps 75,000 votes.

Potential Power of Little Want Ad.

The use of news value in advertising and the drawing power of want ads were effectively illustrated in a page display by the Philadelphia North American in its issue of Aug. 27. The advertisement appeared opposite the story of the dedication of the \$27,000,000 dam at Keokuk, Ia., and told how a fourteen-line want ad, exploiting the opportunity of promoting and erecting the dam, had caught the eye of Hugh L. Cooper, who pledged himself to the project and saw the dam to successful completion. The North American expatiates upon the practical value of the little ad as illustrated in the accomplishment of the huge undertaking through its fairylike aid.

Athens Banner Company Organized.

The Athens (Ga.) Banner, established in 1832, and for the last seventeen years owned by H. J. Rowe, has been organized into a stock company with Mr. Rowe as majority stockholder. The following have been taken into the company; D. G. Bickers, managing editor; C. E. Martin, business manager; E. D. Cox and T. W. Reed. The Banner will move into new quarters this week.

Houston Heights May Have Daily.

It is more than probable that Houston Heights, Texas, will have a daily newspaper within the next few weeks. J. M. Limbocker, publisher of the Suburbanite, a weekly newspaper, has had the matter of launching a daily under consideration, and believes there is need for such a paper.

Spong Represents News and Item.

The Birmingham (Ala.) News, the Montgomery Advertiser and the Mobile Item have placed their entire foreign representation in the hands of A. M. Spong, Jr., who will travel the entire country in their interests.

NEW PUBLICATIONS.

POTTSBORO, Tex.—J. L. Harbinson, editor of the Collinsville Times, is installing a newspaper plant for a new weekly to be launched soon. O. E. Huffaker will be editor and business manager.

PARKERSBURG, W. Va.—Moses W. Donnally, manager of the Kanawha Citizen, Charlestown's newest newspaper, is planning to start a morning paper in this city. He is now on a trip through Ohio and Pennsylvania, buying equipment.

SANDUSKY, O.—A weekly Socialist newspaper, to be edited by F. E. Fick, will be published soon.

WILDWOOD, Fla.—Among the new enterprises is the Sumter County Record, edited and owned by A. G. Waldron.

HUTCHINSON, Minn.—A newspaper is to be started by Howard Africa of Chelsea, S. D., and B. C. Ellsworth, who have leased an office building on Main street.

STEELE, N. D.—Kidder county will have two more newspapers in a very short time. Editor Wood, of the Steele Ozone, is establishing a paper at Tappen, and Editor Hull, of the Driscoll News, is starting a paper at Robinson. Both will have new plants.

FORT WORTH, Tex.—A new weekly paper, the News, of Fort Worth and

Dependable Facts for Buyers and Sellers of Advertising Space

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

For particulars address

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

Tarrant County, has been launched by John B. Buchanan, a veteran publisher of this city. Mr. Buchanan, the editor and proprietor, has been prominently connected with many of the leading publications here during the last twenty-eight years and until recently was president of the Reporter Publishing Co.

YORKVILLE, S. C.—The York News, a new paper, is to be published by the York Publishing Co., of which J. S. Brice is president, W. S. Hutchinson, vice-president, and W. I. Witherspoon, secretary and treasurer. W. A. Fair will be editor and business manager.

EAST ISLIP, L. I.—This town now has a newspaper. It is called the Greater Islip News, and is a seven-column, four-page publication, and is published by Thomas V. Farrell.

PERTH AMBOY, N. J.—The Middlesex Plain Dealer, which styles itself the "paper without a muzzle," issued its first edition last week. It is a weekly and will be issued Friday. George S. Walker, a former local newspaperman, is the editor.

The Independent in New Dress, Oct. 2.

With the issue of Oct. 2 the Independent will appear in new form, with many improvements. The page will be enlarged to 7 x 10 inches, three columns wide, to accommodate more and better illustrations, and a variety of changes are contemplated to afford a wider popular appeal and meet present-day conditions. The offices of the weekly are now located in the new Publishers' Building, 149 West Fortieth street. A neatly printed brochure recently issued by the Independent contains a short, illustrated account of the periodical's development since its birth, 1848, and several good pictures of its former homes.

Held in Contempt for Alleged Libel.

J. H. Zerbey, editor of the Pottsville (Pa.) Republican, was indicted Sept. 1 on the charge of criminal libel, Judge R. H. Koch being the complainant. It is alleged in the indictment that Zerbey purposely misquoted remarks of Judge Koch from the bench, so as to bring upon him public ridicule and condemnation. The case has been fixed for trial next Monday before Judge Johnson, of Union County.

Newspaper Woman Breaks Record.

Miss Marguerite Cody, a member of the editorial staff of the Belfast, Ireland, Evening Telegraph, last week swam across Belfast Lough, in five hours and forty minutes. The feat has never before been accomplished by a woman. Miss Cody has long been noted as a swimmer. She held the championship at Giston College, Cambridge, for three years. She is an all-round athlete, excelling especially in lawn tennis, hockey, and pedestrianism.

Libel in the Newspaper Family.

The Democrat Publishing Co., publishers of the Daily Journal of Norwalk, O., a paper about four months old, was made defendant in a \$10,000 damage suit recently. The plaintiff in the action is Mrs. Clara Shively, wife of Charles Shively, editor of the Experiment-News. The damage suit is based on an article published in the Journal July 31 last. The petition alleges that a member of the Shively household was intoxicated recently.

Ask About Our Red Letter Service

The Best "Time Copy"

UNITED PRESS

General Offices, World Building, New York

"SNOODLES"

is a precocious baby boy—just full of Old Nick—the creation of Hungerford, who has a lively sense of humor. You'll like Snoodles. It's clean, wholesome fun—which accounts perhaps for the big demand for this seven-column comic feature in mats.

World Color Printing Co.

ST. LOUIS, MO.

Established 1900

R. S. GRABLE, Mgr.

Daily News Mats

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

INTERNATIONAL NEWS SERVICE

200 William Street

New York City

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

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

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

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

NOTICE

Choice newspapers properties at moderate prices in every State in the Union. Will furnish summary descriptions in first letter if you give requirements and bank references.

H. F. HENRICHS, Newspaper Broker
Litchfield, Ill.

MOST CONVENIENT

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

CENTRAL PRESS ASSOCIATION, Cleveland

THE EDITOR AND PUBLISHER is a good investment at \$2 a year.

As the Merchants Do in Chicago Likewise They Do in Los Angeles

The Mail Order Journal in its July issue says: "The Evening News of Chicago gained more advertising the first half of 1913 over the same period of 1912 than any other American paper."

Why?

The Evening News Is Acknowledged to Have the Home Circulation Which Pays Dividends to the Advertiser.

In Los Angeles the twelve leading mercantile advertisers show their appreciation of the home circulation of The Express, and during July used the following space in the six Los Angeles daily papers:

THE EXPRESS	16,388 Inches	Fourth Paper....	6,259 Inches
Second Paper ..	9,443 Inches	Fifth Paper.....	2,367 Inches
Third Paper	8,788 Inches	Sixth Paper.....	940 Inches

**ADVERTISING THAT PAYS GROWS
ADVERTISING THAT GROWS PAYS**

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

New York, Saturday, September 6, 1913

THE GAS ADVERTISING CAMPAIGN.

In another column will be found an interesting communication from Thomas R. Elcock, Jr., chairman of the Committee of Publicity of the National Commercial Gas Association, of which C. W. Hare, of the United Gas Improvement Co., of Philadelphia, is president. THE EDITOR AND PUBLISHER has consistently maintained the policy of always considering both sides of a question and of presenting the supporting arguments. Mr. Elcock presents what is presumed to be the opinion of C. W. Hare, who is at the back of the so-called national advertising campaign, which contemplates the spending of a fund, through weekly and monthly magazines, to teach the people that gas is a good thing to use for light, heat and power.

Gas, the commodity, is a public necessity, a commodity of nation-wide use; any product of general utility and consumption demands an advertising campaign commensurate with its general applicability to domestic needs; hence gas should be advertised in national as well as merely local mediums. This seems to be Mr. Elcock's argument.

That is the only argument which may seem to justify the expenditure of any fund, large or small, in exploiting gas through magazine advertising. The street cars are public utilities, yet who in Chicago cares a decayed banana for the problems of interurban transportation confronting, vexing and annoying New York? Chicago has her own problems of like nature, *strictly localized*, and finds them enough to engage her full attention. Nobody in Los Angeles cares a hooter for the kind, quality, price or nature of service of the gas supplied to San Diego, a city in the same State; but Los Angeles and all her people are vitally concerned in these same questions when applied to Los Angeles gas.

Just a word regarding cost. To buy one agate line of space in a certain magazine mentioned frequently in this discussion means an outlay of \$7.50. That journal sees the light of day once a month. That same \$7.50, paid over the counter of the best of the metropolitan dailies, would result in fifteen insertions, or one good punch every other day. Distributed among the seven morning dailies it would produce two good punches in the combined circulation of all these papers, a circulation which cannot be less than that of the one punch magazine. If part were sent to the evening papers, also, there would be one good punch to that of the magazine, but with a contemporaneous appearance in fourteen good papers. Which expenditure, Mr. Gas Man, would appeal to you as probably most productive? Would your gas interest Philadelphia, say, if you produce it in San Francisco? Then why help pay to exploit Mr. San Francisco Gas Man's goods?

The burden of the wail against the newspapers, made by the gentlemen behind this anomalous move-

ment, is "bad copy." In the name of the Daddy of all publicity, who is responsible for this? Surely not the papers, for they are not writers, but publishers of advertising matter. Every advertising man in every newspaper office is as solicitous about the pulling power of every ad in his paper as any advertiser can be. He realizes keenly that waste material in an ad hurts his publication as a trade making medium. But it is not his to produce drawing copy for a customer direct, or agency served; that is up to the other fellow.

We concur most heartily in the indictment of bad copy; but we find the indictment elsewhere. In our opinion the syllogism has been framed thus: "The public has to use gas; we are the only fellows in town with gas to sell, ergo the public must come to us."

This give-a-dam attitude of the gas companies in the past—we're glad to testify it is largely in the past—has resulted in much bad copy with constant misunderstandings and bickerings between producer and consumer. It remained for the public utility corporations to present to a more or less amazed commercial world the anomalous spectacle of a producer of goods to sell, which he must sell or go broke, scrapping arrogantly and constantly with his customers, those upon whom he must depend for revenue.

We regret that while Mr. Elcock has written a great many words, that he should have been delegated to a task so difficult. The logic of the argument throughout is so lamentably weak that it scarcely calls for serious criticism. The explanation is made that the National Commercial Gas Association "is a coming together of the gas companies and manufacturers of gas appliances throughout the United States and Canada with the object to co-operate in every way to increase the sale of gas, and to sell it in the right way to the satisfaction of the public."

Unfortunately, this statement is not borne out by the facts. A few gas companies have been honey-fugled into yielding up part of their advertising appropriation for daily newspapers to advocate the use of gas for general purposes in the home and in the industrial field. A few manufacturers of gas appliances also have been "persuaded" into the belief that if they spend their money in an "educational campaign" in national magazines for gas as a great modern agent of civilization, that they will enjoy part of the benefit—but it was expressly understood that if the manufacturers of the Acorn range, or the Vulcan range, or the Strause gas iron, or the Welsbach gas mantle, or the Lindsay light, or the Pittsburgh water heater, or the Humphrey arc light, or hundreds of others, attempted to exploit their own individual product, they would be barred out as undesirable self-seekers.

The whole philanthropic scheme was so cleverly engineered by Mr. Hare, of Philadelphia, that he received thirty-six endorsements of the companies which he controls, but it did not appeal with any great force to the manufacturers of gas appliances because if a gas range maker in Troy wanted to sell his range in Philadelphia, or in Boston, or in New York City, the natural appeal from the advertising viewpoint would be made in the local newspapers in these cities where he could describe the merits of his own particular appliance. If he threw his money into the national campaign he would be compelled to confine himself to demonstrating what an excellent thing gas was for cooking in ranges, but he could not say a word about the very thing he wanted to sell. This is what has put the crimp into the movement so far as the manufacturers of gas appliances are concerned, because the National Commercial Gas Association has failed to put forward any argument which will convince any advertiser that a specialized advertisement in a local newspaper is not a thousand times superior to a generalized advertisement in a scattered magazine circulation.

THE EDITOR AND PUBLISHER is always in favor of every sort of an advertising campaign that is conducted on logical and intelligent lines and will bring results to the man who spends his money to exploit

his business. If we thought for a moment that the amazing proposition of the gas interests of the United States to spend one-tenth of one per cent. on their output in magazines was a sensible proposal, we should endorse it without hesitation.

But, when this unarmored Warwick in the field of gas advertising asks that the Consolidated Gas Co., of New York City, and the Peoples Gas Light & Coke Co., of Chicago, pay out a percentage of their advertising appropriation to educate the farmer in the environs of Oshkosh and the new settler in North Oklahoma—well, Mr. Elcock's argument, we regret to say, goes to pieces.

EDITORIAL COMMENT.

Whether or not William Randolph Hearst has a finger in the new San Francisco Call pie, has not been officially declared. The Brooklyn Eagle assumes that the rumors connecting Mr. Hearst with the ownership are correct, and printed on Tuesday an editorial likening him to "an octopus Colossus with one main tentacle at the Golden Gate and another on New York Harbor, with six others touching various points on the great continent." It would surprise no one to learn that Mr. Hearst holds a controlling interest in the Call. There seems to be no limit to his ambition in the newspaper world. While manifestly in no haste to add other papers to his string, nevertheless, when the right opportunity comes along to acquire an established daily in a promising field, he does not hesitate to seize it. As the Brooklyn Eagle says, he is indeed a Colossus, for he can talk to at least 5,000,000 people a day.

Arthur Brisbane, in a recent editorial in the New York Journal, says that the newspaper editors, of whom there are 20,000 or more in the United States, can solve the important temperance question by compelling their readers to think upon it with concentration and to discuss it sanely. He declares that the only real temperance of which human beings are now capable on a big scale is that of temperate drinking, the use of mild stimulants like beer and light wines, instead of whiskeys, gins and other poisons. Prohibition has been a failure, the banishment of the canteen has increased drunkenness in the army and increased the number of desertions. Mr. Brisbane believes that if the editors will tell the truth about the liquor business, as they know it from observation, they can do much toward reducing drunkenness.

WOULD NOT MISS A SINGLE COPY.

George B. Crater, advertising manager of the Greensboro (N. C.) Daily News, writes: "I get too much information out of THE EDITOR AND PUBLISHER to miss a single copy. It is a valuable journal to the publisher, business manager or advertising manager who reads it."

THE NEWSPAPER MAN.

Vacation days had come at last and to the woods he hied.
"I will not read a paper till I have returned!" he cried.
And in the woods he softly said: "Some class to this, I guess!
No city ed to bawl me out, no rumbling of the press.
I hate to read of politics, of scandal and of war;
A murder story gets my goat and baseball I abhor."
And as he sat upon a log and watched the summer sky,
And heaved a sigh of deep content, a paper fluttered by.
He pounced upon the muddy sheet and spread it on his knee,
And read of sports and politics and dames of high degree.
He read of war and graft and crime until the light was low,
Although it was a country sheet and printed days ago.

—New York American.

"For quick and sure results in advertising you've got to hand it to the daily newspapers."

BILL WISE.

PERSONALS.

Herman Ridder, owner of the New York Staats-Zeitung, was one of the committee which informed Mayor Gaynor on the steps of City Hall Wednesday that he had been renominated for Mayor on an independent ticket.

Frank A. Munsey is a passenger on the Olympic, which sailed from London for New York Wednesday with a record list of first cabin passengers.

Fred C. Veon, who recently sold his interest in the St. Louis Star to John C. Roberts, vice-President of the International Shoe Co., left Sunday for California where he will locate permanently. Mr. Veon spent six weeks' touring Ohio, Indiana and Illinois in his auto with his family.

Frank P. MacLennan, editor and publisher of the Topeka (Kan.) State Journal, returned on the steamship Baltic on Saturday from a ten weeks' visit to the British Isles. He was accompanied by Mrs. MacLennan.

E. W. Howe, former publisher of the Acheson Globe and now owner of Howe's Monthly, was the main speaker at the St. Joseph (Mo.) Commerce Club luncheon Wednesday. He told the members about his travels through New Zealand, Australia and Africa.

Wallace F. Stovall, editor and owner of the Tampa (Fla.) Tribune, and Mrs. Stovall, are spending a summer vacation in New York.

C. R. Sutphen, treasurer and business manager of the Pittsburgh Dispatch, is spending his vacation at Mt. Clemens, Mich., where he has been a guest each summer for the past ten years.

Sir Gilbert Parker, the novelist, once a newspaper reporter in Montreal, is now in that city, gathering material and impressions for a few more novels.

Louis Hammerling, president of the Association of Foreign-Language Newspapers, is visiting Detroit as the guest of Milton A. McRae.

W. R. Carter, formerly editor and part owner of the Jacksonville (Fla.) Metropolis, underwent an operation at a hospital in Portland, Me., and is reported to be doing well.

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

Thomas and Oscar Braniff, Mexican capitalists, arrived in Havana Sept. 7, en route to New York, for the purpose of looking after the interests of President Huerta. They recently sold their newspaper, El Independiente, to Government interests.

John J. Crawford, president of the Richmond County Advance, at Staten Island, sailed last week on the Olympic. He took his automobile along and expects to see some of the roads and scenery of the Continent.

GENERAL STAFF PERSONALS.

John P. Dwyer, managing editor of the Philadelphia Record, has been appointed by President Wilson a member of the Panama-Pacific Exposition Commission to Central America and the West Indies.

John Leisk Taft, for nearly eleven years Sunday editor of the Memphis (Tenn.) Commercial-Appeal, has left the employ of the paper and joined the forces of the Harry E. Northrup Co., illustrators, advertisers and engravers, of the same city.

David Holt, a well-known newspaper man of Birmingham, Ala., has accepted

the position of editor of the Mobile (Ala.) Post, the new afternoon paper which will be launched Oct. 1.

E. J. MacAulisse has resigned as managing editor of the St. Louis Republic to become a member of the Scott Company, contractors, St. Louis.

W. K. McKay, managing editor of the Louisville (Ky.) Herald, has been appointed managing editor of the Chicago Evening Post.

Walter S. Hallahan, for several years managing editor of the Hunting (W. Va.) Herald-Dispatch, has been appointed private secretary to Governor Hatfield of West Virginia.

Robert T. Small, superintendent of the Southern Division of the Associated Press with headquarters at Atlanta, is spending a brief vacation at Asheville, N. C. He is on a tour of the cities in his division.

John Ewing, exchange editor of the New Orleans Daily States, has been named minister to Honduras.

W. W. Smith, editor of the Battleford (Can.) Press, was recently elected mayor of that city.

Francis L. Littlefield, city editor of the Portland (Me.) Argus, was one of the speakers at the reunion of the 27th Maine regiment last week.

S. T. Bisbee has become the managing editor of the Oklahoman, succeeding Preston McGoodwin, who has been made Minister to Venezuela. Prior to this Mr. Bisbee was editor of the Weekly Oklahoman, of the Oklahoma Farmer-Stockman and editorial writer of the Daily Oklahoman.

C. C. Wanamaker, formerly city editor of the Philadelphia Ledger and later managing editor of the Press, has been appointed manager of the Garrick Theater of that city.

Edward McKernon has been appointed correspondent of the Associated Press at Boston, succeeding E. B. Lyman, resigned.

George E. Kline, of Lincoln, Neb., has been appointed editor of the Nebraska Farm Journal, with headquarters in Omaha.

IN NEW YORK TOWN.

Charles F. Selden, city editor of the Evening Post, is back at his desk after a two-week vacation.

Arthur S. Draper, general assistant to Ogden Mills Reid, editor of the Tribune, is spending a vacation at Camp Wildair, Paul Smith's, N. Y., Mr. Reid's country place.

Joseph J. Early, political editor of the Brooklyn Standard Union, is taking a belated vacation at Fourth Lake, Adirondacks, N. Y.

P. M. Cushing has joined the Sunday editorial staff of the Press.

William Stevens, of the Evening Mail, has returned from a vacation at Block Island.

Herbert Bayard Swope, of the World, has returned from an invigorating two weeks in the mountains.

Edith Brownell, editor of the woman's page of the Evening Sun, is at Sedgwick, Me., for a two weeks' vacation.

Eric H. Palmer, of the Brooklyn Standard Union, has found time to write several baseball stories for Harper's.

Irving Pinover, City Hall reporter of the Evening Journal, is on a vacation.

Eddie Rudolph, of the Times, contributes many of the "Picked from the Throng" items to the Sunday edition of the World. The Jamaica Bay Yacht Club is one of his leading producers.

Charley Haggerty is still hustling through the Eastern District for the American. It's a good news field, averaging two hold-ups and one suicide per day.

Macgregor Bond is now covering ship news for the Press.

Among the returning vacationists the past week were William Weber, of the Press, and Gus Elcock, of the Evening Post.

BROOKLYN PERSONALS.

Wm. McLaughlin, formerly of the Times, is now covering Brooklyn for the Tribune.

Randolph Moss, who covered Brooklyn for the Press, has gone South and joined the staff of the Atlanta Georgian.

Billy Cassidy, of the Brooklyn Times, is one of the strongest advocates of the Water Wagon System in Kings County.

Len Wooster, sporting editor of the Times, who has been on many a tour with the Superbas, heaves a sigh which can be heard all over lower Broadway when the score reads: Philadelphia 4, Brooklyn 3.

Billy Rudolph is still the head of the close corporation which gathers the news of the Eastern District.

WEDDING BELLS.

George M. Hartt, editor of the Pas-saic (N. J.) News, married Miss Marie Russell, daughter of Mrs. Elizabeth Russell, in Burlington, N. J., Aug. 29. Owing to the recent death of the bride-groom's father, George Le Baron Hartt, only relatives and immediate friends were present at the ceremony.

Leonard D. Emmert, general manager of the Hagerstown (W. Va.) Journal, and Miss Annie E. Reinsberg were married in that city last week.

The engagement is announced of Miss Freda I. Sterling to Edward A. Batchelor, member of the editorial staff of the Detroit (Mich.) Free Press.

WASHINGTON PERSONALS.

Paul S. Reinsch, of Wisconsin, who has been appointed envoy extraordinary and minister plenipotentiary to China, was a member of the Press Galleries of Congress in 1893, representing the Madison (Wis.) Times and the Milwaukee Herald.

William J. Donaldson, the new superintendent of the House of Representatives Press Gallery, was for several years the page in the gallery, serving under the late superintendent, Charles A. Mann.

John P. Gavit, of the New York Evening Post, is enjoying a short trip abroad.

Harry Van Demark, of Houston, Tex., editor of the Texas Magazine, playwright and author, spent several days this week in the National capital, the guest of Walter S. Gard, correspondent for the Houston Post.

PUBLISHER'S NOTICE.

ADVERTISING RATES: Display, 15 cents per agate line; 25 per cent. discount on yearly contracts. Classified, 1 cent per word. THE EDITOR AND PUBLISHER can be found on sale each week at the following newsstands: World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 88 Park Row; The Woolworth Building; Times Building, Forty-second street and Broadway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

SUCCESSFUL

capable and experienced daily newspaper publisher will use as much as \$150,000 cash as first payment on an attractive daily newspaper property. Proposition I. A.,

C. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

HELP WANTED

AD WRITING and proofreading are two of the best paying professions in the country today. There is a big demand for men who thoroughly understand the businesses, but no supply. Better yourself; improve your chances of advancement and bigger money. We are just starting classes in personal instruction of ad writing and proofreading, under the direct supervision of experts and practical men. It is our intention to have a limited number of pupils, so that each student will be assured of sufficient individual instruction. Classes meet only one evening a week for four months. What we ask for the entire course is less than you will earn the first week. You'll be surprised. Our records show the number of our students who have secured permanent, responsible positions through the medium of our teaching. Call evenings after 7:30 or write to FRANKLIN CLASS, 110 West 34th Street, New York. (We also give instruction in proof-reading by mail.)

PARTNER WANTED.

I need the services of an advertising man or business manager of high character and ability who will join me in the ownership and management of a leading western daily of 40,000 circulation. Party must have necessary experience and be able to anchor himself permanently by an investment of \$10,000 or more. Salary will be commensurate with ability. This is a big, successful newspaper with a great future and offers remarkable opportunity. Give references. Address RARE CHANCE, care THE EDITOR AND PUBLISHER.

SITUATIONS WANTED

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

NEWSPAPER MAN

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

STEREOTYPE FOREMAN,

For years with big middle west daily and Sunday, wide experience, good executive capacity, best of references. Interview solicited. Address "P. C.," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

DAILY NEWS

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

LINOTYPE MACHINES

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

RICH & McLEAN, New York.
51 Cliff St.

\$3.00 YEARLY, BUSINESS OF YOUR OWN; mail order; success sure; honest, legitimate; small capital; original methods. Write M. Clement Moore, Specialist, New Egypt, N. J.

FOR SALE

A WEEKLY PUBLICATION in the amusement field can be bought for \$30,000. The paper is more than 20 years old, has always been considered the first among its competitors. Yearly income about \$8,000 a month. A good newspaper man should own it. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago—New York—Philadelphia, for 20 years the real trades' leading journal. Write for rates.

CONCERNING PINDELL.

Publisher of the Peoria, Ill., Journal Is Fair Example of One Who Achieves Success Through Perseverance—Is Author of Illinois Commission Government Bill and Enthusiast in Cause of Clean Civics.

In the turbulent politics of Illinois they refer to him as "the power behind the throne." Personally, he would rather have the simpler and more euphonistic title of "Publisher of the Journal." No matter which is preferred, the fact remains that he has spread out enough in Illinois politics and Illinois journalism to occupy both spheres successfully.

"He" is Henry M. Pindell, editor and publisher of the Peoria Journal, a newspaper that has become conspicuous because of its hard-earned success in a field generally known as a difficult one in newspaper circles.

As an example for the publishers beset with similar difficulties, the course of the Journal and its publisher is encouraging. It is the story of a fighter, one who has fought according to the dictates of his conscience, who has refused to compromise when compromise meant nothing more than the easier way. And he has survived to see the policy bear most amazing fruit, make him, in short, a figure whose counsel has been and is sought by the most astute statesmen and officials. Besides, the success of the Journal has made it a power in Illinois politics, and that power has always been directed toward more efficient and better government.

STARTED WITH COLLEGE PUBLICATION.

Henry M. Pindell got his real start in the newspaper business in college. Prior to the day he was awarded the bachelor of arts degree at DePauw University, in 1884, he had shown a liking for newspaper work. He specialized in literature at the university and edited the college paper on the side. Upon graduation he became editor of the Wabash Times. That was during the first Cleveland administration. Later he went to the Chicago Tribune, where he laid the foundation for the thoroughness that has characterized his work ever since.

After an apprenticeship there he became identified with the Springfield Register, at Springfield, Ill. That was in 1887, and his rise from a reportorial position to city editor was rapid. Not satisfied, however, with a managerial position, he sought for a wider field and found it in Peoria, where, in 1889, he founded the Herald.

From the moment he came to Peoria fortune smiled upon him. Of course, the goddess was assisted by hard work, and the hard work has been kept up ever since. March 4, 1889, saw the initial issue of the Herald from an unpretentious office at the foot of Main street. It had the equipment of most of the country papers of the day, depended upon hand composition, struggled with a flat-bed press, and usually presented the news of the day in four pages. As the city grew the paper grew with it, until the four pages had increased to eight, and in 1897 came the second big advance when Mr. Pindell secured the Transcript, a morning paper.

IS GOOD GOVERNMENT ADVOCATE.

The Herald and the Transcript were combined the same year, with such success that later Mr. Pindell purchased the Times, an afternoon edition of the Transcript, later sold to the Journal. The final step was the buying of the Journal in 1902 and the disposal of the Herald-Transcript in the same year. With the only independent Democratic paper in the central tier of counties in his control, he immediately began to do things, until to-day the Journal is recognized as the leading news advertising medium of the central State.

In 1908, at Denver, and again in 1912, at Baltimore, Mr. Pindell was delegate

at-large to the Democratic national conventions. During the last presidential campaign he had charge of the headquarters of the National Press Committee of the Democratic organization and was chairman of the committee as well. Through the influence of the Journal, and the dominant personality of its owner, the Sixteenth Congressional District was the only district in Illinois that returned a victory in favor of Wilson at the presidential primary, and the territory again did its share at the final election. In the exciting times of '96 and 1900 Mr. Pindell was a sound money Democrat.

Statewide, his most far-reaching stand was in favor of the commission government act now in force in Illinois. Governor Charles Deneen calls him the father of the commission bill, and dozens of Illinois cities have improved their municipal government under the provision of that bill. During the discussion and consideration of the notorious Allen bill he took charge of the opposition against the measure in Peoria and, through the force of his influence and the effective attacks of the Journal, prevented its passage.

MILLION DOLLAR SHOW.

(Continued from page 229.)

building, where the cars, fifty of them, were unloaded.

"I knew from my experience as manager of the show in Cincinnati last year," said retiring president J. M. Thomssen, "that with the amount of energy expended on a well laid out plan by H. C. Vortriede, manager of the Toledo exposition, that a new record was going to be established. Cincinnati had done the missionary, the pioneer work. We had shown manufacturers and supply men the value of such advertising as they could expect from an exposition such as we gave and such as Toledo now is giving. They were educated as to the sales-getting force of actual demonstrations to men attending cost schools. They recognized, as I felt sure they would, the wisdom of striking while the iron is hot."

For the first time in the history of an exposition of the kind, the management of the Toledo show excluded the general public from the daytime sessions. So great was the attraction of lecturers of national reputation and so irresistible was the pulling force of the revolving wheels and cylinders that it was deemed advisable to close the doors to all but printers and publishers, in order that the curious might not crowd out those who came to learn and to inspect the products of the master builders.

While officially opened by Governor Cox, Monday night, the convention did not get down to active business until Tuesday afternoon, when the first of the long list of addresses was given. Governor Cox paid a high tribute to the old tramp printer, saying "he is the one institution more responsible for the advancement of the world morally and intellectually than any other one agency."

FIRST BUSINESS SESSION.

In the first business session, Tuesday morning, at which a number of committee reports were made, Frank Mulholland, president of the Toledo Commerce Club, presented to President Thomssen a gavel made from the wood of the rebuilt Niagara, Commodore Perry's flagship in the battle of Lake Erie, Sept. 10, 1813. Retiring President Thomssen, in his inaugural, made a strong plea for vocational training in the schools.

Lee C. Downey, member of the Ben Franklin Club of Cincinnati, spoke on "Accounting," explaining to the master printers the necessity of keeping account of all expenses of the several departments, fixed charges and the like, as one of the first steps in the establishment of a cost system. B. F. Corday, Cleveland, discussed "Better Selling Methods." The speaker advised salesmen to so prepare themselves that they can be of assistance to the buyer,

not merely order takers or sellers no matter what is sold, nor taking into account the actual needs of the purchaser as to ideas. W. B. Holliday, Chatfield and Woods, of Cincinnati, advocated the uniform establishment of the long price list by paper manufacturers and jobbers as affording the master printers an opportunity of charging for the handling of stock.

The doors of the exposition were thrown open to the business and professional men of Toledo Tuesday afternoon, in order that they might hear the closing address by O. W. Wroughton, manager of the Typothetæ of Kansas City, on "Credit Science." Mr. Wroughton emphasized three elements in the granting of credit—character, capability, and capital.

SOME OF THE ADDRESSES.

A. M. Glossbrenner, president of the United Typothetæ of America, Indianapolis, spoke on "Efficiency" at the Wednesday morning session. He was followed by Louis Flader, commissioner National Association of Photo-engravers, Chicago, who discussed "Engraving and Its Relation to Printing." The afternoon session was given over to the addresses of Col. E. T. Miller, Columbus, on "Relation of Cost Accounting to Estimating"; E. St. Elmo Lewis, Detroit, on "Salesmanship," and Ed. E. Sheagreen, manager of the Standard Cost Finding Service Co., Chicago, on "The Use of Capital and Its Relation to Your Business."

In addition special schools of instruction were provided in Athena Hall in the exposition. R. T. Porte, chairman of the cost committee of the Ohio Printers' Federation and secretary of the Cincinnati Ben Franklin Club, had charge of the two sessions of the cost school system. Charles F. McElroy, chairman of the educational committee of the O. P. F. and secretary of the Cleveland Ben Franklins, assisted in the conduct of the cost schools. As the majority of printers attending the cost schools are owners of small shops, the instructions given were on matters of especial interest to that branch of the trade.

The election of officers resulted as follows: Charles P. Carl, Cleveland, president; George M. Gray, Fostoria, first vice-president; A. I. Braunwart, Cincinnati, second vice-president; Chas. N. Bellman, Toledo, secretary; Carl Jettinger, Delphos, treasurer. Mr. Bellman later resigned. The executive committee will name his successor shortly. Cleveland was chosen without opposition as next Central States Printers' Exposition city.

J. C. Morrison, chairman of the Minnesota Ben Franklin Club and publisher of the Morris (Minn.) Tribune, ad-

(Concluded on page 242.)

\$50,000 Cash

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

American Newspaper Owners' Exchange
Rand-McNally Building, Chicago

THE BEST BUY SUMMIT MILL SNOW WHITE

For Distinctive Business Letterheads



A pure rag paper of unusual elegance, made in vellum and linen finish.

BECKMAN PAPER & CARD CO.
56 Beckman Street, New York City

LITTLE TALKS

BY THE WANT AD MAN

\$200,000

in cash available for the purchase of an established net earning Daily newspaper property in any important city of the Middle West, preferably in the states of Ohio, Indiana or Illinois.

HARWELL, CANNON & McCARTHY

Brokers in Newspaper and Magazine Properties

200 FIFTH AVENUE NEW YORK

TURNER'S BULLETIN

Highest testimonials have been awarded

C. Godwin Turner

on

Efficiency of Press Room, Paper, Circulation and Delivery.

Address

THE DATA CIR. AUDIT CO., Newark, N. J.

HOW MUCH AN HOUR

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

PREFERRED TYPE FACES

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

Barnhart Brothers & Spindler

168-172 West Monroe Street
CHICAGO

200 William Street, NEW YORK

Washington, D. C. St. Louis Kansas City
St. Paul Omaha Seattle Dallas

Press Clippings

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

BURRELLE

CHARLES HEMSTREET, Manager

60 and 62 Warren Street, New York City

Established a Quarter of a Century

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

SEND FOR SAMPLE

F. E. OKIE CO.

Manufacturers Fine Printing Inks
PHILADELPHIA, PA.

TAKE IT TO

POWERS

OPEN 24 HOURS THE LATEST ENGRAVERS OUT OF 24 ON DARTS

ON THE ALL THE TIME

POWERS PHOTO ENGRAVING CO.
134 Nassau Street Tel. 4900-4 Beckman

Booklet About the Intertype.

The International Typesetting Machine Co., of which Herman Ridder is president, is distributing among its customers and interested persons copies of a booklet entitled "Intertype vs. Linotype," in which is presented the International claims for its machine.

The Philadelphia German Daily Gazette

CARRIES MORE Local and General ADVERTISING

than any other German daily published in this country.

HOWARD C. STORY,
Publishers' Representative

NEW YORK: 806 Nassau-Beekman Bldg.
CHICAGO: PHILADELPHIA:
1100 Boyce Bldg. 924 Arch St.

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

Net average weekly circulation for the year 1912:

January	30,908	July	32,935
February	30,996	August	33,730
March	31,053	September	34,821
April	30,998	October	35,406
May	31,332	November	36,067
June	32,102	December	36,487

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

CATHOLIC PRINTING CO.
Dubuque, Iowa

GET THE BEST ALWAYS

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

The New Orleans Item

2ND U. S. P. O. REPORT

Six Months' Average Circulation.

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

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

LITTLE TALKS
BY THE WANT AD MAN

BEST FILM AD MEDIUM.

Why Moving Picture Makers Should Use the Daily Newspapers to Increase Business Throughout the Country.

By RUSSELL E. SMITH.

Many business men for years fought shy of the newspapers as a medium for their advertising, and only lately have they appreciated the service they render. Among those who seem blind to the advantages of newspaper advertising may be found the manufacturers of moving-picture films. The latter advertise almost exclusively in trade papers, weekly and monthly, and in the Sunday edition of a New York paper that runs a motion-picture news section. This policy is a big mistake, and the manufacturers of moving-picture films are beginning to realize it.

In advertising in a trade paper they naturally reach one class of people—the exhibitor. But it is not the exhibitor who goes to see the pictures in the various picture houses all over the country, but the public—and the public is what the film manufacturers should try to reach—and this can only be done by the use of the daily newspaper as an advertising medium.

ON REACHING THE PUBLIC.

The public is, of course, reached indirectly through the exhibitor who acts as a sort of censor and, like a theatrical manager, attempts to give the public "what it wants"; but, like the theatrical manager, the exhibitor does not always strike the mark straight in the center.

Then, why not give the attending public a chance to pick the pictures they want to see? This can be done in various ways, but only through the daily newspaper. People who go to picture shows do not read the trade papers, but they are voracious readers of the daily papers all over the country. Through them alone they can be reached.

The manufacturer may say: "How do I know whether such advertising is doing my product any good? How can I trace such benefits that may accrue from the use of daily newspaper advertising? These facts may be determined in many ways. One is to key the ads and print a coupon along with the advertisement calling on the reader to fill out same and present it to his theater manager at the theater he attends, asking for the particular film that he has become interested in through reading an advertisement directed at him. Other ways will readily suggest themselves to an advertising man.

Several newspapers throughout the country have realized this fact and have started a motion-picture news page—but they have catered exclusively to the local exhibitor trade and not to the manufacturer. They advertise what has already been sold.

WHY ADVERTISE?

The companies that sell the State rights to big feature films may say: "What good will it do to advertise, when I only sell to one firm and that in turn sells again to the various exhibitors in that State? What do I care whether he sells it once or twice? Why should I advertise for his benefit?"

The answer is that the manufacturer will want to sell that State again when his next feature is on the market. Advertising his features in the daily newspapers will create an interest among the public film fans, and they will want to see that feature. The public will, in turn, appeal to their local exhibitor to show that feature, and the exhibitor will again, in turn, apply to the man who owns the State right for it, and the manufacturer will benefit by it.

The film manufacturers ought, by this time, to realize what a chance for advancing their own interests they are missing, and they should get into line as the manufacturers of other staple products have done. The low cost of newspaper advertising, as compared with magazine advertising space, is another big factor in determining the mediums used in such advertising. Newspaper advertising is to-day the best proposition for the film manufacturers.

NEW INCORPORATIONS.

MONTAGUE, Mass.—Spiritual Alliance Weekly Publishing Co.; capital, \$25,000. E. Thompson, C. T. Thompson and L. W. Bixby, incorporators.

STAMFORD, Conn.—Bulletin Press Publishing Co.; capital, \$1,000. Incorporated by Patrick J. Goode, president, and Michael J. Goode, secretary and treasurer.

LEIGHTON, Pa.—National Automatic Press Co.; printing presses; capital, \$5,000.

NEW YORK, N. Y.—The Associated Authors and Compilers, Manhattan; general publishers; \$10,000 capital. Frederick T. Chapman, Marion M. Miller and William J. Darby, incorporators.

NEW YORK, N. Y.—Watchman-Examiner Co., Manhattan; publishing Examiner and Watchman; religious journals; capital, \$75,000; incorporators: C. L. Laws, Edmund F. Merriam and F. H. Field.

YORKVILLE, Ga.—York Publishing Co.; capital, \$12,000; incorporators: J. Steele Brice, president; Thomas F. McDow, vice-president; W. I. Witherpoon, secretary and treasurer; the company will publish a semi-weekly newspaper.

BRIDGEPORT, Conn.—Joyce Press; capital stock, \$20,000; incorporated by Thomas W., Ida E., and Harold J. Joyce.

LA JOLLA, Cal.—La Jolla Journal Co.; capitalized at \$10,000, divided into 100 shares; the directors are A. O. Reed, B. B. Harlan and D. A. Depew.

NEW YORK, N. Y.—Hendricks-Sullivan Co., Manhattan; general publishing; capital, \$150,000; incorporators: S. E. Hendricks, Alfred T. Sullivan and William Feil.

NEW YORK, N. Y.—Buyers' Guide Publishing Co., Manhattan; publishers; capital, \$10,000; incorporators: Herbert A. Libby, Austin C. Taylor and John H. Miller.

NEW YORK, N. Y.—Dairy Press Co., Manhattan; to publish the Practical Dairyman; capital, \$50,000; incorporators: William J. Thompson, Frank Lockwood and R. J. Bodmer.

RALEIGH, N. C.—The Carol na Farmer; to publish a newspaper; capital, \$15,000; incorporated by J. M. Templeton, W. G. Crowder and others.

Ohio Papers Get \$50,000 State Ads.

Every one of the more than 900 newspapers in Ohio has been delegated by State Printer Frank W. Harper to advertise the four constitutional amendments that are to be voted upon by Ohio citizens at the November election. The legislature has appropriated \$50,000 for this advertising and the papers will get half the regular legal rate for carrying it. The advertisement is to be inserted once a week for a period of five weeks, beginning the week of Sept. 21.

Pulitzer Will be Passed on Soon.

The suit brought by the trustees under the will of Joseph Pulitzer for the judicial construction of the will, which has been delayed for several months because a young son born to Joseph Pulitzer, Jr., of St. Louis, had to be made a party to the suit, will go to trial soon, as the result of the filing of an answer last week in behalf of the infant, who has been named Joseph Pulitzer 3d. Charles M. Sheafe, Jr., is guardian ad litem.

W. J. Morton, of the W. J. Morton Co., newspaper representatives, Fifth Avenue Building, New York, and Chicago, states that his company will represent the new San Francisco Evening Call in the eastern and western fields.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

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

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

Best August

In August the New York Times published 639,269 lines of advertisements, a gain of more than 88,681 lines compared with August, 1912, and a greater gain than any other high-class morning newspaper.

The New York Times reaches a greater portion of the purchasing public than any other newspaper in the United States.

GET ACQUAINTED

with "DOTTO" the Want Ad Scout.



Best seven-column cartoon feature for attracting attention of readers to your Want Ad Columns. Get this worth while series if you want to build up your classified department. Exclusive right to one paper in each town or city. Sample on request. Address

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

THE PEORIA JOURNAL

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

THE LARGEST Circulation. NET PAID

H. M. PINDELL, Proprietor.

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

HERE'S A GOOD BUY—

THE READING NEWS

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 334 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

A BARGAIN SPACE BUY

The Detroit News and News Tribune

(WEEK-DAY COMBINATION)

190,000 PAID CIRCULATION 15c

Present rate on 10,000 Lines—

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

Chicago Evening American

Get the best results.

THE

NEW YORK EVENING JOURNAL

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

The Circulation of

THE BOSTON AMERICAN

IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

Detroit Saturday Night

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

Foreign Advertising Representatives

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

THE HERALD

HAS THE

LARGEST MORNING CIRCULATION

IN

WASHINGTON

JOHN W. HUNTER, Publisher.

Representatives:

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

YOU MUST USE THE

LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation MORE THAN 120,000

PRESS ASSOCIATIONS.

Members of the Seattle Press Club and their guests went to the salmon banks near Anacortes last week on the occasion of their annual excursion. Moving picture men joined the party and took films of the salmon business. The steamship took the party of joy-makers to the traps where the salmon were being caught and then followed the scows of fish to a big cannery, where the excursionists saw every detail of salmon packing. A salmon bake provided the feed. The entertainment was thoroughly enjoyed by all.

A large attendance marked the twenty-fifth annual convention of the Montana Press Association at Kalispell last week. The visiting newspaper men were treated to exhibitions of aeroplane flying, auto and horse races. The last day of the meeting was taken up with a tour of Glacier National Park. The following officers were elected for the ensuing year: E. H. Cooney, president; J. R. Faulds, first vice-president; J. A. Gilguly, second vice-president, and H. E. Peterson, secretary. Lewistown was selected as the place for holding the next convention.

Governor and Mrs. Ralston have accepted an invitation to attend the summer outing of the Northern Indiana Editorial Association, to be held at LaPorte this week. The Governor will be the principal speaker at the banquet in honor of the visiting newspaper men. The association members and their guests will visit the Michigan City prison on a tour of inspection.

A largely attended meeting of the Weekly Newspaper League of Allegheny County was held last week in the rooms of the Pittsburgh Press Club. The organization was completed by the election of C. F. Meeder as attorney for the league and the adoption of the constitution and by-laws. The next meeting will be held at the same place, Sept. 20, when an informal dinner will be served.

The relay meet of the Buffalo News Writers Association, recently held at Crystal Beach, was a huge success. Elmo Rost, of the Times, won the fifty-yard dash, with Eddie Hartnett, of the Enquirer, second, and Midget Stosel, of the Express, trailing. The races, without an exception, proved varied and interesting, and many were the spirited contests between rival teams. The majority were all relay events.

The Willamette Valley (Ore.) Editorial Association met at Albany last week, with Elbert Bede, of the Cottage Grove Sentinel, in the chair. The newspaper men discussed matters dealing with the relations of the newspaper with the public and with business men. It was decided that the next meeting be held in Portland, and Col. E. Hofer, who is president of the Oregon Editorial Association, made arrangements for both associations to meet together in the State metropolis on Oct. 17-18.

Refused to Eat His Words; Killed.

I. Y. Schenck, editor of the Sulphur (Okla.) Democrat, was shot and instantly killed by John Lindsay, a former county treasurer, last week, following the editor's refusal to "eat" a copy of his newspaper containing adverse editorial criticism. Lindsay approached Schenck, who was sitting in a buggy, and, waving a copy of the newspaper, demanded a retraction, and as proof of the retraction insisted that the editor literally eat his own words. Schenck refused, and Lindsay fired both barrels of a shotgun into his body.

C. K. Langham, who for the past year has been advertising manager of the Elizabeth (N. J.) Evening Times, has become advertising manager of the Asbury Park Times, the new daily of that city. Mr. Langham is a native of Texas, and has served in the advertising department of many Texas and Oklahoma newspapers.

CHANGES IN INTEREST.

RUSSELLVILLE, Ala.—The Times has been sold to Harry Edwards, who takes possession this week. N. D. Sherman is the new business manager.

ORLANDO, Fla.—C. Walton has purchased a half interest in the Daily Reporter-Star.

PRESTON, Ia.—The Times has changed hands and will be owned by L. Black, of the Bellevue Herald, who bought it from F. E. Tripp.

MOUNTAIN CREEK, Ala.—W. M. Wyatt has bought the Union-Banner from Osce Bird.

SPENCER, W. Va.—S. A. Simmons, owner and editor of the Times, which was established about three years ago as a Progressive paper, has purchased the Record and will consolidate the two papers as the Times-Record.

CUSHING, Mo.—The Independent has been bought from B. W. Barnes by L. P. Wharton, of Kansas.

WHITESBURG, Ky.—L. Wilson Fields is the new editor and publisher of the East Kentucky News, a Republican paper, which he recently bought.

TEAGUE, Tex.—The Daily Herald changed hands August 27, H. L. Collins selling his entire interest to J. J. Moody, of Brazoria, and a former New York newspaper man.

LITTLE ROCK, Ark.—The Western Methodist, the organ of the Southern Methodist Church in Arkansas and Oklahoma, has been sold to the Western Methodist Publishing Co., composed of Dr. A. C. Millar, Rev. Frank Barrett, Len Blankenship and Rev. W. B. Hayes. The Reverends Barrett and Hayes are to be the editors and Mr. Blankenship the business manager.

Henry to Launch Schenectady Weekly.

The People's Press, a weekly newspaper, will be launched in Schenectady, N. Y., the latter part of this month with Ben S. Henry as editor and publisher. It will be sold at one cent a copy. Mr. Henry resigned last year as general manager of the Citizen, a Socialist organ, owned by Dr. George R. Lunn, Mayor of Schenectady. The new enterprise is announced as an independent newspaper whose motto will be "With Charity Towards All and Malice Towards None."

Munsey Papers to Print Ad Talks.

The New York Press, Baltimore News, Washington Times and Philadelphia Times, newspapers owned by Frank A. Munsey, have invited advertising agencies throughout the country to express their views on the possibilities of intelligent, truthful advertising. The Munsey papers will run these opinions, signed by the agencies giving them, in space equal to seventy-five lines by two columns, under the probable head, "Advertising Talks by Prominent Advertising Agencies."

Minister Buys Fargo Courier-News.

Rev. L. T. Guild, pastor of St. Paul's Methodist Episcopal Church of Toledo, O., has moved to Fargo, N. D., where he completed this week the purchase and control of the Fargo Courier-News, a morning newspaper. His son Ellis, who has been engaged in newspaper work in California, will be associated with him in this new enterprise.

About the Printing Exhibition.

The Printing and Allied Trades Exposition, to be held next April, has issued a circular giving information as to the rules and conditions governing the show. In order to minimize the free ticket nuisance as much as possible, exhibitors will receive one ticket for each dollar's worth of space he occupies. No imprints of any kind will be allowed on competitive prices of literature exhibited unless the firm mentioned is an exhibitor at the show.

In Bleeding Kansas

A Neodesha woman was trying to explain to a neighboring little boy the use of the word "each." "Now give me a sentence with that word in it," she said. But she nearly fainted when he replied: "Chiggers crawl up my legs and makes 'em each."—Kansas City Times.

The Seattle Times

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,284,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines. The foreign business amounted to 1,086,000 lines. Gain in foreign business was 238,000 agate lines over 1911. In December, 1912, the Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising. Present average circulation: Daily, 67,000; Sunday, 87,000.

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

Buffalo News

EDWARD H. BUTLER
Editor and Proprietor

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

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

For the week ending Aug. 16, 1913,

The Dayton News

received from the 19 Branch Distributing Stations throughout the city, more than THREE TIMES the amount paid to the Dayton Herald, showing beyond question of a doubt the correct ratio of circulation of Dayton's evening papers.

The News has more NET PAID circulation than all other Dayton papers combined.

"GET BUSY AND FIND OUT"

Combination rate (Dayton News and Springfield News) 6 cents a line.

NEWS LEAGUE OF OHIO

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


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

A Good Rule for Measuring Space Values

Annual Average of Net Paid Circulation

The Globe offers you more of this at a lower rate per thousand than any other New York evening paper in the high-class field.

In New York it's



THE GLOBE

THE DAILY ADVOCATE

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

Advertising in the Advocate is advertising that gets into prosperous homes. Circulation 5,000.

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

SECOND PATENT SUIT

Linotype vs. Intertype

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

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

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

Mergenthaler Linotype Company
 TRIBUNE BUILDING NEW YORK

OUR EDITORS ABROAD.

Lafayette Young Writes Entertainingly of Keeley, Munsey, Rea and Ridgway, Whom He Met While Traveling.

Lafayette Young, editor and publisher of the Des Moines Capital, who has been abroad for several months, contributes to a recent issue of his paper, under the date of London, Aug. 7, the following interesting letter:

"To-day I met one of my Cuban war friends, George Bronson Rea, whom I had not seen since June, 1898, back of Santiago, when he presented me with a saddle and a revolver of immense Belgian pattern. That was fifteen years ago.

"Rea has been living in China for ten years and is the agent of the new Chinese republic in the negotiations for money to build 10,000 miles of railroad. He says he was getting along splendidly until the rebellion broke out in southern China. Now he will have to wait for the restoration of peace. He is the accepted personal representative of the President of the Republic of China.

"Mr. Rea is publisher of a trade magazine with offices in Manila, Hongkong and Shanghai. He is a booster for the Far East. He sought to secure money for China at a reasonable rate without graft or commissions. He is helping to introduce new and better business methods in Old China, but the battle is not an easy one. Everything heretofore has been of the vilest corruption. The action of the administration at Washington has been a hindrance and will prevent money going to China very soon.

KEELEY IN LONDON.

"Going into 'Simpson's' for dinner two days ago I met James Keeley, general manager of the Chicago Tribune, who sails for home to-morrow. He has been making arrangements to keep the Tribune where it now is—on the front bench of the newspaper class. He has been all over the world—was born in

London. He has been closeted with Lord Northcliffe, owner of the London Times, Daily Mail, Evening News and a score or more of other London publications.

"The latter was known as 'Harmsworth' before he became a lord. He is one of the great publishers of the world. He has modernized the old Times by slow degrees, in order not to offend the paper's old patrons. When it was first announced that Harmsworth had bought the Times, all the old timers had a fit, because Harmsworth was called 'yellow.' But now, however, the Times is so much better that everybody likes it and everybody is pleased. It will not do the Chicago Tribune any harm for Manager Keeley to be hobnobbing with Lord Northcliffe.

FRANK MUNSEY ABROAD.

"At Karlsbad I met Frank Munsey, the 'American Harmsworth,' who owns four daily papers and so many magazines that he scarcely remembers all their names. He is tall, slender, 50 years of age and a bachelor. He has a charming personality and exercised excellent judgment in entertaining me at dinner at the Savoy Hotel. Karlsbad has a 'Savoy' all her own. While we ate and chatted, Mr. Munsey phoned to Elinor Glyn, who sat across the room. Mrs. Glyn is an unconditional blonde—her hair is fiery red. My promised introduction did not transpire.

"We talked politics and Mr. Munsey seemed to be anxious to revise and revive the Republican party. He wants it to have a new name, new leaders and new principles. He wants a Northern party that will be able to split the solid South. He supported Colonel Roosevelt and says the Colonel did not want to be a candidate at all, and that he and George W. Perkins had a difficult time getting him into the field before the nomination of Taft.

YOUNG'S VIEWS OF MUNSEY.

"I took a great liking to Mr. Munsey. I think he is honest and sincere. His manner is modest and unassuming. He

is a native of Maine, and when a young fellow, went to New York with \$40 in his pocket. He has made a careful study of business and never 'guesses' at anything. He always knows what he is doing. He is the head of the Mohican Grocery Co., which runs fifty-six retail grocery stores in the East, on the cash and non-delivery basis. His principal daily paper is the Washington Times, of which J. C. Welliver is the general factotum.

"In Washington Mr. Munsey opened a loan and trust company of his own a few months ago, and already has 2,000 accounts. He is an optimist and has a strong personality. He wants to do some good in the world. He is a man of clean life and noble aims. He may not rebuild the grand old party—but his heart is right.

SEES RIDGWAY, TOO.

"At Karlsbad I also met another great American publisher, Herman Ridgway, publisher of Everybody's, who was for eight years a trusted employe of Mr. Munsey. Mr. Munsey is Mr. Ridgway's strong friend, though he says Ridgway tried to put his magazines out of business. Of course he was joking. Mr. Ridgway is a business genius and a man of powerful energy. He is taking a rest and will in due time be on his job again in New York. Karlsbad is the great repair shop."

OBITUARY NOTES.

CHARLES M. CAUGHEY, sixty-three years old, for twenty-five years in the consular service of the United States at Messina, Milan and other points in Italy, died of Bright's disease at Richmond, Va., Aug. 27. He was a native of Baltimore, where he founded Every Saturday, and was at one time foreign correspondent of the Baltimore Bulletin.

CHARLES M. MAXWELL, formerly president of Typographical Union No. 6, and for many years prominently identified with that organization, died Aug. 27 in the Coney Island Hospital, a short

time after he was stricken on a houseboat in Gravesend Bay, where he and his family had been spending the summer. Mr. Maxwell was born in Ireland in 1861. He became affiliated with the typographical organization in 1881, and was its representative several times in negotiations with publishers. Three years ago Mr. Maxwell was elected president of "Big Six," having served seven years previously as secretary. He declined re-election last June because of ill health.

JOSEPH T. JONES, formerly owner of the Long Island Democrat, at Jamaica, died at his home in that city Sept. 1. At the time of his death he was associated with the Long Island Farmer.

DR. MARTIN LUTHER JENNINGS, editor of the Methodist Recorder, of Pittsburgh, died Sept. 1 in that city. He was sixty-six years old.

DR. THOMAS ROBINSON, for forty years connected with the Treasury Department, died at Washington last week. He was seventy-nine years old. Shortly after the civil war Dr. Robinson owned and edited the Savannah (Ga.) Journal, a Republican paper.

WICK W. WOOD, fifty-five years old, died at Fargo, N. D., Aug. 23, after a brief illness. Mr. Wood was formerly managing editor of the Pittsburgh Leader and the Sharon Telegraph, of Sharon, Pa. In 1906 he went West as a special correspondent and entered the employ of the Fargo Forum. Later he was a member of the editorial staff of the Fargo Courier-News.

President Harry Cochrane, of the National Printing and Allied Trades Exposition, which is to be held next April, has offered the New York Chapter of Pica a free booth for the convenience of members who may visit the exhibit.



TIPS FOR THE AD MANAGER.

Matos-Menz Advertising Co., Bulletin Building, Philadelphia, is renewing contracts for the Eckman Manufacturing Co., Sixth and Market streets, Philadelphia, Pa.

A. W. Erickson Advertising Agency, Fourth Avenue Building, New York City, is handling the advertising for John Muir & Co., 74 Broadway, New York City.

Blackman-Ross Co., 95 Madison avenue, New York City, it is reported, will shortly issue orders to the same list of papers as last year for Lewis A. Crossett, Inc., "Crossett Shoes," North Abington, Mass.

Lord & Thomas, Mellers Building, Chicago, Ill., are making new contracts for the Reserve Remedy Co., Olive Tablet Co. and the Musterole Co., of Cleveland, Ohio.

George L. Dyer Co., 42 Broadway, New York City, is handling the account of the Beech-Nut Packing Co., Canajoharie, N. Y. It is reported that no newspaper advertising will be placed for the present.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, it is reported, will take up the newspaper advertising account for William H. Luden, "Luden's Menthol Cough Drops," 230 North Eighth street, Reading, Pa., the latter part of September.

Radway & Co., "Radway's Pills," 41 Lafayette street, New York City it is reported will forward new orders to Canadian dailies and weeklies.

E. E. Vreeland 250 West Thirty-eighth street, New York City, it is said, will shortly place new contracts for the Crown Corset Co., "Rengo Belt Corsets," 170 Fifth avenue, New York City.

Birch-Field & Co., 110 West Fortieth street, New York City, will place the newspaper advertising account for The Moon Motor Car Co., St. Louis, Mo., after September 15.

Rowland Advertising Agency, 1790 Broadway, New York City, is issuing orders to a selected list of papers for the Eisemann Magnet Co., 225 West Fifty-seventh street, New York City.

Ballard Advertising Co., Inc., 1320 Broadway, New York City, is handling the advertising account with a selected list of papers for the Brockway Motor Truck Co., Cortland, N. Y.

Frank Seaman, 116 West Thirty-second street, New York City, it is reported, will shortly place orders for the Fall advertising of Kauffman Hats, 123 West Forty-second street, New York City.

F. A. Gray Advertising Co., Dwight Building, Kansas City, Mo., is forwarding 50 1. 12 t. contracts to Sunday papers for M. Marcel.

Campbell-Ewald Co., Wayne County Bank Building, Detroit, Mich., is forwarding orders to large city papers for the Hyatt Roller Bearing Co., Detroit, Mich.; Chicago Ill.; Newark and Harrison N. J.

The Niagara Silk Mills "Niagara Maid Silk Gloves," North Tonawanda, N. Y., have transferred their advertising account to the George Batten Co., of New York.

Snitzer Advertising Agency, Hearst Building, Chicago, is sending out 14 t. copy to Texas papers for the American Croxone Co., of Chicago.

Persis M. Pomeroy, 225 Fifth avenue, New York City, is making 460 1. 1 t. contracts for the Warner Corset Co.

J. W. Barber Advertising Agency, 258 Washington street, Boston, Mass., is issuing 3 inch, 52 time orders to select cities for T. J. Tower, of Boston.

Dorland Advertising Agency, 366 Fifth avenue, New York City, is sending out contracts to a selected list of papers for Nozox Co., "Nozox Hay Fever Remedy," 103 West Thirty-fourth street, New York City.

Karle E. Kilby Advertising Service, Beacon Building, Wichita, Kan., is placing orders with Western and Southwestern papers for the

Vernon Supply Co., "Puritan Method," Sedgwick Building, Wichita, Kan.

Dauchy Co., Inc., 9 Murray street, New York City, is renewing contracts for Parker's Hair Balsam.

E. T. Howard Co., 154 Nassau street, New York City, is making 100 1. 4 t. orders with Pacific Coast papers for L. E. Waterman.

The Humphreys' Homeopathic Medicine Co., 156 William street, New York City, is placing their advertising direct.

Campbell-Ewald Co., Inc., Wayne County Bank Building, Detroit, Mich., is making contracts for the Maxwell Motor Co.

AD FIELD NOTES.

What is, perhaps, the largest educational advertising campaign ever put out by any motor car accessory concern will soon be inaugurated in the newspapers by the Hyatt Roller Bearing Co., which has an immense plant at Newark, N. J., with sales offices at Detroit. The campaign will require an expenditure of approximately \$150,000. Alfred M. Sloan, Jr., general manager of the company, says he feels that, for educational purposes, he can best reach dealers, owners and employes as well, through the daily press.

The Charles Blum Advertising Corporation, Philadelphia, has moved into new quarters in the Washington Building, 608 Chestnut street. The agency now occupies a large suite of offices, especially arranged for its particular needs.

Under the name of the George D. Lee Advertising Agency, a new ad service is to be established in Portland, Ore. Mr. Lee has been in active advertising work for twenty-five years, and was for a long time associated with the Hyskell Agency of that city.

MILLION DOLLAR SHOW

(Continued from page 238.)

dressed the publishers of the Associated Ohio Dailies, the Michigan and Wolverine press associations, which held their annual midsummer meetings in Athena Hall, Thursday afternoon. He spoke on "Cost of Advertising and Subscriptions," a subject on which he is accounted an authority. The only other address for the publishers was delivered by J. Hamont Bumgartner public'y agent of the Baltimore & Ohio Railroad.

One of the serious subjects undertaken Thursday by the Michigan and Wolverine Press Association is merging the two bodies, which move has been under consideration for some time, as they have the same aims—the betterment of conditions as they apply to the business office end of the newspapers.

The Associated Ohio Dailies will hear the report of its special committee on the new libel law enacted at the last session of the general assembly. John T. Mack, of the Sandusky Register, and Louis H. Brush, of the East Liverpool Review, will be re-elected president and secretary, respectively, as there will be no opposition to them.

Another feature of the cost and trade school sessions, referred to above, was the address of Joseph Hays of the Lanston Monotype Machine Co., who discussed "Rational System for the Measuring of Composition," Tuesday night. He gave an illustrated lecture Wednesday afternoon.

Entertainment features were not lacking in the general program. Moonlight excursions on Lake Erie, an all-day trip to Put-in-Bay for an inspection of the rebuilt Niagara, and then to Cedar Point for a banquet for 3,000 were some of the amusements provided. Other stunts were put on by "P-I-C-A" boys, who furnished a cabaret show in the grotto; an aerial and water cruise in a hydro-aeroplane at Toledo Beach; automobile trips through the parks and zoo, teas, luncheons and receptions, as well as a theater party, were given for the women. A special train on the terminal belt took the delegates for an inspection of industrial Toledo Wednesday.

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.

Table with columns for state (ARIZONA, CALIFORNIA, GEORGIA, ILLINOIS, INDIANA, IOWA, KANSAS, KENTUCKY, LOUISIANA, MARYLAND, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEBRASKA, NEW JERSEY, NEW YORK, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, TEXAS, WASHINGTON, WISCONSIN, CANADA, ALBERTA, BRITISH COLUMBIA, ONTARIO, QUEBEC) and publication names with circulation figures.

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

AD FIELD PERSONALS. LIVE AD CLUB NEWS.

Clarence R. Lindner has resigned as promotion manager of the Cleveland Leader and News to go with the Toledo Blade. In addition to general promotion work in Cleveland, Mr. Lindner conducted an advertisers' service bureau which included such broad service as copy, art, merchandising plans and window display plans. Previously he was literary editor of Leslie's Weekly and later office manager of Cheltenham Advertising Service in New York.

A. M. Madigan, one of the most popular of Cleveland ad men, and for a number of years with the W. N. Gates Co. agency in that city, has been elected secretary of the company.

Kendall B. Cressey, formerly of the Birmingham News and the Philadelphia Record, is now on the advertising staff of the New York Times.

M. Flischman, who recently resigned from the New York Tribune to take charge of the foreign advertising of the New York Review, agrees with other optimists in predicting a prosperous winter in the ad field.

Charles Nobbe, secretary of the Henry Decker Co., Ltd., Flatiron building, New York, has resigned.

Henry Nobbe, formerly with the J. Walter Thompson agency has joined the staff of the Henry Decker Co., Ltd.

Ernest Ingold, president of the Los Angeles Ad Club, with a number of congenial friends, is on a ten days' hunting and fishing trip in the mountains and canyons adjacent to the forest reserve. Mr. Ingold has listed orders for ten deer, one a day, and he states that he will make good.

John B. Menz, of the Matos & Menz Advertising Agency, New York and Philadelphia, is in New York on a "big business" mission, a line of space which will introduce to the general public a long-felt want in medical articles.

NEW AD INCORPORATIONS.

COLUMBUS, O.—The General Sales & Advertising Co.; engaging in all kinds of advertising; capital, \$10,000; E. G. Eckerman, E. M. Eckerman, T. G. Griffin, E. T. McCauley, R. E. McMasters incorporators.

NEW YORK, N. Y.—Standard Statistics Co., Manhattan; financial information bureau and general advertising, publishing, etc.; capital, \$250,000; incorporators: L. L. Blake, W. C. Story and John C. Travis.

NEW YORK, N. Y.—Exporters' Alliance, Manhattan; advertising; capital, \$10,000; incorporators: Frank E. Karelson, Jr.; Samuel M. Levy and Simon H. Glass.

Telephone Herald Company Organized

The Pacific Telephone Herald Company has been organized at Oakland, Cal., and will inaugurate service to telephone subscribers commencing about the 22d inst. It is said that a building has been purchased at 1741 Franklin street and plant installed. The president of the company is C. F. Homer, a public official of Alameda county; Charles Smith, president of the Security Bank and Trust Company, is treasurer, and B. F. Hews is editor.

Truth in Advertising.

Truthfulness in advertising brings results and all other accessories of business publicity are merely contributory. is the assertion of James B. True, Jr., advertising and efficiency expert, who addressed the Memphis (Tenn.) Advertisers' Club at its weekly luncheon. Mr. True took the position that no matter how well the merchant displayed his type, no matter how beautiful the typographical display or the flow of words, all will eventually sink into nothingness if the advertiser does not tell the truth.

The Central Division convention of the Associated Advertising Clubs of America will be held in Cincinnati, September 24, 25 and 26. Among the topics to be discussed are: "Efficiency of Advertising and Sales," C. R. Stevenson, Mishawaka, Ill.; "Dealer Co-operation," William Boyd, Western advertising manager Curtis Publishing Co., Chicago; "Truth in Advertising," Blaque Wilson, editor Blade, Toledo, O.; "Service That Advertising Has Rendered the Public," C. L. Benjamin, Milwaukee; "Should the Manufacturer Have a Reasonable Control of the Retail Price of His Article?" J. E. Linihan, Chicago, Ill. In connection with the convention there will be an exhibit of business appliances, advertising novelties, sales systems and various industries allied with advertising.

The building of a plan for making workable the Declaration of Principles adopted at the Baltimore convention is the big problem which, it is expected, will be solved at the meeting of the executive committee of the A. A. C. of A., at Hotel La Salle, Chicago, September 23 and 24. John K. Allen, chairman of the program committee for the Toronto convention, will make a report on his plans for Toronto in 1914. President Woodhead, of San Francisco, expects to attend the meeting.

Fraudulent advertising and the only way to fight it, through the medium of a new law other than existing statutes, was the substance of a talk by Judge Robert H. Marr, honor guest at the New Orleans Ad Club's luncheon in the Cosmopolitan Hotel last week. Judge Marr's talk was listened to with attention and a rising vote of thanks was tendered for his helpful advice. A. G. Newmeyer, of the vigilance committee, which can pick a flaw out of most any "ad," told of the work of the committee since the last get-together meeting.

A permanent home for the advertising men of the city is being planned by a committee recently appointed by Ernest Ingold, president of the Los Angeles Ad Club. The committee is empowered to consider proposals and to make arrangements to provide a comfortable and spacious home. Provision will be made for the secretary's office, club's library and research work, and for dining facilities which will accommodate the weekly luncheons.

The Fremont (Neb.) Ad Club at its regular meeting last week voted to consolidate with the Greater Fremont Commercial Club. Henry E. Danner was chosen secretary, succeeding Earl Lee, resigned, and Ralph Buss, treasurer, in place of Carlos Morehouse. Sanitary conditions and drinking facilities at the railroad stations were discussed at length.

The regular weekly luncheon of the Birmingham (Ala.) Ad Club was addressed by James J. Smith, publisher of the Birmingham Ledger, on "The Newspaper as an Advertising Medium for Retail Merchants." Mr. Smith gave a number of practical suggestions to the ad men. Through the courtesy of the committee in charge of the merchants' convention, tickets were distributed entitling members of the club to a seat at a big barbecue at East Lake.

The executive committee of the Lynchburg (W. Va.) Ad Men's Club held a meeting last week in the rooms of the Chamber of Commerce for the purpose of mapping out plans for activity this fall and winter and to make arrangements for the annual meeting to be held about the middle of this month. The members of the committee evinced considerable enthusiasm over the prospects for good work this year.

A barbecue was tendered last Saturday to the Atlanta (Ga.) Ad Men's Club and their lady friends at Tullulah

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

- ALLEN & WARD**
Brunswick Bldg., New York
Advertising Bldg., Chicago
- ANDERSON, C. J., SPECIAL AGENCY**
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112
- JOHN M. BRANHAM CO.**
Brunswick Bldg., N.Y., Mallers Bldg., Chic.
Chemical Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY**
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHEERER SP. AGCY**
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN**
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Gumbel Bldg., Kansas City
- DE CLERQUE, HENRY,**
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.
- HENKEL, F. W.**
People's Gas Bldg., Chicago
Tel. Randolph 3465
- KEATOR, A. R.**
601 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065
- LINDENSTEIN, S. G.**
118 East 28th St., New York
30 North Dearborn St., Chicago
- NORTHRUP, FRANK R.**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- O'FLAHERTY'S N. Y. SUBURB. LIST**
150 Nassau Street, New York
Tel. Beekman 3636
- PAYNE & YOUNG**
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York
- PULLEN, BRYANT & FREDRICKS CO.**
225 Fifth Avenue, New York.
Tel. Madison Sq. 9729.
- PUTNAM & RANDALL,**
45 W. 34th St., New York
Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.**
225 Fifth Ave., New York
Tel. Madison Sq. 962

Advertising Agents

- STOCKWELL SPECIAL AGENCY**
286 Fifth Avenue, New York
People's Gas Bldg., Chicago
- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
115 Broadway, New York
Tel. 4280 Rector
- BRICKA, GEORGE W., Adv. Agent**
114-116 East 28th St., New York
Tel. 9101-9102 Mad. Sq.
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 3831
- HOWLAND, H. S., ADV. AGCY., Inc.**
20 Broad St., New York
Tel. Rector 2573
- LEE-JONES, Inc.,**
General Advertising Agents,
Republic Building, Chicago
- MEYEN, C., & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- ANKRUM ADVERTISING AGENCY**
Classified Specialists
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY**
Clearing House For All Agencies
Karpen Bldg., Chicago.
- GUENTHER-BRADFORD & CO.,**
Chicago, Ill.
- THE BEERS ADV. AGENCY**
Lat.-Am. Of., 37 Cuba St., Havana, Cuba
N. Y. Office, 1710 Flatiron Bldg
- THE EXPORT ADV. AGENCY**
Specialists on Export Advertising
Chicago, Ill.

Park, by Louis B. Magid. At the weekly luncheon William M. Moyer, warden of the United States penitentiary, gave a twenty-minute talk entitled "The Inside of a Federal Penitentiary." By introducing the original and humanizing methods in the management of the institution under his supervision. Mr. Moyer told the ad men, he had succeeding in making law-abiding and self-respecting citizens out of federal convicts.

The first annual excursion of the Fall River (Mass.) Ad Club was held last week at Rocky Point. More than 200 ad men and their guests boarded the steamer Pontiac for the trip to the excursion grounds. Mayor Kay, who is honorary president of the club, attended and presented the prizes to the winners of sporting events.

The publicity campaign conducted by the Rochester (N. Y.) Ad Club in the interest of the Infants' Summer Hospital has borne fruit in other ways than in money to pay for new buildings. More youngsters have found relief in the refreshing air and expert care at the lake this summer than ever before.

Well-matured bolls of cotton to the number of 5,000 will be carried to the

next annual convention of the Associated Advertising Clubs of America by the Fort Worth Ad Club and distributed among the organizations from all parts of the country. President Henry, of the local club, will immediately arrange to make a request for the saving of perfect opened cotton bolls to be used in the exhibit. The cotton bolls will come from Texas farms. The Fort Worth club will use this method of advertising Fort Worth and Texas at Toronto.

The Pilgrim Publicity Association, of Boston, has taken large space for its members in the New England Industrial and Educational Exposition, to be held in the Mechanics Building, Oct. 4 to Nov. 1. An entire department has been reserved and divided into sixty-three spaces, two of which will be used as headquarters. Many plans for a big boom are contemplated.

The E. P. Remington Agency, of Pittsburgh, has moved to the Jenkins' Arcade, Buffalo, N. Y.



The Chicago Automobile Test

The purchasing power of each of the eight Chicago newspaper circulations definitely indicated by a comprehensive poll of all the automobile owners in Chicago

It is generally conceded that people who can buy automobiles are usually able to buy any other high-priced thing they desire. The newspaper, therefore, that can demonstrate that its circulation includes a large percentage of the automobile owners of its city has proved the high "purchasing power" of its circulation. "The Automobile Test" is so generally recognized, by both publishers and automobile manufacturers, as conclusive evidence of the advertising value of a newspaper circulation for articles of high cost that "straw votes" among automobiles owners, showing the particular newspaper

they read, are frequently taken by both publishers and manufacturers. Hitherto, however, all such tests in Chicago have been only partly informative, and not entirely conclusive, because they have not included ALL the automobile owners of the city. To secure a complete and authoritative poll of the newspaper "habit" of the city's automobile owners The Daily News has addressed the following communication and return form card to the owner of EVERY licensed automobile in the city of Chicago, 19,350 in all:

Dear Sir:

July 29, 1913.

The Daily News has undertaken to take a poll of the newspaper preferences of the automobile owners of Chicago, for the information of the automobile manufacturers and dealers.

The newspaper has become—as an agent of business publicity—the well-nigh universal salesman, and it is a matter of very practical interest to the Chicago automobile dealer to know the relative advertising efficiency of the eight Chicago daily newspapers. The Daily News invites your courteous co-operation to this end, and asks you to put your check mark [x] opposite the names of the Chicago daily newspapers you usually read, as listed on the accompanying form card.

If you are interested in the result of this poll we will be very pleased to mail back to you, upon receipt of your card, the result of the tabulation of all the cards received.

Kindly check and sign the poll card and return in the accompanying addressed envelope TO-DAY.

With thanks for your co-operation,

Very truly yours,

THE DAILY NEWS.

CHICAGO AUTOMOBILE POLL CARD

CHICAGO, AUGUST.....1913

To The Daily News:

I am in the habit of reading the daily newspapers I have checked in the following list:

(Put Check in Square) **MORNING PAPERS**

- THE TRIBUNE
- THE RECORD-HERALD
- THE EXAMINER
- THE INTER-OCEAN

(Put Check in Square) **EVENING PAPERS**

- THE DAILY NEWS
- THE EVENING POST
- THE DAILY JOURNAL
- THE EVENING AMERICAN

My Name is.....

My Address is.....

The replies to this letter up to and including Tuesday, August 26, 1913, numbered 6,633. Marked and signed poll cards to this number have been returned to The Daily News. They show that the distribution of Chicago newspapers among these 6,633 owners is as follows:

THE DAILY NEWS	5,727	subscribers, being	86.34	per cent. of the whole number of cards returned.
TRIBUNE	4,587	subscribers, being	69.15	per cent. of the whole number of cards returned.
RECORD-HERALD	2,034	subscribers, being	30.66	per cent. of the whole number of cards returned.
POST	1,129	subscribers, being	17.02	per cent. of the whole number of cards returned.
AMERICAN	1,022	subscribers, being	15.41	per cent. of the whole number of cards returned.
EXAMINER	917	subscribers, being	13.82	per cent. of the whole number of cards returned.
JOURNAL	898	subscribers, being	13.54	per cent. of the whole number of cards returned.
INTER-OCEAN	420	subscribers, being	6.33	per cent. of the whole number of cards returned.

This "Automobile Test"—the supreme test of the purchasing power of a newspaper circulation—again establishes, beyond question, that The Daily News is Chicago's best advertising medium. The Daily News has from two to twenty-one times the CITY circulation of any other Chicago newspaper—daily or Sunday. The Post Office Review says, "Nearly everybody who reads the English language in, around or about Chicago reads The Daily News."

THE CHICAGO DAILY NEWS

America's Greatest Advertising Medium

JOHN B. WOODWARD,
Eastern Advertising Representative,
709-710 Times Building, New York.

