

# The Editor & Publisher

## and The Journalist

Established 1884—The Oldest Publishers' and Advertisers' Journal in America—Established 1884.

Vol. 48, No. 8

NEW YORK, JULY 31, 1915

10 Cents a Copy

## People

without ambition who drift along and take things as they come are not the kind of people who *respond* to advertising. They haven't enough mental energy to *want to know the advertising news*.

It's the people who have *wants* and *more wants* every year—the people who are *growing*, who are getting better jobs and better salaries—the people in every walk of life who have energy and grit and ambition and *new wants all the time that must be filled*—it's that kind of people who *respond to advertising* and it's that kind of people who read *THE CHICAGO TRIBUNE*.

The Tribune owes its leadership as an advertising medium not merely to its tremendous *number* of readers, but to the *energy* and *aggressiveness* and *success* of its readers.

## The Chicago Tribune.

The World's Greatest Newspaper  
(Trade Mark Registered)

Circulation over { 500,000 Sunday  
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City  
Pacific Coast Advertising Office: 742 Market Street, San Francisco

# Over one-half the people of the United States are vitally interested in moving pictures

Nearly all of your readers go to picture shows.

**IF** you are a class publication  
you are a mass publication  
you are a class and mass publication

Wire immediately to Vitagraph Company of America, E. 15th St. and Locust Ave., Brooklyn, N. Y., for full particulars on the latest and greatest circulation builder brought out in a long time.

A series of scenario lessons will be furnished to newspapers gratuitously by one of the best scenario editors in the country. This series of lessons will teach your readers how to effectively build, market and create scenarios.

*Other important contests, etc., will be brought out as well.  
We want to hear from live papers only.*

**THE VITAGRAPH COMPANY OF AMERICA**  
EXECUTIVE OFFICES  
EAST 15<sup>TH</sup> ST. & LOCUST AVE., BROOKLYN, N. Y.  
NEW YORK CHICAGO LONDON PARIS

# The Editor & Publisher

## and The Journalist

Vol. 48, No. 8.

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### PULITZER ACCOUNTING

Referee Ingraham Submits Report on Estate—Executor Judson Must Accept \$50,000 Instead of Commissions—Value of World Stock Fixed at \$604.50.

The report of Phoenix Ingraham, who was appointed about two years ago to audit and pass upon the first accounting by the trustees and executors of the estate of Joseph Pulitzer, has been completed, and is ready for submission to the Supreme Court. Some of the questions to be determined grew out of differences of opinion between the trustees and various beneficiaries.

The most important issue was whether Frederick Newton Judson of St. Louis, appointed an executor until Joseph Pulitzer, Jr., a son, should reach the age of thirty, should receive \$50,000 in lieu of commissions, or full commissions, amounting to \$175,000. Mr. Judson demanded the latter sum.

At the time the demand was made, Arthur C. Train, guardian ad litem for the children of Ralph Pulitzer, another son, objected to the payment of any commissions on the ground that Mr. Judson had failed to abide by the terms of the will and accept a lump sum. In his opinion Mr. Ingraham decides that Mr. Judson is "entitled to \$50,000 and no more."

### DISPOSAL OF GENERAL ELECTRIC SHARES.

Another important question was whether Mrs. Kate Davis Pulitzer, the widow of the decedent, was entitled to a stock dividend of 600 shares of the General Electric Company, valued at \$168 a share. This dividend was declared after Mr. Pulitzer's death on 2,000 shares held in trust for the benefit of the widow. The executors were in doubt as to whether the dividend should be classed as income and given to Mrs. Pulitzer, or as principal and added to the body of the trust. The referee finds that 496 of the 600 shares should be regarded as principal and the remainder as income.

Steps have been taken by the sons, Ralph, Joseph and Herbert Pulitzer, to keep control of the World and the St. Louis Post-Dispatch. This came out when the referee decided to report that the trust in which was placed all of the stock of the two newspapers should pay its share of the transfer and inheritance taxes both here and in Missouri. The total amount is about \$600,000, and it was the opinion of the referee that stock in the two properties would have to be sold to meet these obligations. To avoid the danger that some of the stock might get into the hands of outsiders, Ralph and Joseph Pulitzer told the trustees that they would buy whatever stock was necessary to meet the taxes.

For the purpose of making their offer a matter of record, they wrote to the trustees and explained that the offer was made "in order that interests in harmony with the policies of the trustees of the trust should be purchasers of the stock." The letter said that Herbert Pulitzer had been invited to buy one-third of the stock to be sold. The trustees replied that the offer met with their approval, and the referee has sanctioned it.

### WORLD STOCK \$604.50 A SHARE.

Arrangements for the sale will be completed by Sept. 27. The price of the World stock is to be \$604.50 a share and that of the Post-Dispatch \$121.75.

(Continued on page 185.)



EARL D. BABST  
NEW PRESIDENT OF AMERICAN SUGAR REFINING CO.

### NEW FIELD FOR NEWSPAPERS

Two Texas Papers Named as Distributors of Philanthropic Fund.

A new plan, and one that has much to commend it, has been evolved by a charity worker and philanthropist for the carrying out of her charitable bequests after her death. It opens a new field of activity for newspapers, just at the time when newspapers themselves are becoming interested in child welfare for their newsboys.

Mrs. S. L. Leonard, 70 years old, a well-known charity worker and philanthropist of Dallas, Tex., who is in St. Louis visiting friends, recently told of her novel plan for giving away to the poor of the Southwest \$50,000, which was obtained through the sale of some of her property recently, and has named two newspapers, the Times and Herald of Dallas, to assist in its distribution after her death.

"Most charities are not conducted properly," said Mrs. Leonard. "The real deserving persons do not get the money. I work with the poor people, and find out who are in need. Then I help them.

My particular work has been in helping young women and orphans. I decided that the best way to have my money distributed at my death was to allow two newspapers to give it away as they see best. The newspapers are the real benefactors of the world, and they know what is what."

The two newspapers will be assisted by the mayor of Dallas and the governor of Texas in their distribution of the \$50,000.

### Contest Winners Charge Larceny

C. Fred Granger and Noble Robinson, former proprietors and owners of the Hornell (N. Y.) Evening Press, which ran as a daily until recently, and which has now suspended publication, have been arrested on charges of larceny, second degree, and brought before Recorder William S. Charles. The complainants in the action are Chris Dronajias and Carroll E. Cook, participants in a contest which the Press recently conducted to increase its circulation.

Minnesota newspapers will donate during the "Newspaper Week" of Oct. 10-16, advertising space worth \$120,000.

### BABST, MAN OF ACTION

Characteristics of New Head of American Sugar Refining Co.—Believes in Advertising and Plenty Of It—His Constructive Work On Trade Marks—Not a Garrulous Man.

By G. W. HARRIS.

Earl D. Babst, the new president of the American Sugar Refining Company, whose elevation to that important office after a brief four months of work for the company as a director and vice-president was chronicled in THE EDITOR AND PUBLISHER two weeks ago, looks upon his new job primarily as a new and larger opportunity for service—a fortunate chance, if you will, but a chance for work—just hard, honest, conscientious work.

And wise men who know the history of the American Sugar Refining Company will not incline to regard the post of active executive head of that corporation as exactly a sinecure, even at the present stage of the rapid evolution through which it has passed in a very few years away from the policy and ideals with which it started just about a quarter of a century ago.

### HIS PRESENT TASK.

There is plenty of hard work yet to be done in completing the rehabilitation of the company in public esteem and in the direction of developing and building up its business on sound and progressive lines that are above suspicion or question and not merely within the edge of the law; and Mr. Babst, whose selection for his present position ten years ago, or even five, would have been so revolutionary as to startle the business world, may be looked to in confidence to continue and assist greatly the evolution of this gigantic enterprise from the savagery of monopolistic speculation to the highest ideal of corporate management, an ideal springing from a keen appreciation of the great practical value of right conduct. He is a man who believes in evolutionary, rather than revolutionary, processes and methods, for he is a student of history and a master of arts (from the University of Michigan), as well as a clear thinking business man.

In the prime of manhood, having just completed his forty-fifth year, still imbued with the spirit of youth (he has the aspect and carriage, the supple elasticity of muscle and movement, of a man of thirty-five), he confronts his new and arduous task confidently and with abounding energy. He radiates vitality—and good will.

### PRACTICES THE GOLDEEN RULE.

Mr. Babst believes in the Golden Rule in business; not as some "uplifters" believe in it—for the other fellow—but believes in putting that rule into practice in his business. He believes in a "square deal" for every toiling, moiling worker in the \$90,000,000 corporation which he heads, and for every man and woman of the great public who buys any quantity large or small of any of the products which that corporation brings to the open market. He believes in honest goods, honest quality, honest weight.

And he believes in advertising—honest advertising—and plenty of it; newspaper advertising, yes, and monthly and weekly magazine advertising, and various other kinds of advertising that are approved by wide-awake and progressive business men because they have proved

(Continued on page 191.)



## N. Y. EVENING POST WINS

Gaynor Suit Charging Fraud for Election Advertising Falls to the Ground—Newspaper Is Exonerated, but Is Fined for Not Printing a Sunday Paper.

Through a decision rendered by Judge Leventritt acting as referee, the litigation begun by Mayor Gaynor, Oct. 10, 1912, in behalf of the City of New York against the Evening Post Company, in which the latter was charged with fraudulently publishing a Sunday edition on Oct. 16, 1910, containing election advertising, has come to an end.

Judge Leventritt completely exonerates the Post of the charge made against it. He finds that the facts "do not suggest even remotely that the defendant has been guilty of any bad faith or unfairness in connection with this transaction," but decides that the city is entitled to recover the cost of one insertion because, by the direction of the Board of Elections, the Evening Post published the election advertising on Saturday, October 8, 1910, instead of Sunday, the following day. The amount, \$1,880, paid by the city for this insertion of the advertisement has been refunded by the Evening Post.

## SUNDAY EDITION DISCUSSED.

When the advertising was received, the Evening Post, noticing that a publication was ordered for Sunday, October 9, called the attention of the Board of Elections to the fact that this newspaper did not issue ordinarily any Sunday edition. The Board at once changed the order to read Saturday, October 8, instead of Sunday, October 9, and the Evening Post acted on this official order.

Judge Leventritt holds that in so doing the Board exceeded its authority in that the law required a Sunday publication; that since no city official can override the law, and that it is also the law that a contractor with the city, however, innocent, must pay for the illegal action of a city official—it being always assumed that the contractor knows what the law is—Judge Leventritt was compelled to find against the Evening Post with respect to this single insertion.

Thus, by an extraordinary turn-about, the suit which was started ostensibly to mulct this newspaper for publishing a Sunday edition on October 16, 1910, winds up with the finding that it did wrong in not publishing a Sunday issue on October 9!

## HISTORY OF THE CASE.

The history of the case is interesting. When the list of papers to receive city election advertising was prepared by Mayor Gaynor the Evening Post was included although it had never applied for or requested a share of the city's advertising. The management carried out the instructions given by the Board of Elections which had prescribed that the election advertising should be printed on Sunday, October 16, although the Evening Post had notified the Board that it did not regularly issue a Sunday paper.

The special Sunday edition printed on the above date carried this notice:

"This unusual issue of the Evening Post is published to comply with the directions of the Board of Elections in conformity with the law governing the advertising of registration and election places. This advertising is printed in the Evening Post this year, having been awarded to this newspaper without solicitation on its part of any kind. The existing statute requires that this advertising shall appear on the day BEFORE each day of registry. As Monday is a registry day, this necessitates the appearance of the Evening Post on Sunday. We leave to another time a discussion of the wisdom of this law as it affects the evening newspapers of this city and the public."

The issue was a complete Sunday newspaper and not merely a reprint of matter printed the day before. It did not go to press until Sunday morning and was distributed through the usual channels, although the management had notified the Board of Elections that it would be unable to secure as large a distribution as on week days.

Under Mayor Gaynor's direction the city brought suit for the return of the entire amount paid to the Evening Post for all the nine insertions of this adver-

## 648 FREE PUBLICITY GRAFTERS ELIMINATED 648

This is the record in a dozen words of the campaign of the A. N. P. A. against the grabbers of good newspaper space.

The effort began in earnest in the fall of 1909. Then there were 757 seekers after free space for readers. NOW there are 109.

Press agents put out of business.....	150
“ “ “ “ now eking out a meagre existence.....	36
Advertising agents converted to modern methods.....	63
“ “ “ “ now needing treatment.....	24
Railroad and steamship lines converted.....	30
“ “ “ “ “ “ now endeavoring to secure free readers while persistently refusing to issue free transportation.....	33

## GIVING FREE READERS IS CUTTING DISPLAY RATES

tisement, \$16,920. The Evening Post raised the point that the city should have limited its complaint and suit to the one issue of Sunday, October 16, 1910. Justice Edward E. McCall of the Supreme Court sustained this contention of the Evening Post, and made an order directing the city to so limit its cause of action and confine its case to the one publication, but the Appellate Division reversed Justice McCall's decision.

Thereafter the case hung fire, the Gaynor corporation counsel making no effort to push it or notice it for trial. When Mayor Mitchell took office, however, the Evening Post insisted that the matter be disposed of, or that the unfounded charges of the Gaynor administration be publicly withdrawn. Mayor Mitchell thereupon referred the whole matter to the City Chamberlain, Mr. Henry Bruère, for his opinion, with the consent and cooperation of his Corporation Counsel, Mr. Frank L. Polk. Mr. Bruère reported as had Mr. Fosdick, (who had made an examination of the charge at the request of Mayor Gaynor, and had reported to him there was no basis for the complaint) that there was no ground for any charge of fraud or misrepresentation; but then, for the first time, the question of the authority of the Board of Elections in ordering the issue of October 8 was raised by Mr. Bruère. Mr. Polk made an investigation on his own initiative to see whether he could secure evidence to sustain the complaint which was actually drawn by Mayor Gaynor himself. His office was unable to procure any evidence which would sustain or justify the pressing of the charge of fraud or misrepresentation at the final trial.

Subsequently, the complaint was amended and the charge of fraud was withdrawn.

The case for the Evening Post was handled by its counsel, William N. Wherry, Jr., of Wherry & Mygatt, who also has handled other important litigation for the Evening Post.

## TO BOOM TEXAS PRODUCTS

Association for That Purpose Is Stirring Up the Ad Men.

(Special Correspondence.)

Fort Worth, Texas, July 24.—John F. Shelton, president of the Buy-It-Made-In-Texas Association, addressed the largest gathering of Fort Worth Ad Men this week assembled this year, at the regular weekly meeting. The speaker said the association stands for Texas products, for Texas consumption and Texas labor for production.

Making direct appeal to the Ad Men, Mr. Shelton said it was the duty of every advertising man to make direct appeal through his work for the Made-In-Texas goods, carrying out the slogan, "Buy it Made in Texas," and to work for the conservation of resources of Texas, to increase the output of all existing factories, to give additional labor to those

now employed and to provide additional employment to Texas laboring men.

At the recent meeting of the Buy-It-Made-In-Texas convention at Austin, John R. Lunsford, former managing editor of the San Antonio Express, was chosen as secretary of the association, which has since been granted a charter under the laws of Texas. Mr. Lunsford succeeds Hamilton Mabry, the Fort Worth newspaper man, who accepted the place as secretary when the association was first formed.

Fire last week destroyed the plant of the Boyd (Texas) Index, causing a loss of about \$2,000.

## CITY EDITORS TO ORGANIZE

Meeting to Be Held in Indianapolis in January for That Purpose.

City editors from all parts of the United States will be asked to meet at Indianapolis, Indiana, in January, 1916, to form a national association.

This plan was proposed at the second semi-annual meeting of the Indiana City Editors' Association, which met in Indianapolis, July 16 and 17, by Hassall T. Sullivan, city editor of the Richmond Palladium and president of the state organization. The proposal also includes the offer of the Indiana body to assist live city editors in other states in the organization of state associations. Mr. Sullivan will gladly supply information to men who care to undertake the work.

All state associations perfected before January will be used as agencies for the promotion of the meeting to which it is hoped to draw men from all parts of the country. The executive committee of the Indiana convention will assist Mr. Sullivan in organizing the national society. The other members are: George H. James, *Brazil Times*; Will R. Emslie, *Logansport Pharos-Reporter*; G. Walter Ratcliffe, *New Castle Courier*; George R. Harrison, *Valparaiso Vidette*.

Some of the most prominent men in the journalistic field will address the Indiana city editors when they assemble in January simultaneously with the attempt to organize the national association. C. T. Jewett of the *Terre Haute Star*, is chairman of the program committee.

Dale J. Crittenberger, auditor of the state of Indiana and owner of the *Anderson Bulletin*, addressed the July convention. Mr. Crittenberger as a publisher urged the city editors to get together and talk shop as often as possible, declaring this the best manner in which to elevate the profession. Fred Bates Johnson, a prominent Indianapolis attorney, explained the libel law.

Entertainment features were provided by the Pen and Pencil Club and the Women's Press Club.

The sum spent for newspaper advertising in the United States is \$250,000,000. This is 40 per cent. of all advertising and more than four times as much as in the second largest medium.

## THE EASTLAND DISASTER

How It Was Covered by the Chicago Newspapers—Although Story Broke at 7:40, Afternoon Papers Couldn't Put Edition on Street Until 9:45.

(Special Correspondence.)

CHICAGO, July 28.—The Eastland disaster, Chicago's biggest news story since the great fire of 1871, was a freak of journalism. Despite the loss of more than 1,200 lives the story presented no extraordinarily difficult features in covering. It broke at 7:40 a. m., giving ample time for a fairly complete story for the evening papers to start off with in their first editions. Being Saturday, "Bulldog day" the morning papers got a look in on the late street sales.

There was no beat to the street, since a publishers' agreement bars evening papers from appearing on the street before 9:45 a. m.—a circumstance the Journal staff men will mourn for many a day. The Journal got first word in its office of the disaster and its men were first at the wreck scene. It was reporter's luck. Larry Malm, of the Journal, was crossing the Clark street bridge just over the Eastland on his way to work when it capsized, just below him.

The Journal's first extra was out long before it could be offered for sale. Those are moments when the circulation manager sweats blood and wishes he were the Kaiser and publishers' agreements could be called mere "scraps of paper."

The morning paper men were routed from their beds at an early hour and rushed to the docks. Two stories appeared which may be called newspaper classics. One, in the Tribune, was written by Robert H. Rhode. The Herald's most notable narrative was by Harlan H. Babcock.

The story called to the colors many men who have been out of the game for years. Paul Crissey, a son of Forrest Crissey, the writer, and who is assistant advertising manager for the Standard Oil company here rushed down to the dock on hearing of the catastrophe and phoned Joseph Salkeld, city editor of the Journal he had hired himself for the day.

Another man on the job was Michael Ahern of the Tribune, the only Chicago newspaperman now living who covered the fire of 1871.

James Loebner, editor of the Jewish Record has caused the arrest of Harris Florwich, a banker, and his son, Morris. Loebner charges they assaulted him as he stepped from the Anshe Kanassis Israel synagogue, where the editor had addressed a meeting.

It has been announced that the Press Club of Chicago has contracted for the sale of its building at 26 North Dearborn street and soon will move to other quarters. While figures have not been announced it is stated that the club profits handsomely by the transaction and will come out clear of all debts.

## McKEESPORT TIMES A WEEKLY

Abandons the Daily Field Because of Inability to Get Sufficient Advertising.

The Evening Times of McKeesport, Pa., announced in its issue of Saturday, July 24, that with that issue it had decided to suspend the daily edition, but would appear Fridays as a weekly publication. This leaves the field in McKeesport open to the Daily News, which has been published since July 1, 1884. In printing the announcement of the suspension of its daily the management of the Evening Times says it is forced to do so because it has been unable to secure enough advertising to justify the daily publication.

Jess E. Long, general manager of the Daily News in McKeesport, claims that the month of June record on the News for both local and foreign advertising was away ahead of any month of June in the history of the News. Mr. Long thinks the failure of the Evening Times to prosper was due more to the policy of the paper, which was dictated by the head fact that it accepted Pittsburgh advertising, which the Daily News did not.





## Study Boston Thoroughly

You owe it to yourself to know Metropolitan Boston thoroughly — to study in detail the people of each district, their buying habits, the salaries and wages received, their bank savings and their per capita wealth. That information will help you develop one of the richest, if not the richest, purchasing territories in the United States.

It is true that Boston is radically different from every other city, and that Bostonians are practically a law unto themselves, socially and commercially.

Here they are, over a million and a half strong, with a greater per capita wealth than the cities of Chicago, Philadelphia and St. Louis *combined*—and greater than that of New York City.

This is a quantity-quality circulation in a quality-quantity market.

Why not write the Boston American for definite information concerning Metropolitan Boston and its merchandising possibilities? The information will prove valuable to you.

They make Boston worth studying.

The banks in Municipal Boston had on deposit October 31, 1914, over \$285,000,000. In Metropolitan Boston—comprising 39 cities and towns within a 13 mile radius—the banks had on deposit *one-ninth* of the savings of the United States.

And these people buy liberally. Last year eight Boston department stores sold at retail over \$55,000,000 worth of goods and it is estimated that Boston stores sold at retail over \$10,000,000 worth of furniture—which gives you a fair idea of Boston's importance as a merchandising centre.

Are you reaching out for *your* share of this business?

The Boston American will now carry your message to almost 400,000 buyers in the *evening* and over 325,000 Sunday—when people have ample time to read and talk over automobiles, clothes, shoes, foodstuffs and other advertised products.

The Boston Evening American has a greater circulation than all the other Boston Evening papers combined and the Boston Sunday American has by far the largest net paid Sunday circulation in New England—it leads its nearest competitor by over 20,000 copies.

**BOSTON AMERICAN**  
NEW ENGLAND'S GREATEST HOME NEWSPAPER

*Evening and Sunday*

80-82 Summer Street, Boston, Mass.

NEW YORK OFFICE  
1784 Broadway

CHICAGO OFFICE  
504 Hearst Building

## Fakers and Crooks

The Evening Star, Washington's great home newspaper and advertising medium, makes every effort to bar fakers and crooks from its advertising as well as news columns. Fakers are not helped to exploit their wares on an unsuspecting public.

## The New York Times

Over 300,000  
Daily and Sunday

No returns. No unsold copies.  
Consequently no waste.

The cheapest, as it is the best,  
newspaper advertising medium  
in the world.

## The New York Evening Mail

enjoys the confidence of its readers.

Its readers have a buying power, per capita, second to that of no other daily paper published in America.

Its average net paid circulation for April was in excess of

**156,000**

A desirable advertising medium.

## WOMEN READ THE EVENING POST

Women read the New York Evening Post, because on all great questions which pertain to their welfare, it is The Evening Post's policy to talk to and for big groups of women—the organizations that list members by the thousands and are banded together for progress.

No merchant can afford to ignore the substantial return to be had from The Evening Post advertising columns.

An advertiser of quality in The Evening Post will reach the largest number of discriminating readers, and purchasers.

Member Audit Bureau of Circulations  
Publication Office Western Office  
28 Vesey Street McCormick Bldg.  
New York Chicago

## The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation

of **112,056**

The Jewish Morning Journal for six months ending March 31, 1915.

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.

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

## THE NEW ORLEANS ITEM

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

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

## WAR AS VIEWED BY A CORRESPONDENT

Oswald F. Schuette, of the Chicago Daily News, Tells the National Press Club of Its Horrors—No Glamor or Theatrical Display—  
Five Thousand Men Die Every Day—No one  
Can Predict Its End.

Oswald F. Schuette, correspondent of the Chicago Daily News with the German army, who arrived in this country two weeks ago for a brief rest, sailed on the "Nieuw Amsterdam" on Saturday, en route for Berlin. He spent the most of his time while here in Washington, D. C. It was at the earnest invitation of the National Press Club, of which he was formerly president, that Mr. Schuette consented to address the members upon the war on Thursday evening, July 22. He spoke on the roof garden of the club, which was taxed to its capacity by those who wanted to hear him.

One of the most interesting stories he told was a Christmas incident. Somewhere along the fighting lines—at dawn Christmas morning—a spade went up from a German trench. At first the French were mystified at the strange signal, but soon a spade was displayed by a Frenchman. No shots followed and finally a German took a chance and peered a few inches over his side of the trench. Up came a Frenchman. Soon erstwhile fighters all along the line stood upright and began to wish one another a "Merry Christmas." Finally men left the trenches and ran toward each other. There was a great fraternization which wound up in a football game that afternoon. At nightfall all hands returned to the trenches but there was no real fighting among these men again until the Christmas holidays had passed.

"Every day of this war means 5,000 men dead," Mr. Schuette went on. "That is greater than the daily toll in our battle of Gettysburg. Every twenty-four hours of this fight has a greater death roll than did a day at Gettysburg. Not only that, but every twenty-four hours adds almost 10,000 men to the terrible lists of those who are blinded or crippled for life. These are figures to make you shudder with horror—even though you have never seen a man crumple up with a bullet in his brain, or a regiment of 3,500 men march out into an attack and come back with 300. Yet these are cold figures that tell nothing of misery, or suffering or sorrow. They say nothing of the desolation that marches in the wake of the battle lines. They reveal nothing of the fact that the year of the war now ended, has wined out in physical property, a value equivalent to one-half of the wealth of a nation like France.

"You have to see war to know it at its real horror. I know that if I could take some of these light-tongued men who sneak so carelessly of plunging us into this terrible struggle, out there where I have been and show them something of what I have seen, they would weigh more carefully their deeds and thoughts.

"There is no glamor in this war. Make no mistake about that. It has no strain of grand opera in it. It is no grand picture of beauty and color and heroic deeds. In all my time at the front, I have not seen a single battleflag flapping its colors to the sky. I have heard no hint of martial music, not even a drumbeat—and the solitary bugle I heard out there against the firing line carried a new note, a warning to dodge under cover because a hostile aeroplane had appeared above the horizon.

"The only color in this new trench mode of fighting is a jet of crimson on a mud-spattered gray uniform to tell of another life that has paid the supreme price: the orange and gold of a burning village against the midnight heavens; the clouds of gray and black that tell where a shell has torn a great cave in the trenches.

"How long will the war last? How will it end? Probably if one did not stop to think it would be easier to answer decisively. I have found that the men who know the most about the war will say the least about its end. There is always the frankest kind of an 'I don't know.'

"The war may end tomorrow—and it may last for years. Politically, it could be ended by fall. From a military standpoint, there is no end in sight. Politically, the diplomats of the world may make a new map of Europe; but no one knows how long it would stand the strain. Militarily, the soldiers may carve out new frontiers for years—only to find them slip into other lines when the peace conferences begin.

"From a military standpoint, it seems that Germany cannot be beaten. She has been doing practically all of her fighting on foreign soil. Except for a few square miles down in Alsace, something about as big as the District of Columbia, there are no foreign soldiers on her territory, except something more than a million prisoners of war.

"But can she beat the enormous coalition of power that stands against her? That is another question. No one can measure the enormous resources of the Allies. How often, for instance, can Russia come back under the terrific onslaughts of the Teutonic forces? The present drive against Warsaw might end the war if it brought Russia finally to her knees, and secured from her a separate peace, as many Germans think. Yet the Allies see in it only a prolongation of the struggle, by giving Germany still another enormous piece of hostile territory which must be recaptured before a treaty of peace can be written with Germany as loser."

## INSISTS PAPERS ARE BRIBED

Germans Believe Neutral Press Is Paid  
By Great Britain.

The German Information Service in New York is authority for the statement that a well-known British advertising agency, G. Street & Co., agents for the Board of Trade, with a letter head bearing the British crest and the superscription "By appointment to His Majesty the King," has sent to neutral newspapers in Holland and Sweden alleged news items attacking Germany, with a request that the items be published for pay.

It is stated that the Dutch paper, the Limburger Koerier, received such an article describing the Germans "as wild beasts and as creatures combining in themselves the cruelty of an animal with the lust of a degenerate human being."

This article, according to German information received, was accompanied by a letter from G. Street & Co. promising "remittance immediately upon receipt of your bill" and requesting that two copies of the issue containing the article be mailed, addressing the cover "Special Times."

It is also stated that the Swedish paper the Svenska Morgon Bladet declined an equally awkward offer made by these English advertising agents to induce the Swedish press by means of money to participate in the anti-German propaganda. The address of G. Street & Co. is given as No. 30 Cornhill, London, E. C.

## WOMEN AND JOURNALISM

Oregon Editor Frees His Mind Upon  
Each and Its Effect Upon the Other.

Edgar D. Piper, of the Portland Oregonian, speaking before the International Press Congress at San Francisco recently told of some of the results of woman suffrage in his State.

"We have woman suffrage up our way," he said. "For the benefit of those timorous journalists who are fearful of universal chaos if the peculiarly masculine prerogative of casting the family ballot all by himself shall be extended to women, I venture to offer a word of consolation.

"With us nothing much has happened

to either sex, but something has happened to the State. We have voted prohibition, for example, but I am confident that we should have had it anyway. It is easy to interest the women in any moral cause, but not so easy to get them to concern themselves about purely political matters. Women do not talk politics and are not much influenced by the old hurrah for party; but they read the newspapers in an earnest effort to know what the issues are, and they are easily guided by a newspaper in which they have confidence.

"As the direct primary has destroyed the boss and largely turned the direction of political affairs over to the newspapers, so woman suffrage has given decent journalism another powerful lever for the control of public action through an educated public opinion."

## THWAITES RECEIVES MEDAL

Former World Staff Man Wins Distinction in British Army.

Captain Norman G. Thwaites, of the Fourth Dragoon Guards, formerly of the staff of the New York World, and for several years one of Joseph Pulitzer's private secretaries, was on July 12 given the Military Cross for valor by King George at Buckingham Palace.

Capt. (then Lieut.) Thwaites commanded an advance trench before Ypres on Oct. 31 at the crisis of the battle. Orders were given shortly before dawn for the advanced line to fall back, but the orders did not reach Thwaites. As a result he and fewer than sixty men were exposed in front and on both flanks to an overwhelming attack.

Capt. Thwaites held out against great odds until relief came and the trench was saved, but he and four-fifths of his men were shot. While he was in a London hospital he was promoted and the award of the Military Cross announced.

## GRAND RAPIDS NEWS GROWING

Will Put in Two New Presses to Accommodate Growing Business.

In order to provide additional mechanical equipment, to take care of its rapidly increasing business, the Grand Rapids News has issued \$100,000 in bonds, the most of which have already been sold.

The News was purchased in 1912 by A. P. Johnson, then advertising manager and later general manager of the Chicago Record-Herald. Associated with Mr. Johnson in the ownership and management are W. J. Etten, editor and former Chicago newspaper man, and Roy K. Moulton, a well known humorous and editorial writer. C. A. Johnson is business manager, Russell W. Boyle advertising manager and G. N. Nelson manager of circulation.

During a period covering a little more than three years, the News has liquidated the debts incurred by the former managements. Last February it increased its advertising rates 40 per cent. Its circulation has grown beyond the capacity of its mechanical equipment and according to Mr. Johnson, two modern high-speed presses are necessary to keep pace with its growth.

## Concerning Tips on the Races

District Attorney Dudley, of Buffalo, is taking up the question of tips on horse racing advertised in the papers. He has announced that, while he is endeavoring to ascertain if there is a law by which such ads can be barred, the wise thing would be for the public to ignore them altogether and the newspapers to refuse to print them.

Some one with plenty of leisure and an investigating turn of mind, has figured out that Seldon Morey, Associated Press operator on the Fort Wayne (Ind.) Journal Gazette, has written 254 miles of copy in five years.

Constables in all sections of Chester County, Pa., are removing advertising signs from all fences and buildings.

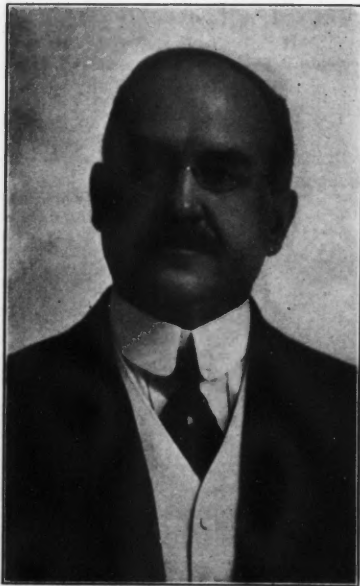


## UNDER THE BIG DOME

Horatio W. Seymour, of the New York World, Was Managing Editor of the Chicago Times at 30—Then Editor of the Chicago Herald, Which Was Sold for \$2,000,000 in 1895—His Career.

BY ALLEN EDDY.

When in New York this summer walk across City Hall Park from Broadway some afternoon just before 5 o'clock and at the entrance to the subway on the west side of Park Row you will be very apt to meet a well set up man, seemingly about fifty-five years old, having a round face, a strong jaw, closely cropped mustache and clear, kindly brown eyes behind spectacles. He will impress you as a man well satisfied with having finished a good day's work and anticipating a return to the family circle for the evening. He is Horatio



HORATIO W. SEYMOUR.

Winslow Seymour, editorial writer on the New York World, of the ablest and least known journalists in New York City. Also he is one of the very few newspaper editors who were graduated from "the case"—which means that he began in the newspaper business by learning the printer's trade.

While Mr. Seymour's career in newspaper work includes the record of two large metropolitan papers winning success under his guidance, one of them, the Chicago Chronicle, is extinct, and the other, the Chicago Herald, now bears no resemblance, except in name, to the newspaper which flourished twenty-five years ago when he was its editor and managing editor. Standards and ideals have undergone a complete revision in the interval and progress, of course, has been marked. Nevertheless, the old Chicago Herald when under Mr. Seymour's direction maintained high journalistic standards and at the same time was a profitable property.

Although buffeted by the varying tides of victory and defeat in a soul straining, nerve racking business through more than forty years, Mr. Seymour, as you see him going toward the subway, will show no evidence of the conflict. He is an example of how well a man can thrive on hard work. I recall that it is one of his maxims, repeated for the admonition of young men under him, that "it is not hard work that will break you down, but what you do when you are not working."

In harmony with the things of today, this man is well grounded in the old-fashioned virtues that have been tried by the tests of time. Not easily swayed by excitement or clamor, his clear vision penetrates the surface of things and comprehends the substance. He might aptly be termed an "orthodox" and his orthodoxy inclusive, applying its un-

deviating rule to questions of politics, theology, and standards of life and dealing. Orthodox, but not narrow, he is attune with progress and good cheer in this world. His outlook on the world of affairs is gained from an intimate study of events, viewed in the light of history and experience and measured by sound principles of ethics.

Mr. Seymour is a Democrat of the old school, that brand of democracy which his name at once suggests. A reader of newspapers, reviews, the classics, and the Bible, he finds relaxation in a novel. His social enjoyments are in a relatively small and intimate circle. He is a working, as distinguished from a banquet attending, editor. He thinks straight and writes directly to the point. He rarely uses a qualifying phrase, is sure of his facts, direct in his logic, clear in expression. He is one of the strongest writers in the business today.

Mr. Seymour is sixty-one years of age, which could hardly be said to be "old." He has the appearance of a man five, perhaps ten years younger, and the only way in which he shows "age" is in his certain poise and delightfully graceful dignity. Hundreds of newspaper men from Boston to San Francisco and in the army camps in Europe refer to him affectionately as "the old man." Among the Seymour graduates are Brand Whitlock and Finley Peter Dunne. In the World office he has a position not analogous, I think, to that of any other man in the profession.

### PRINTER'S DEVIL AT RACINE.

Cayuga county, New York, was the birthplace of Mr. Seymour, his ancestors having settled in Connecticut in the seventeenth century. The family moved to Racine, Wisconsin, where Horatio attended the public school and then entered the office of the Racine Advocate and Journal as the printer's devil. Then he went to Milwaukee and quickly was graduated from "the case." When nineteen years old he was city editor of the Milwaukee News, and at twenty-one he became telegraph editor of the Chicago Times. Wilbur F. Storey, with his enterprising, aggressive, highly sensational Chicago Times was the ideal of the young newspaper men of the Middle West in those days. Mr. Seymour was night managing editor of the paper before he was thirty years old and afterward an editorial writer.

The Chicago Herald, originally a Republican, then an independent paper, became the great Democratic paper of the Middle West when Mr. Seymour was engaged as its managing editor and editor. While occupying this dual position he made the Herald notable as a news-gatherer, and he wrote the tariff reform editorials which were largely instrumental in the democratic wave which swept over Ohio, Indiana, Michigan, Illinois, Wisconsin and Iowa in 1890 and 1892. These editorials were afterward published in book form under the title "Government & Company, Limited."

### SALE OF THE CHICAGO HERALD.

The Herald was sold for \$2,000,000 in 1895, and as it became Republican in politics, the Chicago Chronicle was started to fill the Democratic field thus vacated. It was a distinguished success for a time, but it was hopelessly at outs with its party as then led, nationally and locally, and the financial troubles of its principal owner brought about its suspension in 1907. The last issue was of full size and contained this announcement.

The publication of the Chronicle is no longer profitable and it will cease with this issue. All bills will be paid in the regular course of business.

H. W. SEYMOUR.

Mr. Seymour was at once engaged by Joseph Pulitzer as editorial writer and editorial supervisor of the World. On August 15, 1911, he went to the St. Louis Republic as editor, but the service ended the following May, when he returned to New York on the invitation of Ralph Pulitzer, and since then he has been "in the dome" at the World, a thoroughly trustworthy and competent watchman.

**THE** wonderful thing about the **NEW YORK AMERICAN** is that it never loses its hold on its readers.

In a big community like New York, with conditions constantly changing, the **NEW YORK AMERICAN** has maintained its position for 15 years,—

Actually representing One-Fourth of the New York territory and One-Sixtieth of the United States.

That shows the constancy and loyalty of readers—it shows how readers stick to a newspaper and how a newspaper sticks to its readers when both get to understand each other.

There is no more steadfast relationship in life than that which exists between a newspaper and its readers.

It is devotion, friendship, acquaintance, confidence all in one.

Other newspapers in New York and elsewhere have established a similar relationship between themselves and their readers, which accounts for the great value of newspaper advertising.

The **NEW YORK AMERICAN** serves its own family circle—a big one—so well that the business messages it carries to its readers receive unusual attention and the readers, in turn, carry back to business men their trade and their money, which equals One-Fourth of all of the trade and all of the money in the New York territory.

A very satisfactory and profitable advertising campaign can be conducted in the **NEW YORK AMERICAN** at a cost of one cent per annum per reader.

Do you get that?

**NEW YORK AMERICAN**  
DAILY AND SUNDAY

MEMBER AUDIT BUREAU OF CIRCULATIONS

**I**F you are intending to do some national advertising, the Promotion Department of the Shaffer Group of newspapers will gladly assist you with information regarding the trade territories in which these newspapers are located.

Chicago Evening Post  
Indianapolis Star  
Muncie Star  
Terre Haute Star  
Rocky Mountain News  
Denver Times  
Louisville Herald

### PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

### THE SEATTLE TIMES

"The Best That Money Can Buy"  
Average Circulation for May, 1915  
Daily, 73,700  
Sunday, 87,300  
57,000 in Seattle

A copy to every family.  
Largest circulation by many thousands of any daily or Sunday paper on the North Pacific Coast.

In May, 1915, the Times led the other three Seattle papers COMBINED by 23,310 agate lines.

Largest Quantity Best Quality Circulation  
The S. C. Beckwith Special Agency

Sole Foreign Representatives  
New York Chicago St. Louis

Connecticut's Biggest and Best  
Daily Newspaper

### The Hartford Times

Hartford, Conn.

THE TIMES' circulation is 3c. circulation  
Home circulation

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

KELLY-SMITH COMPANY  
Representatives

220 Fifth Ave. Lytton Bldg.  
New York Chicago

**Marconi, a native born Italian,  
discovered the wireless telegraph.**

He is now in his home country—  
but 160,000 of his countrymen are  
daily readers of

### Il Progresso Italo Americano

because they are deeply interested  
in what he is doing for his country.

Il Progresso Italo Americano  
42 Elm Street, New York City

### THE PROVIDENCE JOURNAL

use a Scott Multi Unit Double  
Quadruple Press. It suits their  
requirements and would suit yours  
also.

Let Us Figure It Out for You.

Walter Scott & Co.  
Plainfield, N. J.

### PHILADELPHIA TOPICS

Inquirer's Educational Contest for Students—President Durbin of the Poor Richard Club Appoints A. A. C. W. Convention Committee—Ledger Opposes a Black List—Personals.

(Special Correspondence.)

PHILADELPHIA, July 27.—The Boston Post carried a 300-line ad in the Public Ledger one day last week, extolling its own position as a national leader in display advertising and its proud place as the journal of the "largest daily morning circulation in the United States." I note that the announcement cites the authority of the Audit Bureau of Circulation for net paid circulation, and one idly wonders whether the Post allows returns and on what terms, this being a subject of engrossing interest to many in this city at present, when circulation claims are under discussion.

The Inquirer has inaugurated an original contest, for the benefit of its educational advertisers and the pupils of public or private schools. A year's free scholarship will be awarded to the writers of the two best essays sent in, in which are enumerated the advantages the student anticipates from study at his chosen institution which must be picked from those represented in the advertising columns of the journal. There will be two first prizes, for the boy or girl between the ages of 11 and 15, and between the ages of 16 and 20; a second prize of a year's course in a business college or trade school; and a third prize of \$25; besides five prizes of \$10, ten prizes of \$5, and twenty-five prizes of \$1 each. It is an excellent idea, sound, thoroughly legitimate and of marked value to all interests, and will undoubtedly prove to be a huge success.

#### CURTIS A YACHTSMAN.

John T. Spurgeon, managing editor of the Ledger, has returned from Camden, Maine, where he has been the guest of Cyrus H. K. Curtis, according to the pleasant custom practiced by the "Big Chief" of entertaining various departmental heads of the Ledger at intervals throughout the summer. Woe be, if the selected guest is not a good sailor, for the palatial yacht, Lyndonia, is the special joy of Mr. Curtis' leisure and they say there have not been instances lacking when the unlucky recipient of distinguished attention has been hard driven to maintain a lively interest in the One Great Topic of newspapermaking, while striving to conceal his nautical shortcomings.

Mr. Curtis, during the hot weather, returns to Philadelphia on the yacht once a month, and usually some one favored Ledgerite accompanies him.

#### LEDGER PERSONALS.

Harvey M. Watts has returned from Jamestown where he has been the guest of Harrison S. Morris, a far-famed Philadelphian, for the past two weeks. He is still reaping well-deserved praises for his recently issued book, "The Faith of Princes." C. Howard Bonte, dramatic editor, has gone out to the Exposition, via the Canal route and will return overland, through the Yellowstone. G. Warfield Hobbs, of the Sunday staff, has returned from a visit to Belle Air, Harford County, Maryland, where he revelled in nature to his heart's content. Fullerton Waldo, musical critic of the paper, is spending his vacation in Europe, and sending back articles on war conditions from London and Paris, as seen from the Waldo standpoint, sostenuto e ben mercato. Larry Covington, of the copy desk, has returned from a jaunt to Chicago, where he renewed old acquaintance with "Billy" Williamson, social scandal specialist, "Lyn" Bonner, and John Fisk, former newspaper men of this city.

After a record run of some nine years, during which time some 280 million readers—more or less,—chortled over the escapades and absurdities of Hairbreadth Harry and Mrs. Rummage, in the Press comic section, these worthies have at last stepped down and out to give room for Old Doc Yak, Mama's Angel Child, and a series of pure humor, all too rare,

"Bobby Make-Believe." The last page is given over to the re-telling of tales from the Arabian Nights, and the adventures of the Teechie-Weenies, by William Donahay. The Press, by the way, has recently established a Boy Scout column, to run on Mondays, Thursdays and Sundays.

President Durbin, of the Poor Richard Club, has appointed the committee which will have the weighty responsibility of making arrangements for the 1916 convention of the Associated Advertising Clubs of the World, in this city next July. Rowe Stewart of the Record, is chairman, and the members comprise, Theodore E. Ash, general secretary George Nowland, Jarvis A. Wood, Joseph S. Potsdamer, John C. Martiu, of the Public Ledger; E. J. Berlet, Tom Daly, of the Catholic Standard and Times; P. C. Staples, William W. Matos, Charles C. Green, of the North American; Edwin Moore, Irvin G. Paschall, of the Farm Journal; E. K. Leech, of the Evening Telegraph; Howard C. Story, W. Percy Mills, of the Bulletin; Thomas K. Elcock, Jr., and William H. Trump. M. F. Hanson, general manager of the Record, has been appointed chairman of the finance committee.

They say the Poor Richards are also slightly peeved because a writer in a trade paper, in an article entitled, "How Advertising Won the Convention for Philadelphia," omitted to give recognition to the club for its energetic and extensive preliminary campaign, which included, as I wrote a few weeks ago, not only the securing of the University of Pennsylvania as a meeting-place, a notable feat of prime importance, but the special invitation of Select and Common councils, and of all the important commercial organizations; and hung the final triumph solely upon the generous newspaper advertisements here and in Chicago, which immediately preceded the convention. It is not fair, say the Poor Richard men, while fully appreciating the assistance of said ads, that the vigorous work done by club members for the entire year previous, should be thus thrown into the discard.

W. P. Wilson, night city editor of the Record, has just returned from another trip to the Pacific coast, having spent three weeks in a visit to the Exposition. He went out with the Liberty Bell party.

The Fair Publishing Company, an organization backed by negroes in Philadelphia, New York, Boston, Baltimore, and Washington, has taken over the plant formerly owned by the Evening Times, for the publication of a series of weekly newspapers in the interests of the race. Five newspapers will be issued about August 15 for the cities named, which will carry patent insides and outer pages of local news. Later it is expected to publish 15 other editions for other sections of the country. W. W. Ronrke will be editorial director. It is said that he has been associated with newspapers in New York and elsewhere for a number of years.

"Shall There Be a Newspaper Blacklist?" asks the Ledger in a half-column editorial, following an urgent appeal from a reader that the names of Bryau, Becker and Thaw shall never again appear in the columns of that daily. Says the Ledger.

In the days of "personal journalism" it was perhaps in order for a newspaper to ignore a hated rival or to attempt to damn an enemy by the weapon of silence. But it was a power so capable of abuse that it has rarely been exercised in modern times. It is an exploded notion that the best way to combat an evil is to ignore its existence. The American public is growing daily in the power of intelligent discrimination, and the editor who would presume to decide for his readers what they should be permitted to know of the world's events and what should be hidden from them, would soon find he had no readers at all. The Public Ledger has nothing but loathing and contempt for men of the type of Becker and Thaw, and it is in profound disagreement with many of the actions and opinions of Bryan, but it cannot ignore the fact that for the moment they have their part in the news of the day and it would cease to be that impartial mirror of the world's doings which is its aim to be, were it to exclude all mention of them from its columns. The

(Concluded on page 185.)

## R. J. BIDWELL CO.

Pacific Coast Representative

of

LOS ANGELES TIMES  
PORTLAND OREGONIAN  
SEATTLE POST-INTELLIGENCER  
SPOKANE SPOKESMAN-REVIEW  
THE EDITOR AND PUBLISHER  
(N. Y.)  
PORTLAND TELEGRAM

CHICAGO TRIBUNE  
ST. LOUIS GLOBE-DEMOCRAT  
KANSAS CITY STAR  
OMAHA BEE  
DENVER NEWS  
SALT LAKE HERALD-REPUBLICAN  
NEW YORK TIMES

742 Market Street  
SAN FRANCISCO

### FALL LISTS

Should include PITTSBURGH and the  
GAZETTE TIMES  
Morning and Sunday

CHRONICLE TELEGRAPH  
Evening except Sunday

They are the TWO BIG NEWSPAPERS in  
a metropolitan district of 1,042,855 people.

FLAT

Combination Rate 22½c. Per Agate Line  
For further information and co-operation,  
write

Urban E. Dice, Foreign Advertising Manager,  
Pittsburgh, Pennsylvania.  
J. C. Wilberding, 225 Fifth Avenue, New  
York City. The J. M. Branham Company,  
Mallers' Bldg., Chicago; Chemical Building,  
St. Louis.

### THE ORANGE LEADER

Is the only Daily (Evening) and Weekly  
Paper published in  
ORANGE, TEXAS  
and Orange County, and the only paper that  
covers the richest section of Southeast Texas  
and Southwest Louisiana.

"Circulation books open to all"  
THE LEADER PRINTING CO.  
Orange, Texas

W. H. Stark, Owner. Hugh K. Taylor, Mgr.  
Foreign Representatives  
Robert W. Sykes, Jr. Walter U. Clark  
1 Madison Ave., Advertising Bldg.,  
New York 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 only evening paper in New Haven,  
member of Audit Bureau of Circulations.  
Bryant, Griffiths and Fredericks  
225 Fifth Ave. 716 Peoples Gas Bldg.  
New York Chicago

IN  
Colorado Springs  
IT'S  
THE TELEGRAPH  
J. P. MCKINNEY & SON  
New York Chicago

### Deutsches Journal

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



**PULITZER ACCOUNTING***(Concluded from page 179.)*

The referee has approved of an allowance of \$5,000 a year for Joseph Pulitzer, 3d, 2 years old, who was not provided for in the will. The child's father asked for \$6,000. Edith Pulitzer Moore, a daughter of Joseph Pulitzer, asked for an allowance of \$6,000 a year for her 18-months-old son, Clement. The referee approved the request. Mr. and Mrs. Moore said in their petition that they are "not financially able to support and educate" their son "according to his station in life."

The referee denied a request made by Constance Pulitzer Elmslie, a daughter of Joseph Pulitzer, for \$10,000 a year for her 1-year-old daughter, Cynthia, and recommended \$7,500. The will provided that if Mrs. Pulitzer did not care to reserve for her own use the homes at Bar Harbor and in East Seventy-third street they could be leased and the rental given to Harvard University to establish a chair of journalism. The referee says that Mrs. Pulitzer has not indicated any desire to be relieved of the property.

The accounting shows that some portions of the estate have increased in value and that other portions were worth more than their appraised value. The principal account originally consisted of stocks and bonds appraised at \$14,862,804. These have increased to \$15,940,504. Mr. Pulitzer's yacht sold for \$33,682 more than its appraised value, another profit of \$457,749 was made on the sale of some securities, and real estate that has been sold yielded \$52,666.

**TRUSTEES PAID OUT \$12,477,432.**

The trustees have paid out \$12,477,432. The funeral expenses amounted to \$18,140; debts, \$102,425; transfer and inheritance taxes, \$439,759, and payments to legatees, \$2,037,024 in cash and \$8,765,644 in personal property. When the accounting was made there was a balance of \$3,463,072 in the principal account, the income from which was \$1,181,506.

The principal and income from the various trust funds are: Widow's trust, principal \$3,518,316, income \$244,625; Edith P. Moore, trust \$739,728, income \$58,923; Constance P. Elmslie, principal \$739,239, income \$58,923; School of Journalism, principal \$1,002,623, income \$31,623; residuary trust, principal \$2,580,000, income \$262,585, and newspaper trust, principal \$4,132,172, income \$2,180,172.

The referee said that the relations among the trustees were always cordial and that "no important disagreements in matters of policy" have occurred among them.

**VACUUM CLEANING FOR PRESSES****New Invention Makes It Possible to Keep Printing Presses Clean.**

Vacuum cleaning outfits for use on any cylinder printing, lithograph or offset press are now made.

The outfit consists of a series of vacuum cleaning nozzles that are connected to a series of manifolds that are graduated in size to insure uniform velocity of suction at all points. A hose is attached to these manifolds which runs out and down along side the press to a motor driven suction fan which can be installed either under the press or off to one side.

Installation of this equipment is simple and can be made in several hours' time. It does not interfere in any way with the make-ready or workings of the press.

The series of nozzles extends the full length of the cylinders and are placed in such a position and at such an angle that, as the paper leaves the press the air suction plays continually on the surface and edges, and removes all the loose dirt and foreign matter. On second revolution of the press all the dirt left from the under side of the sheet is collected before it has a chance to reach the forms, and in this way the forms are kept perfectly clean, insuring clean ink-

ing rolls and clean ink in the reservoirs.

The outfit is light and durable. The nozzles are made of aluminum, faced with brass. The manifolds section and fan are also aluminum while the blower is cast iron. The hose running from the blower to manifold section is a combination of rubber, fabric and wire. The motor used with the blower is a one horsepower direct current, high speed, 110 or 220 volt.

**Pierce Edits Food Pages**

Paul Pierce, editor and publisher of the National Food Magazine, New York, has been made special food representative of the pure food departments for four great dailies—the New York Evening Mail, Chicago Herald, Minneapolis Tribune and the Philadelphia North American. The Evening Mail, Herald and Tribune will conduct food pages, the North American already having a well established feature in Mrs. Anna Scott's page.

Of the forty New York editors canvassed by suffragets on Thursday, twenty-five said they would vote "Yes," two "No," four were undecided and nine would not commit themselves.

Arthur Capper, governor of Kansas, and publisher of the Topeka Capital, has written a letter to suffrage leaders, in praise of the results of woman suffrage in that State.

**PHILADELPHIA TOPICS***(Continued from page 184.)*

blacklist is an instrument of tyranny, whether used by employers or employed by a newspaper, and it would be a sad day for American journalism were it ever to be introduced.

And yet, personal journalism is not entirely unknown in Philadelphia, unfortunately; and I know of one paper where there is a "S. O. B. list," so referred to generally by the staff, whereon certain names are inscribed, which are never to be mentioned except under special and calumnious conditions.

Another instance of a great business concern advertising Philadelphia throughout the country, with only second thought as to personal advantage, is afforded in the copy which has been carried in fifty papers in the United States, by John Wauamaker, calling the attention of summer travellers to the stop-over privileges of their tickets, and urging them to take advantage of the opportunity to alight and see the city. This is the kind of public service which cannot be too often repeated and which, practiced by leaders generally, will react happily toward the prestige of town and individuals alike.

Mrs. Anna E. Haines, mother of the wife of Samuel Calvin Wells, one of the owners of the Press, died at her home in Oak Lane, on Sunday. On the same day, Mrs. William L. Weatherly, mother of the wife of Richard J. Beamish, managing editor of the same paper, also passed away.

Mrs. Mary Wager Fisher, wife of a well-known attorney, who died recently at Bryn Mawr, was one of the best-known journalists of the past generation, and the first woman to represent a New York newspaper (The World) in Washington. She was the Philadelphia and New York correspondent for the American Register of Paris and London for over twenty years and in her long and brilliant career was a regular contributor to the New York Herald, Sun, Tribune, Evening Post, Evening Mail and Daily Graphic, the St. Louis Tribune and the Chicago Prairie Farmer, as well as the Rural New Yorker, Appleton's, Outing, the Galaxy, the Christian Union, St. Nicholas, and many others. She wrote under the name of "Mintwood" and was noted for her tireless championship of "Equal Opportunities; Equal Education; and Equal Obligation," for women.

CURTIS WAGER-SMITH.

The pupils of the summer school of the Springfield Y. M. C. A. visited the plants of the Springfield Union July 12.

**Los Angeles Examiner****In Carrier, Home  
Delivered Circulation**

Over 10,000 more homes than its nearest contemporary.

**In Sunday Circulation**

A. B. C. examination gave Examiner 143,683 and the other Sunday newspapers combined 139,488.

**In Morning Circulation**

7,951 (over 14%) more than the other 5-cent newspaper, and 6,975 (over 12%) more than the penny newspaper.

**In Most Departments  
of Advertising**

The Examiner leads all Los Angeles newspapers in advertising of Automobiles, Cloaks and Suits, Cafes and Restaurants, Jewelry, Pianos and Musical Instruments, Proprietary Articles, Theatres and Amusements, Men's Clothing, Millinery, etc.

**In Low Cost of Returns**

The Examiner rate per line per thousand is less than that of any of its contemporaries, and among many National advertisers who key advertisements it is No. 1 on the list of U. S. newspapers.

**CIRCULATION—RATE—RESPONSIVENESS**

Combine to make THE EXAMINER  
First among Los Angeles Newspapers.

Eastern Representative  
M. D. HUNTON  
220 Fifth Avenue, New York

Western Representative  
W. H. WILSON  
Hearst Building, Chicago

**FIRST**

# The Editor & Publisher and The 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; E. D. DeWitt, General Manager; Frank Leroy Blanchard, Editor; George P. Lefler, Business Manager.

Chicago Office: 332 South Michigan Avenue. Ryan & Inman, Managers. Telephone, Harrison 2161.

San Francisco Office: 742 Market St. R. J. Bidwell, Manager. Telephone, Kearney 2121.

See Publisher's announcement for subscription and advertising rates.

New York, Saturday, July 31, 1915

*When truth telling becomes the vogue all men will admit that the newspaper is the great primary medium.*

J. W. B.

## PROPOSED ORGANIZATION OF CITY EDITORS

The city editors of daily newspapers throughout the country will be invited to attend a meeting to be held at Indianapolis in January for the purpose of forming a national organization. Indiana already has such an association, and it is under its auspices that the convention will be held.

There are many reasons why city editors should get together in an organization of this kind. At the annual meetings subjects connected with their departments could be discussed, ideas exchanged and plans adopted that would be of material and therefore practical benefit. Moreover, it would give the members opportunity to get acquainted with one another, and enlarge their views of their own business. There is a certain amount of inspiration to be gained through contact with others engaged in the same kind of work. The city editor, who knows nothing of the practices of other offices than his own, is apt to become narrow-minded, and have an undue estimate of his own ability.

The responsibilities resting upon the shoulders of a city editor are heavy. He works under a nerve-racking pressure every moment he is on duty. He must fill the news columns with fresh and important news each day, no matter how small or incompetent a staff of reporters he may command. He is always on the firing line—always scheming to get the news and get it first.

If stories are printed in which serious mistakes or misstatements are made, it is the city editor who is blamed, and it is he who is obliged to meet and pacify, if possible, the irate persons who call at the office loaded to the muzzle with vituperation and indignation. He must keep in touch with every news source; must know where to find important persons both before and after dark; must have the analytical skill of a detective, the invention of a playwright, the intuition of a woman, the perseverance of a tax collector and the ability of a first class writer. Moreover, he must be able to gather around him and direct a staff of competent and dependable reporters.

The success of a newspaper depends more upon the city editor than upon those who rank above

him in the editorial department, for people buy newspapers first of all for the local news, and not for the editorials or feature matter. Hence that paper usually leads in any community that presents all the real news in the most attractive form.

The salaries paid city editors are not as large as those paid some of the other men in the editorial department except in rare instances. In New York they range from \$50 to \$125 a week. The best paid city editor is Charles E. Chapin, of the Evening World, who receives \$250, and has held his present position eighteen years.

If these men upon whom so much depends in making a newspaper a commercial success can be organized, it will be a distinct benefit to latter day journalism. City editors are indeed busy men, but they owe it to the profession to get together.

The Transcript, one of Boston's most venerable institutions, was eighty-five years old last Saturday. During this long period it has stoutly and successfully maintained the high ideals of journalism. All of the old families—those that trace their ancestors back to the first Pilgrims who landed at Plymouth, read the Transcript almost as religiously as they do their Bibles. The paper is, and always has been, edited by men of ability and force. Its literary tone is distinctive. Boston, which was once the literary capital of the country, still numbers among its inhabitants a large body of men and women who are vitally interested in things intellectual. These look to the Transcript as an authority on literature, art and music. The paper is not popular with the masses, and therefore does not have as large a circulation as many of its contemporaries. But this fact does not worry its management who are content to issue a daily newspaper that appeals to the class for whom it was intended when it was first launched eighty-five years ago.

While the newspapers do not usually expect to do much business during July and August, the volume carried thus far is, in many instances, in excess of that of last year. Money is less timid than it was. There is a disposition being shown by investors to let go some of their capital in gilt-edged investments. Manufacturers who have been holding back the construction of needed extensions of factories and making other improvements, are loosening up. These are only straws, to be sure, but they indicate the direction in which the business of the country is moving. It looks to us as though this fall much more advertising will be done than for a long time.

Edward W. Barber, editor of the Jackson (Mich.) Patriot, was eighty-seven years old a few days ago. For thirty-seven years he has written the editorial of the Patriot. He is vigorous in his old age, has as good a grasp on public affairs, and writes with as much force and ability as he did when he rounded the half century mark. Few men in the history of American journalism have remained in harness as long as Mr. Barber. His many friends in Michigan and out of it hope that he may still continue to enjoy life and the pleasure of service for many years to come.

## THE PAIR OF SCALES

The weights can be equal and all right, but it is quite easy to have the scales unequal where one is so disposed.

Storekeeping is still kept below par by the advertising scales of skilful writers under the control of employers and newspapers willing to be blind to actual facts.

What's the use of national conventions of advertisers and Poor Richard and Sphinx clubs if they cannot mend their biased scales?

Speeches and printed words do not count for anything while daily practices continue along old levels.

JOHN WANAMAKER.

The New York Evening Post is to be congratulated on the outcome of the Mayor Gaynor suit which was decided this week in its favor, as will be seen in our news columns. Mayor Gaynor wanted to "get even" with that paper for criticizing his administration in its editorial columns, and he thought he would be able to do so by bringing an action against it in connection with the publication of election advertising in 1910. The Evening Post was accused of issuing a bogus Sunday edition and of defrauding the City of the cost of the advertisement for that day. The examination of the facts showed the referee that the management of the paper had not only been straightforward in its dealings with the Election Board but had taken every precaution to carry out its instructions to the letter.

## TOM W. JACKSON'S ALONG THE ROW

HARD LINES.

Sometimes a newspaper man plays to hard luck. Now there's John Harman, editor of the Brooklyn Times. He started on a well-earned vacation a few days ago with his wife and baby boy and the boy gets the measles, and now the editor is in quarantine up the state, and the time of his escape is problematical.

NOT ALWAYS AN ADVANTAGE.

Bryan, we note, has stated that he is in favor of a law to compel reporters and editors to sign their names to all the stories and articles they write. It wouldn't work, Bill. Sometimes half a dozen men are engaged in preparing one story; and then again there are other disadvantages only known to the profession. Years ago we had a dear friend who worked for a news syndicate; and his first duty in the evening was to go to London and write a special cable. Then he would hop over to Paris and write up the French capital's doings. Then walk about the office a couple of laps, until he arrived at St. Petersburg, scoop up everything in the old town, and get his stuff through without trouble with the censor. Some evenings he also took side trips to Venice and Peking.

On returning from foreign climes he would transform himself into the Marquis De Dubb, write a foreign Sunday scandal story, and then become Mrs. Hannah Hawkins, and produce a column of good advice to young girls. He also wrote a sporting letter from London every week, besides doing dramatic work all over Europe. He was a hustler—and when he had spare time he would interview a bunch of kings in three or four cities on the same evening.

You see, Bill, this is one of the cases when it would not be an advantage for a man to sign his name to all the articles he writes, for the public might get the impression that they were not all strictly correct in detail.

SPEAKING OF VACATIONS.

The reporter gets two weeks' vacation, and the great editor two months. It's hard work to spare a good reporter even for fourteen days.

GREELEY AND BEECHER.

Horace Greeley in bronze is to be removed from Printing House Square. Henry Ward Beecher in bronze is to be removed from Borough Hall Park, Brooklyn, to make way for a subway. In life Greeley and Beecher were great friends and co-workers, and even now their statues are moving together.

FROM THE SKINNERSVILLE SIGNAL.

"We do not fear the dog days. A new electric fan has been installed in our office, and our good wife has put up ten gallons root beer. Last week we published two and a half columns more advertising than our contemporary, which we understand is in a bad way and intends to give away a trading stamp with every copy of the paper in the hope that it will aid its circulation. A wave of prosperity seems to have hit everything in town but our E. C. The boarding houses are full. Jones' sawmill is turning out quarter-inch boards for a row of Queen Anne houses to be sold on the installment plan. Our friend Mulligan is getting all the trade that formerly went to the Kaiser Hof Brau on Main street; the railroad has put on a new milk car, and we believe that all our advertisers are telling the truth. A subscription to the Signal will help you pass the summer in comfort. When through reading fold it up and use it as a fly swatter."

SPACE WORK.

That of aviators.

LETS UP ON "P"'S AND "Z"'S.

Whether the Germans capture Warsaw or not, the name comes as a great relief to the copy desk.



## PERSONALS

Lord Northcliffe, the great English newspaper owner, celebrated his fiftieth birthday July 15.

Morrill Goddard, editor of the New York Sunday American, is cruising along the Maine coast in his yacht, the Lincula. Mr. Goddard was born in Portland, that state.

George W. Norton, editor of the Portland (Me.) Express, has been elected treasurer of the Maine Republican State Committee.

Lieut. C. Beresford Topp, of The Mail and Empire staff, of Toronto, Ont., has received a commission from Gen. Sam Hughes, Minister of Militia, and will complete his training at the Shorncliffe Camp in England before joining the Canadian overseas forces in France.

Mrs. Ogden Mills Reid, wife of the editor of the New York Tribune, is active in the cause of votes for women. On Thursday, telephone day, she received from Mayor Mitchel his promise to vote for the amendment next fall.

Arthur P. Cote, of the editorial staff of La Presse, of Montreal, was the victim of an accident recently. When entering the Craig street Drill Hall, he was struck by a Government auto truck, which was in charge of Chauffeur Prot, of the 2nd Heavy Battery. As a result of the accident Mr. Cote is now suffering from a sprained and bruised right foot.

E. H. Davenport, a newspaper man has been appointed as special examiner of efficiency in the civil service commission at Chicago. Mayor Thompson, before leaving for the Pacific coast, directed that Mr. Davenport be named for the place, which pays a salary of \$3,000 a year.

Mr. and Mrs. James M. Thompson, whose marriage last month at Speaker Champ Clark's home at Bowling Green, Mo., received so much attention from the newspapers, are visiting friends at various places in the North. After August 1, they will be the guests of Mr. and Mrs. Charles M. Palmer at their summer home in Saranac Lake, N. Y. Charles S. Palmer, their son, editor of the Ford Owner, was one of the groomsmen at the Thompson-Clark wedding.

John R. Marshall is probably the oldest editor in Illinois in point of service, although he has now retired, turning over the newspaper to his son, Hugh in April 1914. In April, 1864 he founded the Kendall County Record and for half a century was its owner and editor.

Miss Nellie Revell, who for two years or more has been editor and manager of the vaudeville department of The Morning Telegraph has been appointed to a position on the staff of Martin Beck, of The Orpheum Circuit.

J. R. Paulds, president of the Montana State Press Association and editor of the Northwest Tribune of Stevensville, has been visiting Butte, Montana, interesting the local newspaper men in the coming convention of his organization, which will meet in Billings, August 26-27.

Dr. Pliny T. Sexton, of Palmyra, has been elected Chancellor of the University of New York by the State Board of Regents to succeed the late St. Clair McKelway.

Charles W. Frear, editor of the Missouri Trade Unionist, published at Joplin, Mo., was recently elected president of the International Labor Press Association.

James E. Callahan, formerly city editor of the Asbury Park (N. J.) Times, who was operated on recently at a Philadelphia hospital for appendicitis, is now convalescent. He is also New Jersey editor of the Philadelphia Inquirer.

John Whitehead, who has been state editor of the Hartford (Conn.) Times since last August has resigned to take a position with the Nast Publishing Company of New York.

Herbert W. Slater, California State Senator and city editor of the Santa Rosa Press, has been in Los Angeles attending the Elks Convention.

C. E. Holbrock of the editorial staff of the Boston Evening Transcript is enjoying a vacation of mountain climbing.

## WASHINGTON PERSONALS

Thomas O. Monk, the well-known correspondent, who has been quite sick, is rapidly improving.

Alfred Pittman, formerly of Kansas City, and more recently of London and Boston, is now a member of the Boston Christian Science Monitor bureau.

Robert M. Ginter, correspondent of the Pittsburgh Gazette-Times, is in Pittsburgh.

C. C. Hart, correspondent of Pacific Coast papers and secretary of the National Press Club, is in Spokane, Washington.

Mrs. Mary Reed, formerly of the classified advertising department of the Washington Star, is now editor of the Alexandria County (Va.) Monitor.

John L. Martin, of the Washington Star staff, has just returned from a visit to his home in Owenton, Ky.

Ben F. Allen, correspondent of the Cleveland Plain Dealer, is at the home office.

Allen D. Albert, formerly of the Times of this city, has been chosen president of the International Rotary Clubs.

C. C. Brainerd, chief of the Brooklyn Eagle bureau, has returned from a six weeks trip to the Pacific coast.

James West, formerly of Atlanta, has joined the Associated Press office here.

George Martiu, formerly with the Philadelphia Times and more recently with the Omaha (Neb.) News, has joined the United Press bureau.

Frank W. Kirk, business manager of the American Motorist, is the acting editor of that publication in the absence of Amos G. Batchelder, who was injured a short time ago in an automobile accident.

Henry Hanford has been reelected president of the Washington Star Club.

Earl Godwin, of the Washington Star, will leave next week for a vacation at Worcester, Mass. While there he will be the guest of Representative Winslow.

Robert Zackery, of the Brooklyn Eagle staff, will leave Monday for several weeks vacation in New Jersey.

It is rumored that a newspaper man of Washington will be named chief of the Detective Bureau here. The office is now vacant.

Anyone knowing the whereabouts of James Farquhar Morrow is requested to notify the Assistant Secretary of the National Press Club.

James Gray, chief of the Minneapolis Journal bureau, is spending a two weeks' vacation on the Eastern Shore of Maryland.

"When Edison Goes to Work for Uncle Sam" is the title of a catchy song which was written by James Hay, Jr., with music by Howard Acton, two members of the National Press Club.

H. B. Nesbitt, correspondent of Pennsylvania papers, is now in his home state.

Jesse S. Cottrell, correspondent for the Nashville (Tenn.) Banner and other southern newspapers, has returned from Knoxville, Tenn., where he spent six weeks as managing editor of the Knoxville Sentinel for W. L. Morgan, who was on vacation. Mr. Cottrell also represents the Sentinel here.

John E. Nevin, who has been stationed at the White House as the representative of the United Press since the inauguration of President Wilson, will take charge of the Washington Bureau of the International News Service, on August 1, succeeding Percy Thomas, who goes to London for that organization. Mr. Nevin is one of the best-known newspaper men of the country having been assigned on nearly every big story covered by the U. P. He has worked in Albany and New York City. E. Barry Faris of the New York office of the U. P. will become desk man at the bureau here under Mr. Nevin.

R. B. Kidd, of the New York Evening Journal staff, who is spending his vacation in Maryland and West Virginia, stopped off in Washington Sunday to see his old friend L. S. Conness, who used to work with him in Honolulu.

## CHICAGO PERSONALS

Edward H. Clark, Washington correspondent, is in Chicago after spending several months as correspondent at the various European battle fronts for the Post.

J. R. Taylor, editorial writer on the Herald, is in Estes Park, Col.

Terry Ramsaye, editor of the boys' department for the Sunday Tribune, has gone to New York to try his hand and his pen at free lancing.

Thurber Cushing, of the Post, is at San Francisco with Governor Dunne and official party.

Olin Boone, of Tyler, Tex., is visiting his brother, Col. Perley H. Boone, night city editor of the Tribune.

S. J. Duncan-Clark, author of the war analyses appearing daily in the Post has been asked to address the Hamilton club on "One Year of War in Europe."

Walter Wood has joined the local staff of the Herald.

E. C. Kendrick, formerly of New York, has joined the Journal's reportorial staff.

Ned Ryan, a Tribune artist, and Walter Eckersall, of the sporting department, are vacationing at Paw Paw Lake, Mich.

John Feeny, the Journal's federal office man, is back at work after a vacation.

## WEDDING BELLS

Miss Martha A. Alter, a well-known advertising manager of New York City and John J. Carey, vice-president of the Capehart Advertising Agency also of New York, were married on July 27, at the brides home, St. Nicholas avenue. After a trip to the Thousand Islands Mr. and Mrs. Carey will make their home in New York.

Richard Howell, editor and publisher of the Bridgeport Herald and the Waterbury Herald, and Miss Catherine Blair Eggleston, an actress known in vaudeville as Miss Billie Cree, were married Friday in Stratford by Justice of the Peace Charles H. Peck. Mr. Howell for many years has been president of the famous Schaghticoke Snake Hunt Club.

## OBITUARY NOTES.

CHARLES WASHINGTON MACLEAN, a veteran newspaperman who had been connected with the Associated Press and the New York Evening Telegram, of which later he had been city editor, died on July 22 in the Hahnemann Hospital, New York, after a brief illness. A number of years ago he forsook journalism and took a position in the Internal Revenue Department. He was 59 years old.

The Rev. FRANK N. CORBETT, of East Providence, R. I., who was once a member of the reportorial staff of the Worcester (Mass.) Evening Star and was with that paper when it was changed to the Daily Times, is dead at his home in East Providence, aged 62. He had been engaged in newspaper work up to the time he studied for the ministry.

MISS EMMA F. WALKER, up to a year ago business manager of the South Norwalk (Conn.) Evening Sentinel, was killed by lightning on July 20, in Bayview, Florida, where she had gone in search of health. For fifteen years Miss Walker had been attached to the Evening Sentinel, beginning in the advertising department immediately after her graduation from a business college and continuing there until her health broke down.

WILLIAM H. W. WALLACE, an advertising expert, of New York City, who was at one time attached to the editorial staff of McClure's Magazine, died on July 24, aged 51. He was a Canadian by birth and graduated from Osgood Hall in Toronto.

LEWIS W. BREWSTER, for forty-seven years editor of the Portsmouth (N. H.) Journal, died suddenly July 26 at his home in that city of cerebral hemorrhage. He was born June 20, 1830.

MRS. MARY HALSTEAD, widow of Murat Halstead, the veteran journalist of Cincinnati and Brooklyn, died on July 19, at Biddeford Pool, Biddeford, Maine.

The first newspaper published in Milwaukee was issued just seventy-nine years ago this month. It was known as the Advertiser and was edited by Daniel H. Richards.

## The Multiple Linotype Way Is the Modern Way



The Hand That Keeps the World Informed

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO

**CLUBS AND PRESS ASSOCIATIONS**

The Omaha Press Club, at one of its recent meetings, increased its membership by eighteen.

The annual summer outing of the Vermont Press Association will be held on Thursday and Friday, August 5 and 6, at Barton and Willoughby Lake. On the evening of the first day there will be a banquet at Barton, with F. E. Howe of the Bennington Banner as toastmaster and speeches by Congressman F. L. Greene, Arthur Howard and others. The next day there will be an automobile trip to Willoughby, with a boat ride on the lake, field sports, etc., and a business meeting in the evening, followed by a social dance.

National defenses of the United States were shown on the screen at the National Press Club, of Washington, D. C. roof garden one night recently through

the courtesy of F. O. Nielson, of Chicago, who spent seven months in taking 5,000 feet of films in different parts of the country. "Guarding Old Glory" is the name of the production which will be presented throughout the country. The presentation was the first aside from showing the views to Secretaries Garrison and Daniels. The "movie" shows every branch of the military equipment of the country.

The Wilkes-Barre Press Club is planning many diversions for its outing to be held Saturday August 7, at Bear Creek. A special train and return, a clay pigeon shoot, luncheon, ball game, clam bake and corn roasts just prior to the ride home, is the program that is being mapped out. According to present tentative arrangements a special train will leave the city about 9 o'clock in the morning. The clay pigeon shoot will be held in the morning. Luncheon will be served and then a base ball team picked from the membership will play the Bear Creek team after which the main feast of the day will be served.

State Auditor A. V. Donahey and State Accountant Joseph T. Tracey will be the principal speakers of the annual mid-summer meeting of the publishers of the Associated Ohio Dailies at Cedar Point, August 6.

The official program of the Northern Minnesota Editorial Association which will hold its annual outing in Duluth and vicinity, August 6, 7 and 8, will soon appear. The editors propose to visit the ranges on special trains after seeing Duluth. President Asa M. Wallace of Sauk Center and A. G. Rutledge of Minneapolis have charge of the arrangements.

Two hundred and fifty members of the Brooklyn Press Club attended Monday night's performance at the New Brighton Theatre in honor of Fritz Scheff.

The West Virginia Publishers' Association will hold its first annual meeting at Point Pleasant on Friday and Saturday, August 20 and 21, and an interesting program is being arranged for this meeting. This association was organized at Charleston during the regular session of the legislature, and its work thus far has been of incalculable benefits to all members of the state.

The silver jubilee meeting of the Northwest Texas Press Association, to be held at Henrietta, August 20-21, promises to be a most interesting celebration. A fine program has been arranged and a large attendance is anticipated. Edgar P. Haney of Wichita Falls is president of the association and Cyrus Coleman of Henrietta is secretary.

Members of the Del-Mar-Via Press Association will have their annual meeting this year as guests of T. Coleman du Pont who has invited the association to hold its annual meeting on his yacht Tech, and at the same time to be his guests on a three-day cruise on the yacht. The Tech, with its party of newspaper editors, publishers and managers, will leave Wilmington about noon on Saturday, July 31, under the tentative plans, and will return sometime on Monday.

Editors of East Tennessee dailies and weeklies will gather at Signal Mountain Inn, August 13 for a three days' session. James Hodges, of Athens, is president of the association and will preside at the meetings.

**Providence Journal, Jr.**

When the members of the staffs of the Providence Journal and Evening Bulletin hold their annual outing each year they get out a miniature paper called the Providence Journal, Jr., in which they work off all the grouches, grinds and grins they have been accumulating for twelve months. This year's issue, dated June 27, contained twenty pages, three columns to the page, made up in regular style with cartoons, portraits and department stuff. To the boys it was a Jeffery concoction of fun and frivolity designed to add zest to the outing. They all say it was the best ever.

The Greensboro (N. C.) Daily News has been transferred from associate to active membership in the A. N. P. A.

**LIVE AD CLUB NOTES.**

The Denver Advertising Club held a successful outing at Hot Springs Hotel, Idaho Springs on June 18. The advertising men went from Denver by special train and disported themselves variously according to their several preferences. Some danced and some took hot baths.

The members of the Buffalo Ad Club shut down their desks and took a holiday on July 15, which was the date of the club's annual outing. The Motorboat Club on Motor Island was the rendezvous for this year. President George W. Billings was chairman of the committee on arrangements which had full charge of the affair. In the afternoon there were races, an indoor baseball game played outside and many other forms of sport and amusement. In the evening a dinner was served to the club members and their guests.

The Advertising Club of St. Louis will give a Moonlight Frolix "on the Mississippi" Monday evening, August 9. Women will be invited, this being the first social affair the club has given. Dancing and a program of entertainment will be carried out. Edward Mead is chairman of the Entertainment Committee.

W. W. Cloud, president of the State Bank of Maryland, was re-elected president of the Advertising Club of Baltimore at its annual meeting held July 21 at the Hotel Emerson. A luncheon preceded the election. There was no speech-making at the dinner, and after all the courses had been served, the members proceeded to ballot for their president and other officers. Besides President Cloud, the following were elected: First vice-president, P. E. Graff; second vice-president, G. L. Lucas; secretary and treasurer, Norman M. Parrott, and counsel, Rignal W. Baldwin. The members of the board of governors, 14 in number, were chosen as follows: Samuel J. Blight, P. T. Blogg, Joseph Castelberg, Daniel E. Derr, Frank T. Ellis, Lester Doine, A. J. Fink, S. S. Foote, Luther E. Martin, Henry Morton, William Pedrick, Jr., John E. Raue, Frank D. Webb and Thomas A. Wilson. Messrs. Blight and Wilson were elected for a term of three years.

Members of the St. Louis Advertising Club are working hard in conjunction with practically all of the civic organizations of the city to promote the big "Buy In St. Louis" celebration, which is to be held in that city from October 4-9. Among the organizations which are working to make this celebration a success are the Business Men's League, the Sales Managers' Bureau, the Convention Bureau, and many other commercial and civic organizations. There will be a number of attractions—the revival of the old 'St. Louis Fair, Veiled Prophet Ball and celebration, the Automobile Show and several minor expositions and conventions. The merchants, retail and wholesale, and manufacturers, will make an especially attractive display of their wares in their shops, sample rooms and factories.

With appropriate ceremonies the Denver Ad Club installed its new officers at a luncheon recently. The new officers are: President, Thomas Macdonald; first vice-president, Cecil Conner; second vice-president, W. F. Ramsey; secretary, J. Craig Davidson. The new members of the executive board are: John F. Reardon, John L. Hunter, C. V. Johnson, C. L. Stith, Bert Wasley and Frank I. Carruthers. Preceding the installation of the officers, a number of short talks were made on incidents of the trip several of the Denver men recently made to the national convention of the ad men in Chicago.

The Milwaukee Advertising Club has hit upon a novel and useful feature for its meetings. One night recently the club incorporated itself into an imaginary corporation which had for its purpose to market a fan that was operated by hot air. This corporation was supposed to have had an appropriation of \$150,000 to be used for advertising. D. M. Case acted as president, and A. B. Candee, disguised in a long white wig and whiskers, acted as secretary. The question of how to spend the money was discussed by the members.

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CLINE-WESTINGHOUSE**

**Motor and Control  
Equipments**

**FOR WEB PRESSES**

**SPECIAL MOTOR DRIVES FOR  
STEREOTYPE MACHINES**

**LINOTYPE MOTOR DRIVES**

**CLINE ELECTRIC MFG. CO.**

Fisher Bldg., Chicago

**Successful**

Men in every walk of life are all familiar with

**Romeike's Press Clippings**

Among our patrons are professional and business men and women, public personages and the leading Banks, Trust Companies and Corporations.

**Romeike Clippings**

are an indispensable adjunct in every business, if you have never used them, write for information and terms today.

**HENRY ROMEIKE, INC.,**  
106-110 Savanah Ave., New York City.

**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.

ELBERT HUBBARD made a little journey to the Atlas press clipping community. If you want to read of something new and original, send 10c. for this Journey, to Charles Hemstreet, 218 East 42nd Street, New York City.

**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

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OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

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**A BARGAIN**

We offer 1,000 pair Blue Drying Blankets, size 24 x 28, @ 60c. per pair. Other sizes in proportion.

These are standard goods, weight 1/2 lbs. each, and never sold for less than 80c. per pair. First come first served.

**"Quality Goods Only"**

**New England Newspaper  
Supply Co.,  
Worcester, Mass.**

**CIRCULATION  
CAMPAIGNS  
CONDUCTED**

Newspapers desiring BIG CASH PAID NEW SUBS should secure our organization. For years we have pleased the best newspapers. Ask the Los Angeles Times, the world's largest newspaper, about us.

Now conducting Big Success on The Courier Journal and Times, Louisville, Ky.

Wire or Write  
for Details

**The North Eastern Circulation Co.,**  
C. B. Hollister, Gen. Mgr.  
DAVENPORT, IOWA

**460 Daily  
Newspapers**

are profiting by the use of  
**WINTHROP COIN CARDS**

Less trouble to collect small amounts due.

Remittances made more promptly.

Loss through failure to collect reduced to a minimum.

A letter will bring prices and details.

**THE WINTHROP PRESS**  
141 East 25th Street New York City

**Topeka  
Daily Capital**

Average net paid circulation for six months ending April 1, 1915 (Sworn)

**33,971**

*Arthur Capper*

**TOPEKA, KAN. Publisher**



## JOTTINGS BY THE WAY

On a recent July morning I visited John Wanamaker's store soon after the doors were open. As I walked down the aisle toward the center of the room I heard vocal music. I wondered for the moment what was up. It was only half past eight, the hour when business begins for the day at Wanamakers. I had seen no announcement of any celebration or concert. Therefore I was puzzled. When I reached the rotunda, I lifted my eyes and saw standing at the railing, three stories above, a dozen young men and women from whose lips came the song that greeted my ears and filled the dome above their heads. Turning to one of the clerks I asked the occasion of the music. He smiled as he replied:

"Every morning the store is opened by singing in which we all join when we can. This has been our custom for over a year now, and we all like it."

Good way to start the day, isn't it? Many of us can remember how, in childhood, we used to hear our parents sing at family prayers in the morning before breakfast, and how the days' tasks at school seemed easier and our troubles lighter because of the hymn. I imagine that the thousands of clerks in John Wanamaker's store who begin their work with a song have a similar experience.

\* \* \* \*

It was predicted last winter that the 30,000 people who usually go abroad in summer but who would be obliged to stay at home this year on account of the war, would fill our own summer resorts to overflowing, and that the \$100,000,000 they are accustomed to spend in Great Britain and on the Continent, would enrich the pockets of the landlords and the shop keepers of this country. This prediction was based on the assumption that these old world visitors would have to put in their summer at the fashionable watering places and that they would part with their money just as readily as they would had they gone abroad. Experience has shown, however, that such is not the case. In only a few instances are the hotels doing as large as business as last year, and less money is being spent by the guests. The explanation is that the war has depressed many lines of business and reduced the incomes of stockholders. This has made economy necessary and those well-to-do and even supposedly wealthy families are either staying at home this summer or are spending only days instead of weeks at the resorts.

\* \* \* \*

Rumors travel fast and far. Sometimes city editors have the idea that there are people who do little else except manufacture news for the purpose of keeping reporters busy. Here in New York the telephone brings to newspaper offices every day tips or leads on important news events that never happened. How many times in my cub reporter days was I sent out to find out whether the Mayor had been shot, or social people had been killed on an excursion boat, or a prominent citizen had eloped with a friend's wife!

\* \* \* \*

Vacations are a good thing if they are rightly employed. Their chief benefit arises from change of surroundings and cessation from daily routine of duties.

When we go away from home for a couple of weeks we do not expect to have as many comforts as we have in our own apartment or house. The rooms we occupy, the food we eat and the service furnished are usually disappointing. Under the circumstances no one will put up with things that we would not tolerate for an hour at home. Why, then, do people leave home? It is to get a change of air, a change of scenery, and a change of faces among those we meet. We have no business duties that claim our attention; no telephone ringing in our ears from morning to night; no family cares to look after, nothing to do but loaf, or fish, or play golf, or go in bathing or tramp along country roads or through the woods. And when the two weeks are up, unless you happen to be a very young person, you are glad enough to go back home and again take up your work.

F. L. B.

## IN NEW YORK TOWN

George Frey, who has been connected with the department of the Journal that handles war news, is away on a vacation at Nashville, Tenn.

Malone Baskerville, an English army veteran, now on the Journal, has returned from accompanying Harry Thaw to Pittsburgh.

Lillian M. Powers, assistant to J. C. Dayton, publisher of the Journal, and Samuel E. Price, of Philadelphia, are to be married September 8.

The vacation fever has attacked the office of the Morning World with the utmost virulence. Those who are away at present are: Louis V. De Foe, Miss Emma H. De Zouche, Harry M. Hitchcock, Miss Mae Martin, Pierre V. R. Key, E. M. McGonigal, Walter Scott Meriwether, George Murray, Theodore Murray, Louis B. O'Shaughnessy, Gus C. Roeder, J. W. Slaght, L. R. Southworth, Frank H. Warren and Leonard Wood, Jr. Among the returning vacationists are William P. Beazell, Elton Burroughs, Joseph A. Butler, Earl Harding, Van Ness Harwood, John H. Gavin, J. Otis Swift, Harold Aeton Vivian and Timothy Walsh.

J. W. Graham, editor and owner of the Hinton, W. Va., Leader and the Daily News, is in New York.

D. F. Tracey, of the Charleston, West Va. Sun-Herald, was in town this week on business.

T. V. Ranek, managing editor of the American, has been in California inspecting the Panama Exposition.

Francis C. Ferguson, some time proof-reader on the World, successfully passed his examination at the College of Physicians and Surgeons last month, and is now a full fledged M. D.

The engagement is announced of Miss Helen Brown Maclay, one of the society editors of the Journal, to Grinnell Burt, of Warwick, N. Y. After the wedding—for which no date has been set—Mr. and Mrs. Burt will reside in Palermo, Cal., where Mr. Burt has an olive ranch.

Edward W. Drew, late of the editorial staff of the New York Herald, has been appointed night editor of the American Press Association.

Mrs. Kate Masterson, well-known for her work on the New York Herald and other papers, and a magazine writer of note was taken to Bellevue Hospital, New York on Tuesday, July 27 for examination as to her sanity. Mrs. Masterson who had been living at the Brevort House at Fifth avenue and Eighth street for some years had recently shown signs of mental unsoundness, and finally her brother, Justice Kelly, of the Supreme Court, felt obliged to request Chief Magistrate McAdoo to have her committed.

## TEXAS PERSONALS

Col. W. A. Hornaday, a veteran newspaper man of Guthrie, Okla., formerly of Topeka, Kan., and Lawton, Okla., has been appointed justice of the peace at Guthrie.

F. Happy Day, educational director of the Houston (Tex.) Ad Club, read a paper on the "Relation of the Newspaper to the Public," at this week's meeting of the Houston Club.

Sumner M. Ramsey, who has been editor of the Hillsboro (Tex.) Evening Mirror, for two and one-half years, has resigned to accept a position on the editorial staff of the Houston (Tex.) Post. E. C. Wedemeyer of Temple will succeed Mr. Ramsey on the Mirror.

Frank A. Briggs, news editor of the Dallas (Tex.) Morning News, has gone to Galveston for a two-weeks' vacation and to attend the Seventh Annual Cotton Carnival in that city.

## Editor Sues Sheriff

C. O. Fluharty, recently ousted by court action of bondholders as editor and publisher of the Clarksburg Exponent, has instituted a suit for \$100,000 damages against Sheriff Ross F. Stout, E. Bryan Templeman, trustee, and J. Horner Davis, Postmaster J. Carl Vance, Hugh Jarvis and other bondsmen.

There's no time like the present for sending in your subscription.

# A word to the maker and distributor of dependable food products



Mrs. Anna B. Scott

IT is everywhere conceded that "Mrs. Scott's pages in the Philadelphia NORTH AMERICAN" are totally different from any similar pages in any newspaper in America. They are more popular, too, because they are as helpful and authoritative as they are different. Mrs. Anna B. Scott is a noted cooking expert and food economist of national reputation. Her contributions to THE NORTH AMERICAN are based on long practical experience in all forms of culinary pursuits. She has tested out every recipe before it is recommended, which accounts for the confidence she inspires and holds among her readers. It is thus evident that Mrs. Scott's followers should run into the thousands. Mrs. Scott's pages in THE NORTH AMERICAN each Tuesday and Friday are unquestionably the foremost forums on cooking research yet organized and for this reason they are especially recommended to national advertisers.

Mrs. Scott brings together the progressive housewife and the maker and distributor of the better kind of food products. Her pages have become a clearing house of worth-while facts, and thus offer an opportunity to the food manufacturer to tell his story to an audience that is both receptive and intelligent. As evidence of the productive value of Mrs. Scott's pages, THE NORTH AMERICAN has carried more food advertising than any other morning newspaper in Philadelphia during the past year.

THE NORTH AMERICAN PROMOTION DEPARTMENT renders an unusual service to all food manufacturers who wish to enter the Philadelphia market. This department has at its command perhaps the most complete data ever gathered on the distribution of food products, and will assist materially in conducting a successful campaign. Write for complete information. Address Promotion Department.

## THE NORTH AMERICAN PHILADELPHIA

The Oldest Daily Newspaper In America

NEW YORK OFFICE,  
347 Fifth Ave.

CHICAGO OFFICE,  
1028 Peoples Gas Building

## Sketches

FROM LIFE, furnished in 2-column and 3-column size Mats. This is unquestionably the most human interest cartoon service published. It has CHARACTER, HUMOR AND ART. Six installments a week.

WANT PROOFS?

World Color Printing Co.  
R. S. Grable, Mgr.  
Established 1900. St. Louis, Mo.

**NEWSPAPER**  
prosperity is based on circulation.  
**FEATURE**  
elements of the right kind make and hold circulation.  
**SERVICE**  
by experts means material and methods that have been PROVED.  
*Let us send you samples of our colored comics, daily and Sunday pages in black and colors.*  
**Newspaper Feature Service**  
M. Koenigsberg, Manager  
41 PARK ROW NEW YORK

## Sport Service

Everything for Your Sport Page  
News Pictures  
Letters Box Scores  
**DEMAREE CARTOONS**  
Write or Wire for Samples and Prices

**International News Service**  
238 William St., New York City

## USE UNITED PRESS

FOR Afternoon Papers  
General Offices, World Bldg., New York

## Editors Who Know



W. T. THOMPSON  
Duluth Herald

as complete and up-to-date as Bain's.  
**BAIN NEWS SERVICE**  
32 Union Sq., E., N. Y. City

## NEW YORK'S GREAT CIRCULATION PROBLEM

Assistant Circulation Manager of the New York Globe Gives Some Interesting Data Regarding the Daily and Sunday Newspapers of the Metropolis and Their Circulation Problems.

By JULIUS STOLZ.

"You see," said the Circulation Manager, "you can't run a dreadnought battleship on the same principle that you would a 20-foot motor boat."

"Quite so," said I. And then I waited, for I knew there was "somethin' coming." And there was:

"The idea is right here. New York is a big town and, in fact, it's the big town. Handling the circulation of a daily paper is no joke in any city; but here — well! I'll tell you about it. "The number of newspapers published here in New York is larger than in any other city, the moneyed interests in-



JULIUS STOLZ

involved greater, the local patronage (both of advertisers and readers) more extensive. Here, at the outset, we have one element in the situation—that of greatness, bigness, size. But that is not all. It is complicated further by peculiar local conditions, complications rising out of the geography of the city, and the 'lay of the land,' the transit facilities, the housing and mode of life of the people—so that in analyzing the circulation problem of the New York papers all these factors must be borne in mind.

### NEW YORK'S FIVE BOROUGHS.

"Greater New York is divided into five boroughs, viz.: Manhattan, Brooklyn, Bronx, Queens and Richmond. New York proper, or the part of it known as Manhattan, containing the larger part of the city's business concerns, comes down between the Hudson (or North) River and the East River, like a wedge. Brooklyn and Queens lie across the East River on Long Island. The Bronx, a territory as populous as Cleveland or St. Louis, and growing faster than either, lies above the Harlem River, which connects the North and East Rivers. Staten Island (the Borough of Richmond) lies in the harbor to the south. Its population is perhaps 100,000.

"North of the Bronx there is a chain of populous suburbs which are outside of the city's limits, viz.: Yonkers with a population of 90,000; Mt. Vernon, 32,000; New Rochelle, 30,000, and Port Chester, 14,000. On the Jersey side of the Hudson River we find miles of solid population. Jersey City can boast of 295,000; Hoboken, 70,000; West Hoboken, 37,000; Weehawken, 12,000; West New York, 15,000; Union Hill, 22,000, and Bayonne, 55,000. These cities are all in Hudson County, the smallest county in area in New Jersey, which takes credit for 550,000 population. Just a

few miles west of the Hudson County cities we have almost a half-million more population in Newark and the Oranges. Not one of the New Jersey cities is more than ten miles from City Hall Park.

### MUST SERVE SIX MILLION.

"The total population to be served in the metropolitan district is thus about 6,500,000, and is increasing rapidly. In order to keep abreast with the tremendous growth of population vast improvements are being made; the building of great bridges, new railroad terminals, new tunnels, new subways, etc., etc. And this sort of thing goes on almost unnoticed by hundreds of thousands. The demand for these improvements is not local only, but country-wide. The clearing of approaches to new bridges usually diverts population from the Borough of Manhattan to one of the other boroughs. The building of the Williamsburg Bridge sent thousands of Jewish people from the 'Ghetto' to the Bronx and Brooklyn. This assertion may sound surprising, but it is true.

"New York City has a shifting population—fluid, perpetually on the move, mainly due to the peculiar housing conditions. Hundreds of thousands of people are massed in the tenement and apartment houses, in the city proper. Some of the larger of these hold more people than there are in the average small town.

"New York (Manhattan) has seven large daily morning papers in the English language covering the general news of the day, which are accorded a total net circulation of 1,345,000 copies or more. It has a morning paper, the Telegraph, devoted to amusements, drama and general sports, with a circulation of 36,000 copies; and two papers which specialize on business news, the Journal of Commerce and the Commercial, with an aggregate circulation of 53,000 copies. Then there are four morning papers published in the German tongue, which are conceded a total circulation of over 200,000 copies, one of these being a Socialist daily. There are also two Jewish morning papers circulating (total) 120,000 copies, two Italian papers with (total) 25,000, one Hungarian daily with 35,000 and two small Bohemian papers with (total) 10,000.

### EIGHT EVENING DAILIES.

"In the evening field there are eight dailies in the English language covering general news that can certify to a grand total of 1,822,000 circulation. Of these eight one is a Socialist paper selling about 20,000 a day. There is also a business paper covering Wall Street interests, the Wall Street Journal, which acknowledges a daily sale of 12,000 copies. Coming to the papers published in foreign languages, it is to be noted that the Jewish and Yiddish papers, of which there are four, have a commanding lead in circulation over the other foreign language papers with a total net sale of about 365,000 copies. The two German papers can certify to 200,000 or more (total), the two Italian papers to 60,000 (total) and the two Greek papers to 43,000 (total).

"Brooklyn has no morning dailies, but has four strong afternoon papers in English, with a total sale of 150,000 copies or more. It has one German paper claiming 15,000 daily circulation.

"The Bronx has one afternoon paper, and Queens (Long Island City) has one. The estimated total circulation of these two papers is about 23,000 copies. These are what may be termed 'neighborhood papers,' and owe their existence to the inability of the larger papers to allow sufficient space for Queens and Bronx News.

"As to Sunday issues, Manhattan leads with seven great papers in English with a total circulation of 2,200,000 or more. The Telegraph, catering to sports and amusements, and which is not included

in the seven papers covering general news, can swear to a 75,000 net sale. The four German papers—one being a Socialist publication, will probably show a net sale of 215,000 copies or more. The Jewish and Yiddish papers, which number six, do not print large Sunday editions, the maximum number of pages being twelve. They can testify to 425,000 total circulation. Two of these six dailies do not publish on Saturdays.

"Brooklyn has three large Sunday papers in English with a total circulation of about 165,000; also one German paper of about 15,000 circulation.

"Now as to the delivery of thousands of tons of papers—a world of them—train loads, ship loads or the equivalent thereof, at least in bulk, one may say; and the greater part to be placed in the hands of the reader in a few brief hours.

"The present means of distribution to the newsdealers of the New York dailies involves the use of the elevated and subway railroads, wagons and automobiles; but it is worthy of mention that the present system must undergo a change in the near future, so far as the elevated and subway lines are concerned. Every available inch of space is now needed for them to transport passengers; and the traffic managers of both of them have intimated that their lines must quit the conveyance of papers. What will come then? The answer is easy: The automobile. There is no other way."

"How about the labor required to make deliveries to the thousands of newsdealers and newsboys pertaining particularly to the afternoon papers—how is this done?"

"By union carriers and deliverers, agents and clerks. Organized labor is firmly entrenched in New York, which is well manifested by the membership of the Carriers' and Deliverers' Union. This has 1,550 members in Greater New York, Hoboken, Jersey City and Newark. This membership does not include their members' assistants (known as clerks), nor the agents directly employed by the papers. Then there is the Mailers' Union, with a membership of 550, which furnishes its share in the delivery of papers, particularly to suburban and country agents, since those papers must be wrapped and dispatched through the mailing room. It is a fact, however, that the Mailers' Union, by agreement with the publishers, assumes jurisdiction over all papers received from the press-room. The delivery window clerks are members of this union. The Mailers' Union and the Carriers' and Deliverers' Union are two distinct organizations and in no way affiliated with each other.

### NO LOST MOTION IN DELIVERIES.

"Owing to the tremendous number of papers that go out locally to the carriers, clerks and agents on each edition, it is absolutely necessary that there be no lost motion in dispatching papers. And there is none by the system in force on most of the afternoon papers. It works in this manner:

"The delivery clerk checks out all papers delivered to the window man, who makes up the bundles according to the amounts which the wrappers call for, and then passes them to two or three assistants, who do the tying. The delivery clerk guides himself by what is called a relay sheet, which, when properly totaled, must correspond with the amount that the wrappers call for. If the total number of papers delivered to the window man for a local run does not agree with the relay sheet, then it is the duty of both the delivery clerk and window man to detect the error before the papers leave the office.

"It can be readily seen that the man on the wrappers must be accurate and swift to keep pace with the delivery clerk, who passes out the papers in bulk while he must make up the bundles according to figures marked on the wrappers. Newspaper return wrappers for local bundles bear a printed label showing destination and are placed on the top of each bundle. A number of afternoon New York newspapers use a cash register to account for all papers which are not recorded on the mail-room blotter and mail subscription galleries.

(Concluded next week.)



## BABST, MAN OF ACTION

(Continued from page 179.)

their efficacy in bringing results—in selling the goods.

Thus much as a business creed may be predicated on Mr. Babst's past achievements—on his splendid record of service for the National Biscuit Company, to whose legal and business affairs in active management he devoted himself for more than a decade preceding his finding of a new interest in sugar. But do not expect him to affirm or to deny this creed, or even to admit that he has such a thing as a "business creed" in his mental storehouse.

He is literally, conspicuously, and explicitly, a man of few words, is Babst; a doer, not a talker. He would rather work than talk about what he is going to do, or even about what he has done. At the outset of his career he adopted the rule of keeping his own counsel, or at least of not talking for publication, and he has kept and still observes that rule religiously. In the last two weeks he has been as much besought and besieged and bespoken in query by newspaper reporters, probably, as any man in New York. And he has seen as many of them as his hundreds of other callers would permit him time to see, but he has not talked to any—except, courteously but firmly, to decline to talk

## RADICAL CHANGE IN POLICY.

The conclusion is inevitable that his accession to its presidency means for the American Sugar Refining Company a more or less radical change of policy, and of course ultimately many changes in detail in the conduct of its business. But those changes will be thought out and wrought out carefully and skillfully; and what they are to be will become known when they have actually been made, when the new plans, methods, and devices are actually in operation. There will be no preliminary announcements by President Babst. Should you ask him a dozen or a hundred questions about the company or about his plans and projects for its future operations and development, his answer to all your questions will be the same—the answer he made to the writer of this article, yesterday:

"I am sorry to disoblige you, or to disappoint you, but I really must be excused from any interview. I have always made it a rule not to talk about business plans, and I cannot break that rule now. I am always glad to do anything for the newspapers that I can do, but I cannot talk to them. I came in here to work, not to talk; and all I want to do is just to get down to work."

## HARD TO INTERVIEW.

This taciturnity, of course, makes him one of the hardest of men to interview, an impossible indeed, for he simply will not be "interviewed." But this fact does not engender hostility on the part of newspapermen, or derogate from him the friendship of any man among his exceptionally wide acquaintance in the journalistic professions. Those newspapermen who know him are his friends, both because of his unwavering stand for uprightness in the conduct of corporation affairs and because by his deeds rather than his words he has proved himself the friend of newspapers and newspapermen.

In the many sketches of his career and comments on his election to his present position, which the newspapers throughout the country have been printing since that election occurred on July 13, there has been no mention, as far as the present writer has seen, of one phase of Mr. Babst's business activity that is of special interest and of real and great importance to advertisers—particularly to all manufacturers who advertise—his long and arduously prosecuted and successful fight for the establishment of the validity and inviolability of trade marks. His success in this field, in which he has specialized for many years and has become one of the foremost authorities in the country, has attracted the general attention of lawyers and especially of national merchandisers. In goodly

measure, because of his labors, the trade mark laws of the United States, or at least their interpretation, application and administration, have been brought to a higher state of efficacy for the protection of the owners and rightful users of trade marks and trade names.

From the foundation of the National Biscuit Company in 1898 to the beginning of the present year, that company fought out with uniform success thirteen great lawsuits, establishing practically all of its trade marks, trade names, and the trade dress of its principal trade packages. And since almost from the start Mr. Babst served as general counsel to that company, this work was accomplished largely under his supervision. The last of these suits was terminated successfully for the company in the course of the year 1914, after a contest in the courts of nearly six years, and involving seventeen of the company's trade properties. The last annual report of the company, dated January 31, 1915, says:

## MANY IMITATIONS STOPPED.

"The number of imitations of trade properties which have been stopped, either with or without litigation, has now reached the total of 882, involving more than 250 competitors in the United States alone." And, the report continues, "while plants inevitably depreciate, trade marks, trade names and the trade dress of packages, when sustained by quality and service, must inevitably increase in value."

In the light of what this man has done in helping to build up the great and successful and universally respected business of the National Biscuit Company, what he can do for the American Sugar Refining Company becomes a subject of lively public interest. It is no idle conjecture that his future will copy fair his past. A clean, straightforward business man, having no experience of or sympathy with the methods of the monopolists and speculators of "high finance," but believing in work and habituated to work himself, he should be able to put the American Sugar Refining Company in the forefront among the great manufacturing corporations of the world—not for mere bulk of business done, and not because of dominance over its rivals, but as an efficient and honorably conducted enterprise meriting success by the quality and worth of its service to the public.

## Prisoners Publish a Paper

A newspaper is now being published in the Jefferson County (Ky.) jail. The first issue was a Fourth of July number, which was distributed free to the two hundred prisoners. The new publication—which is named "The Key"—is largely the work of Charles C. Foster, a Louisville newspaperman. He not only is editor and publisher of the jail organ, but is compositor and pressman as well, having run the entire edition on a hand neo-style.

## No Down-and-Out Club for Him

From Kansas City comes a story of a man who didn't know when he was beaten. Most men in his position would have retired, soured and embittered, from active life, to live out the remainder of their days in complaining uselessness. But not this man. His name is Charles Barnes and his home in Fairview, Kansas. Barnes worked at the case as compositor all his life until fifteen years ago, when he became blind. Failing to retain any other newspaper connection, he took up corresponding for nearby papers. He writes the news himself and his copy is always legible.

## What He Wanted to Know

"Yes," said the fortune teller, "I see it all here very plainly in the lines of your hand. There is a dark lady. She is tall and slender. She has eyes that flash when she is angry. She is"—  
"Never mind telling me anything more about her. I married her nine years ago. Don't you see anything encouraging in my future?"—*New York American.*

Circulation Prestige  
PROFIT

A Combination Hard to Overlook.

I Can Give It You—I Say That Boldly.

My Plan Is Neither New, Strange Nor Complicated.

But—It Does the Business with Modern Efficiency.

Manly M. Gillam, Who Knows a Thing or Two About Circulation Builders' Ambitions, Not Only Told Me It Is a Most Alluring Premium, but Wrote Down These Points of Its Attractiveness.

Dear Mr. Lord:

I have noted many of the articles that have been used by newspapers as circulation premiums, either to be given outright for a certain number of coupons or to be given for cash and coupons. Some of them have seemed to me very well chosen and others absurdly out of place, if a newspaper's dignity stands for anything. One of the very best of this class of articles that has ever come to my attention is the book on "The Care of the Person," by Wm. A. Woodbury, Dermatologist. It appeals to me for these reasons among others:

- 1—The subject is one that interests every intelligent man or woman.
- 2—Openly or covertly many of both sexes, but particularly women, go to much trouble and cost to correct personal blemishes, or peculiarities—generally with ignorance and often with danger.
- 3—Perhaps no calling is more crowded with incompetents than that of "Beauty Doctors." They thrive in the atmosphere of uncertainty and shadow that encompasses it. They appeal to a vanity that is often blind to methods and burning with hope for results.
- 4—Practically all that can wisely be done to promote health and beauty can safely be done.
- 5—The true promotion of beauty demands the preservation of health as a fundamental.
- 6—No practitioners devoted to the development of personal beauty on sound lines—or on any lines—ever approached the Woodbury success.
- 7—The Woodbury formulas were tested and proved and are medically absolutely right.
- 8—To receive the Woodbury training and acquire the Woodbury recipes would have cost any individual \$100 or more.
- 9—That these recipes and formulas, and methods of manipulation and of treatment have been put in a book, adequately illustrated, simply and accurately described—made so plain indeed that any one of ordinary intelligence can understand and use them—is a matter of no small moment to any one who cares to be well and look well.
- 10—It would be a matter of moment if the price at which the book can be had were very considerable. What is it then when the book can be had at \$1.00 a copy?

To me it seems that any newspaper that uses premiums at all could hit on nothing that would carry an appeal so universal, so creditable and so really beneficial as this Woodbury book.

The woman who had one of these books would know that she had the last word in everything that touches the external care of the person. It would give her assurance that what she might do for herself under its direction was done in the best possible way. It would give those who were not desirous of self treatment positive knowledge by which to judge the work done for them. It would give to hundreds—thousands—a means of livelihood and of being really helpful to others at practically no money cost.

I count it a most creditable act when a newspaper lends its influence and its assistance to any worthy movement that stands for a betterment of the conditions surrounding the race.

Every Woodbury book put in the hands of a reader I consider as the centre of healthful, helpful influence.

Signed M. M. GILLAM.

If your readers paid \$100 they could not get in any other way so much so authoritative or so practical information. The very name of the author means "Beauty Culture" everywhere and the opportunity to get his latest book at a fraction of its everyday value will bring you **Circulation Prestige and Profit.**

For terms, copies and the plan of presentation, address

**ELIOT LORD**

110 W. 34th Street

New York City

*The book will be confined to one paper in each city.*

## The Detroit Free Press

"Michigan's Greatest Newspaper"

The Largest  
2-Cent Morning Circulation  
in America

Rates and information  
direct, or from

VERREE & CONKLIN, INC.,  
Brunswick Bldg. New York Steger Bldg. Chicago

## THE PITTSBURG PRESS

Has the LARGEST  
Daily and Sunday  
CIRCULATION  
IN PITTSBURG

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

## Get the Best Always

The  
**Pittsburg Dispatch**  
Greater Pittsburg's Greatest  
Newspaper

WALLACE G. BROOKE,  
Brunswick Building, New York

HORACE M. FORD,  
Peoples Gas Building, Chicago

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

## DETROIT SATURDAY NIGHT

is in itself a guarantee of its advertised products. It is unnecessary for the advertiser to discuss the honesty or reliability of his goods. The fact that the advertising was accepted by DETROIT SATURDAY NIGHT is sufficient guarantee to its readers.

Foreign Advertising Representatives  
G. LOGAN PAYNE CO.

748 Marquette Building, Chicago  
200 Fifth Ave., New York City  
Publicity Building, Boston

## Buffalo News

EDWARD H. BUTLER  
Editor and Publisher

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

Foreign Advertising Representatives

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

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN - - 150,000

### OHIO SELECT LIST OF DAILIES

An Assortment That Has Demonstrated Its Value to Members.

The members of the Ohio Select List of Ohio Daily Newspapers will hold its annual meeting for the election of officers at Cedar Pound, Lake Erie, August 7. The organization, which is wholly devoted to the business end of newspaper publishing, and especially to the securing of advertising, is represented in both the East and West by Robert E. Ward, who maintains offices in New York and Chicago.

For years the List members paid an arbitrary assessment based upon circulation, but recently this was changed to a percentage basis so that each member pays to the treasurer according to the amount of foreign advertising he receives.

The association holds bi-monthly meetings in Columbus and issues a weekly bulletin containing from four to twelve pages, containing suggestions and helpful information. It maintains an employment bureau. Print paper is bought for all the members, thus securing the lowest price. The members compare prices for ink, features, cuts, etc., and thus get minimum rates. They exchange ideas regarding circulation and methods for handling business, and warn each other regarding fakers and grafters.

It will be seen from the above that the Ohio Select List of Daily Newspapers is performing real service for its members.

Following is the official directory of the Select List of Ohio Daily Newspapers:

Alliance, Leader; Ashtabula, Beacon; Athens, Messenger; Bowling Green, Sentinel Tribune; Bucyrus, Telegraph; Cambridge, Jeffersonian; Chillicothe, Gazette; Delaware, Gazette; East Liverpool, Review; Elyria, Telegram; Findlay, Republican; Fostoria, Times; Fremont, Messenger; Greenville, Advocate; Hamilton, Republican-News; Kenton, News-Republican; Lima, Republican Gazette; Lorain, Times-Herald; Mansfield, News; Marietta, Journal; Marion, Star; Middletown, News-Signal; Mount Vernon, Republican News; Newark, Advocate; New Philadelphia, Times; Norwalk, Reflector-Herald; Panesville, Telegraph-Republican; Piqua, Call; Portsmouth, Times; Salem, News; Sandusky, Register; Tiffin, Tribune and Herald; Toledo, Express (German); Urbana, Citizen; Warren, Chronicle; Wooster, Republican; Zanesville, Times Recorder.

### MORE MONEY FOR FLORISTS

Big Opportunity for Them to Supply New York with Window Boxes.

A good friend of The Editor and Publisher calls attention to what seems an excellent opportunity for florists to make much money in New York by advertising to supply window boxes to dwellers in apartment houses.

Up to a recent date the big, expensive structures which house so many thousands of New Yorkers stood up in the sunshine "adorned in naked beauty." Within the past year or two, however, there has been manifested, particularly upon the upper West Side, a timid and hesitating but none the less plainly evident attempt to beautify the apartments through the use of window boxes containing geraniums, English ivy, etc.

Such boxes serve a double purpose, as they not only are a delight to the eye of the apartment-house dwellers who view them from within, but they make most charming color-effects when noted by neighbors or the passers-by.

There is no difficulty about securing these boxes firmly in place, so that they do not form a menace to pedestrians.

It would seem as if a brisk advertising campaign, linked up with good salesmanship, should bring about a big sale for ready-made boxes of standard size, stocked with suitable plants at so much "per."

How about it, Messrs. Florists?

### NEW PUBLICATIONS

PORT HURON, MICH., July 19.—Port Huron is to have a new afternoon daily paper, the American, which will make its first appearance about August 15. B. Fred Palmer and A. J. Smith will be the publishers. The new paper will have strong financial backing from a number of local business men and bankers.

CLARKSBURG, W. VA.—C. O. Fluharty who was recently ousted as editor and publisher of the Clarksburg Exponent-American, a morning Democratic newspaper now being published by a trustee, announces that he has purchased a large printing plant and will start another Democratic morning newspaper here. The Clarksburg Exponent-American, which is temporarily issued from a job plant, has been suspended.

### CHANGES IN INTEREST.

KEWANEE, FLA.—Announcement is made that X. Caverno, holder of the majority interest in the Kewanee Daily Star Courier has sold all his stock to Lee H. Lowe, editor of the paper.

BELLEVILLE, ILL.—Ernst P. Leuschner, former city treasurer of Belleville, relinquished his position as secretary, treasurer and business manager of the Morning Record, when he sold his one-third interest to Attorney L. N. Perrin. It is said that Perrin will direct the editorial policy of the publication. After retiring from the treasurer's office, May 1, Leuschner, Charles Waugelin and Joseph Herman purchased the Morning Record, and took charge of the publication June 1.

MARYSVILLE, OHIO.—John H. Collins who graduated from Ohio Wesleyan University last June has purchased a half interest in the Van Wert Daily Times.

ARDMORE, Okla.—E. L. Gregory, of Lawton, Okla., has purchased the Ardmore Statesman from Roy M. Johnson. Mr. Johnson made a fortune out of his oil investments, and will retire from the newspaper field. Mr. Gregory will continue publication of the Statesman as an independent Republican paper.

### NEW INCORPORATIONS

MILWAUKEE, WIS.—Grant County Democrat Printing Company, Muscoda. Capital, \$6,000. Incorporators, G. G. Gobar, C. M. Du Homel, R. M. Orchard.

WILLIAMSPORT, PA.—Williamsport Independent Publishing Company, Williamsport, Pa. Capital, \$5,000. Treasurer: Emanuel Fischer, Williamsport, Pa. Incorporators: Jonas Fischer, Samuel Fischer, Williamsport, Pa.

NEW YORK CITY.—The Republican National Press, New York; \$100,000. Frederick William Shaffer, 42 East 32d street, New York; James Vincent Heron, Bordentown, N. J.; Floyd R. Leferts, New York.

### SUSPENSIONS

HORNELL, N. Y.—The Evening Press, a daily paper that has been published for several months in this city, quit operations July 19. None of the officers could be located, as the building was locked up tight.

SEARCY, ARK.—The Searcy Daily News, published the past several months by W. F. Story & Son, has suspended. The proprietors will continue to publish a weekly edition.

### Bloomington Journal in Trouble

On application of Frank Headley, who for a few weeks was the editor of the Bloomington (Ind.) Journal, a Progressive newspaper, which has been running in Bloomington for about sixteen months, the Journal Publishing Company was placed in the hands of a receiver by Judge Robert W. Miers. J. F. Schumann, the present editor, was appointed receiver. Headley brought the receivership suit on the grounds that \$100 hack salary was still due him. The Journal was started in February, 1914, by a number of local men, and A. W. Tracy, who had been running a Bull Moose newspaper at Newcastle. The paper lost all the money that was raised at the time it was started and is between \$8,000 and \$10,000 in debt, Judge Miers was informed.

## \$10,000 TO \$20,000 CASH

available for first payment on attractive newspaper property. Must be in city of at least 15,000, and preferably in middle west, Oklahoma or Texas. Proposition M. P.,

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York City

## \$25,000 CASH

Available as first payment for the purchase of a Daily Newspaper property in a Middle West City.

Customer is an experienced and successful publisher.

HARWELL, CANNON  
& McCARTHY,

Newspaper & Magazine Properties,

Times Bldg., New York.

### FOR SALE

Advertisements under this classification fifteen cents per line, each insertion. Count six 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.

Interest in growing profitable trade weekly can be bought account of owner's other interests. Unusual chance for competent advertising man with \$10,000. Harris-Dibble Company, 171 Madison Avenue, New York.

FOR SALE—Family weekly newspaper and job printing business in suburb of large city. Established more than forty years. Price \$10,000. Terms: \$5,000 cash, balance in easy payments. Address Suburban Weekly, care Editor and Publisher.

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 24 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

### SITUATION WANTED

33 years' experience. Position desired as manager, editor, editorial writer or Washington correspondent. Best of references. "D," 96 Alvarado Avenue, Worcester, Mass.

### To Establish a Hospital Fund

The New York Newspaper Writers' Union No. 4, I. T. U., is endeavoring to raise money to provide a local sick benefit and hospital fund and to that end will issue on the occasion of its fifth anniversary an Anniversary Souvenir, the proceeds of which will be devoted to that purpose.

### Some Speed

Major George W. Tiedeman of Savannah, condemning a municipal bill that he deemed too hastily drafted, said to a reporter:

"Why, they drafted this bill the way the old-time Georgia editor used to perform his wedding ceremonies.

"The old-time editor of Georgia was usually the mayor-as well. He was also justice of the peace, conveyancer and real estate agent, deacon of the church, leading lawyer and head of the building and loan.

"As one of these editors was writing a two-column editorial on the tariff, a Georgia couple came in to be married. The editor, without once looking up, without once slackening the steady movement of his pen, said:

"Time's money. Want her?"

"Yes," said the youth.

"Want him?" the editor continued, nodding toward the girl.

"Yes," she replied.

"Man and wife," pronounced the editor, his pen traveling smoothly and rapidly. "One dollar. Bring a load of wood for it—one-third pine, balance oak."—Pittsburgh Dispatch.



TIPS FOR THE AD MANAGER

The A G W I steamship line is making trade contracts through the Wendell P. Colton Advertising Agency, of 165 Broadway, New York.

Hamton Advertising Agency, Ackerman Building, Binghamton, N. Y., is placing orders generally for the Valitone Company, "Valitone" Patent Medicine, Binghamton, N. Y.

Massengale Advertising Agency, Atlanta, Ga., is placing 1-in. 17-time orders with a few Mississippi papers for the Southern College of Pharmacy.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are sending out 40-inch 5-time orders to a selected list for R. J. Reynolds, (P. A.)

The Redfield Advertising Agency, 34 W. 33rd street, New York City, is making 1,000 1. 1 yr. contracts with a few papers for the Commercial Credit Company.

D'Arcy Advertising Agency, International Life Building, St. Louis, Mo., is issuing 1,000 1. 1 yr. contracts to a few Texas papers for the Independent Breweries Company.

Gardener Advertising Company, Kinloch Building, St. Louis, Mo., is placing 28 1. 6 t. orders with a selected list of papers for the St. Louis University.

P. F. O'Keefe, Advertising Agency, 43 Tremont street, Boston, Mass., is making 3,000 1. 1 yr. contracts with a selected list of papers for the Winchester Arms Company.

The Redfield, Fisher Advertising Agency, of 305 Fifth avenue, New York City, is putting out 208 inches contracts for Thatcher Furnaces in towns and cities where there is a Thatcher agent.

The Southern Advertising Agency of Atlanta, Georgia, is putting out contracts for the Q-Ban hair tonic.

Changes in the Seattle Times

The Seattle Times has announced the following changes in management resulting from the death of Colonel Alden J. Blethen, editor and publisher of the Times: Joseph Blethen becomes president and general manager of the Times Printing Company; Clarence B. Blethen succeeds to the editorship, and J. Willis Sayre is promoted to be managing editor; F. D. Hammons, formerly assistant business manager, becomes business manager. These changes were provided for by Colonel Blethen years before his death. In accordance with their father's desires, Joseph and C. B. Blethen will soon make announcement of the immediate construction of the new Times building.

Baton Rouge Paper's New Home

The Baton Rouge State-Times, one of the progressive daily papers of Louisiana, is to erect a model fireproof building as its new home. It will have a white tile ornamental front, and will contain all the improvements to be found in an up-to-date newspaper plant.

TWENTY YEARS WITH HERALD

Henry E. Bowen Resigns from the Advertising Department of That Paper.

Henry E. Bowen resigned his position last week from the advertising department of the New York Herald after a connection of twenty years with that publication. Mr. Bowen comes from a newspaper family of three generations in New York, his grandfather, Lewis Tappan, being the founder of the Journal of Commerce, and his father, Henry C. Bowen, of the Independent. His first newspaper work was as publisher of the Brooklyn Union, previous to its being known as the Standard Union. He was also connected with the Cosmopolitan magazine during its ownership by John Bresben Walker, and later with the Mail and Express, and placed in charge of the Brooklyn department by the late Col. Elliott F. Shepard.

On October 1, 1895, Mr. Bowen was engaged by Albert Fox, advertising manager of the New York Herald, and he has remained with that paper until the present time. He is now enjoying a much needed rest at his home, 740 Watchung avenue, Plainfield, New Jersey.

OKLAHOMA EDITORS GRUMPY

At Odds with Legislators Who Wouldn't Pass Their Libel Law.

(Special Correspondence.)

Oklahoma City, Okla., July 25.—Editors of Oklahoma, most of whom are Democrats, are rather luke-warm to the policies of the present administration, and some even go so far as to criticize rather strongly some of the shortcomings of the party now in power. This is because they have been asking for a modification of the libel law, making it less stringent. Eugene Kerr, editor of the Muskogee Times-Democrat, has reached the conclusion, as expressed editorially, that the Democrats of Oklahoma can expect but little support from the Democratic press of the state, since a Democratic legislature declined to pass a reasonable libel law, and only by a small majority declined to enact a libel law many times more obnoxious than the present statute.

E. B. Guthrie, editor of the Sallisaw Star, comments on the situation as follows:

"For some cause not apparent to our obtuse vision, there seems to be a disposition upon the part of a large majority of the men sent to the Oklahoma legislature to black the eyes of the Oklahoma newspapers. So far the editors of the state as a whole have paid but little attention to this kind of work, and have treated the subject with a silence that would indicate that they feel perfectly confident of their ability to take care of themselves in case of a pinch. This silence on the part of the editorial staff seems to have been misunderstood by the would-be statesmen, and that class has been more or less in the majority in several of our law-making bodies."

The report is current in Tulsa, that a company is being formed of local and foreign capital to establish a large daily newspaper in that city. The publication, it is claimed, will be independent in politics and will be a strong advocate of law enforcement. It is believed that such a paper has a chance to make good.

Two New Books on Advertising

The editorial committee of the Advertising Men's League of New York, announces for early publication this fall two new books on advertising. The first is "The Manual of Successful Store Keeping," by W. R. Hotchkin, and "The Advertising Book for 1916," by Paul T. Cherrington.

Publishers' Supplies Market

Antimony	35-35.50
Tin	35-75
Lead	5-75
Copper	18.50-19
News print	2.09-2.25
Craft paper	4.75-5.25



"ABOVE BOARD CIRCULATIONS"



The following newspapers are members of the Audit Bureau of Circulations and grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

<b>ALABAMA.</b> NEWS ..... Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	<b>NEW YORK.</b> COURIER & ENQUIRER..... Buffalo IL PROGRESSO ITALO AMERICANO..... New York DAY..... New York The National Jewish Daily that no general advertiser should overlook.
<b>CALIFORNIA.</b> EXAMINER..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. BULLETIN..... San Francisco THE PROGRESS..... Pomona	<b>NEBRASKA.</b> TRIBUNE..... Hastings Circulation A. B. C. report, 5,640. Full leased wire report United Press.
<b>GEORGIA.</b> JOURNAL (Cir. 57,531)..... Atlanta CHRONICLE..... Augusta LEDGER..... Columbus	<b>OHIO.</b> PLAIN DEALER..... Cleveland Circulation for June, 1915: Daily..... 132,441 Sunday..... 165,702 REGISTER..... Sandusky The most widely read daily published in Northern Ohio between Cleveland and Toledo. VINDICATOR..... Youngstown
<b>ILLINOIS.</b> HERALD..... Joliet STAR (Circulation 21,589)..... Peoria	<b>PENNSYLVANIA.</b> TIMES..... Erie DAILY DEMOCRAT..... Johnstown TIMES-LEADER..... Wilkes-Barre
<b>IOWA.</b> REGISTER & LEADER..... Des Moines EVENING TRIBUNE..... Des Moines Essential to covering Des Moines and vicinity. THE TIMES JOURNAL..... Dubuque SUCCESSFUL FARMING..... Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	<b>SOUTH CAROLINA.</b> DAILY MAIL..... Anderson
<b>KENTUCKY.</b> MASONIC HOME JOURNAL..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 80,000 copies monthly.	<b>SOUTH DAKOTA.</b> The Sioux Falls Daily Press is the medium that reaches the people in the town and in the country. Largest Sunday paper of any town its size anywhere. G. Logan Payne Company, New York and Chicago.
<b>LOUISIANA.</b> TIMES PICAYUNE..... New Orleans	<b>TENNESSEE.</b> BANNER..... Nashville
<b>MARYLAND.</b> THE SUN..... Baltimore Daily net paid, 146,451; Sunday net paid, 88,161. Over 110,000 copies of The Sun go into homes in Baltimore cities and suburbs.	<b>TEXAS.</b> AMERICAN..... Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier. ENTERPRISE..... Beaumont Covers East Texas and West Louisiana STAR-TELEGRAM..... Fort Worth Net Paid Circulation, 35,000 daily. Over 50% more net paid city circulation and over 6,000 more net paid Sunday circulation than any other paper in Fort Worth. CHRONICLE..... Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. POST..... Houston Over 80% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed. TELEGRAM..... Temple Net paid circulation over 6,000.
<b>MICHIGAN.</b> PATRIOT (No Monday Issue)..... Jackson Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,104. Member "American Newspaper Pub. Ass'n." "Gilt Edga Newspapers," and A. B. C.	<b>UTAH.</b> HERALD-REPUBLICAN..... Salt Lake City
<b>MINNESOTA.</b> TRIBUNE, Morning and Evening..... Minneapolis	<b>VIRGINIA.</b> DAILY NEWS-RECORD..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
<b>MISSOURI.</b> POST-DISPATCH..... St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915: Sunday average..... 350,066 Daily and Sunday..... 204,497	<b>WASHINGTON.</b> POST-INTELLIGENCER..... Seattle
<b>MONTANA.</b> MINER..... Butte Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.	<b>CANADA.</b>
<b>NORTH CAROLINA.</b> SENTINEL..... Winston-Salem April Gov't report, 5,055. Winston-Salem second largest city in North Carolina.	<b>ONTARIO.</b> FREE PRESS..... London DAILY HERALD..... Stratford Largest circulation in Perth County. The paper that Perth County people want to read.
<b>NEW JERSEY.</b> PRESS (Circulation 7,945)..... Asbury Park JOURNAL..... Elizabeth PRESS-CHRONICLE..... Paterson COURIER-NEWS..... Plainfield	<b>SASKATCHEWAN.</b> PHOENIX..... Saskatoon
<b>ROLL OF HONOR</b>	
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	
<b>ILLINOIS.</b> SKANDINAVEN..... Chicago	<b>NEW YORK.</b> BOLLETTINO DELLA SERA..... New York
<b>INDIANA.</b> THE AVE MARIA..... Notre Dame	<b>PENNSYLVANIA.</b> TIMES..... Chester
<b>NEBRASKA.</b> FREE PRESSE (Cir. 128,384)..... Lincoln	<b>QUEBEC.</b> LA PRESSE..... Montreal Av. circ., 1912, 114,371; '13, 127,722; '14, 140,342

New Orleans States

Sworn Net Paid Circulation for 6 Months Ending March 31, 1915

33,796 Daily

Gain over October 1, 1914..... 525 copies  
Morning paper LOST..... 7,045 copies  
Other evening paper LOST..... 7,873 copies

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.  
**THE S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis

## AD FIELD PERSONALS

Harold Stephenson, lately editor and business manager of the Lowville (N. Y.) Herald has joined the advertising department of the Montreal Daily Mail and Evening News.

Reed Moyer, for some time advertising manager for the house of Shepard, Norwell and Co. of Boston, has accepted the position of advertising manager of the May Company of Cleveland, Ohio.

D. M. Barrett, former president of the Grand Rapids (Mich.) Advertisers Club, has resigned and moved to Detroit. In conjunction with N. A. Hawkins, of the Ford Motor Co., he will publish a monthly magazine, "Salesmanship," a publication which he launched several months ago.

St. Clair Couzens, who has been director of automobile advertising on the Chicago Daily Journal for the past five years, has joined the Pathfinder Co., Indianapolis, Ind., as assistant director of sales and advertising.

F. W. Brombacher, for ten years connected with the old Ottawa Daily Republic, consolidated the first of the year with the Evening Herald, has become advertising manager of the Great Bend Tribune, published by Will Townsley. Mr. Brombacher has been a member of both the news and advertising staffs of the former Ottawa paper.

G. D. Wilcox has been appointed advertising manager of the Republic Motor Truck Co., Alma, Mich. At the present time he is connected with the advertising and selling service department of the Houghton-Jacobson Printing Co., Detroit.

T. A. Boyle, assistant advertising manager of the F. B. Stearns Co., Cleveland, has been made manager of advertising and service. He has been with the Stearns organization eight years.

Lewis J. DeYoung, advertising manager of the Detroit Saturday Night, was in New York this week. Mr. DeYoung says that business in Detroit is booming. The automobile factories are in some instances working night and day. As a result the volume of advertising carried by the local papers shows a marked increase over that of last year.

J. A. Dair, advertising manager of the Mobile (Ala.) Register, has written a prose poem entitled "I Am Advertising," modeled after Robert Davis' "I Am the Printing Press."

George B. Crater, advertising manager of the Greensboro (N. C.) Daily News, and Mrs. Crater on Tuesday will leave for San Francisco with a party of twenty-five young women who have been voted the most beautiful girls in North Carolina. The return trip will be made by way of Canada, the entire distance to be covered being about 9000 miles.

C. A. Tritewiler, who was advertising manager of the Indianapolis Times, has become advertising manager of the Jacksonville Metropolis.

## Newburgh's Mayor Is Displeased

The mayor of Newburgh, N. Y., and the Newburgh Journal have no love for each other. Recently His Honor announced that he would no longer furnish its reporter news items about matters pertaining to the city administration. Probably he felt that in doing this he would cause the Journal a great hardship and that it would be beaten every day by its rival. Much to the Mayor's surprise the Journal has not only printed more news about city affairs than it did before but has somehow been able to tell its public a lot of things that the Mayor himself didn't know.

## NEWSPAPER MEN TIE AT GOLF

Howard M. Briceland of the Chicago Tribune and Cornelius Rourke of the Daily News tied for the Ballantyne cup in the July tournament of the Chicago Press Golf Club, played at the Beverly Country Club. Briceland made 90 from scratch Rourke getting 106-16-90. T. A. Ballantyne of the Daily News took third prize getting a gross of 79, but his handicap of plus 15 put him at 94 net. Basil G. Wyrick of the Associated Press won the prize for ninth position.

## SUCCESSFUL ADVERTISING

## London Daily Notes Part Played By Advertising in War Loan

The London (Eng.) Daily Chronicle is much impressed by the fact that the recent British War Loan was advertised in newspapers in modern style. In a recent issue it says:

"For the first time an issue was advertised in the press in a popular way. Chancellor of the Exchequer McKenna broke down all conventions. He boldly explained the loan in the pages of the daily newspapers and gave convincing reasons why the public should invest.

"The Old Lady of Threadneedle Street' must have been alarmed at thus upsetting all tradition and convinced that we were certainly at war. The banks as a whole must have been perturbed at the Treasury's daring and revolutionary methods.

"The advertising was well carried out. The appeal to the public was at once dignified and striking, and, as the results have shown, most effective. It was necessary to explain to the investment public the conditions for the conversion of consols, and at the same time bring home to them the gravity of the financial situation.

"The campaign has been thoroughly justified, and the Chancellor of the Exchequer is to be congratulated on the success of the innovation."

## GEORGIA TO FALL IN LINE

## Ad Men Working to Bring About Legislation Against Fraudulent Advertising.

A committee of the Ad Men's Club of Atlanta, has been in conference with the judiciary committee of the Georgia Legislature for the purpose of urging favorable action upon the bill which is being backed by the Atlanta Ad Men to prohibit the publication of fake and fraudulent advertisements in Georgia.

The Ad Men's committee consists of President St. Elmo Massengale, Secretary Joseph H. Atchison, Chairman Hubert Anderson, of the executive committee, and Chairman Julian V. Boehm, of the entertainment committee. The Ad Men's committee has received much encouragement regarding the bill and it is now considered that no material objection will be raised against its passage in either branch of the general assembly. The measure is regarded as a very conservative one and is said to be quite acceptable to the newspapers of the state generally.

## AD FIELD NOTES.

The Nemeier Advertising Co. of Wheeling (W. Va.) is increasing its capacity by the addition of a new art and engraving service. The company which has been incorporated for \$10,000 will occupy a large part of the fifth floor of the Court Theatre Building.

A slight fire occurred at the office of the Van Buren Advertising Co. at 134th street and Willis avenue, New York City, early in the morning of Saturday July 24. The damage was trifling.

The Practical Advertising Company of Springfield, Ill., will inaugurate a mid-summer meeting and outing there August 12, 13, and 14, in which will be brought together manufacturers, merchants, salesmen and organizers. The meetings will be held Thursday and Friday in the Odd Fellows' Temple, and the outing has been planned for Lincoln Park for all day Saturday. Among the addresses to be delivered are: "Advertising as a Profession," by A. J. Johnson; "Your Side of the Merchant's Complaints," by M. J. Hewlett; "In Personal Touch with the Consumer," by H. J. Winsten, sales and advertising manager of the Chicago-Kenosha Knitting Company; "Trade Papers and Advertising Plans," by H. S. Fisk, vice-president of Dry Goods, and others.

The advertising clubs of Buffalo, Rochester, Detroit and Cleveland held a meeting at Cleveland on July 24, to consider the question of affiliating with the Associated Advertising Clubs of the World. A committee composed of William Ganson Rose, president of the Ad-

vertising Affiliation, and Thomas W. Garvin, secretary, was appointed to investigate the advisability of the amalgamation. The Advertising Affiliation consists of the Buffalo, Detroit, Rochester and Cleveland clubs and has a membership of 1,500. The proposed amalgamation, members of the Cleveland organization believe, would advance the cause of advertising.

A dozen advertising men and business managers of various Fort Wayne (Ind.) and adjoining town papers gave a dinner recently at the Anthony Hotel. The purpose of the meeting and luncheon was to discuss the possibilities of forming an organization of the advertising and business managers of the various papers. Editors, owners and publishers of several papers of the smaller towns in the locality are back of the movement. No action of any kind was taken, as the meeting was only preliminary and to take up the matter of the possibility of such an organization.

Cone, Lorenzen & Woodman, of New York, have been appointed special eastern representatives of the Chicago Herald, effective Aug. 1.

## CHURCHES UNITE IN CAMPAIGN

## Harrisburg Telegraph Experiment Proves Remarkably Successful.

The churches of Harrisburg, Pa., have been advertising in the Telegraph of that city every Saturday for a year—not each one by itself but all together. In this respect it differs from churches in other towns.

The campaign was planned by Frank L. Hessenberger, advertising manager of the Telegraph. His idea was that it was better to have one strong, forceful and convincing ad, of sufficient size to dominate the page, than a lot of small ones. So he got the churches to combine to furnish the money for publishing such advertisements as might be proposed.

"Go to Church Tomorrow" was the burden of the appeal in one of these advertisements. It didn't tell the reader to go to any special church, but urged him to go to any one of them, for all were working to help men and women to live better lives.

"The Church Is for You" is the title of another ad. "Every church building in this city," says another ad, "stands as a mute invitation to all men and women to return to Him who died for us. No matter how far we have strayed, the church welcomes us home."

The results of this advertising have been thoroughly satisfactory. The membership of the churches has been increased, and a more earnest and progressive spirit is manifested among all of them.

## NEW AD INCORPORATIONS

BILOXI, MISS.—Southern Publicity Company, Biloxi, Harrison County, capitalized at \$10,000. Leo Berry, Thos. L. Bradley, and others.

NEW YORK CITY.—American Advertisers Studio Service, commercial illustrations, \$5,000. Bernard Weinberg, F. Jacoby, J. Ollendorff, 478 Quincy street, Brooklyn.

NEW YORK CITY.—Authors' Associated Agency, advertising, bookselling, publishers, \$10,000. J. Grisewood, J. Wilk, L. L. Hiller, 112 Riverside Drive.

MEMPHIS, TENN.—Inter South Advertising Agency, capitalized at \$5,000. The incorporators are T. V. Orr, Ross Hardenbrook, Thos. J. Gilmore, Noel L. Owen and Charles K. Trotter.

## 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 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, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line.

## Publisher's Representative

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

CONE, LORENZEN & WOODMAN, 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.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chicago.

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

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## FIGURING STATISTICS ON THE GRAVES OF OUR ANCESTORS—

GEORGE B. CALDWELL, President of the Sperry & Hutchinson Company and the Hamilton Corporation, at his recent address before the Premium Conference, at the Convention of the Associated Advertising Clubs of the World, speaking of the dry-as-dust advertisers and business men of today, who have taken occasion to decry premium advertising, said:

*“Those who take this view make no note of the human element in trade. They would reduce everything in life to strict rote and rule. They would figure statistics on the graves of their ancestors. They would measure the beauty and grandeur of the Rockies with an agate stick.”*

We have made a new business man, a new thinker, a being who admits that there is something in life besides the rule that two and two make four.

We have placed advertising service on the basis where the human element is recognized. We have established a form of aid to the business of the world that lifts it out of the humdrum, and makes the manufacturer and the merchant regard the people of the world as human beings—not so many pieces in an intricate machine.

### *THE SPERRY SYSTEM*

establishes in trade the “live and let live” policy. It believes in the principle that the *most* should be given for the money, rather than the *least*.

It has cut away the anchor that has held the world to stagnation and enlisted in the cause of business the plan that appeals to the buyer because it is so human.

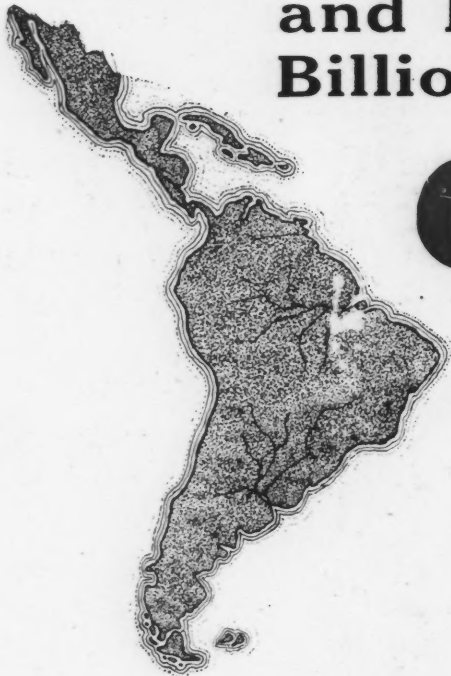
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2 West 45th Street, NEW YORK CITY

GEORGE B. CALDWELL, President

# Latin America

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The tremendous Trade between Latin America and Europe is stopped, absolutely.

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### TO EL COMERCIO

To the forty year young trade paper, that has successfully secured Business for its advertisers from Latin America.

To the Trade paper, recognized by Latin America as the best buying guide, for United States-made products.

To the Trade paper with whom more advertisers continue over a long period, than any export paper published.

### Headquarters on Export Information

El Comercio offers, without obligation to the inquirer, faithful reports on Latin-American conditions. Special data on markets (see offer on side).

In addition, an advertiser in El Comercio is relieved of the detail and bother of an Export Department.

El Comercio has testimonial letters from advertisers in almost every line of manufacture in the United States.

The manufactured products that are sold to the Latin American differ only in minor details from what is sold in the United States.

If you, Mr. Manufacturer, want a solid Export trade, to tide you through a depression in home trade, write to El Comercio.

If you, Mr. Advertising Agent, want to develop new fields for your clients, write to El Comercio.

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		Puerto Rico, Curacao, Cuba, Hayti, Santo Domingo, MISCELLANEOUS
		Canary Islands, Portugal

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