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THE PULITZER ESTATE REAPPRAISED.

An Increase of Nearly \$2,000,000 Is Recorded in Fortune of Late Proprietor of New York World and St. Louis Post-Dispatch—Two Associated Press Memberships Fixed at \$240,000 Each and Good Will Value Raised.

On September 22 the reappraisal of the estate of Joseph Pulitzer, which has been pending for nearly two years because Surrogate Cohalan rejected the original appraisal on the ground that Mr. Pulitzer's interest in his newspapers and his three memberships in the Associated Press had been undervalued "to the extent possibly of many millions of dollars," was filed in the Surrogate's office in New York City, Wednesday, by Appraiser Joseph I. Berry. The amount of the gross estate is increased from \$18,525,116 to \$20,355,985.

The value of the good will of his newspapers as an asset was one of the chief matters taken up in the reappraisal, and more than two thousand pages of testimony regarding this were submitted by Mr. Berry.

NEW VALUES HIGHER.

The net estate left by Mr. Pulitzer, according to the new report, is \$18,637,545. The net estate by the first report was \$16,843,484.01. The new value fixed for the Press Publishing Company, publisher of the New York World, is \$3,307,671.40. The old value was \$3,016,455. The new value of the Pulitzer Publishing Company, publisher of the St. Louis Post-Dispatch, is \$2,677,262.60. The value fixed by the first report was \$1,115,717.

The present appraisal makes no change in the value of the realty, which is fixed at \$3,278,000. The increased valuation of the Press Publishing Company is due to the appraisal of two Associated Press memberships at \$240,000 each. The value of the Pulitzer Publishing Company is increased by a higher estimate of the good will and the appraisal of one Associated Press membership at \$240,000.

Mr. Berry fixed the good will of the Press Publishing Company at \$811,802.25 in the later report. He formerly appraised it at \$1,000,000. The good will of the St. Louis Post-Dispatch, which was originally fixed at \$500,000, is now found to be \$1,964,110.

WORTH OF A. P. MEMBERSHIP.

To newspaper men one of the most important and interesting phases of the appraisal proceedings will be found in the varying opinions of publishers as to the value of an Associated Press membership. They do not agree with Appraiser Berry's estimate.

The views of the publishers as to the value of a franchise ranged from that of Frank A. Munsey, publisher of the New York Press, who thinks membership in the Associated Press is worth \$2,000,000, to that of Arthur Brisbane, editor of the New York Evening Journal, who testified that the value has been greatly decreased through the building up of competitive news services and "because now it is generally believed that a suit in the courts would establish the fact that the Associated Press is a common carrier and compelled to supply its service at the usual weekly charge to any bona fide newspaper demanding it."

Mr. Seitz, who is business manager of the World, was questioned concerning what he knew about the price Mr. Pulitzer paid for membership in the Associated Press.

"Mr. Pulitzer never paid anything in

the Associated Press," he said. "The Press Publishing Company paid nothing for its membership in the Associated Press. The Press Publishing Company loaned the Associated Press \$2,000 and took therefor bonds for that amount."

"The Associated Press is a corporation?"

"The Associated Press is a fish and game club. That is, it is organized under the law providing for the organization of fish and game clubs."

When asked if a newspaper could do without a franchise, Mr. Seitz said:

"The Evening Journal has no Associated Press franchise and has the largest circulation in New York. I don't believe lack of membership in the Associated Press is a detriment to the New York Sun in any way. The failure of the Daily News was not due to the fact that it had no Associated Press franchise. Mr. Hearst paid \$240,000 or \$245,000 for the Record for its franchise in the Western Associated Press."

"Do you not believe membership in the Associated Press gives great value to a newspaper?"

"Personally I have always doubted it. We use only about fifteen per cent. of the matter that comes into our office over the Associated Press wires. If we furnish anything averse to the Associated Press we can be expelled. The New York American and the Herald both had very close calls recently."

MR. MUNSEY PUT IT HIGH.

Frank A. Munsey, when asked what consideration he gave to membership in the Associated Press in regard to the publication of a newspaper in New York, replied: "That is a very easy question to answer. The Associated Press morning service is very valuable. To the publisher who undertakes the job of getting out a newspaper in New York I should say that it would be worth \$2,000,000 as compared to getting out a newspaper without one. That sum represents \$100,000 a year at five per cent., which cannot possibly make up for the absence of Associated Press news. In the first place, it is utterly impossible to get good news outside of the Associated Press, and, in the second place, the nearest approach possible to Associated Press news would cost more than \$2,000,000. It is cheap at \$2,000,000."

"If you ask my idea of the value of an Associated Press franchise in New York, I would fix it at \$1,000,000. The

(Continued on page 285.)

Chatham (N. Y.) Republican Sold.

The Republican Art Printery, Inc., owning and publishing the well-known Chatham Republican, passed from James D. P. Wingate to Arthur H. Labaree, of Richmond Hill, N. Y., on September 12. The sale was effected through Harwell, Cannon & McCarthy, newspaper and magazine brokers, of New York City.

New Daily at Palatka.

Palatka, Fla., is to have a new daily called the Morning Post, of which H. P. Nerwich will be publisher and manager. The first issue will appear next week. Enough advertising has already been secured to insure the success of the venture.

WILLS \$1,000,000 TO MEDICINE.

L. E. Holden, Founder of Cleveland Plain Dealer, Leaves Sixth of Estate to Western Reserve.

Liberty E. Holden, late owner of the Cleveland Plain Dealer, has left a bequest of nearly \$1,000,000 to the medical school of Western Reserve University, according to the announcement of President Charles F. Thwing Monday.

By the provisions of Mr. Holden's will the school is left nearly one-sixth of the estate, which is valued at about \$6,000,000. He was a trustee of the university at the time of his death.

Mr. Holden died at Mentor, O., in his eighty-first year, on August 26, 1913. The foundation of his fortune was made in Cleveland real estate. After being graduated from the University of Michigan he studied law and was admitted to the bar. In 1862 he settled in East Cleveland.

The Cleveland Plain Dealer was founded by Mr. Holden in 1885. Under his direction it became one of the most influential newspapers in Ohio. Owing to advancing years and feeble health Mr. Holden had for some time previous to his death turned the general management of the paper to Elbert H. Baker, who now directs its destiny.

PECK HEADS BROOKLYN TIMES.

Col. Baird Resigns, But Will Continue on Directorate.

Carson C. Peck, who has been a director of the Brooklyn Daily Times since 1910, when the present owners of the paper bought the property from the Peters estate, has been elected president of the company to succeed Colonel Andrew D. Baird, who resigned because of the press of duties incident to his office as president of the Williamsburgh Savings Bank.

Mr. Peck, who is vice president of the F. W. Woolworth Company, is a resident of Brooklyn and has been very much interested in the Times and its progress under the present Times corporation. He was an early advocate of the moving of the paper from the Eastern District of Brooklyn to its present home at Flatbush and Atlantic avenues, in the heart of Brooklyn; and the rapid strides the paper has made in circulation since its occupation of its new home has amply justified his foresight.

He is an active and progressive business man, who is interested in many lines of endeavor, and he will bring to the headship of the Times the results of many years' of experience in the business world.

The directors of the Times are Carson C. Peck, William K. Dick, F. D. Mollenhauer, A. D. Seymour, Alvah Miller, John A. Davis, Horace Havemeyer, Charles G. Meyer, William P. Sturgis, Andrew D. Baird, Thos. V. Patterson, John N. Harman and Richard C. Ellsworth.

Avery Heads Greenville Independent.

The Greenville (Mich.) Independent, which for nearly fifty years has been owned and published by E. F. Grabill and his son, Carl E. Grabill, has passed into the hands of a stock company and will be known as the Greenville Independent Printing Company. Bryant E. Avery is president, general manager and editor of the new company.

SECOND CLASS RATE.

SENATOR BRYAN DECLARES IN DEBATE THAT IT OUGHT TO BE INCREASED.

Quotes a Letter From Second Assistant Postmaster Bryan Showing Loss on This Class of Mail in 1908 was \$57,165,532—Amount Carried in 1913 was 1,057,607,512 Pounds—Interesting Congressional Debate.

(Special Correspondence.)

WASHINGTON, D. C., Sept. 21.—The proposed increase in the postal rate on second class mail matter is attracting attention in Congress at this time. Senator Bryan, of Florida, read into the Congressional Record of Tuesday, September 15 a letter from the Second Assistant Postmaster General on the cost of carrying second class mail matter. He introduced the letter while Senator Kenyon was speaking on the Rivers and Harbors bill. As Senator Kenyon from time to time had quoted from newspapers and magazines, Senator Bryan took the opportunity to put the letter in the Record.

The letter reads as follows:

September 3, 1914.

Hon. Nathan P. Bryan,
United States Senate.
My Dear Senator: Replying to your oral request, I have to say that the testimony submitted by the department to the Hughes Commission in 1911 was to the effect that the loss on transporting and handling matter of the second class for the year 1908—the year for which the estimate was originally made—was \$57,165,532. We have not made an estimate in the same manner since. Below I give the weight of paid and free-in-county second-class matter, for the several years:

	Pounds.
1908.....	746,405,427
1909.....	774,801,370
1910.....	873,412,077
1911.....	951,001,869
1912.....	997,957,986
1913.....	1,057,607,512

Since 1908 the department has in some respects arranged its method of transporting and handling and therefore effected economies. It is probable that the cost per unit has decreased, but as the weights have increased so largely it is not probable that the aggregate loss has decreased but has probably increased some. Sincerely yours,

Joseph Stewart,

Second Assistant Postmaster General.

Continuing, Senator Bryan said: "The Hughes Commission of 1911 estimated that the cost of handling second class mail matter was \$0.0839 a pound, the charge being 1 cent a pound, except in the county of issue, where newspapers are delivered free. In 1913 in his report the Postmaster General estimates the cost of handling second class matter at 6 cents per pound. Deducting from that the charge of 1 cent per pound we have therefore a net loss to the government of 5 cents per pound upon second class mail matter. Taking the year 1913, when, according to the Second Assistant Postmaster General, 1,057,607,512 pounds of second class mail were transported, the loss to the government was \$52,880,375.60."

In reply to Senator Borah's inquiry as to how much more than the government receives from the newspapers will second class matter cost this year, or, in other words, "how much are the newspapers making out of the second class mail privilege?" Mr. Bryan replied: "They made in 1908, according to the Hughes Commission, \$57,165,532 or the government lost that amount. The department says that the loss has probably increased some since that time, because the Senator will notice that there were only three-fourths of a billion pounds transported in 1908, while in

(Continued on page 292.)

CHICAGO HAPPENINGS.

Rival Ticket for Ad Clubs Officers—Clothiers Ban Fraudulent Ads—Elgin Vigilance Committee Formed—Building Furnishes Ad Specialist to Advise Tenants—Death of Mrs. F. K. Bowes—Personals.

(Special Correspondence.)

CHICAGO, Sept. 23.—A rival ticket for officers of the Advertising Association of Chicago has been proposed as follows: President, Arnold Jones; first vice-president, Anderson Pace; second vice-president, Gridley Adams; third vice-president, James A. Young; financial secretary, Bury I. Dasent; recording secretary, B. A. Bolt; treasurer, Robert J. Virtue; directors, P. S. Lambros, Page Robinson, George W. Trent, C. O. Powell. The election occurs October 12. A campaign to secure eight hundred new members has just been proposed. The first of a series of fall luncheons arranged by the association was given on Tuesday. Alexander Carr and Barney Bernard and others of theatrical prominence were guests of honor.

The Examiner ran an automobile parade from Chicago to Kenosha on Saturday in the interest of its peace plans. A big celebration was held at Kenosha. The Western Advertising Golfers' Association will hold its final tournament of the season on October 6 at the Westmoreland Country Club. The annual election will be held the same day.

Already many out of town newspapers have joined the Herald's Christmas Ship scheme.

Will Payne, the author, acted as best man for his son on the occasion of the latter's marriage late last week.

CLOTHIERS FAVOR AD LAW.

At the convention of the newly organized National Retail Clothiers' Association held here last week the matter of a national pure advertising law was discussed. It was argued that it should be made a violation of the law for a merchant to advertise a fabric as all wool when it is not. Fraudulent or misrepresentative advertising should be made illegal, it was said.

News dealers not far from Chicago have increased the retail price of the Herald and Tribune to 3 cents a copy.

As a result of the visit there last week of R. R. Shuman of Chicago, advertising men of Elgin have appointed a vigilance committee to co-operate with merchants and newspapers in the interests of the highest class of advertising. It will help the papers steer clear of fakes and also help merchants in a similar way.

The German side of the war has lately received a thorough presentation in the Tribune from its own correspondents, John T. McCutcheon, James O'Donnell Bennett and Joseph Medill Patterson, who sent news and views direct from the seat of war, the first two having traveled for some time with the German army. They denied German atrocities in Belgium.

AD AGENT LANDS A ROBBER.

A young robber who had just held up an adjacent office took refuge in the office of Charles S. Norton & Co., advertising agents, in the big and prominent First National Bank Building late last week. The robber held the office force at bay for a good while. Mr. Norton finally succeeded in escaping and summoned a policeman who arrested the intruder.

President R. R. Atkinson, of the Press Club of Chicago, has announced a new ladies' auxiliary committee for the ensuing year. It is headed by Mrs. Walter Washburne as chairman and Mrs. Charles Lederer, vice-chairman.

The death of Mrs. Frederick K. Bowes, president of the Chicago Press League, and long prominent in social and club circles, occurred Sunday in a local hospital where she had submitted to an operation a few days previous.

C. S. Lamphere, mechanical superintendent of the Chicago Examiner, has just returned from a trip to New York and Boston.

Morris Leigh, son of J. I. Leigh, foreman of the composing room of the Chicago Examiner, has returned from Europe, where he has been in attendance at the gathering of the medical profession. He reports many interesting experiences in making his way back.

James E. McMahon, manager of the classified advertising department of the Chicago Examiner, and Victor H. Polachek, managing editor, have returned from their summer vacations. Mr. McMahon spent his vacation at White Lake, Mich., and Mr. Polachek has been fishing in the northern Wisconsin woods.

A novel new feature in building management will be the furnishing by the Republic Building of an advertising specialist to advise its tenants in that line. The building caters to small shops and gives over ten floors to them.

WISCONSIN LEAGUE ELECTION.

Association to Employ an Advertising Solicitor in the Field.

The Wisconsin Daily League on Wednesday, September 16, held its annual meeting at Milwaukee. Among other things the League decided to put a man in the field to do promotion work. During the past five months more than \$1,000 worth of advertising has been secured for the association as a result of advertising it in the League papers, and it is believed that this will be greatly increased by personal solicitation.

The old officers were re-elected as follows: F. E. Noyes, Marinette Eagle-Star, president; O. J. Hardy, Oshkosh Northwestern, vice-president; H. H. Bliss, Janesville Gazette, secretary and treasurer.

The Wisconsin Daily League is the most successful organization of its kind in the middle west and is the pioneer in its field. J. K. Groom, of Aurora, Ill., was present in order to get ideas which he expects to incorporate in the Illinois Daily Press Association which is being formed along the same lines.

War Films Too Shocking for Use.

Thousands of feet of moving pictures taken on the battlefields of Europe have arrived in New York, but no public audience will ever see them. S. Lubin, of Philadelphia, one of the important figures in the motion picture business, who is at the Astor Hotel, said that to show any of the films received would be to incite riots. He also told of the armored cabinets in which photographers have taken chances with their own lives in many places where the rifle bullets and shrapnel still were flying. Getting pictures of actual fighting was practically impossible. Sometimes the cameras, fitted with electric batteries, were placed in trees and elsewhere on spots where it seemed likely there would be a struggle. Wires were carried to distant protected points, whence the operators could start and stop the film revolutions.

Oldest Editor of Oklahoma Retires.

With the final transfer of ownership of the Rush Springs (Okla.) Landmark, a pioneer newspaper of that State, there passed from the field of journalism in Oklahoma one of its oldest editors, J. W. Childress. M. G. Maecham is the new owner of the paper. Mr. Childress went to Oklahoma in 1894, settling at Rush Springs, where he assumed ownership of the small paper which has successfully weathered every storm by which it was assailed without missing a single issue till the present time. He will be 84 this year. Born in South Carolina, he was raised in Texas, his parents having settled at Paris, in that State, at an early date. Acquiring the western fever in early youth he went to Mexico in the fifties where he spent several years as a prospector and soldier of fortune. More sober days came and he returned to his old home and entered active newspaper life, serving in a reportorial and editorial capacity on various Texas papers. Then he acquired a newspaper of his own and made it a success.

THINGS THAT MUST BE DONE.

To Win Ascendancy in South American Trade.

Some people seem to think that all we have to do to capture foreign markets is to send out clever salesmen with a line of samples and the thing is done. Edward Albes, trade investigator of the Pan American Union, shows how silly such an idea is in the following statement:

"There is a tremendous business for the United States in South America, but its development requires the utmost care. You manufacturers need not expect to sell your goods to your Southern neighbors merely because Europe for the moment is deprived of its trade with South America. The South American importer has very definite ideas as to what he wants to buy, how and when he wants to pay and the establishment of permanent business relations.

"A careful study of the needs of the markets and a sincere effort to give the markets what they need and nothing else will in the long run result in increased business with the United States. Thoughtless enthusiasm at this time will do more harm than good. A careful study of the market and a conservative policy in the matter of credits, together with a sincere effort to meet the peculiarities of a country where business methods are different from ours, will almost certainly give the United States manufacturers a hold in the South American markets which has heretofore been denied to them because they have never seriously attempted to meet the competition of Europe."

New A. B. C. Members.

The Audit Bureau of Circulations has added these new members to its list since September 4, bringing up the membership to 776: Syracuse (N. Y.) Gazette di Syracuse, Worcester (Mass.) Gazette, Joliet (Ill.) News, Manchester (N. H.) Mirror and American, Allentown (Pa.) Democrat and Item, Ashtabula (O.) Beacon, Syracuse (N. Y.) Post-Standard, Batavia (N. Y.) News, New York City Real Estate Magazine, Billings (Mont.) Tribune, Jamestown (N. Y.) Journal, Milwaukee (Wis.) News, Washington (Pa.) Observer and Reporter, Allentown (Pa.) Call, Fitchburg (Mass.) News, Evansville (Ind.) Journal-News, Tiffin (O.) Advertiser, Louisville (Ky.) Post, Burlington (Ia.) Gazette, Marquette (Mich.) Mining Journal.

Publicity Division Election.

Officers have been elected for the coming year by the publicity division of the Indianapolis Chamber of Commerce. They are: E. L. Cline, of the Taggart Baking Company, chairman; Julian Wetzel, of the Keystone Press, vice-chairman; Mansur B. Oakes, secretary, and Merle Sidener, former chairman and now chairman of the vigilance committee of the Associated Advertising Clubs of the World, and Ernst Cohn, of the Kahn Tailoring Company, members of the board of governors.

Editors Held for Panama Photos.

For photographing and printing pictures of the Panama fortifications, Charles K. Field, editor of Sunset Magazine; Reilly Scott of the Army Aviation School; Robert Fowler, an aviator, and Ray Duhon, a photographer, were held at San Francisco Saturday for the action of the United States District Court. Field's magazine published photographs taken from an aeroplane which Fowler piloted across the Isthmus of Panama, and the Government contended that their publication infringed a Federal statute which makes it a treasonable offense to disclose military secrets.

Another Daily for Gainesville, Tex.

Gainesville, Tex., will soon have another afternoon paper. The Sulphur Post, of Sulphur, Okla., is moving to that city and will begin publication within a week. This will be the third daily paper for that city.

PACIFIC COAST NOTES.

San Francisco Advertising Agents Say That Chicago Agents Get the Big Appropriations.

(Special Correspondence.)

SAN FRANCISCO, Sept. 17.—Local advertising agents are very much perturbed over the success of the Chicago Advertising agents in capturing the big Pacific Coast Advertising appropriation. Naturally they believe that they are in a position to give better service than agencies located nearly two thousand miles away, because of their more intimate knowledge of the field and its publications. Of one thing they are concurred and that is that they will have to be more aggressive than they have been in the past.

The San Francisco Call-Post, an evening newspaper, certainly believes in optimism, as the columns of each issue nearly always contain matter wherein this gospel is spread. It may be crops, or it may be increased bank clearings, or some similar subject, but there is always a good boost for California. Publishers of the paper declare its campaign of optimism has been highly successful. It is not only a direct aid to advertising but good results are evidenced in other ways.

Fresno, Cal., has fallen into line in an enthusiastic manner for the success of a state wide newspaper day to be observed October 1. William Robertson, secretary of the Chamber of Commerce of that city, is in charge of the arrangements.

The Porterville California Messenger-Enterprise is now in its new home, which is considered one of the finest buildings in Porterville, and was erected especially for its accommodation.

Practical Advertising is a new San Francisco magazine published monthly, in the interests of Pacific Coast advertising. C. S. Richardson, the editor, is a member of the firm of the Honig Advertising Co. The magazine is attractive in appearance and carries a lot of interesting and valuable matter.

PERSONALS.

Peter B. Kyne, short-story writer of country-wide prominence, has been elected president of the San Francisco Press Club for 1915. Other officers elected were E. C. Persons, vice-president; Thomas Boyle, treasurer; Clyde C. Westover, secretary; Arthur Knapp, librarian; W. Russell Cole, E. F. Morgan, Lemuel F. Parton, Al C. Joy, H. H. Dempsey and Gilbert H. Parker, directors.

It is quite probable that Friend Richardson well known Berkeley, Cal., newspaper editor and publisher, and California State Printer, will be chosen State Treasurer at the coming election. His popularity was readily attested at the recent State primary elections.

C. D. McComish editor of the Colusa Herald, and Frank M. Fegalsang, business manager of the Colusa Sun, attended the Rice Exposition at Gridley as the guests of W. K. Brown, a prominent rice grower of that section.

E. J. Griffith, manager of the Associated Press Bureau in Portland, Ore., has been visiting in Southern California.

Mary Austin, famed novelist, will shortly leave San Francisco for the scene of the war in Europe as a special "peace correspondent." She will write of the result of the struggle on woman's international conditions and correlations in a series of magazine articles. She will speak at the great peace meeting to be held in Golden Gate Park Sunday on "Woman and War."

Mrs. Helen K. Williams, well known writer and former editor of the Woman's Citizen, of San Francisco, has been elected a member of the G. O. P. California State Central Committee. Mrs. Williams is an ardent worker in behalf of Capt. John D. Fredericks for Governor.

C. P. KANE.

The Chicago Post, on the authority of W. K. McKay, the managing editor, is running 40,000 copies a day ahead of the usual output.

WAR NEWS IN FRANCE.

How Paris Editors Produce a Two-Page Daily No Less Newsy and Interesting Than Issues of Antebellum Days.

(Special Correspondence.)

LONDON, Sept. 15.—For some time past the Parisian daily newspapers have been restricted to a single two-page sheet, their news subjected to censorship, and their headlines limited, by the law, to two columns at most.

French editors contrive to compress into their two available pages a sufficiency of news and sentiment, so that their single sheets are no less interesting than the British dailies now generally reduced to four or six-page papers.

In a recent number of *Le Petit Journal* the twelve columns mainly consisted of the official war news; material chiefly clipped from contemporaries, showing the world-wide effects of the conflict; a quantity of information likely to interest Parisians whose affairs were directly touched; and a sufficiency of local, national, and European news to show that a brave effort was being made, everywhere in the expressive phrase of the Chancellor of the Exchequer, to "carry on."

CUT NEWS TO BONE.

The news was handled as though it had come off the tape after being cabled from the antipodes at a dollar a word. The French language lends itself to extreme yet suggestive condensation, but London sub-editors, whose work is all cutting down, could have equaled the work of their Parisian colleagues. But London men would not, within the limits imposed, have touched upon such a wide field of human interest. It would need an American brain to improve on this. The "elucidation" which is considered so essential in London to make journalese explicable to persons of elementary education, was not there at all. It was assumed that the French reader was conscious of a continent spread out in front of him, and that he had an intelligible grasp of the genius of his native land.

In the entire absence of the "war correspondent," the place of honor on the front page was given to the official news, under a double heading across columns 2 and 3. This was two inches deep and read: "The Military Situation—English Take Ten Guns from Germans—in the course of an engagement." Then in single column came in italics: "Official Communication of September 2, 1914, 2:45 p. m." There was no summary or introductory repetition, such as the London dailies use so conspicuously nowadays, but some emphasis was secured by black type and spacing. All this was ruled off level about eight inches down, and in a similar space, across columns 3 and 4, but at the foot, was a five hundred word signed editorial, full width, in leaded black type.

ROME CORRESPONDENCE.

The sixth and last column on the front page was reserved for Our Own Correspondent's telegram from Rome, who colored his message to suit the views of the paper—views which peep out in every column. Carefully selected extracts from other papers (many from the *New York Herald*) aided the general sentiment, the editor's aim being the promotion of "national union and patriotic concord." There was no undue glorification of French heroism (all being heroic), nor the least suggestion that the Germans were unworthy antagonists (all being human). There was a courteous yet often tacit appreciation of the assistance of France's allies—British, Belgium, and Russian.

The second or back page of *Le Petit Journal* was not aggressively warlike, except for the headings relating to the wounded, the refugees, and a half-column complaint concerning the non-payment for goods seized on requisition for army use. Finance was cut down to two lines, over a six-inch advertisement (the only one) of a bond drawing.

Room was found for the prices of metals and forage. A half column of short paragraphs, separated by small ornaments, included obituaries, a seven-line weather report, and condensed statements which might otherwise have appeared as Letters to the Editor. Sport was entirely suppressed, and there were very few items having any bearing on commerce or industry. There was one fifty-word crime story. D. W. W.

MONTANA NOW IN LINE.

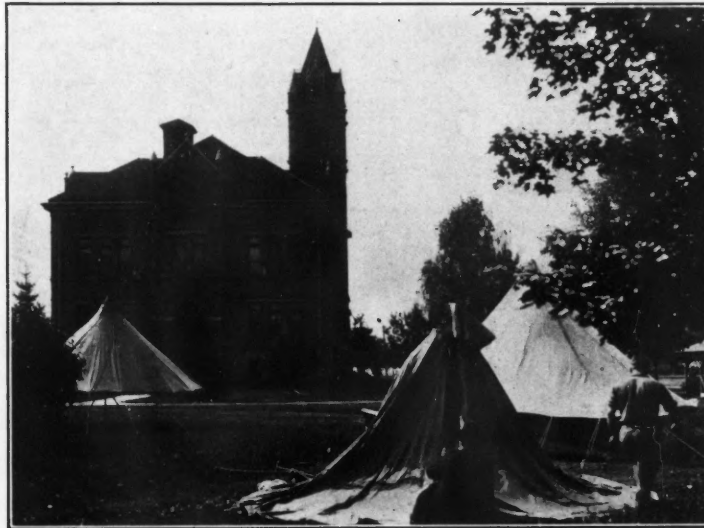
First School of Journalism West of Missouri in State University.

The University of Montana has this year established a school of journalism, which is a distinct organization in the university groups, not a department appended to some other course. A four-year course of study has been outlined,

sketches under the title, "Following Old Trails."

Professor Getz is a graduate of the department of journalism of the University of Washington. He has taught in this department and has had practical experience as editor and owner of the *East Washingtonian*, Pomeroy, Wash. Professor Getz is an active worker, has a wide experience among the newspaper men of the northwest and is a valuable acquisition to the new school.

The faculty of the school of journalism will include the following educators: Professors Reynolds, Collman and Holliday of the department of English, Professor Phillips of the department of history, Professor Underwood of the department of economics, Professor Scheuch of the department of modern languages, Professor Elrod of the department of biology, Professors Ayer and Neff of the law school, Professor



MONTANA'S OUTDOOR SCHOOL OF JOURNALISM.

leading to a degree in journalism. A. L. Stone has been appointed head of the new school and Carl H. Getz has been named as assistant professor in journalism.

Professor Stone is a graduate of the Worcester Polytechnic Institute, class of 1884. His newspaper experience had



A. L. STONE.

its beginning in a country newspaper office in Worcester County, Massachusetts. For seventeen years he was a member of the editorial staff of the *Anaconda Standard*, Anaconda, Mont., beginning as reporter and finishing his service as managing editor. For seven years he has been managing editor of the *Missoulian*, Missoula, Mont. He has written contributions of magazines on the history of the Northwest and has published a little volume of these

Bolton of the department of psychology, and Professor Stehling of the department of commerce and accounting.

The school will ultimately offer courses for those students who intend to enter the editorial side of the newspaper business, the business side for those who are interested primarily in country journalism, in magazine work and in publicity work.

The school of journalism, in addition to the services of its special instructors, offers opportunity for supplementary work in the departments of English, literature, rhetoric, history, economics, psychology, law, biology, accounting and typewriting, and a certain amount of work in each of these branches forms a part of the prescribed course in journalism.

Because of the crowded condition of the buildings in the State University the new school of journalism was compelled to start its class work in tents. When the school year opened, September 8, it was found that there was not sufficient room for the new school, an expected appropriation having been withheld. So tents were borrowed from the United States Army at Fort Missoula and the first "copy" of the new school was prepared under canvas.

300 Enroll in School for Printers.

The School for Printers' Apprentices of New York will begin its third school year on September 28. The institution is supported and managed by a group of employing printers, Typographical Union No. 6, and the Publishers' Association of New York, all working in co-operation with the Hudson Guild, which participates in the support, and provides the premises for the school. The school limits its work to instructing registered apprentices, who have been employed in printing plants for at least two years. Proprietors of 200 plants have agreed to send their apprentices this year, and it is expected that 300 pupils will enroll.

KENTUCKY NEWS JOTTINGS.

Press Association to Meet in Louisville—Several Papers Change Hands.

(Special Correspondence.)

LOUISVILLE, Ky., Sept. 21.—The midwinter meeting of the Kentucky Press Association will be held here December 28 and 29 at the Hotel Watterson. A decision to this effect was reached last Thursday afternoon by the Executive Committee. The meeting was presided over by John B. Gaines, of Bowling Green, chairman of the committee. President James R. Lemon attended. Visiting newspaper men will be guests at a dinner at the Seelbach and one at the Hotel Watterson during the meeting. A theater party will be given December 28.

Appointment of the following Program Committee ended the business of the meeting: Robert J. McBride, Louisville, chairman; Woodson May, of the *Somerset Journal*; B. F. Forgey, of the *Ashland Independent*; F. A. Thomason, of the *Georgetown News*; J. C. Alcock, of the *Jeffersontown News*.

Duncan Cassidy, formerly one of the members of the *Lexington Herald* staff, is in Lexington for a month's vacation with his parents. Mr. Cassidy has been away from Lexington about two years, the last nine months of which have been spent with the *Kansas City Star*, for which journal he is now doing special feature assignments.

Mrs. L. C. Newman, of Mayfield, Ky., has fallen heir to a large fortune left by a relative in Montana. The first installment came in a check this week for \$8,750. There are but three or four heirs to the estate, which is being settled and valued at about \$200,000. Mr. Newman is connected with the *Mayfield Daily Messenger*. He was formerly editor and publisher of the *Lyon County Herald*.

Stephen James, who has been connected with the *Georgetown News* for the past year as local editor, has resigned.

The *Sturgis News-Democrat* has been sold by the stockholders to W. H. Ward, who is now in charge.

The Master Commissioner of Breathitt County is advertising for sale on September 28, a one-half interest in the *Jackson Times*. The *Times* is now the only paper published in that county.

The *Sebree Banner*, successor to the *News*, owned and edited by R. H. Royster, made its first appearance Friday. It is a newsy four page paper.

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

B. S. Degree for Journalism Students.

Journalism students at New York University who complete two years of regular work in the Washington Square College in addition to the present two-year course in journalism will receive the degree of B. S. This announcement is made in an official bulletin just issued. The degree of B. C. S. (In Journalism) will still be given to students who complete the regular two-year course. Among the forty odd universities now offering technical instruction in journalism New York University was the first institution in the East.

Alabama Publishers Organize.

Publishers and printers of Alabama met last week and formed the Wiregrass Printers and Publishers Club. W. T. Hall, of Dothan, was elected president; W. H. Barclay, of Slocomb, vice president; F. H. Martin, of Dothan, secretary-treasurer; W. L. Wilkinson, of Geneva, chairman of the executive committee. The object of the club is to unite the publishers and printers of the territory into a compact organization for the mutual protection of its members and to facilitate an interchange of ideas that will be helpful in placing the printing and publishing business on a higher and more profitable business basis.

CONVENTION OF TRADE PRESS.

President's Recommendations and Addresses at Chicago Meeting.

(Special Correspondence.)

CHICAGO, Sept. 24.—The ninth annual convention of the Federation of Trade Press Associations, comprising the organizations of New England, New York, Chicago, Philadelphia, St. Louis and twenty-four individual papers not affiliated with the above, was opened at Congress Hotel by President F. D. Porter at 10:45 this morning. There were about 125 members in attendance.

A. A. Gray, president of the Chicago Trade Press Association, delivered the address of welcome, which was followed by a response by the president and his annual address. Mr. Porter made the following recommendations to the convention:

First: That a committee be appointed to arrange a scheme for properly financing the Federation.

Second: That such changes be made in the Constitution of the Federation as are necessary.

Third: That the President be instructed as to the course to pursue in matters brought up by the Chamber of Commerce of the United States.

Fourth: That as there are so many valuable ideas brought forth at these gatherings the proceedings of the circulation, advertising and editorial sessions should be printed separately so that each section could then go direct to the men interested in that department.

Following the president's address (which will be published in next week's issue of THE EDITOR AND PUBLISHER), came the reports of committees and officials and an address by Prof. John D. Shoop, assistant superintendent of the Chicago Board of Education, on "Educational Opportunities and Obligations of the Business Press." It was a corking paper and made a decided hit. The Chicago Trade Press Association entertained the delegates and visitors at luncheon. In the afternoon an editorial symposium was held, with addresses by David Beecroft, of New York; Dr. William A. College, Chicago, and F. M. Feiker, Chicago. Following came a circulation symposium, with S. T. Henry, New York; R. K. Kirkpatrick, Chicago, and A. N. McQuilkin, Chicago, on the program.

**PACIFIC COAST
News Correspondent**

For
Eastern Trade Journals
CLARENCE P. KANE
268 Market Street, San Francisco

Connecticut's Biggest and Best
Daily Newspaper

The Hartford Times

Hartford, Conn.

THE TIMES' circulation is 3c. circulation
Home circulation

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

KELLY-SMITH COMPANY
Representatives

226 Fifth Ave. Lytton Bldg.
New York Chicago

WEDDING BELLS.

Sanford B. Hunt, son of William T. Hunt, editor and proprietor of the Newark (N. J.) Sunday Call, and Miss Mary A. Chambers were married in that city on September 5.

Charles F. Frick, a Chicago advertising man, and Miss Agnes Bloesma, of the Chicago Herald, were married in that city recently.

Joseph H. Adams, editor of the Ogdensburg (N. Y.) News, was married to Miss Lulu Moroney last week.

Floyd Adams, editor of the Farrell (O.) Daily News, and Miss Louise Jones of Newark, O., were married in that city.

Miss Mabel R. Sherwood has resigned as society editor of the Bridgeport (Conn.) Post.

William Allen Johnston, editor and publisher of the Motion Picture News, and Miss Anna Allaimbie were married recently.

Will Launch Insurance Reporter.

The Insurance and Financial Reporter is the title of a new monthly periodical that will make its appearance at an early date at Newark, N. J. It will be edited by Russell Raymond Voorhees, a well-known newspaper man of that city, and published by the Trades Press Publishing Company. Mr. Voorhees is the United Press representative in Newark and has been a special writer for a number of periodicals, including the Spectator, Insurance Press, Weekly Underwriter, Insurance Field, and Protection Engineering.

Company to Publish Four Papers.

Edward F. Connelly, Peter E. Wurfflein and Michael J. Campbell, all of Trenton, N. J., have filed articles of incorporation in the office of the County Clerk and also at the State House as

the incorporators of the Post Publishing Company, which will publish the Bristol Post, Mercer County Post, Pennington Post and Langhorne Post. Mr. Connelly holds forty-five shares, Mr. Wurfflein forty-five and Mr. Campbell ten shares. The company is incorporated for \$50,000, divided into \$25,000 cumulative seven per cent. preferred stock and \$25,000 common stock.

Apologize to the London Times.

Much severe criticism, it will be remembered, was heaped upon the London Times for printing, several weeks ago, a dispatch from Amiens which was of a particularly gloomy and depressing nature. Nearly every newspaper in London accused the Times of a lack of tact and common sense in publishing such matter. It now appears that the dispatch was published at the definite request of the head of the government's Press Bureau, and all the newspapers are tendering their apologies to the Thunderer.

Linotype Bulletin in Improved Form.

The August issue of the Linotype Bulletin appears in an enlarged and more attractive form. Not only is this monthly messenger of the "linotype way" helpful in its story of linotype progress, but there is much valuable information in this issue that should not be missed by the alert linotyper, printer or publisher. The leading article, entitled "Type Was Made to Read," and a four-page colored insert, "The Story

of Printing Types," by Horace Townsend, are features that command careful perusal. These form the first of two series of similar articles which will be continued throughout the year, and we advise readers of the Bulletin to preserve their copies, so as to have these valuable series complete for reference.

In Pittsburgh

To be successful with your advertising you must use the combination

The Gazette Times

Morning and Sunday

ChronicleTelegraph

Afternoon

Combination rate of 22½¢ per line flat

U. E. DICE,

Foreign Advertising Manager,
Pittsburgh, Penn'a.

J. C. Wilberding,
225 Fifth Ave.,
New York City, N. Y.

John M. Branham Co.
519 Mallery Bldg., Chicago
Chemical Bldg., St. Louis

THE HERALD

HAS THE
LARGEST MORNING CIRCULATION

IN
WASHINGTON

C. T. BRAINARD, President.

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

**Topeka
Daily Capital**

LEADS IN TOPEKA AND KANSAS

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

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

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

Only 7-day-a-week paper in Kansas

Arthur Capper
TOPEKA, KAN. Publisher

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

We believe that we carry more poultry advertising than any other daily newspaper in the United States. But owing to the difficulty of obtaining such statistics, we have not yet established the truth of our opinion.

Our totals are:

Year of 1913.....64,308
First six months of 1914.....54,243

If any daily newspaper in the United States exceeds these figures, we shall appreciate their advising us as to the total lineage of their poultry advertising.

The Indianapolis Star

Member of the Audit Bureau of Circulations

INTERTYPE

THE ACME OF HIGH QUALITY

The success of nearly a thousand Intertypes in daily operation is a continuous demonstration of Intertype quality.

Whenever the machine is given a fair and unbiased investigation it is chosen in preference to any other—even when there are "influences" at work against it.

A striking illustration of this fact is afforded by the recent sale of twelve Intertypes—seven Model A, five Model B—to the Portland, Oregon, Telegram. The Telegram made a particularly thorough investigation, and the result should be very interesting to all prospective purchasers of composing machines.

International Typesetting Machine Co.
World Building, New York

A Man in the Market Place

I believe there are not less than twenty large newspapers that will want—and need—the man who is paying for this advertisement.

He is one of the distinctive editorial men of his profession in this country. He ranks in the first four writers of editorials and invariably creates a public of his own. He is a skilled news-finder, an organizer, and an amazing campaigner, a creator of features with few superiors. A master of typography—a maker of papers full of individuality, as well as distinction.

In office management he is an able developer of men in the editorial, business office and advertising departments. He is a skilled system expert who makes remarkable showings at low cost.

In the advertising end he is an up-builder, creator and solicitor—a man of magnetism and conviction. He originates new accounts and develops small advertisements into large ones.

This man is ready to take command of the newspapers located in the city best suited to his talents. If merely paid a salary the amount must be large. He prefers a salary and commission deal. This is not a proposition for small cities. Can be reached at first only by letter, after which arrangements can be made for a conference. Write in plain envelope if you wish negotiations completely masked to

S. K. I. L. L.

Care of Box D 1250
The Editor and Publisher
World Building, New York City

THE PULITZER ESTATE.

(Continued from front page.)

afternoon service is not so valuable. The only thing that cuts any figure at all is the Associated Press in the morning. I would value the Evening World franchise at \$350,000."

Adolph S. Ochs believes that any newspaper is more valuable by reason of having a franchise, but he said that the bond of the news association owned by the New York Times is carried on its books at only \$1,000. The Associated Press has \$126,000 of bonds outstanding, he said, and its only tangible property is cash in bank. He declared that those memberships which have been sold or transferred "have been so involved with other matters that it is hard to tell just how much has been paid for a franchise."

HOW A. P. APPRAISAL WAS MADE.

In explaining his valuation of \$240,000 for each of the three Associated Press franchises held by the Pulitzer newspapers, Appraiser Berry said:

"I treat the appraised good will value of each Associated Press membership as capital invested, which memberships, in my opinion, are in the nature of franchises coupled with a protest voting power, which practically enables the

holders of these memberships to prevent the admission of any newspaper in either New York City or St. Louis seeking an original membership in the association from becoming a member thereof and thus securing the advantage of purchasing the news gathered by the association at a reduced cost at which this association furnishes its news to its members. While comprehended in the good will of each newspaper as an element of economy in the cost of obtaining news, and to some extent reflected in the earnings, it represents, in my opinion, a valuation which might be realized on a sale of the publication possessing such membership even though no profits were earned."

Publishers were also at variance when

they expressed their views as to the value of the good will of the World.

Frank A. Munsey testified that he believed the good will of the World was from \$7,000,000 to \$10,000,000.

Mr. Ochs said:

"Believing as I do that a matter of good will is not subject to taxation, I will say with relation to this proceeding that I think the Pulitzer estate has been most generous in accepting \$1,000,000 as the valuation of the good will."

Charles M. Palmer, a newspaper broker, said that there is no market for newspaper securities, but that papers are bought because the buyer thinks he can improve a situation, or for politics, or a desire to enter the journalistic

field. He said that on the day of Mr. Pulitzer's death the World had a special value of about \$5,000,000, but at a hurried sale it would not have brought over \$4,000,000.

Appraiser Berry based his estimate of the value of the good will of the newspapers on their earnings for four years prior to Mr. Pulitzer's death. In explaining his method of computation he said:

"By taking the average annual earnings of each of said corporations for four years preceding Mr. Pulitzer's death as a basis for capitalization, and in view of the fact that these corporations enjoyed for the years during which the earnings are set forth advantageous contracts for the purchase of white paper at a figure far below the market value of such paper during those years, and the further fact that the contracts for the supply of said paper were about to terminate a few months subsequent to the death of the testator, and that new contracts for such paper at the increased cost had been made before decedent's death, I have deducted from the average annual earnings sixty per cent. of the difference between the market value of the said white paper and its actual cost under the expiring contracts."

ANNOUNCEMENT

On and after this date the Foreign and General Advertising representation of

The Los Angeles Express
and
The Los Angeles Tribune

will be entirely in the hands of

A. K. HAMMOND

366 Fifth Avenue, New York

AND

C. D. BERTOLET

Boyce Building, Chicago

All orders, copy and correspondence for and in reference to advertising or contracts with these papers individually or in combination should be addressed to the above offices.

EDWIN T. EARL, Proprietor

Los Angeles, Calif., Sept. 23, 1914.

ECONOMY

Covering the field at one cost through the **one great edition** of The Evening Star is the economy practiced by the majority of Washington, D. C., merchants. Many national advertisers do likewise.



New York City is the gateway to America, and preponderating in population, naturally is the city first sought by many advertisers in getting a market-place for quality goods.

American advertisers of quality pick The New York Evening Post first when they make their announcements. Leading high class New York merchants use its columns freely for their announcements. The purchasing power of the readers of The Evening Post is conceded to be greater than that of any other daily newspaper in America.

The New York Evening Post

TRADE PAPER VALUES.

Confidence and Quality Circulation True Basis on Which to Sell Ads—Educating the Prospect—Ten Rules for the Buyer—Point System As a Check-Up—The New Gospel.

By WILLIAM H. UKERS. (President and Editor of The Tea and Coffee Trade Journal.)

[An address read before the Ninth Annual Convention of the Federation of Trade Press Associations, Chicago, Sept. 25.]

If advertising were more intelligently bought it would stay sold more often. There would be fewer disappointed advertisers.

The trade paper man knows one thing well. He is a specialist in his line and I believe he has something more to sell than circulation, something better than mere advertising space and that is confidence. When we multiply the number of dealer subscribers to a trade paper by the number of customers possessed by each dealer, what far reaching influence is here presented to the manufacturer, and how necessary it becomes to secure the dealer's confidence. And there is only one way to reach him effectively and that is through the medium of a good trade paper. Yet how many trade paper publishers are there who realize their heritage in this direction? How many know what it is they are selling; how many are selling it intelligently?

I believe that selling trade paper advertising on a basis of quantity circulation is all wrong. It should be sold on a basis of quality. Character, not mere numbers, should be the criterion by which the value of a trade paper should be judged. If this is so the trade paper man must revise his selling plan and this means he must also do some educational work among his advertising prospects for they must be shown how to buy advertising on a quality basis. How to go about it? Here are some suggestions as to the right attitude and the proper approach. Talk to the inquiring advertiser after this fashion:

RULES FOR BUYING ADVERTISING.

"Remember, first, Mr. Advertiser, that the value of any publication to you as an advertiser depends upon the interest its readers take in it. Elbert Hubbard says the only excuse for the existence of a trade paper is its ability to be of service to the subscriber. Proceeding thus, ask yourself the following questions concerning any trade paper that you have under consideration as an advertising medium:

"1. In its general make-up and outward appearance (typography, color scheme, etc.) does it impress you pleasantly or unpleasantly? You know there is considerable psychology in this. Does it look good?

"2. After having satisfied yourself that, from its outward appearance, it is calculated to attract or repel, would you say from a cursory examination of its pages that it is a serious-minded business paper—that, on its face, it would not only arrest the attention but arouse interest?

"3. Looking at it now from the viewpoint of the man you want to sell, not your own, but your possible customer's, would you say that in its general appearance, make-up, contents, the titles of its articles, the character of its advertising, the paper would be likely to interest him?"

"Unless you can answer all three, or at least the last two of those questions in the affirmative, Mr. Advertiser, it is quite useless for you to inquire further into the merits of any trade paper no matter how flowery its claims. Save your time. If the paper isn't on its face capable of arresting attention and arousing interest, and so complying with the first two laws which govern every sale, what do you care how many copies it prints or how they are distributed?"

"4. Now ask yourself, 'Has this paper character? Does it breathe personality? Does it look like the lengthened shadow of anything or anybody worth

while?' You can read the answer in the copy before you. These factors show up in every trade paper having character:

"(a) A nice consideration which puts the interest of the subscriber or the general public first.

"(b) Clean trade paper news, the absence of puffs, write-ups and extravagant 'readers.'

"(c) The absence of the publisher's personal opinions in the news columns.

"(d) Editorials with backbone.

"(e) The avoidance of unfair competition, criticism of fellow publishers (unless in the interest of dealer subscribers or the public welfare), boastfulness, the use of superlatives.

"(f) The absence of misleading advertisements.

"5. Now write to or send for the publisher. Ask him:

"(a) How he gets his subscribers,

"(b) Who they are,

"(c) Where they are, and

"(d) How many of them there are.

"6. Inquire if he subscribes to the 'Standards of Practice for Business Papers' adopted by the Associated Advertising Clubs at Toronto.

DOES HE CO-OPERATE?

"7. Inquire whether the publisher belongs to any trade press association or advertising club. Find out if he is doing anything to co-operate with individuals or organizations engaged in the betterment of his craft. How is he regarded by his fellows? It might pay you to ask some of them.

"8. Ask yourself if you would have any hesitancy in having this man, or his representative, act for you in the capacity of a trade ambassador to carry your business message to the dealer. Is he of a clean mind? Is he to be trusted with your message? All things considered, do you think he appears capable of 'carrying the message to Garcia'?"

"9. If you feel reasonably well satisfied on all these points, it is then only a matter of business to ask for some approved form of circulation statement. You might inquire if the paper is a member of the Audit Bureau of Circulations, and if not, why not?"

"10. Now you ask for rates. If they are right (and they are certain to be if all the preceding questions have been satisfactorily answered), even though they may be higher than the figures quoted by other mediums not so frank, sign up the contract, send in your order. You have made a quality purchase, and you are getting value for value received.

POINT SYSTEM OF VALUES.

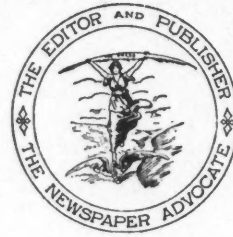
"Mr. Advertiser, why shouldn't you be as careful when you buy trade paper advertising as when buying any other commodity? Here is a recapitulation of the rules of trade paper values. We ask that you check all your trade paper advertising by this table. It's the scientific, businesslike way to buy trade paper advertising:

- 1. Typography and Physical make up 5 points
2. Serious Purpose 10 points
3. Subscribers' Potential Interest 10 points
4. Character of Contents... 15 points
5. Paid Subscribers..... 20 points
6. Standards of Practice.... 10 points
7. Publisher's Professional Standing 5 points
8. Responsibility of Publisher and Agents 5 points
9. Verified Circulation Statement 10 points
10. Advertising Rates 10 points

Total 100 points

The old order is passing. Today there is no greater force for righteousness in the business world than the efficient trade journal because it stands for clear, white honesty of purpose and all that is practical in the uplift movement. And I believe that an advertiser can find out all he needs to know about any trade paper by meeting a copy of it face to face; by looking it squarely in the eye. If it flinches, if it doesn't meet his gaze with frankness, if it turns away its head—he had better let it alone.

Trade Newspaper Advertising--"Why" Talks--Number Five



"Physician---- Heal Thyself"

Selling advertising space in a newspaper involves exactly the same principles and procedure as selling a tooth powder.

As a seller of advertising space in a newspaper you are prepared to prove to the seller of a tooth powder that his market, in your city, can be created quickly and economically through advertising in your newspaper, supplemented by proper distribution and a logical sales-plan.

You are able to convince the really shrewd maker of tooth powder—for your claim is wholly correct and its correctness has been attested by the experiences of other makers of tooth powders and by makers of all goods seeking a wide market.

But the maker of tooth powder, to whom your city and field offer a highly inviting prospective market, is likely to expect that, in seeking to sell your commodity to him, you will "take your own medicine"—that you will use the same methods to sell your advertising space to him that you advise him to use in selling his tooth powder to your readers.

In other words, THE EDITOR & PUBLISHER is, to the advertiser of nationally-marketed goods, exactly what your newspaper is to local buyers of such goods—a "trade newspaper."

And as advertising space is as surely a commodity as is tooth powder, your use of space in your "trade newspaper" is as obviously wise and appropriate as would be his use of space in your newspaper.

In each instance the offer of the commodity is made to the very people who are the logical, prospective buyers of the commodity.

If you furnish him evidence of your belief that a circular, or a form letter, is a better salesman for advertising space than is a trade newspaper, then he may consider the advisability of using the same method in advertising his tooth powder. And if your use of the circular and form letter methods is justified, then his use of them would be equally justified—equally wise. For your "selling problems" are IDENTICAL.

Receiver for Newspaper Company.

The appointment of a receiver for the Central Newspaper Association Company, Cincinnati, O., is asked in a petition filed last week by the Woodruff Publishing Company, a Massachusetts corporation, with headquarters in Boston. It sues as a creditor for \$3,715.92, claimed due upon eight notes, dated from July 15 to December 15, 1913. The petition states that the Central Company has large and valuable contracts for the sale of books, which will realize considerable for its creditors, and besides this it has large assets, which, however, it is unable to convert into cash at pres-

ent, nor can it borrow sufficient cash to meet its pressing obligations, it is charged. Therefore, judgment for the amount claimed is asked and the appointment of a receiver to conserve the assets of the concern.

New Evening Daily in Arkansas.

The Marianna (Ark.) Daily Index is the name of a new publication that starts its career this week. It is an evening paper and will be edited by M. L. Mack. The publisher is the Index Publishing Company of this city. It is understood that the new enterprise has an assured circulation and fair advertising prestige.

BIG DEMAND FOR DRY FLONGS.

War Cuts Off German Supply But Makes Need More Pressing.

The pressing need for quick stereotyping service brought about by the great demand for war extra editions has wrought a change in the American publisher's attitude toward the dry flong.

The Wood Newspaper Machinery Corporation, which has been promoting the use of the dry process, is now over-run with orders for the dry flong, orders which cannot now be filled because of the cessation of imports from Germany.

A representative of THE EDITOR AND PUBLISHER, who had heard several publishers complain because of the slowness and uncertainty of the wet process, called on Benjamin Wood, of the company, for an expression of opinion on the subject.

"When we brought the dry mat to this country from Germany about three years ago," said Mr. Wood, "it received a cold reception from American publishers. They would not give it a fair trial. They were bound by the tradition of the old wet process and could not be induced to change. The stereotypers, ever alert to their interests, put strong obstacles in the way of our progress and we were hindered on all sides."

"Therefore our stock of dry flongs was adequate only for the few American publishers who saw the superior advantages of the new process. The war put an end to imports but emphasized the need of quicker action on the part of newspapers in publishing their several editions. Many of them are now resorting to the use of the dry mat and as a result we are flooded with orders."

Mr. Wood explained that there was a saving of seven minutes by the "dry" process, which means cold cash for the alert afternoon newspaper, owner who appreciates the value of "getting out" first on the street. In Europe all newspapers, with slight exceptions, use the dry mat.

MIDDLETOWN'S NEW DAILY.

Alfred Jackson of New Haven Will Edit the Morning Times.

Alfred Jackson, of New Haven, has been appointed managing editor of the Middletown (Conn.) Times, a new morning newspaper soon to be launched, which will take the place of the defunct Middletown Sun. The paper will be backed by the American Calendar Company.

Jackson has had considerable experience and is reputed to be a newspaper man of much ability. He is picking a staff of capable reporters and a strong effort will be made to outdo the Middletown Press, the afternoon rival of the Times. Incidentally, Jackson is by far the youngest managing editor in the state. To start the new paper, he will secure two or three of New Haven's best reporters. He will have complete charge of the editorial and news end of the Times.

OBITUARY NOTES.

MERRILL A. TEAGUE, former newspaper man and for the last three years connected with the brokerage firm of Stoneham & Co. of New York, died Monday morning at his home in Chatham, N. J., following an illness of several months. Mr. Teague was born forty years ago in Pendleton, Ind. He worked as a reporter on the Rocky Mountain News in Denver, and on the Baltimore American and as an editorial writer on the Philadelphia North American.

MICHAEL R. WARREN, 33 years of age, a reporter for several years assigned to Bellevue Hospital for the New York City News Association, died September 18, following an attack of heart failure.

M. L. BENDZ, founder and for many years publisher of the Swedish American Tribune of Superior, Wis., died recently at the age of 50, at his home in Sweden.

FEDERAL PUBLISHERS UNITE.

New Association Represents Thirty Southern Newspapers in Washington.

The Federal Publishers' Association, an organization devoted to the betterment of newspapers in the New South, has been organized in Washington by Edward F. Wheaton, who has had seventeen years' experience in the news and advertising field in San Francisco, Chicago, New York, and other American cities. He also covered the Philippine Insurrection and the Boxer Uprising for the Philadelphia Press Syndicate, and the Turkish-Balkan War for the Central News Association.

Mr. Wheaton's advertising experience includes employment as advertising manager of the Dodge & Co., bond brokers, in Chicago; the McVey-Yardley Co., and the Root Newspaper Association, of New York. Mr. Wheaton began his newspaper training as a reporter at the time Franklin K. Lane, Secretary of the Interior, was editor of the San Francisco Bulletin.

The company has taken nearly the entire third floor of the new Real Estate Trust Building and starts with fall contracts sufficient to carry it well into next year. Thirty newspapers in Virginia, Kentucky, and other southern States, bonded together on a co-operative basis, form the nucleus of the association, and thirty more have applied for membership stock subject to election on October 1. The central office in Washington will provide them with expert service in advertising, circulation, purchase of supplies, and news distribution.

Branch offices will be opened in New York, Boston, Buffalo, Atlanta, and Chicago not later than November 1.

The vice-president of the company is Earl Hamilton Smith, who was city editor of the Manila Cablenews-American for three years, covered the Chinese revolution for that and other newspapers, was co-founder and editor of the Far Eastern Bureau, 13 Astor Place, under the direction of Professor Jeremiah W. Jenks, and has been the Far Eastern authority on the Frederic J. Haskin staff for the past two years.

Messrs. Wheaton and Smith have called to their assistance a staff of newspaper and business experts including Howard O. Cook, formerly general manager of the Cloverdale Mineral Springs Company; Doctor J. W. Watson, formerly of the Thompson's Malted Food Company; F. W. Ewing, auditor; C. L. Arnold, assistant treasurer, and Marvin Ferree, late correspondent of the New York Tribune and the Wall Street Journal in Mexico City.

DEATH OF MRS. FRANK LESLIE.

Widow of Publisher, and Well-Known Writer, Dies in New York.

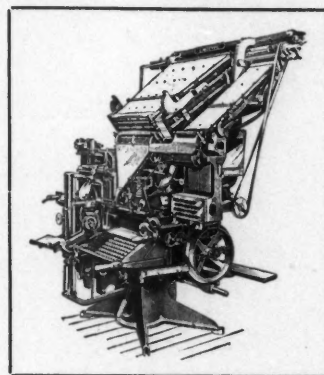
Mrs. Frank Leslie, widow of the publisher, and herself an author and publisher, died September 18 in her apartment in the Sherman Square Hotel, New York. Mrs. Leslie had been known since 1902 as the Baroness de Bazus. She was born in New Orleans.

Mrs. Leslie was educated at home by her father, who tutored her in French, Spanish, Italian, German, and Latin, and at the age of thirteen she began to write for publication. Later she married Frank Leslie, the publisher, who died in 1880. Assuming with legal permission the name of Frank Leslie, his wife carried on the sixteen publications owned by the estate, and by constant effort managed them successfully.

In 1902 she sold all of her publication interests, and it was then that she abandoned the name of Frank Leslie and adopted that of the Baroness de Bazus, a title which she claimed was rightfully hers as it had been in her family in France.

She was the author of "From Gotham to the Golden Gate," "Itza, the Unexplored Regions of Central America," "Rents in Our Clothes," and "Are We All Deceivers?" She also translated many French, Spanish, and Italian articles and poems.

THE MULTIPLE MODEL 14



Makes Old Friendships Stronger

After using one magazine Linotype for years these papers write us:

"After giving it (The Model 14) a fair trial on ALL KINDS OF WORK we are glad to say that it has proven all that you claimed for it, and has met our every expectation."

THE FLINT (MICH.) JOURNAL,
Charles M. Greenway, Gen. Mgr.

"We are now getting from our Model 14, type from 8 to 30 pt. in all the different widths. The flexibility of this machine and the perfect work that it turns out, make it a valuable addition to our plant."

"WE REGRET that we did not get one sooner."

THE STERLING (ILL.) STANDARD,
A. L. Richmond, Pres.

INVESTIGATE NOW DON'T WAIT TO REGRET

Mergenthaler Linotype Company
Tribune Building, New York

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

Tifton Gazette, a New Georgia Daily.

The Tifton (Ga.) Daily Gazette made its initial appearance on September 14. J. L. Herring is editor and general manager of the paper, and Garrett G. Wyckoff, of Newark, N. J., advertising and circulation manager. The paper is bright, newsy and entertaining.

Certainly Reprehensible.

"Gentlemen," said a Congressman, "a member of this House has taken advantage of my absence to tweak my nose behind my back. I hope that the next time he abuses me behind my back like a coward, he will do it to my face like a man, and not go skulking into the thicket to assail a gentleman who isn't present to defend himself."—Sacred Heart.

BUILD YOUR CLASSIFIED MEDIUM RIGHT

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

THE BASIL L. SMITH SYSTEM

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

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

Daily Sale 40 Copies vs. \$100.

Thomas A. Edison is one of the greatest advertisers in the world. He tells when the first reports of the battle of Pittsburgh Landing came to Detroit he was a newsboy on a train running between that city and Port Huron. His usual daily sale was forty papers. That day he took 1,000 papers and paid the telegraph operator at Detroit to wire an announcement of the battle on ahead of his train. At every station he was besieged by anxious inquirers for papers, sold all he had, his whole pack being finally exhausted at fancy prices, the total day's work netting him \$100.

This is but one instance of what enthusiasm on the firing line will do. The DUHAN organization is composed of live circulators acquainted with New York City and the up-to-the-minute methods for creating stand and street sales in this territory.

Write—Phone—Wire

DUHAN BROTHERS

Newspaper Distributors Who Have Made Good Since 1892.

TRIBUNE BUILDING Phone: 3584 Beekman NEW YORK CITY

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

Western Office: 601 Hartford Bldg., Chicago, A. R. Keator, Manager Telephone, Randolph 6065

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Sept. 26, 1914

Man's education begins with the cradle and only ends with the grave. When he ceases to absorb knowledge, development stops and mental decay sets in. The capacity of the average brain to take in information is practically unlimited. It is like the magic cup into which an ocean could be poured without filling it to the brim. The mental process is continuous, but only a limited amount of knowledge can be taken in at one time. The elderly man is rich in experience as he should be in learning. That is why wisdom is supposed to be the special accompaniment of age.

THE WORK OF THE AD CLUBS.

The ad clubs all over the country are tuning up for the fall and winter seasons' campaign. Judging from the character of the programs and plans of many of the clubs that have reached this office the coming season will be the most important and the most productive known in advertising history. There is a virility and an earnest enthusiasm about them that augurs well for the business future of the club movement.

The advertising club is no longer a joke. It has established its right to be regarded as one of the most valuable institutions that has been devised to get business men together on a common ground for the advancement of their best interests and those of the public at large. Wherever you find a live ad club you will find a live and prosperous community.

The ad clubs have high ideals. They are enlightening the public upon the entire subject of publicity and teaching it how to use this best of all business forces to the best advantage; they are working with might and main to kill off the advertising faker, swindler and liar, and make business announcements more believable and dependable; they are helping the local merchants to do more and better business and are the main factors in devising schemes to build up the cities and towns in which they are located. They are preparing young men for advertising work, an inestimable service.

Every merchant who advertises and every agent solicitor, writer or publisher who handles publicity matter ought to become a member of the local ad club. If there is no such club, then one should be organized. If it has only twenty-five members who will work unselfishly together, the club can be made a powerful instrument in the town's development.

EDITORIAL COMMENT.

One of the most notable editorials that has appeared in the local newspapers was printed in the Evening Post August 8 on "The Real Crime Against

Germany." It was copied by a number of English newspapers including the Manchester Guardian and London Spectator, and was commented upon by leading London newspapers. No editorial appearing in the Evening Post is said to have brought forth such a flood of commendatory letters and requests for copies of the paper containing it. The editorial page of the Evening Post has long had the reputation of being one of the ablest in New York. The subjects presented are always discussed with ability and force. We are never at loss to tell where the paper stands on any question upon which it expresses an opinion. Its war editorials possess an element of frankness that is refreshing.

The charge made by German newspapers here and abroad that the American newspapers are hostile to and prejudicial against Germany in the war now sweeping across the face of Europe makes us weary and indignant. We have never seen or heard of a single newspaper that has suppressed dispatches favorable to the Kaiser's cause. All are too eager to print all the news they can get to omit a line of important matter, whether it be for or against any of the belligerents. It should be remembered that all dispatches sent from the war zone are censored from one to three times before reaching America. Only such matter gets through as meets the approval of the authorities in the country where it originates. Germany has been less generous in furnishing news to the press bureaus and correspondents than England, France or Russia. If, therefore, the war reports from those armies have been fuller and more numerous than those from Germany that country is alone to blame.

The concern that is afraid to advertise because of the war in Europe deserves to lose what business it has. That so few have lost their nerve is evidence that our business men are not afraid of the future. Some firms that usually discontinue their ads during August have this year kept them going. Such a concern is the W. T. Hanson Company, of Schenectady, N. Y. As soon as it learned that some advertisers were getting cold feet, they gave orders to all the papers to run their own announcements right through the dull month. Hanson & Co. did not do this merely to make the newspaper publishers feel good but to show their confidence in business.

We don't know whether Henry K. Milward, business manager of the Lexington (Ky.) Leader, put one over on the mayor of that city or not, but anyway Mayor Cassidy actually issued a proclamation in due form September 10 fixing September 15 as the day on which and thereafter "there shall not be worn within the city of Lexington any hat or head covering intended for summer use made of Milan, Chip, Sennett, Napa, Leghorn, Panama or any other straw, but that all people shall henceforth, to maintain the city's prestige and their own pride, appear only in such hats as may be declared by the licensed hatters of this city to be in proper conformity to this proclamation."

As a result of this proclamation Milward ran two pages of hat ads in the Leader of September 13. Not a bad scheme, was it?

Newspapers in the smaller cities frequently receive from national advertisers requests for information as to the number of persons engaged in a particular business residing in them. The assembling of this information often takes a lot of time and money. The Harrisburg (Pa.) Patriot saves all this by issuing in pamphlet form a classified directory of the business men of the town. Whenever an agent or manufacturer writes for lists of dealers all the paper has to do is to send a copy of the booklet.

PREACH OPTIMISM.

THE EDITOR AND PUBLISHER:

PHILADELPHIA, Sept. 8, 1914.

You are on the right track. Steer straight along the road of Good Cheer.

Yours very truly,

JOHN WANAMAKER.

ALONG THE ROW.

GET BUSY.

This is the time to advertise
And in the paper say,
"We have the Goods, the kind you want,
Made in the U. S. A."

SOME RESULTS.

War plays havoc with brave men, copy readers,
and steamship ads.

GET BUSY.

Get a move on, shake off slumber,
Print a Trade Expansion Number,
For the war, that tears asunder
Foreign lands—for us is pie.
Help to start the fires burning
Help to get the wheels a-turning
So big money we'll be earning
Soak old Hard Times in the eye.

YOU NEVER CAN TELL.

It has been a poor season for baseball. Maybe next season the clubs will have to advertise for customers, and give trading stamps.

FROM THE SKINNERVILLE SIGNAL.

Before using that old cut of the Battle of Gettysburg for "The Fall of Lige" our contemporary should have battered out the Confederate flag with a hammer.

WHY NOT?

Congress is considering the question of putting a war tax on Sunday papers. Why not include school books, physicians' prescriptions and other necessities of life?
TOM W. JACKSON.

THE PULITZER REAPPRAISAL.

THE SPRINGFIELD REPUBLICAN,
SPRINGFIELD, MASS., September 23, 1914.

THE EDITOR AND PUBLISHER:

In response to your telegram of this date, I can only say that the reappraisal of the Pulitzer estate appears to me much greater than it ought to be justly. The valuation placed on the Associated Press memberships is, in my judgment, particularly excessive. An Associated Press membership will not protect a newspaper property from running behind at a very rapid rate. This fact has been sufficiently demonstrated in Chicago in recent years.

Col. Watterson was quite right in emphasizing, as he did in his testimony before Appraiser Berry, the extremely hazardous nature of the newspaper business. The good will which the appraiser rates so high in the Pulitzer properties could be easily and quickly destroyed, and the high earning capacity of the newspapers ruined by careless or reckless or incapable management. Yours truly,

SAML. BOWLES.

ENGINEERS OF JOURNALISM.

Engineers in Journalism! Why not, in these days of scientific training in the University and out of it?

Schools for the education of newspaper men have come to stay and to improve. The day has passed when ridicule may be heaped upon them. No longer do intelligent editors and publishers frown upon the University-educated journalist. At least he is given an equal chance, something that was not true formerly, when a college graduate of any kind was almost laughed out of the office. Now he may show what he can do, and other things being equal, he is given the preference by the discriminating editor.

No one expects a student to come to the newspaper office a fully equipped reporter or editor. No one is disappointed if he commits the usual blunders, no one condemns the whole system of journalism education if sometimes the student fails to comprehend the elements and essentials of his vocation. If that is to be done generally what will become of the schools of medicine, law, theology, engineering, and all the others? These schools do not turn out finished products, it is true; but they bring forward men of promise, able to use opportunity. A few journalists, like poets, may be born, but more are made in the school of the newspaper office and in the University. It is the aim of the latter to give its students a foundation that will enable them to make better progress toward success than they can otherwise secure.—Ohio State University Bulletin.

PERSONALS.

William R. Nelson, owner of the Kansas City Star, was the host of ex-President Roosevelt on the latter's visit to Kansas City early this week.

Robert J. Collier, who has been ill at his home in New York, is reported to be greatly improved. He has been able to leave his bed.

Roy W. Howard, president of the United Press Associations, returned from Europe on the Mauretania Thursday. Mr. Howard went to London at the outbreak of the war to strengthen and personally direct the U. P. correspondents at European capitals and in the field.

Bradford Merrill, publisher of the New York American, came home on the Mauretania Thursday after a six weeks' active command from ondon of the International News Service corps of war correspondents.

W. Blanchard Bancroft, who has been with the London Strand and the Newnes publications for some time, arrived in New York this week from London. Mr. Bancroft will make investigations in this country for the benefit of British advertisers.

Mrs. Alexander P. Moore (Lillian Russell), wife of the publisher of the Pittsburgh Leader, was operated for appendicitis at the West Penn Hospital Tuesday morning. Her condition is said to be satisfactory, and the surgeons say that she will probably make an early recovery.

S. W. Smith, editor of the Warsaw (Ind.) Daily Union, was elected president of the Lutes Family Association at its annual meeting at Winona Lake last week.

J. A. Richardson, editor of the Sunflower Tocsin of Indianola, Miss., has returned home from a tour of the old world filled with thrilling adventures. Mingling with millionaires in the steerage and riding third class at first-class rates were some of the experiences the Mississippi editor relates.

John M. Sjodahl, former editor of the Deseret (Utah) News, has gone to Liverpool, England, on a mission for the Mormon church. It is understood that Mr. Sjodahl will edit the Millennial Star, the Mormon church organ, in Great Britain, which is published in Liverpool.

J. Paul Canty, editor of the Dorchester (Mass.) Telegram, entertained a party of friends last week in honor of the birth of a son, Harold Vinson.

C. W. Bomer, publisher of the Bellevue (Tex.) News, was recently elected, without opposition, to the Texas legislature.

Walter S. Chambers, editor of the Newcastle (Ind.) Times, has been nominated for joint state senator from Henry and Madison counties at the Democratic convention held last week.

W. C. Deming, editor of the Cheyenne (Wyo.) Tribune, has recently been nominated for the Wyoming senate from the capital district.

C. Lombardi, vice president and publisher of the Galveston (Tex.) News, has returned from abroad. Mr. Lombardi and his family were caught in Switzerland at the outbreak of the war, and they had great difficulty in reaching American shores.

E. S. Gray, who for more than thirty years has been associated with the Du Bois (Pa.) Courier as president of the company and editor of the publication, has retired from the newspaper game. His stock has been purchased by his brother, who has been associated with him in the business for some time, and by W. B. Ross, formerly city editor of the Du Bois Express, who succeeds Mr. Gray as editor.

Hickman Price has been elected secretary and treasurer of the J. Shepherd Clark Company, New York, publisher of El Comercio, the export journal.

Mey Woodson, editor of the Owensboro (Ky.) Messenger, has been elected National Committeeman by the Demo-

cratic State Committee, a position he held for many years before, but from which he was ousted by politics. The newspapers of Kentucky are unanimous in their approval of his election.

Erwin V. Foster has become secretary of the Horseheads (N. Y.) Reporter. He was formerly on the Ithaca News.

Clifton T. Caruthers, assistant manager of the Charleston (W. Va.) Evening Mail, spent last week in New York visiting his father, F. D. Caruth-



CLIFTON T. CARUTHERS.

ers, at the Hotel Cumberland. Young Mr. Caruthers supervises circulation, but devotes most of his time to advertising.

Milo Shanks, editor of the Elmira (N. Y.) Advertiser, is a candidate for the Republican nomination for Congress.

B. W. Compton has resigned as business manager of the Coshocton (O.) Times-Age to take a similar position on the Mansfield (O.) News.

Joseph I. C. Clarke, poet, author, and journalist, has returned to New York after an absence of many months. Much of his time was spent in Japan studying the country and people. Several articles on Japan has already appeared in the Sunday Sun. In a letter to that newspaper printed in Wednesday's issue of the Sun Mr. Clarke takes a fall out of the Japanese bugaboo. He says, in effect, as the result of his observation, that everywhere and among all classes in Japan there prevails an intense and sincere desire that Japan shall be thought well of by the United States.

Adolph J. Resler, editor of the New Jersey department of the New Yorker Staats-Zeitung, has been re-elected financial secretary of the German Press Club of this city.



N. Y. HERALD SHIP NEWS STAFF. Luther A. Reed, Leonard McC. Mitchell and William S. Gill.

GENERAL STAFF PERSONALS.

Otis Peabody Swift, son of J. Otis Swift, of the New York World, has entered the School of Journalism at Columbia University.

Archie Bell has resigned from the Cleveland Plain-Dealer to become dramatic and music editor of the Leader of that city. Mr. Bell recently returned from a long tour of the Far East and Europe.

J. E. Finrock has become city editor of the Fargo (N. D.) Forum, succeeding R. C. Patterson, who has come to New York to join the Prang Co.

Charles M. Bregg, dramatic editor of the Pittsburgh Gazette-Times, has returned to his desk after a long illness. He was compelled to seek rest late last spring, and spent the time at Ebensburg, Pa.

Howard S. Williams, city editor of the Jackson (Miss.) Daily News, was recently elected president of the Sixteenth Section Hunting and Fishing Club.

F. P. Burdick succeeds Dr. D. Pitt Atlee as city editor of the Texas City (Tex.) Times.

VISITORS TO NEW YORK.

W. S. Eakins, advertising manager of the S. S. S. Company, Atlanta, Ga.

Wysche Greer, general manager of the El Paso (Tex.) Times.

Hal Gaylord, business manager of the Kansas City (Mo.) Journal.

Joseph Blethen, business manager of the Seattle (Wash.) Times, accompanied by Mrs. Blethen.

Thomas W. Loyless, publisher of the Augusta (Ga.) Chronicle.

Samuel Abbott, literary editor of the Boston Post.

Charles H. Taylor, Jr., business manager of the Boston Globe, was in New York this week and reported the Globe circulation as 390,000.

PUBLISHER'S NOTICE.

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

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

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

The columns are 13 picas.

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

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

Liberal discounts are allowed on either time or space contracts.

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

The Editor and Publisher can be found on sale each week at the following newsstands:

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

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

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

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

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

BUSINESS OPPORTUNITIES

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

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

MISCELLANEOUS

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

DAILY NEWS REPORTS.

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

\$10,000 CASH

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

C. M. PALMER

225 Fifth Ave., New York

CHATHAM REPUBLICAN SOLD

We have just completed a sale of the Chatham (N. Y.) Republican. The number of announcements made in the past few years of successful newspaper transfers, consolidations, absorptions, etc., engineered by this firm, should appeal to publishers and prospective buyers alike as being decidedly significant.

HARWELL, CANNON & McCARTHY Brokers in Newspaper and Magazine Properties Times Bldg., New York

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

AD SOLICITOR OR MANAGER, by a recognized originator and producer in 75,000 to 150,000 city.

Highest references as to character and capability. Write D 1309, Editor and Publisher.

Position as circulation manager by young man, who can get results. Experienced and no job hunter. Good reference furnished. James March, Box 224, Washington, Pa.

HELP WANTED

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

WANTED—Active, experienced man, 30 or 35, with energy and initiative, to take permanent position as associate editor on old established daily newspaper in eastern city of 100,000. Address, with particulars, M. T. N., Care The Editor and Publisher.

FOR SALE

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

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex Printing Press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Company, Bridgeport, Conn.

ADVERTISING MEDIA

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

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

WHERE THE GOLD COMES FROM!

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

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

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

S. G. LINDENSTEIN, INC.

Special Representative

118 East 28th Street New York City

SOMETHING NEW

**The New York Times
Mid-week
Pictorial War Extra**

Magazine composed entirely of pictures representing most stirring events in the great war. Reproduced by The Times's new process of Rotogravure printing. From your newsdealer or mailed to any address.

Price Ten Cents

THE NEW YORK TIMES
Times Square, New York.

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

**NEW YORK
TRIBUNE**

and be fully assured of Satisfactory Response.

The Globe
and Commercial Advertiser.

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

Net paid circulation for year ending August 31, 1914

161,321

Net paid circulation for August 30, 1914

213,768

SUCCESS

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

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

The Evening Mail combines quantity with quality in circulation.

The Evening Mail

New York's Great Home Paper.

THE NEW ORLEANS ITEM

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

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

LIVE AD CLUB NEWS.

That the "problem meetings" of the St. Louis Advertising Men's League are beneficial and invaluable to all members of the league and the public was the consensus of opinion expressed by speakers at last week's meeting. They are being held to better standardized advertising. E. W. Rose, president of the E. W. Rose Medicine Company, said that such meetings are valuable to the advertising profession because suggestions are received which help to place advertising on a higher basis. Among other speakers who presented their views as to how to make advertising clean and more truthful was Allen W. Clark, who said that the subjects discussed should be made interesting. Mr. Clark is editor of the American Paint and Oil Dealer. E. S. Pearl of the Fairbanks, Morse & Co., said the "mental mechanics of selling" should be discussed at the meetings. Leslie H. Gault, advertising manager of the A. Leschen & Sons Rope Company, said if an advertising man is not satisfied with his work, suggestions received at the meetings will help him to solve many problems connected with his business. George L. Walker presided.

The League of Advertising Women of New York met at the Prince George Hotel Tuesday, and outlined their program for the season. They promise some very interesting subjects with well known speakers. Hereafter the club will meet the third Tuesday in each month. Any advertising woman not belonging to this organization would find profit in becoming a member at once so as to take advantage of the full season's work. The secretary is Miss J. J. Martin, assistant advertising manager of the Sperry and Hutchinson Co., 2 West 45th street, New York.

Major Patrick F. O'Keefe, president of the Pilgrim Publicity Association, Boston, and the board of directors of the Hub ad organization, have prepared a complete program for the year's work. This is published in the current issue of Pilgrim Publicity, which may be obtained on application. The program was planned on the idea that, if the membership were divided into divisions, or groups of allied interests which could get together at stated intervals and discuss their own problems and plans, and work for the betterment and improvement of their own end of the business, the good accomplished by each unit would be reflected in a powerful manner in the association as a whole. The following divisions were adopted: Retail, Technical and Trade Press, Direct by Mail Advertising, Sales Managers, General Advertisers, Advertising Agency, Magazine, Newspaper, Commercial Designers, Financial Advertising, Trade Extension, Legislative, Educational Membership, Speakers' Bureau, Vigilance, Music, Reception, Publicity and Publication, Finance, Club Promotion, Employment, Library, Executive.

The Phoenix (Ariz.) Ad Club spent Sunday of last week as guests of Governor Hunt and Superintendent Simons at the State Prison. After luncheon on prison fare the club went into business session, with President Dulmage in the chair. Mrs. P. I. Colodny, business manager of the Arizona Teacher, discussed advertising from the buyer's viewpoint. E. L. Wolcott talked on "Mining Advertising" and made a plea for truth in publicity. Louis V. Eyttinge, who is said to be the highest paid prisoner in America, talked on the preparation of business letters. Governor Hunt made a brief address.

Fifty-six members of the Youngstown (O.) Ad Club were present at last week's luncheon. Ralph Sharman talked on "The Best Displayed Advertisement," analyzing the typographical features of the advertisement under discussion in a manner that showed much thought as well as technical knowledge of his subject. He was followed by

Wick Flower, who selected an advertisement and dissected it, showing why he regarded its display as poor, and pointing out errors in its arrangement. Next on the program was Ceylon Hollingsworth, who gave a most interesting talk on the "Best Written Copy, and Why."

John R. Hornady was the principal speaker at the Birmingham (Ala.) Ad Club luncheon last week, taking as his subject "Clean Advertising." Mr. Hornady was given close attention throughout. Following his talk, Mr. Hornady was quizzed by some members of the club as to the methods pursued in the getting of war news and the precautions taken to insure the authenticity of a story.

The members of the Fort Worth (Tex.) Ad Club at their weekly luncheon discussed show window displays and the debate was directed by N. N. Binns. Some of the members contended that exhibits of coins and novelties in windows attracted much attention and were valuable; others claimed that the public scrutinized such exhibits and paid no attention to the goods in the windows. The direct sales power of show windows was discussed at length and many interesting statements were made relative thereto. The ad men agreed that the best results were obtained by advertising in newspapers and displaying the goods offered in the windows.

CUTTING AD SELLING EXPENSE.

New Rule Adopted by the Pittsburgh Newspaper Publishers.

Publishers who have been burdened with unnecessary composing room expense forced on them by advertisers who continually make corrections and changes in proofs, will be interested in the agreement made by the Pittsburgh Newspaper Publishers' Association.

It is designed to hold advertisers within reasonable limits and is said to have already worked out great savings in the composing rooms.

The agreement is as follows:

On and after September 1, 1914, the following regulations relative to the setting of display advertisements will prevail in the composing rooms of the Pittsburgh daily newspapers:

All advertisers desiring specific lay-out, type face or type size in advertisements must furnish with their copy diagrams or information specifying the size, lay-out, make-up, location of cuts, reading matter, prices, headings and the size and style of type desired. This lay-out will be followed as closely as the mechanical equipment of the composing room in which the advertisement is set will permit.

Failure to furnish such information implies the advertiser's acceptance of the judgment of the compositor of the newspaper setting the advertisement. After an advertisement is once set proofs will be submitted upon request for the correction of typographical errors only. Should the advertiser decide not to use the original copy set and furnish other copy for the whole advertisement, or make any changes which necessitate a re-arrangement or re-setting of any section or sections of the advertisement, a charge of \$1.00 per hour for each man employed in making such alterations and changes from the original copy will be made to the advertiser. Any advertisement or section of an advertisement that is ordered set up and then not used shall be charged for at the rate of \$1.00 per hour per man for the time taken to set the same.

Girl Publisher of Kentucky Paper.

Miss Hortense A. Calmes has become publisher and owner of the Lyon County Herald at Eddyville, Ky. Miss Calmes has been associate editor of the Herald for the last three years, and after the death of her father, N. E. Calmes, she assumed full control of the paper. She is a graduate of the Marion High School, and is only eighteen.

Two Semi-Weeklies for Denison, Ia.

Rivalry among the newspapers of Denison, Ia., is becoming quite sharp and the Bulletin announces that it will issue a semi-weekly beginning with Monday. It is expected that the Review will follow either with a semi-weekly or an issue every other day. This is the second time the attempt to run a semi-weekly has been made in that city. Both plants are well equipped for issue of their papers.

Executive Position

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

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

Are You the Man?

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

AMERICAN NEWSPAPER EXCHANGE
Rand McNally Building, Chicago.

FOR SALE.

**Duplex, Twelve Page, Flat
Bed Perfecting Press**

prints four, six, eight, ten and twelve pages from type; speed, 4500 per hour; length of page, 22 1/2"; folds to half and quarter page size. Press is in good condition and can be shipped quickly.

WALTER SCOTT & CO.
Plainfield, N. J.

We can increase your business—
you want it increased.

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

BURRELLE

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

Most Far Reaching Newspaper
Reading Concern in Existence

**ATLAS PRESS
CLIPPING BUREAU**

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

Canadian Press Clippings

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

**The Dominion Press
Clipping Agency**

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
124 Nassau Street Tel. 4900-4 Boston

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

742 Market Street
SAN FRANCISCO

Buffalo News
EDWARD H. BUTLER
Editor and Publisher

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

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

MINNEAPOLIS DAILY NEWS
70,672
(August Daily Average)
Rate increased to 8 cents per line
Nov. 1, 1914

Most Striking Newspaper Success of Recent Years.
C. D. BERTOLET
1110 Boyce Bldg., Chicago
New York Representative:
A. K. Hammond, 366 Fifth Ave.

THE Detroit Saturday Night
guarantees the reliability of every advertisement appearing in its columns.
Whiskey, Beer, Cigarette and Patent Medicine advertising is tabooed.
The publishers reserve the right to reject any advertising which in their opinion is undesirable or does not conform to the general policy of the paper.

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

THE NEW HAVEN Times-Leader
is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

PUBLICITY SELLING.
Winning Public Confidence and Good Will a Serious Business—Why the Merchants and Manufacturers Should Use the Daily Newspapers—What One Cent Per Week Per Home Will Do in Trenton, N. J.

By WILLIAM C. FREEMAN.
[An address delivered before the Trenton, N. J., Chamber of Commerce Sept. 16.]

Advertising is "making known," and selling is putting the people into possession of that which has been "made known." That sounds simple enough; but it is not. The approaches require an immense amount of detail to work them out successfully. The final result can only be obtained by the closest and most intelligent application.

Advertising makes known practically everything that enters into our lives, but one advertisement is never sufficient to make known anything permanently. There must be continuous advertising, intelligently argumentative, frankly truthful, and consistently persistent.

Sometimes a few advertisements achieve an object or result just as a man sometimes wins a girl for his wife by a few weeks of persistent courtship; but, in the long run, people want to know the advertiser and what he offers for sale mighty well before they yield to his pleading. Just as the average woman wants to know all about a man before she consents to marry him.

ESSENTIALS OF GOOD BUSINESS.

Winning the confidence and good will of the people is pretty nearly as serious a matter as getting the girl to say yes. Securing permanent trade and continuing to treat customers with the greatest consideration is as essential to a business as being anxious to get one's wife and then holding her through life by being attentive, courteous and considerate.

I look upon both advertising and selling as very human. The more natural we are in our advertising and the more we apply just ordinary, human methods in our salesmanship, the better off we will be. Too many make their advertising cold-blooded, calculating and purely commercial. They do not strike a human chord anywhere, and our salesmanship is often more offensive than it is appealing and convincing.

Why advertisers do not just talk to people in their advertisements as they would if they met them face to face is something I cannot understand. Their answer to questions asked as to why they are not more "human" in their appeal is: "It takes up too much space; people won't read it, and, besides, it costs too much money."

It is common opinion among manufacturers and merchants that human nature is not to be considered when commercialism is on the carpet. It is common opinion among sales people that commercialism does not require them to be polite, thoughtful, accommodating.

VALUE OF HUMAN TOUCH.

The business man too often forgets his humanity; ditto, sales people—yet the human touch is the most essential element of business success, in my judgment.

In New York and Philadelphia no merchant receives more attention from the public than John Wanamaker. His advertisements are closely read every day by the people who read the newspapers in which they appear. All of the people do not buy in his stores, but enough of them do to make it worth while for him to continue to make his advertisements human and interesting.

A recent page advertisement put out by him, telling of the difficulties surmounted by one of his woman buyers while in Paris, was read, I believe, by eighty per cent. of the readers of every newspaper in which it appeared. It was a masterpiece of human interest. It did not offer anything for sale. It simply offered the people a chance to look at the gowns this woman buyer brought from Paris.

That is linking a vertising to selling—

producing harmony of action, which is so essential to good storekeeping.

Here in Trenton, a community of 100,000 people, you have a big neighborhood where there is greater need of the human element in advertising and in selling than in larger communities.

OPPORTUNITY IN TRENTON.
Every manufacturer and every merchant should tell his townspeople—his neighbors and friends—what he is doing, through the daily newspaper.

If you want Trenton to grow, you must sell Trenton to yourselves first. The one way to sell Trenton to yourselves is to advertise Trenton in the Trenton newspapers first and then keep it up. I suppose it would be possible to advertise every Trenton industry—a few of them daily, so that all be covered every week—at a cost no greater than 52 cents per inhabitant per annum. That is to say, all of the present industries in Trenton could be exploited through newspaper publicity once a week for a year, at a cost of \$52,000, which is one cent per week per inhabitant.

Make every inhabitant boost Trenton. It is worth \$52,000 a year to get them to do so. The biggest asset any community can have is the pride and loyalty, enthusiasm and faith of its own people. When they write to friends who live away from Trenton; when they go away for occasional trips, they should talk about Trenton, her resources, her growth, her civic pride and the get-together spirit of all of her people. It is absolutely impossible to stop the development of a community, if there is concerted action on the part of all of the people to develop it.

TELL YOUR STORY TO PUBLIC.
Manufacturers should tell their home people all about the things they are making. Every man, woman and child should be able to tell everybody they meet what Trenton's industries produce. Do you think they know now? I'll warrant that seventy-five per cent. of them do not.

A city's industries should not expect the local newspaper to be a gratuitous encyclopedia for them. Newspapers do their part, and more than their part, and do it cheerfully—but, remember, it costs a great deal of money to produce a newspaper.

The local newspaper, which, after all, is the backbone of a community, should be supported by the manufacturing industries of their city, not by gifts of money for an occasional special edition, but by persistent, informative advertising.

Become well known at home first. Secure the backing and enthusiasm of your own people first. Then it will not be difficult to gain the support and good will of the world at large.

More and more are representatives of manufacturers being asked as they travel around the country—"What do the people in your home town think of this product of yours?"

Now, as to your local merchants, every one of them should advertise in the newspapers regularly. I suppose a Trenton newspaper goes into every Trenton home each day. I suppose there are about 18,000 homes (five persons to each home) which leaves 10,000 population to be cared for by hotels, boarding houses, etc.

The rates for advertising in your home newspapers are very moderate. I suppose for \$900 a year a merchant can secure very liberal representation at least once a week in each newspaper. If he spends \$900, I wonder if he realizes that the cost of this advertising represents to him only 5 cents per annum per home.

Suppose a merchant advertises to the amount of \$1,800 per year, which will secure for him rather impressive space, the cost to him is only 10 cents per home per annum.

If he should say to himself, as I hope many merchants will—"I will spend 1 cent per week per home in my home newspapers," he can do that at a cost of \$9,360.

Suppose again the merchant spends \$18,000 a year in his home newspapers;
(Continued on page 295.)

The Seattle Times
"THE BEST THAT MONEY CAN BUY"

Circulation for June, 1914—
Daily, 69,152 Sunday, 89,318
47,000—In Seattle—50,000

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

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

LARGEST QUANTITY—BEST QUALITY CIRCULATION
Buy the best and you will be content

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

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

- THE CHICAGO EVENING POST** (Evening Daily)
INDIANAPOLIS STAR (Morning Daily and Sunday)
TERRE HAUTE STAR (Morning Daily and Sunday)
MUNCIE STAR (Morning Daily and Sunday)
- THE ROCKY MOUNTAIN NEWS** (Morning Daily and Sunday)
THE DENVER TIMES (Evening Daily)
THE LOUISVILLE HERALD (Morning Daily and Sunday)

The Shaffer Group

Chicago Examiner

DAILY—Has the largest Chicago City circulation in the morning field. Strongest market reports. Best sporting pages. Woman's Forum. Club Notes. Society News.

SUNDAY—Has the largest circulation west of New York City. Reaches 2 out of every 3 homes in Chicago and 4,100 smaller cities and towns of Middle West. Leads in special features.

M. D. HUNTON 220 Fifth Ave., New York
E. C. BODE Heart Bldg., Chicago

The Florida Metropolis
FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

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

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

YOU MUST USE THE LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation MORE THAN 150,000

BLUE PENCIL IN ENGLAND.

News From the Front Is Carefully Censored Before Publication.

Marie V. Fitzgerald, an American newspaper woman now in London, contributes to the Brooklyn Standard Union an entertaining letter telling of the war situation in the city. Among other things she says:

"Silence of the press is the ultimatum in the United Kingdom and today there is a stillness that makes one think of The Silent City of the Dead! As the press in Russia is blue penciled and edited by the police, so is the British news carefully suppressed and no English losses reported to date, with the exception of the Amphion disaster.

"The news vendors are not permitted to cry aloud scare lines. All they may do is to shout "Six-thirty edition," but

no "Great loss of life," as they did the first few days of the war. Furthermore, the cinematograph theaters are not permitted to have war pictures, and the moving picture companies have shut down, as they feel they do not wish to spend the money on what is most uncertain at the present moment."

Sues Baltimore Papers for Libel.

For alleged libelous publications concerning her in the Baltimore American and Baltimore News, suits for \$8,000 and \$5,000 damages, respectively, have been instituted by Miss Jeannette G. N. Macdonald, of New York. It is understood that the publications complained of associated Miss Macdonald's name with that of Rev. Hans Schmidt, the priest convicted of the murder of Anna Aumuller. One suit is against Felix Agnus, proprietor of the Baltimore American and Star, and Charles C. Fulton & Co. The other is against Frank A. Munsey, proprietor of the Baltimore News, and the News Publishing Co.

Lebanon News Anniversary Number.

The Lebanon (Pa.) Daily News, the official paper of its city and county, celebrates its forty-second birthday by printing an anniversary edition in colors in two sixteen-page sections. The issue is well illustrated throughout and contains a generous amount of advertising. A. B. Schropp is managing editor.

JOURNALISTIC CHRONOLOGY.

Coming Week's Anniversaries of Interest to Newspaper Folk.

SEPT. 27.—The Rhode Island Gazette, the first newspaper in Rhode Island, was issued by James Franklin, a brother of Benjamin Franklin (1732).

SEPT. 27.—Thomas Nast, the world-famed cartoonist, born at Landrau, Bavaria (1840).

SEPT. 27.—Michael F. Collins, editor and proprietor of the Troy (N. Y.) Observer since 1879, born at Troy, N. Y. (1854).

SEPT. 28.—The Springfield (Mass.) Republican was first issued by Samuel Bowles, with 250 subscribers at \$2.50 each per annum (1824).

SEPT. 28.—Edwin S. Bettelheim, founder of THE JOURNALIST, which was later incorporated with THE EDITOR AND PUBLISHER; also editor and publisher of the Chicago Dramatic News, New York Dramatic News and Boston Dramatic Record, born at Albany, N. Y. (1865).

SEPT. 29.—William Charles Reick, publisher of the New York Sun, born at Philadelphia, Pa. (1864).

SEPT. 30.—Paul Underwood Kellogg, journalist, editor of the Survey Magazine, born at Kalamazoo, Mich. (1879).

SEPT. 30.—Benjamin F. Buck, head of the publishing firm of B. F. Buck & Co., New York City, founded by him in 1890, born (1865).

SEPT. 30.—Ellis H. Roberts, long editor and part proprietor of the Utica (N. Y.) Herald, born at Utica, N. Y. (1827).

SEPT. 30.—James Bliss Townsend, editor, author and publisher, founder and president of the American Art News Company, born in New York City (1855).

Oct. 1.—Arthur Brown Ruhl, author and editorial writer, born at Rockford, Ill. (1876).

Oct. 1.—Kate Field, eminent American newspaper woman, born in St. Louis, Mo. (1838).

Oct. 1.—Meichel Häfry de Young, founder of the San Francisco Chronicle, born in St. Louis, Mo. (1841).

Oct. 2.—James Abbott, publisher of the Century Company, New York City, born in New York City (1861).

Oct. 2.—The first number of the Pennsylvania Gazette was issued by Benjamin Franklin in Philadelphia, Pa. (1729).

Oct. 2.—Edwin Lawrence Godkin, founder of The Nation, born in Moyné, Ireland (1831).

Oct. 2.—Charles Aldrich, noted Iowa journalist and legislator, born at Ellington, N. Y. (1828).

SECOND CLASS RATES.

(Continued from front page.)

1913 there were over a billion pounds transported."

Mr. BORAH.—Is the Senator in favor of remedying that by increasing the rate which the government charges for carrying second class matter?

Mr. BRYAN.—I am; yes, sir. Mr. BORAH.—Has the Postmaster General recommended that change?

Mr. BRYAN.—President Taft in 1911 recommended the doubling of the rate upon second class mail matter. I may call the attention of the Senator from Iowa to the fact that some of the papers which are denouncing this bill appeared before the Hughes Commission, by their attorneys and otherwise, to oppose an increase in the rates on second class mail matter.

Further comment on the subject consumed several pages of the Record, part of which was as follows:

Mr. KENYON.—Does the Senator believe there would be any less circulation of the magazines if there were a higher rate?

Mr. BORAH.—Oh, yes; I have no doubt about it; because we know that within the last two or three years some of our most valuable magazines have gone into insolvency, and have passed into the hands of those who could afford to expend their money, whether they were making money upon them or not, for an educational purpose. The Senator must bear in mind that there is an influence in this country which can send its magazines to the people whether it pays or not. It can afford to do so, because its magazines are serving a propaganda for certain issues and certain policies and certain teachings. There are newspapers and there are magazines which are devoted exclusively to educating the people along certain lines, along which I am unalterably opposed to seeing the people go. If the time ever comes—and in my judgment it is one of the serious questions presented in connection with this proposition—when it is necessary for the government to make a donation in order that the magazines may go to the people carrying a propaganda different from that, the government can expend money in no better way than in following out that propaganda.

Publishers were in Washington last week and attended a hearing before the patents committee of the House on the bill introduced by Jefferson Levy of New York, which provides that the common law rights to a name, or other article of proprietorship, shall not attach to any book upon which the copyright has expired. The publishers argued against the measure as unjust, asserting that the courts had over and over again held that a name was property and could not be used by other parties. They claimed that the names of publishers which had been advertised, had become known as standards, should not be taken and used in cheap publications simply because the copyright on the book had expired. They said that when the copyrights expired there could be no objection to the publication of the matter, but the name which had made the work a standard and upon which much money had been spent in advertising should be protected under the common law as at present. Advertisers and printers have become very much interested in the bill, for it may mean a great loss to them if it should pass.

Next week is to be "Made in America" week in Binghamton, N. Y. The Advertisers and Merchants' Association fathered the idea and a majority of the merchants have promised to make notable displays of home manufactured goods in their store windows.

WAR NEWS
and
PICTURES

Unequaled service.
Moderate prices.
Splendid daily war layouts in matrix form. Special signed cables day and night.
For details and prices write or wire to

International News Service
238 William St. New York City

We pride ourselves on our ability to supply a Sunday Comic Supplement that will compare more than favorably with any Comic now on the market. In fact it is

A Real Comic
"chock" full of good, clean humor, well embellished with masterful drawings, well printed, from good inks on good stock at a price considerably below what you'll be willing to pay for our service.

Write for Samples

World Color Printing Co.

ST. LOUIS, MO.

Established 1900 R. S. Grabbe, Mgr.

USE
UNITED PRESS
FOR
Afternoon Papers

General Offices, World Bldg., New York

THE TEST

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

NEWSPAPER FEATURE SERVICE

M. Koenigsberg, Manager.

41 PARK ROW, NEW YORK

WAR NEWS. AUTHENTIC WAR NEWS.

We receive the complete cable dispatches of the Central News, Ltd. of London, The Agence-Fournier of Paris, The Telegraphen-Union of Berlin, in addition to our own special correspondents.

CENTRAL NEWS OF AMERICA, 26-28 BEAVER STREET, NEW YORK

Our new eastern office in the New York World building will greatly improve our facilities for rapid handling of our illustrated news service, already second to none. Ask for samples.
THE CENTRAL PRESS ASSOCIATION
New York and Cleveland

Weekly Comic Page

Containing "Romantic Rosie and the Movies," sketches by Wood Cowan, etc.

The International Syndicate
Features for Newspapers, Baltimore, Md.

Local Editorials

You can't afford to neglect your local editorials for foreign war comment.

We help you look after the home field while you're busy with war.

BRUCE W. ULSH
Prestige Promoter Wabash, Indiana

THEY KNOW BY TRIAL

"We have used

Winthrop Coin Cards

with marked success for two years. They afford the most convenient method of mailing small remittances with which we are acquainted."

The above from a daily newspaper using Winthrop Coin Cards to

Collect Small Amounts

Over four hundred dailies are finding them "the best yet," when properly used.

We'll explain to you in detail and submit samples, if you'll write.

THE WINTHROP PRESS
141 East 25th Street New York City

These war times

records are in dire danger of showing slump. The wise publisher keeps them up by putting on a trade, industrial or feature edition. We believe that once you have put on an edition of this sort, using the GALLAGHER SERVICE, you will become one of our regular clients.

JOHN B. GALLAGHER & CO.

Tulane-Newcomb Building

NEW ORLEANS, U. S. A.

Eastern Office: Equitable Building
Baltimore, Md.

Newspaper Correspondents

Increase your list of papers by registering in the forthcoming edition of the Newspaper Correspondents Directory. A stamp will bring you information which should be of material help to you.

National Association Newspaper Correspondents

Germania Savings Bank Building
PITTSBURGH, PA.

THE PITTSBURG PRESS
 Has the Largest
 Daily and Sunday
CIRCULATION IN PITTSBURG
 Foreign Advertising Representatives
 I. A. KLEIN, Metropolitan Tower, N. Y.
 JOHN GLASS, Peoples Gas Bldg., Chicago

There is no Duplication or Substitution in
Pittsburg Leader
Circulation
 Ask us about the Pittsburgh Territory and in what way the Leader is the important paper.
VERREE & CONKLIN
 Foreign Representatives
 Steger Building, Chicago
 Brunswick Bldg., New York

The Buying Power of Post reader is far greater than that of any other newspaper in Pittsburgh.
THE PITTSBURGH POST
 CONE, LORENZEN & WOODMAN
 Foreign Representatives
 New York, Kansas City, Chicago

Get the Best Always
The Pittsburgh Dispatch
 Greater Pittsburgh's Greatest Newspaper
 WALLACE G. BROOKE, Brunswick Building, New York
 HORACE M. FORD, People's Gas Building, Chicago
 H. C. ROOK, Real Estate Trust Building, Philadelphia

New Jersey's Leading 7 Day Paper
Trenton Times
 More circulation than corresponding period in 1913
 U. S. Report, 23,985 Paid
 and 200,000 more lines of display advertising
Kelly-Smith Co.
 CHICAGO NEW YORK
 Lytton Bldg. 220 Fifth Ave.

The Peoria Journal
 "Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarantees as much city circulation, in Peoria and Pekin, as both other Peoria newspapers combined."
H. M. Pindell, Proprietor
 Chas. H. Eddy, Fifth Ave. Bldg., New York
 Chas. H. Eddy, Old South Bldg., Boston
 Eddy & Virtue, People's Gas Bldg., Chicago

TIPS FOR THE MANUFACTURERS OF SUPPLIES.

CHANGES IN INTEREST.
 VALLEY CITY, N. D.—Rev. E. P. Getchell, of Hankinson, with three other parties, has leased the Valley City Patriot plant, with the option of buying later on, and has also secured the subscription list of the North Dakota Standard, a temperance paper, at Lisbon. The Patriot will continue as the local newspaper and the North Dakota Standard will be enlarged and devoted to State-wide temperance work.

PRINCETON, IND.—The Fort Branch Times has been bought by Carl A. Barrett from Rev. G. A. Smith and J. G. Turner, they having recently purchased it from Swinney Brothers.

COLUMBUS, KAN.—Charles Grant, publisher of the Mineral Times, has purchased the Modern Light from W. B. Lowry, who published it for seventeen years.

STURGIS, KY.—W. H. Ward of Marion has purchased the News-Democrat, of which H. L. Mosgrove has been editor. The Sturgis News Democrat was formerly owned by a corporation.

SYKESTON, N. D.—V. E. Johnson has sold the Tribune, of which he has been editor and publisher for many years, to C. E. Harding, of Church's Ferry. W. B. Morton is the new editor.

HAY SPRINGS, NEB.—John C. Burton has been succeeded by George S. Peters as proprietor and editor of the Hay Springs News.

WHITE ROCK, S. D.—The Journal, for the past four years owned by Walter L. Johnson, has been sold to Howard Squires, former postmaster, and W. L. Hanson, a printer employed by the Journal. Mr. Squires will be editor, and Mr. Hanson will look after the mechanical end. The paper will continue Republican in politics.

BENTLEY, N. D.—The ownership of the Bulletin has again changed, with W. C. Mitchell, former editor of the Mobridge News, as its editor.

FALL CREEK, WIS.—Editor Bruske, who has made a remarkable success of the Cultivator, has changed the name of his paper to the Eau Claire County Journal, and in the future it will be published twice a week.

APOPKA, FLA.—D. W. Clark has retired as editor of the News, and is succeeded by C. A. Barnes.

NEW INCORPORATIONS.
 WILMINGTON, DEL.—The China Press; general printing and publishing business; capital stock, \$50,000; incorporators: T. F. Millard, Shanghai, China; H. G. Eastburn and M. E. Doto, Wilmington.

NEW YORK, N. Y.—The Chronicle Press, Manhattan; \$7,500 capital stock; G. A. Burniston, Madison, N. J.; M. C. Ebel, Madison, N. J., and H. Ludner, Brooklyn, incorporators.

NEW CUMBERLAND, W. VA.—Courier Printing Company; publication of newspaper; capital stock, \$5,000; incorporators: Thos. T. Bambrick, Geo. L. Bambrick, John R. Plattenburg, Jos. L. McFaden and Jos. L. Plattenburg.

TRENTON, N. J.—Post Publishing Company; capital stock, \$50,000; incorporated by P. E. Wurflein, E. F. Connolly and M. J. Campbell.

NEW YORK, N. Y.—New York Marine News Company; printing, publishing; capital stock, \$10,000; D. Halpern, M. Scofield and J. G. Lamison in corporations.

NEW PUBLICATIONS.
 LEHIGHTON, PA.—A new Progressive weekly newspaper will begin publication October 1. William Morthimer, a veteran newspaper man, will be the editor.

HOUSTON, TEX.—W. K. Wren and C. E. Butzer announce that they will begin the publication of a newspaper this week.

WAVERLY, O.—Lloyd Ghres is the active head of the Republican Herald, the fourth weekly in this city, which has just been incorporated. Others interested in the new enterprise are H. A. McKenzie, James W. Logan, George S. Hill and F. E. Dougherty.

BALTIMORE, MD.—The Maryland Progressive, a weekly, has made its appearance. It is published Wednesdays by the Maryland Progressive Publishing Company, the officers of which are Charles J. Bonaparte, president; N. Winslow Williams, vice-president; Thomas R. Bond, treasurer; Leslie H. Peard, secretary; and Walter N. Ruth, managing editor.

FORT YATES, N. D.—Chris. Christian-son of the Shields Enterprise will start the Sioux County Pioneer in this town next week. He will operate both papers.

PRESS ASSOCIATIONS.

At the recent convention of the American Press Humorists in Cleveland the following officers were elected for the coming year: Ted Robinson, of the Cleveland Plain-Dealer, president; Dixon Merritt, of the Nashville (Tenn.) Banner, vice-president, and Fred W. Schaefer, of San Francisco, secretary and treasurer.

J. Roy Williams, editor of the McAlester (Okla.) News-Capital, was elected president of the Oklahoma Democratic State Press Association, succeeding W. M. Erwin, of the Paul's Valley Enterprise, at the annual convention of the organization last week. John F. Easley, editor of the Armore Ardmore, was chosen secretary-treasurer. A feature of the convention's work was the appointment of an executive committee with instructions to recommend to the Democratic State Central Committee the establishment of an active press bureau. This committee is composed of President Williams, Secretary Easley, John N. Shepler of the Lawton Constitution, W. A. Delzell of the Pond Creek News and Charles F. Barrett of the Shawnee Transcript.

A convention of editors and publishers of weekly newspapers of West Virginia has been called, to be held at Parkersburg, September 26 and 27. The object in view is the formation of a state and a national organization of the weekly newspapers for united representation and protection to insist on fair and just rates for advertising and for united action on all matters pertaining to the welfare of country newspapers.

The Western Iowa Editorial Association met at Harlan last week and was royally entertained by the city authorities. The business program included addresses by Mayor Gunderson, W. C. Campbell, editor of the Tribune; H. J. Hoogenakker, editor of the Republican; I. B. Hungerford, editor of the Carroll Herald, on "The Editor, a Man;" W. R. Orchard, editor of the Council Bluffs Daily Nonpareil on "The Press as an educator;" and F. W. Beckman, professor of journalism, Iowa State College, on "The Country Newspaper and Country Folks." The officers elected at the meeting in Council Bluffs last winter will hold over until the next winter meeting, which will be held in Council Bluffs. The present officers are H. J. Hoogenakker, president; F. W. Hanton, Griswold American, vice-president; C. C. Sheaffer, Randolph Enterprise, secretary-treasurer.

The spirit of get-together was emphasized at the inauguration of the officers of the newly organized South Bend (Ind.) Press Club. The men who will direct the destinies of the association are: President, Rudolph H. Horst, managing editor of the Tribune; vice-president, Irvin Dolk, day city editor News Times; secretary-treasurer, Wilbur R. Armstrong, telegraph editor of the Tribune. The organization will boost South Bend and incidentally strive to promote acquaintance, sociability and friendly feeling among the members of the press. Regular meetings will be held on the first and third Mondays of each month.

INLAND DAILY PRESS MEETS.

Publishers Discuss a Number of Important Topics in Chicago.

An interesting meeting of the Inland Daily Press Association was held at Chicago on Tuesday, September 15, which was attended by about thirty middle west publishers. The principal topic discussed was: "Can an Inland Daily Newspaper Become too Modern in Its Equipment, Labor and General Expense Account?"

Stuart H. Perry, of the Adrian (Mich.) Telegram, took the position that a small daily ought to be careful not to spend too much money in so-called labor-saving machines and devices, unless, in fact, they meant a reduction in the payroll.

E. P. Adler, of the Davenport (Ia.) Times, said that the inland daily must follow its big brother, the metropolitan daily, in the use of features and special articles in addition to an adequate local and telegraph news service. Mr. Adler also said—and the statement was approved of by every man present—that newspapers did not charge enough either for subscription or for advertising, and that all that was necessary to get fair pay for services rendered was the necessary nerve to make the increase.

A. E. Stevens, of Chicago, discussed the "Standardization of Newspaper Accounting," and W. F. Parrott, of Waterloo, Iowa, read an interesting paper on "Profits Frittered Away." President H. H. Bliss, of Janesville, gave an inspiring talk upon the possibilities of co-operation between state daily paper associations and the I. D. P. A., emphasizing the fact that the six middle western states of Wisconsin, Minnesota, Iowa, Illinois, Indiana and Michigan were not only feeding the eastern part of the United States, but for the next year at least would be feeding the European world; that these states were the real backbone of the country and that they presented the greatest opportunity for advertisers.

A resolution was adopted providing that hereafter, when advertising agencies and advertisers requested circulation statements from newspapers who were members of the Audit Bureau of Circulation, they be referred to that organization, thus doing away with one of the great annoyances in newspaper offices.

Dr. Mitchell Buys Maryville Times.

The Maryville (Tenn.) Times has passed into the hands of Dr. J. H. Mitchell and H. J. Greenlee. The Times has been under the management of W. Clyde Goddard, who has been editor for nearly a score of years; he having succeeded his brother, Capt. L. S. Goddard, as editor, when the latter went into the Spanish-American war. The paper has been edited by them for twenty-four years. The condition of health of the present editor made it necessary for him to change his work. He intends to go to Hot Springs, N. C., to regain his health.

Golfers Tie in Newspaper Tourney.

W. W. Harris and A. C. Murray, each with a total of 170 for thirty six holes, tied for the lead at the end of the first day's play in the championship tournament of the New York Newspaper Golf Club at Dunwoodie Monday. Conditions provide for the second thirty-six holes to be played next Monday over the same course. Coincident with the championship was an eighteen-hole medal play handicap, in which A. C. Murray, with a card of 85—11—74, was the winner.

Central Press in New York.

The Central Press Association of Cleveland, Ohio, which furnishes newspapers an illustrated news service, has opened an eastern office in the World Building, New York, for the purpose of getting into closer touch with the market for news photographs and news features. V. V. McNitt, the general manager, will divide his time between the two offices.

TIPS FOR THE AD MANAGER.

Ward & Gow, 50 Union Square, New York City, are placing a few orders with large city papers for the King Motor Car Company, 1670 Broadway, New York City.

E. E. Vreeland, 350 West 38th street, New York City, is asking for rates for the Aeolian Company, 27 West 42d street, New York City. It is reported that later the above company will place orders with papers in cities where they have agents.

Collin Armstrong, Inc., 115 Broadway, New York City, is forwarding orders to large city papers for New York City bonds, J. P. Morgan & Co., Kuhn, Loeb & Co., New York City.

J. Mansfield Redfield Advertising Service, 303 Fifth avenue, New York City, is issuing 208-inch orders to New York state papers for the Thatcher Furnace Company, 110 Beekman street, New York City.

Nelson Chesman & Company, 200 Fifth avenue, New York City, are making 5,000-line contracts with a selected list of papers for the Scourene Manufacturing Co., 539 West 39th street, New York City.

The Commercial National Advertising Agency, Fisher Building, Chicago, Ill., is sending copy to some weekly papers for the Light Watch Company.

Wm. D. McJunkin Advertising Agency, 35 South Dearborn street, Chicago, Ill., is placing orders with western weeklies for the American Woolen Mills and Paragon Tailoring Company.

Charles H. Fuller Company, Morgan Building, Buffalo, N. Y., and 623 South Wabash avenue, Chicago, Ill., is handling the advertising account of Lloyd Preparation Company, "Lloyd's Kidney Tablets," Buffalo, N. Y.

Dunlap-Ward Advertising Company, 123 West Madison street, Chicago, Ill., is forwarding small orders to some eastern papers for the Federal Rubber Company, "Federal Tires," Milwaukee, Wis., and New York City.

Humphrey's Homeopathic Medicine Co., "Humphrey's 77," 156 William street, New York City, is issuing copy to a large list of papers.

It is reported that the Hanser Agency, Kinney Building, Newark, N. J., will place orders generally for the Continental Rubber Company, "Vitalic Tires," Erie, Pa.

Gundlach Advertising Co., People's Gas Building, Chicago, Ill., is sending out orders to weeklies for W. & H. Walker.

It is reported that the Atlas Advertising Agency, 450 Fourth avenue, New York City, will shortly place orders with Pennsylvania papers for the Pacific Coast Borax Co., "Twenty Mule Team Borax," 100 William street, New York City.

Gardner Advertising Co., Kinloch Building, St. Louis, Mo., is again issuing orders to large city papers for Fownes Bros. & Co., "Fownes Gloves," 119 West 40th street, New York City.

Van Cleve Company, 1790 Broadway, New York City, is sending three-time orders to some western papers for Thos. G. Plant Co., "Queen Quality Shoe," Roxbury, Mass.

Lord & Thomas, Mallers Building, New York City, are placing 65-line 9-time orders with weekly papers for the Richardson Silk Company.

Wood, Putnam & Wood Company, 111 Devonshire street, Boston, Mass., is making 2,000-line 1-year contracts with middle west papers for the Foster Rubber Company.

The Morse International Agency, Dodd-Mead Building, New York City, is resuming the advertising of the Pratt Food Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are issuing 36 inches one time to a general list for the Curtis Publishing Company.

Nelson Chesman & Company, Chicago, Ill., are forwarding copy Tuesday and Thursday till forbidden to a selected list for George H. Mayr.

Blackman-Ross Company, 95 Madison avenue, New York City, is putting out trade advertising for the Hotel Gotham.

W. A. Stiles, 123 West Madison street, Chicago, Ill., is sending out 300-inch one-year contracts to Pennsylvania papers for the Foulds Milling Company of the same city.

B. F. Kirkland Advertising Agency, Lytton Building, Chicago, Ill., is issuing 11,120-line one-year contracts for Julius Kessler, "Cedar-Brook Whiskey."

CANADIAN AD CAMPAIGN.

Manufacturers to Spend \$25,000 to Push "Made in Canada" Goods.
(Special Correspondence.)

TORONTO, Sept. 22.—What gives every promise of being one of the most interesting and significant advertising campaigns ever undertaken in Canada is about to be launched through the agency of A. McKim, Limited, Montreal and Toronto. The Canadian Manufacturers' Association has made an appropriation of \$25,000 which will be expended during the next three months in the daily papers of the country. It will advocate the purchase of "Made in Canada" goods in as forcible and direct a manner as possible, giving all the arguments in favor of such a policy. The advertising will be of a general character and no names will appear; it will be a patriotic campaign from start to finish.

It is confidently expected that quite a number of manufacturers will take advantage of the sentiment created by the special advertising to supplement it with campaigns on their own account. If this results, the newspapers of Canada will stand to benefit materially. Coupled with the work of the Canadian Press Association to restore confidence, it ought to do much to keep the business of the country on a satisfactory level.

OFFER COMBINATION RATE.

Los Angeles Express and the Tribune Pool Advertising Interests.

Hereafter the Los Angeles Express and the Tribune will be sold to advertisers under a combination rate or separately. The Express is the oldest newspaper in Los Angeles and the Tribune is the only 1 cent morning newspaper in California. Both are owned by Edwin T. Earl. Combined, these papers claim a circulation of 120,000.

ROLL OF HONOR

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

ARIZONA.	NEW JERSEY.
GAZETTE—Av. Gross Cir. Mar., 1914, Government Statement, Apr. 1, 1914 6,544 Gross 7,001	PRESS Asbury Park JOURNAL Elizabeth COURIER-NEWS Plainfield
CALIFORNIA.	NEW YORK.
THE NEWS.....Santa Barbara BULLETINSan Francisco	BUFFALO EVENING NEWS, Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York
GEORGIA.	OHIO.
ATLANTA JOURNAL (Cir. 57,531) Atlanta CHRONICLEAugusta LEDGERColumbus	PLAIN DEALER.....Cleveland (Circulation for August, 1914, Daily129,503 Sunday154,982) VINDICATORYoungstown
ILLINOIS.	PENNSYLVANIA.
POLISH DAILY ZGODA.....Chicago SKANDINAVENChicago HERALDJoliet HERALD-TRANSCRIPTPeoria JOURNALPeoria STAR (Circulation 21,589)Peoria	TIMESChester DAILY DEMOCRAT.....Johnstown DISPATCHPittsburgh PRESSPittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADERWilkes-Barr GAZETTEYork
INDIANA.	SOUTH CAROLINA.
THE AVE MARIA.....Notre Dame	DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
IOWA.	TENNESSEE.
REGISTER & LEADER...Des Moines THE TIMES-JOURNAL.....Dubuque	NEWS-SCIMITARMemphis BANNERNashville
KANSAS.	TEXAS.
CAPITALTopeka	STAR-TELEGRAMFort Worth (Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.)
KENTUCKY.	WASHINGTON.
COURIER-JOURNALLouisville TIMESLouisville	POST-INTELLIGENCERSeattle
LOUISIANA.	CANADA.
DAILY STATES.....New Orleans ITEMNew Orleans TIMES-PICAYUNENew Orleans	BRITISH COLUMBIA.
MARYLAND.	ONTARIO.
THE SUNBaltimore (has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.)	FREE PRESS.....London
MICHIGAN.	QUEBEC.
PATRIOT (No Monday Issue) Jackson Average 1st qu. 1914: Daily 10,963; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	LA PATRIE.....Montreal LA PRESSE.....Montreal (Ave. Cir. for 1913, 127,722)
MINNESOTA.	
TRIBUNE, Mon. & Eve....Minneapolis	
MISSOURI.	
POST-DISPATCHSt. Louis	
MONTANA.	
MINERButte	
NEBRASKA.	
FREIE PRESSE (Cir. 128,384). Lincoln	

New Orleans States
Sworn Net Paid Circulation for 6 Months Ending April 1, 1914
28,427 DAILY
Per P. O. Statement
Carrier circulation averages over 19,000 per issue. We guarantee the largest carrier and the largest 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

Both of Mr. Earl's newspapers are very strong in the local advertising field. The Los Angeles Express is recognized as one of the greatest department store mediums in the country. In addition to the combination rate an extra 10 per cent. discount will be given to advertisers who will use as much or more space in the Express and Tribune combination than in any other newspaper in Los Angeles. A. K. Hammond, who has represented the Los Angeles Express in New York and C. D. Bertolet in Chicago since 1910 will hereafter represent both papers in the foreign field.

AD FIELD PERSONALS.

Harry L. Stone has been appointed head of the copy department of the Freeman Advertising Agency, of Richmond, Va. Mr. Stone has had wide experience in the ad field and is regarded as a valuable addition to the Freeman staff.

Frank Wert, formerly of the Baltimore News, Philadelphia Times and Philadelphia Public Ledger, has been appointed head of the publicity department of the Shenango Railway and Light Company, of Youngstown, O.

John Sullivan announces his withdrawal from the Carpenter-Scheerer-Sullivan Agency, in order to devote the whole of his time to his Canadian publications. Mr. Sullivan was formerly advertising manager of the Canada Cycle and Motor Company, Toronto, one of the Dominion's largest manufacturing corporations; and before coming to New York was advertising manager of the Montreal Witness publications. Many New Yorkers know Mr. Sullivan as Chairman of the On-to-Toronto Committee of the Advertising Men's League.

Samuel C. Davis has been appointed advertising manager of the May Company, Cleveland, succeeding John C. McCarrens, who has become business manager of the Cleveland Plain-Dealer. Mr. Davis was recently connected with the Cohn-Goodman Co., of that city, and has had extensive experience in the advertising and selling field.

H. M. Applegate, formerly advertising manager of the Lee Tire & Rubber Company, is now with the Rutherford Rubber Company.

Carl F. Spiller has organized an advertising services of his own in Louisville, Ky. He was formerly with Barron G. Collier.

Thornton A. Lewis is the new advertising manager of the Greening Nurseries Company, Monroe, Mich. He was formerly with the Detroit Chamber of Commerce.

E. A. Hafferkamp, formerly advertising manager of the C. F. Blanke Tea & Coffee Company, has joined the St. Louis offices of the General Advertising Company.

Democratic Daily for Syracuse.

The Syracuse (N. Y.) Star is the name of a new Democratic morning paper to be launched in that city about October 15. The men at the head of the publishing company, which is to be incorporated for \$175,000, are Francis Costigan, of Syracuse, and John A. McCarthy, of the firm of Harwell, Cannon & McCarthy, newspaper brokers, New York. The presses and equipment have been purchased and a building to house the plant has been leased. The Syracuse newspaper field has had only one morning daily since the combination of the Standard and the Post a number of years ago. Prior to that, a third evening paper was in the field, the Telegram.

The Jewish Morning Journal
NEW YORK CITY

(The Only Jewish Morning Paper)
The sworn net paid average daily circulation of The Jewish Morning Journal for 101,153 six months ending June 30, 1914.
The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.
The Jewish Morning Journal prints more **HELP WANTED ADS.** than any paper in the city, excepting the New York World.
I. S. WALLIS & SON, West'n Representatives
1246 First National Bank Bldg., Chicago

Deutsches Journal

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

SYKES TO GO IT ALONE.

Will Represent the Brooklyn Citizen and Other Papers in the Eastern Field.

Robert W. Sykes, Jr., well known in newspaper and advertising circles, has tendered his resignation as manager of the eastern office of Frank W. Henkel, publishers representative, and, beginning October 1, will himself enter the



ROBERT W. SYKES, JR.

special agency field with headquarters in the Metropolitan Building, 1 Madison avenue, New York.

Mr. Sykes has had over fourteen years' experience in advertising and newspaper work, starting in the spring of 1900 with the late S. C. Beckwith. He remained with Mr. Beckwith until 1909, when he joined the staff of the Brooklyn Citizen. After a year's service in the local field, he was appointed automobile editor of the Brooklyn Daily Times and made that paper a strong automobile medium. In March of 1913 he entered the general agency field as vice-president of the Rowland Advertising Agency. Mr. Sykes will represent the Brooklyn Citizen in the eastern field, and a number of other prominent papers.

DEATH OF J. CHARLES GREEN.

One of San Francisco's Leading Publishers and Advertising Men.

(Special by Wire.)

SAN FRANCISCO, Sept. 23.—J. Charles Green, president of the J. Charles Green Co. of this city, was found dead in bed at his home on Monday. Heart trouble was the cause of his death. He leaves a widow, son, two brothers and three sisters. He was forty-five years old.

Mr. Green was born in Kempler, Germany, and was brought to the United States at the age of six. When twelve years of age his parents died. He started his business life as a newsboy and later was president of the Newsboys' Union. At sixteen he was employed as circulation manager of the San Francisco Bulletin. At the age of twenty-two he started the California Drama and Sport News, the Pacific Coast Home Monthly and the Sunday Comfort. At the age of twenty-five he sold his interests to enter outdoor advertising. He became associated with George Siebe and formed the firm of Siebe & Green. Then ensued a bill-board war with Owens & Varney, which was finally compromised by the formation of the firm of Owens, Varney & Green. More recently he was head of J. Charles Green Co.

Mr. Green was a prominent member of the Poster Advertising Association of the United States, the Advertising Club of San Francisco, the Union League, the Press and Rotary Clubs, and the Associated Advertising Clubs

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.

BROOKE, WALLACE G. & SON,
225 Fifth Ave., New York City.
Tel. 4955 Madison Sq.

BUDD, THE JOHN, COMPANY
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis.

CARPENTER-SCHEERER-SULLIVAN SP. AGENCY
Fifth Ave. Bldg., New York.
People's Gas Bldg., Chicago

CONE, LORENZEN & WOOD-MAN
Brunswick Bldg., N. Y.; Advtg. 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
Metropolitan Bldg., New York

KEATOR, A. R.
601 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065.
171 Madison Av., New York.

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

O'FLAHERTY'S N. Y. SUBURB. LIST
22 North William St., New York
Tel. Beekman 3636

PAYNE, G. LOGAN, CO.
747-8 Marquette Bldg., Chicago; 200 Fifth Ave., New York; 40 Bromfield St., Boston.

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

Advertising Agents

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

COLLIN ARMSTRONG
Advertising & Sales Service
115 Broadway, New York

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

GJENTHER-BRADFORD & CO.,
Chicago, Ill.

THE BEERS ADV. AGENCY,
Latin-American "Specialists."
Main Offices, Havana, Club.
N. Y. Office, Flatiron Bldg.

THE EXPORT ADV. AGENCY
Specialists on Exp. Advertising
Chicago, Ill.

of the world. He built and operated the Princess Theater, the Valencia Theater and the Auditorium. C. P. K.

PUBLICITY SELLING.

(Continued from page 291.)

that represents a cost of \$1 per family per annum, which, divided into fifty-two parts, enables him to reach every family, every week in the year, at the cost of a postage stamp.

Just think of the opportunity that your home newspaper gives to you, Mr. Merchant. No other form of advertising that you can employ will secure for you so much attention as a direct, human appeal to your neighbors and friends through your home newspaper.

Now, as to the City Government, the time is coming (in fact, it is almost here) when every municipality everywhere will employ newspapers to inform the citizens of that community of the purposes of the municipal government, acquainting them with the laws that they ought to observe, and telling them what they, as individuals, can do toward making their community a better community.

It will be much better and a great deal more economical for the municipal authorities to enlist the co-operation of the citizens of a community through an advertising appeal than in any other way.

Good Cuts For Newspapers

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

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

Atlas Engraving Company
205 West 40th Street New York

Chicago's Population

according to the census of 1910 is greater than the *combined* population of the following *12 great cities*:

Detroit	Denver	Nashville
Toledo	Salt Lake City	Birmingham
St. Paul	Louisville	Atlanta
Omaha	Memphis	Albany

If your goods are not being sold in Chicago, think what you are missing! If your goods are being sold in *only small quantities* in Chicago, think what you are missing! Think what sales you can get from such a tremendous mass of consumers---if you once secure their trade!

The Chicago Tribune's Advertising Promotion Department is prepared to show you *how* to secure this trade in a short space of time and without a large expenditure. Its "Business Map" of this territory and its detailed data covering both dealers and consumers in every corner of Chicago are at your service whenever you are ready. In writing for information please state the name and character of your product.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

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

Pacific Coast Advertising Office: 742 Market Street, San Francisco

