

THE EDITOR AND PUBLISHER

AND JOURNALIST

Vol. 13, No. 10

NEW YORK, AUGUST 23, 1913

10 Cents a Copy

WASHINGTON TOPICS.

MATTERS GRAVE AND GAY THAT OCCUPY THE ATTENTION OF NEWSGATHERERS.

William V. Richardson, Secretary to Senator James, Who Edits a Daily in Blue Grass State—How Poetic Young Man Killed a Likely Story—Secretary Bryan's Witticism—Order That Could Not Be Filled.

(Special Correspondence.)

WASHINGTON, Aug. 20.—Fulfilling the duties of a Senator's secretary ordinarily is regarded as work enough for any man, but not so by William Vernon Richardson, secretary to Senator James, of Kentucky, who finds time to edit a daily newspaper in the Blue Grass State.

Mr. Richardson, who hails from Danville, Ky., is seeing his first year of official life in Washington. Already he has established the reputation of being one of the live wires of the secretarial contingent at the Capitol, for Mr. Richardson does not consider a day's work done until he has written several columns of political stories and editorials for the Danville Advocate, of which he is the principal owner, in addition to looking after the affairs of Senator James.

Prior to coming to Washington Mr. Richardson was secretary of the Kentucky Press Association. He is thoroughly familiar with political conditions in Kentucky, and is easily one of the most capable men Senator James could have selected to be his secretary. When he took hold of the Advocate, a few years ago, the paper was a tri-weekly, but Mr. Richardson soon built it up into a prosperous daily, although Danville is a town of but 5,000 persons. There are few Kentuckians who visit Washington that Mr. Richardson does not see, and, as a result, there are few issues of his paper to which he does not contribute an interesting column of personals.

HAD A POETIC TEMPERAMENT.

Among the White House correspondents is one young man who wears long hair and a continual poetic temperament. The other day the White House squad were putting Secretary Tumulty through the third degree. He was exceedingly coy, and they had just gotten him to the point where news seemed likely forthcoming, when the young man with the poetic temperament drew from his pocket a small leather-bound volume, and cried out ecstatically:

"Oh, Mr. Secretary, have you read this perfectly delightful little thing?"

The spell was broken, Secretary Tumulty retired into his shell, and the disappointed news seekers went outside. When they reached the safety zone, Gus Karger turned ferociously on the poetic young man.

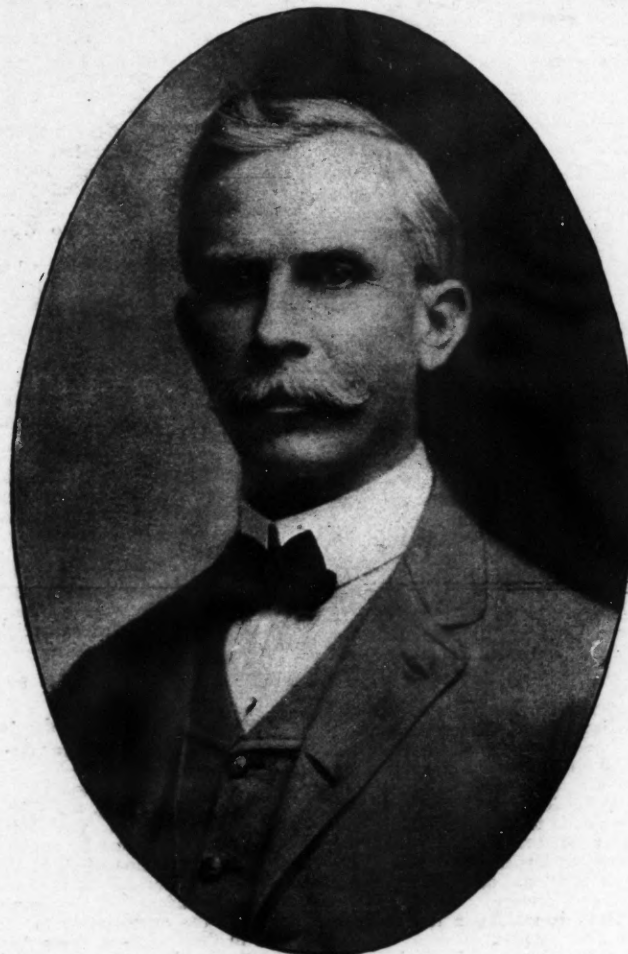
"Go back," said he, hoarsely; "go back and sing to him. And when you are all through, we'll drop in and see if we can earn our salaries."

There is a newspaper man in Washington, known as the oldest among the war, state and navy correspondents. He is noted for another thing—an ability to ask more direct, artful and embarrassing questions of an executive officer than any other three men. The other day Secretary of State Bryan was being put through the usual third degree by the newspaper men, this man taking the lead as usual.

SECRETARY BRYAN SARCASTIC.

When the men had finally gone out, Mr. Bryan turned to Secretary Manton J. Wyvell, and asked:

(Continued on page 192.)



FRANK P. GLASS,

WHO SUCCEEDS MAJOR SCREWS AS PRESIDENT OF MONTGOMERY (ALA.) ADVERTISER.

REPORTER ASSAULTED IN RIOT.

B. C. Biggerstaff, of Indianapolis Sun, Injured in Car Strike.

(Special Correspondence.)

INDIANAPOLIS, Ind., Aug. 20.—B. C. Biggerstaff, a special writer for the Indianapolis Sun, was assaulted Saturday afternoon in a riot between the union organization forces of the street car men and representatives of the management of the street car companies.

The assault was evidently calculated to intimidate the Sun staff so that the union forces could obtain no publicity. The Sun immediately took an aggressive stand for arbitration. As a result of its insistence the union has declared for it and Mayor Lew Shank had taken preliminary steps toward arbitration if it should prove necessary to prevent a strike.

This is another victory for the Sun in Indianapolis, for the other dailies have been mute while the rioting has been going on.

Oxx Arrested for \$100,000 Shortage.

George A. Oxx, who was arrested last June on a charge of stealing fifty-six dollars from Richard K. Fox, publisher of the Police Gazette, for which Oxx was business manager, was rearrested last week and Judge Rosalsky, in the Court of General Sessions, raised Oxx's bail from \$2,500 to \$15,000 when information was given that the firm's books showed a shortage of \$100,000. The bail

was not furnished. Oxx and Adolph Chudoba, the cashier, are charged with manipulating the funds.

GLASS ELECTED PRESIDENT.

Succeeds Late Major Screws as Head of Montgomery Advertiser.

Frank P. Glass was elected president of the Montgomery (Ala.) Advertiser Co., by the board of directors at its meeting last week, following the death of Major W. W. Screws, president and editor of the Advertiser. Major Screws had been president of the company since its organization in 1887, and Mr. Glass has been secretary and treasurer for the same period.

William T. Sheehan, who has been associated with the Advertiser for thirteen years, succeeds Major Screws as editor, and has been elected a member of the board of directors. Mr. Sheehan has been in direct touch with the editorial conduct of the paper under the direction of the late editor.

To fill the vacancy created in the position of secretary and treasurer, R. F. Hudson was chosen. Mr. Hudson has been connected with the paper ten years, and has been its auditor for several years.

Sydney Pickles, who undertook a flight last Monday in the London Daily Mail's \$25,000 hydroaeroplane contest, was unable to rise from the water.

KEELEY MAKES DENIAL.

CHICAGO TRIBUNE EDITOR REFUTES CHARGE IN VOTING MACHINE DEAL.

Testimony Before Legislative Committee—Andrew M. Lawrence, Publisher of the Chicago Examiner, Forwards Affidavit from San Francisco Disclaiming Part in Transaction—Accuser Grilled for Past Record.

James Keeley, editor of the Chicago Tribune, took the witness stand in the Illinois legislative investigation of the \$1,000,000 voting machine contract Monday and refuted the allegations in the affidavit of Edward E. Marriott, a reporter on the Chicago Examiner, who charged that Mr. Keeley had offered his aid to secure the adoption of the contract for \$50,000. Mr. Keeley arrived in New York from Europe on Saturday, and when he learned of the legislative investigation, took the first train for Chicago to give his testimony to the committee.

Charles S. Deneen, counsel for the committee, opened the hearing of the witness by identifying the Marriott affidavit, and read from it the charges reflecting on Mr. Keeley, as follows:

CHARGES KEELEY WITH GRAFT.

"Barr told us that he had paid big money to get the contract, but that the mistake he made was not to give \$50,000 to Jim Keeley, publisher of the Tribune. Barr said: 'Keeley demanded \$50,000, but we refused to pay him. If he had got that there would not have been any of this trouble with the voting machine contract. The Tribune and the other papers had always been for voting machines, and they would never have thought of fighting the contract if the Tribune had not started trouble when we refused Keeley's demand for \$50,000.'"

Asked whether he knew Mr. Barr, Mr. Keeley swore that he had never met Barr until last November or last spring—he was not sure which—more than a year after the Empire Voting Machine Co. got the contract.

"Did you discuss with him the proposition of receiving any money for the giving or withholding of support of the Tribune in the letting of the voting machine contract?" asked Mr. Deneen.

MR. KEELEY'S REFUTATION.

"I never discussed such a subject with Mr. Barr or with any human being," replied Mr. Keeley.

Mr. Keeley also said he had learned that Mr. Barr called on Oscar E. Hewitt, a reporter for the Tribune, in the Tribune editorial rooms, one evening, and suggested in the course of the conversation that he wished to meet Mr. Keeley, but that the meeting did not take place.

On cross-examination Attorney Mitchell for the Election Board was anxious to learn why the deal was opposed by the Tribune, Mr. Keeley replied because "we did not believe it was a square deal."

"Is it not a fact," asked Mr. Mitchell in conclusion, "that the opposition to this contract is due to a newspaper fight?"

"It is not a fact," the witness said. Edward S. Beck, managing editor of the Tribune, and Mr. Hewitt testified, corroborating the evidence of Mr. Keeley.

Edward E. Marriott passed an uncomfortable afternoon before the committee, after hearing Keeley's testimony. He denied that he had ever been an in-

mate of a prison in Pennsylvania, and said "no" to the questions: "Were you discharged from the New York Journal for submitting false expense accounts or padding payrolls?" "Were you not charged with stealing books from the New York World Library?"

LAWRENCE WIRES DENIAL.

Andrew M. Lawrence, publisher of the Chicago Examiner, who is on a vacation trip to California, wired from San Francisco to Chairman L. D. Butts, chairman of the legislative committee, a disclaimer of any part in the election machine deal, and forwarded an affidavit to that effect by mail to the committee.

"A transparent tissue of obvious fabrications and falsehoods, unsupported by a single credible fact or a scintilla of legitimate evidence," is the way Mr. Lawrence characterizes the testimony admitted by the committee, so far as it relates to him.

Mr. Lawrence's affidavit, sworn before Superior Court Judge Cabaniss, of San Francisco, reads in part as follows:

I have read a statement introduced by Charles S. Deneen, before the Legislative Committee of the State of Illinois, investigating the efficiency of voting machines and a certain contract made by the Board of Election Commissioners of the City of Chicago, for the purchase of a device known as the "Empire Voting Machine."

This statement was forwarded to me at the city of San Francisco. It is unsigned and unattested and purports to be the statement of three residents of Ottumwa, Iowa—Arri-son, Gray and Pickler—to the effect that they were to be paid \$1,500 by one H. W. Barr if they were able to bring about an introduction of H. W. Barr to myself through Charles Walsh and secure my indorsement of the Empire voting machines, it being expected that with my indorsement said Empire machines could be sold to the city of Chicago.

I never had any knowledge of such agreement. I do not know H. W. Barr, and to my best knowledge and belief have never met him. He was never introduced to me by Charles Walsh or by any other person. All statements with reference to any interviews had between myself and H. W. Barr and Charles Walsh with reference to the sale of these machines are absolutely and entirely false, and no such interviews ever took place.

Edward E. Marriott, on the witness stand Wednesday, disclaimed belief in the allegations made in his affidavit against James Keeley, editor of the Chicago Tribune.

"I can't swear that I believed it," he said, when pressed by counsel to say whether he accepted as true the charges contained in the affidavit.

The witness said that he quoted in his affidavit alleged conversations made to him by other persons, and admitted that he made no effort to corroborate their statements. Under the fire of questions by Charles S. Deneen he practically repudiated his own affidavit. He told the commission that he was ordered to go to Ottumwa by Fred W. Lawrence, managing editor of the Examiner, and said that he did not believe the statements that H. W. Barr had said that Keeley and others had demanded money from the Empire Voting Machine people. F. W. Lawrence is a brother of Andrew M. Lawrence.

Murphy Named Senate Postmaster.

John P. Murphy, of Knoxville, Tenn., has been named postmaster of the United States Senate. He started in life a newsboy on the streets of Knoxville, was a printer's devil on the old Knoxville Whig under the late "Parson" W. G. Brownlow, and was for years a reporter on the Knoxville Tribune, and later publisher of the Knoxville Mercury. He served as alderman twenty-six years, mayor and member of the Tennessee Legislature several terms.

Times Loving Cup to Ball Player.

Oliver P. Newman, who previous to his appointment to the presidency of the Board of Commissioners of the District of Columbia, was a newspaper man, recently presented, on behalf of the Washington Times, a silver loving cup filled with money to Walter Johnson, the famous baseball player. The fans of Washington subscribed over \$1,100 for it. The Times suggested the gift man for nearly fifty years.

The Alexandria (Va.) Daily News has suspended publication.

CHICAGO HAPPENINGS.

Lloyd Maxwell Wins Western Ad Golf Trophy—Asks Receiver for Miller Publishing Co.—Farmer's Voice and Prairie Farmer Merged—Veteran Editor Celebrates—Opie Read on Lecture Tour—Dunkley Dead.
(Special Correspondence.)

CHICAGO, Aug. 20.—The chief flight trophy of the Western Advertising Golfers' Association monthly tournament was won last week by Lloyd Maxwell, who went eleven holes to trim L. W. Holliday in the final match.

John F. O'Brien, principal stockholder in the Operative Miller Publishing Co., has sued for the appointment of a temporary receiver, alleging that other stockholders combined against him and froze him out of any share in the profits or even recognize him as a stockholder.

The Farmer's Voice, of Bloomington, Ill., has been merged with the Prairie Farmer, which purchased its business. George A. Hunt, of the Voice, becomes live stock manager with the Prairie Farmer. Arthur J. Bill will do special work for the Prairie Farmer.

George W. Hotchkiss, of Evanston, a veteran editor and writer who still comes regularly to his office in Chicago, although eighty-two years old, celebrated his fifty-seventh wedding anniversary at his home in Evanston Sunday. He was editor of the first lumber paper and has been editor of the American Lumberman and Evanston Press.

W. B. Conkey & Co. are arranging to publish a Biography of the Latter Day Saints' Church, compiled after years of labor by Frank Eshorn, dean of Denver's editors, assisted by other editors of Denver, Utah and Chicago. It is to occupy 1,800 pages and contain 800,000 names, 10,000 biographies and 8,000 pictures.

Harold Heaton, Inter-Ocean cartoonist, who is also an actor and dramatic author, has written a playlet, entitled "Dressing for Dinner," which has been accepted for vaudeville production.

Chas. P. Soule, of the American Type Foundry Co., is to be one of the speakers Friday at the forty-sixth annual meeting of the Upper Des Moines Editorial Association, at Slorin Lake, Thursday and Friday.

Opie Read is making a lecture tour of Iowa Chautauquas.

Charles W. Dunkley, formerly commercial editor of the Journal and Chronicle, died last week Friday at the home of his sister, in Dubuque, Ia.

The funeral of Mary Eleanor O'Donnell, woman's page editor of the Tribune, was held at her mother's home in Council Bluffs, last week Wednesday, she having died there a few days previous.

Mrs. Catherine Ovenden, former musical critic of the Montreal Star, who died there recently, was buried here Sunday.

Plan Exclusive Catholic Syndicate.

The Catholic Press Association closed its annual convention at Milwaukee Aug. 15 by electing John Paul Chew, editor of the Church Progress, St. Louis, president. The association is planning the formation of an exclusively Catholic press syndicate that will supply Catholic weeklies and magazines with material desired. Members also recommended the closer association of American Catholic journals with those of Europe. Other officers elected are W. P. McIntyre, of Somerset, O., vice-president, and Rev. Oliver Magnell, of Hartford, Conn., secretary. Charles Jaegle, of Pittsburgh, was re-elected treasurer.

Guardian for Joseph Pulitzer, 3d.

The most recent step in the friendly action between the trustees and heirs of the estate of the late Joseph Pulitzer was made by Justice Giegerich in the Supreme Court Tuesday when he appointed Charles H. Sheafe, Jr., whose offices are in the Grand Central Terminal Building, as guardian ad litem for Joseph Pulitzer, 3d.

RAILROADS TO RECEIVE MORE.

Western Roads Successful in Securing an Increase for Carrying Mails.
(Special Correspondence.)

WASHINGTON, D. C., Aug. 20.—Despite the ultimatum recently delivered by the Toledo, St. Louis and Western Railroad, known as the Cloverleaf, to refuse transportation of the mails under existing contracts unless increased compensation was allowed, this road will continue its service.

With other railroads of the country the Cloverleaf is to get a five per cent. increase of the contract price for carrying the mails. This increase, allowed generally by Congress to care for the parcel post, was made the basis of settlement in a conference last week between Second Assistant Postmaster General Joseph Stewart and President W. L. Ross, of the Cloverleaf. Mr. Stewart has just returned to Washington from this conference.

Postmaster General Burleson has under consideration a telegraphic protest from seventeen Western railroads, asking increased compensation.

Each road will be granted the increase if conditions warrant. All the railroads of the country will be given full consideration in the bestowal of this allowance, the department taking the initiative in distribution.

Officials of the seventeen big Western roads signing the round robin that is now before the Postmaster General, complain that an allowance of five per cent. is by no means sufficient. They maintain that not only must they carry the parcel post business at a loss to them, but in addition they are carrying packages that before paid them well when they were shipped by freight or by express.

TO MERGE IN CANADIAN PRESS.

Maritime Organization Decides to Become Division of Larger Association.
(Special Correspondence.)

ST. JOHN, N. B., Aug. 21.—The fifth annual convention of the Maritime Press Association came to a close tonight with the election of R. L. Cotton, editor of the Charlottetown Examiner, P. E. I., as president, and the unanimous decision of the organization to become merged in the Canadian Press Association as the Maritime Provinces division.

The annual meeting here was considered the largest and best ever held by the association. The delegates numbered eighty-seven and the addresses proved highly valuable and of direct educational interest.

The feature of the convention was the address of John M. Imrie, permanent secretary of the Canadian Press Association, who explained the work and plans of the organization in an address on "Co-operation Among Newspapers." Following this address the delegates took favorable action in becoming a division of the Canadian Press Association.

Addresses were also made by Mayor J. Frink, President Hawke, editor of the Moncton (N. B.) Transcript; P. T. McGrath, St. Johns (Newfoundland) Herald, on "Journalism in Newfoundland," and T. C. Keating, Moncton (N. B.) Times, on "What is the Future of the Semi-Weekly?" Several round table conferences were held.

California Editor's Hard Luck.

Harry G. Stuart, formerly business manager of the Bakersfield (Cal.) Echo and for the past four months in charge of the business end of the Fresno (Cal.) Herald, recently bought the Messenger, of Porterville, Cal., in conjunction with Mr. Stewart, the United States Register of Lands at Visalia. They assumed control Aug. 4 and on the 9th their entire plant was destroyed by fire; loss about \$10,000, with \$5,200 insurance. They will rebuild as soon as possible.

The newspaper publisher finds THE EDITOR AND PUBLISHER an aid to successful business.

PULITZER ESTATE TAX SUIT.

University of Missouri Asks \$18,950 as Inheritance Claim.

The University of Missouri began proceedings in the St. Louis Probate Court on Thursday to get \$18,950 as a collateral inheritance tax from the estate of the late Joseph Pulitzer, owner of the New York World and the St. Louis Post-Dispatch. One of the claims is for \$14,450 tax on a total of \$292,800 set aside from the earnings of the Post-Dispatch for the Philharmonic Society, Metropolitan Museum of Art and the Columbia University School of Journalism.

The other is for \$4,500, which the State University claims under a provision of the will by which certain shares of stock in the Pulitzer Publishing Co. were set aside, the income to be paid to editors and managers of the Pulitzer papers. It is alleged that \$88,975 already has been paid out for this purpose and the university is entitled to \$4,500 under the inheritance tax clause of the State.

The net profits of the Post-Dispatch for the four years beginning 1908 are listed in the suit as amounting to \$1,633,827.87.

LATEST CUSTOMS RULINGS.

Free Entry Sustained on Paper and Pulp by U. S. Appraisers.

In sustaining a protest by the Spanish River Pulp and Paper Mills, Ltd., the Board of United States General Appraisers this week held that wood pulp and news print paper imported from Canada were duty free under the reciprocity treaty with the Dominion when it was shown that by special grant or agreement of the Canadian Government all restrictions had been removed against the exportation of such wood pulp or paper manufactured from wood cut on Crown lands.

The Collector at Marquette, Mich., assessed the ground wood pulp one cent a pound under Paragraph 406, Tariff act of 1909, as wood pulp manufactured from wood cut on Crown land, and the same on the paper under Paragraph 409. The importers asserted that no export duty or other charge was laid on the merchandise by the Canadian Government, and proved to the satisfaction of the board that under a special agreement between the Dominion authorities and the protestant, the latter's products are exempted from the usual tax accruing on wood pulp and paper made from wood taken from Crown lands. Judge Somerville handed down the decision in this case.

Negro Editors in Annual Meeting.

One hundred negro editors, from all parts of the country, were present at the eighth annual session of the National Negro Press Association at Philadelphia on Monday. The convention opened with remarks by President Thompson and addresses of welcome by C. J. Perry, editor of the Philadelphia Tribune, and Dr. William M. Stowe. T. Thomas Fortune, of New York, delivered an address showing the value of negro newspapers in the development and uplift of his race and urging the negro to do something substantial. John H. Murphy, editor of the Afro-American Ledger, Baltimore, told how to get better news service, and urged the organization of a service for negro papers. J. H. Anderson, editor of Amsterdam News, New York City, spoke on the same subject. Booker T. Washington delivered an address in the evening.

Yonkers Reporter, 81, Never Faked.

James E. Norwell, retired, the oldest reporter in Yonkers (N. Y.), celebrated his eighty-first birthday Saturday by sending a watermelon to each of the Yonkers newspaper offices for "the other boys." Mr. Norwell proudly boasts that he never wrote a fake. He was employed on the Yonkers Statesman for nearly fifty years.

LOOKS LIKE A FROST.

A Correspondent Predicts the Collapse of the National Gas and Electric Light Advertising Campaigns as Planned—Big Companies Refuse to Contribute—Trade Press Now Changing Its Attitude.

Chicago, Aug. 20.
THE EDITOR AND PUBLISHER:
 Marasmus is the name of an infantile disease in which the food supply is not assimilated by the body and the body feeds upon itself. If the simile is permissible, that's what's the matter with the so-called national advertising campaign projected by the National Commercial Gas Association. Not only is the movement shrinking because of lack of nutrition, but it is now feeding upon itself, so that the indications are that within a very brief period this commercial infant will be reduced to skeleton proportions. Sad as this situation is, the ultimate effect of the disease will be communicated to the national advertising campaign for electricity, which is in charge of the Frank Presbrey Co., of New York. Indeed, the admitted failure of the gas balloon has already opened the eyes of those who were interested in the electrical scheme upon the same line of reasoning that has been advanced by those opposed to the campaign of Charles Willing Hare, of Philadelphia.

It is quite likely that if the fallacy of paying out \$200,000 to tell people that gas is a good thing to use for heat, light and fuel had not been paid out, the electrical bubble scheme would have been put through. It is generally understood here that the New York advertising agency in charge of this whole matter is to start operations in October. The exact amount of money contributed to this cause for popular education is not known, but those who have tossed in their simoleons are beginning to realize, just as the gas men have, that unless the campaign embraces every electrical company in the country, assuming, of course, that the plan *per se* possesses merit, it will fail of its purpose.

If there are 1,500 gas and electric companies in the United States, and this includes those with from 1,000 to 800,000 consumers each, and 1,450 corporations join in the movement while fifty corporations stay out, the fifty who do not pay a cent will be benefited just as much as those who put up the money to pay the bills.

This is repeating the same point made in **THE EDITOR AND PUBLISHER** in its issue of Aug. 9, and that is what attracted attention in this city.

When such shrewd business managers as Mr. Cohn, of the Baltimore Co., and Murray Howe, of the People's Gas Co. here, and Mr. Button, of California, refuse even to consider the proposition, the originators of this very original idea were compelled to seek aid from the smaller companies. A desperate effort was made to land the Chicago company and the Consolidated Gas Co., of New York, but neither of these corporations would even give the suggestion a hearing.

The gas trade journals, which have heretofore supported the movement, are gradually getting under cover, as they see inevitable failure.

The Gas Age, one of the most influential organs of its character in the country, was the first to reproduce the articles from **THE EDITOR AND PUBLISHER** and which attracted country-wide attention, and at the same time evoked a loud wail from E. N. Wrightington, of Boston.

The Gas Record was a valiant champion of the scheme for a time, but is now struggling to get out from under as gracefully as possible.

The Gas Industry, of Buffalo, is playing a waiting game, but it is very evident that those who first believed that Mr. Hare had something worthy of consideration now begin to see that its success depends upon the one factor that stands out prominent, and that is universality.
MARTIN C. ARMITAGE.



CHARLES DE YOUNG,
 NEW PUBLISHER OF THE SAN FRANCISCO CHRONICLE.

MAY DECLINE ADVERTISEMENTS. CONVENTION OF TRADE PRESS.

The Publisher's Right to Do So Established by Courts Decision.

The publisher of the Deadwood (S. D.) Telegram recently wrote to the Post Office Department in Washington for an opinion as to the right of a publisher to decline any advertisement offered him. He has not yet received a reply. As far as the courts are concerned Harry D. Robbins, chairman of the national vigilance committee of the A. A. C. A., in discussing the point raised by the Deadwood publisher, said to a representative of **THE EDITOR AND PUBLISHER:**

"As far as the courts are concerned, there is no question, in our judgment, but what a publisher has a perfect right to decline any advertising offered to him for any reason or for no reason. We have high legal authority for the statement that a newspaper is not a public carrier. On July 31, in the District Court of St. Paul, a decision was handed down that newspapers have a right to decline advertising when they deem it objectionable, even if it is submitted to them under a yearly contract."

Woman Is Editor of Lancaster News.

The directors of the Lancaster Publishing Co. at their recent meeting last week elected Miss Juanity Wylie editor of the Lancaster (S.-C.) News, and W. S. Hough business manager of the paper. Miss Wylie is the daughter of former Mayor R. E. Wylie, of that city. For over a year she has done most of the editorial work of the News, during the prolonged illness and retirement of the editor, Charles T. Connors.

The Daily Kansas Herald, started as a daily Democratic organ in Topeka, has quit.

Notable Speakers at Annual Meeting in Hotel Astor, Sept. 18-20.

Prominent publishers, educators, advertising and business men will take part in the eighth annual convention of the Federation of Trade Press Associations, which will be held at the Hotel Astor, New York, on September 18, 19 and 20. H. M. Wilson, president of the New York Trade Press Association, will deliver an address of welcome at the opening session, and H. M. Swetland, head of the Federation, will make his annual address.

An "inspirational" mass meeting will be held, at which the principal speakers will be F. A. Parsons, of the New York School of Fine and Applied Arts; W. H. Ingersoll, president of the New York Advertising Men's League; Dr. Talcott Williams, of the Columbia School of Journalism; R. H. Waldo, president of the Quoin Club; Prof. W. D. Scott, of Northwestern University, and H. N. Casson, of the H. K. McCann Advertising Agency.

Among those who it is expected will speak at the annual banquet are Postmaster-General Burleson, Secretary of Commerce Redfield, John Kendrick Bangs and Charles F. Moore.

New Cuban News Service.

Publisher Bradt, of the Havana, Cuba, Post, has established a news bureau for the purpose of furnishing live news by cable and a weekly letter to a number of American newspapers, including the Toledo Blade, Houston Daily Post, Galveston News, Raleigh Times, Nashville Banner, Pittsburgh Dispatch, Cincinnati Enquirer, Philadelphia Public Ledger, Louisville Courier-Journal, Atlanta Constitution, Brooklyn Daily Eagle and New York World.

SCRANTON'S NEW DAILY.

Robert D. Towne Launches the News, with 15,000 Circulation on the First Day.

(Special Correspondence.)

SCRANTON, Pa., Aug. 17.—The Scranton Daily News, Robert D. Towne's new Progressive morning paper, was launched Saturday with a souvenir edition of fifty-six pages, carrying about thirty pages of home advertising.

The first number was printed on the press of the Wilkes-Barre Times-Leader, the Daily News equipment not being ready. The News made its first edition distinctive by attacking the action of the registration commissioners in appointing gang men as Washington party members of the district boards of registration.

In the staff reorganization of the Daily News, Thos. J. Duffy, formerly managing editor of the Tribune-Republican, has been promoted to general manager, while Emerson D. Owen, who was city editor on the Tribune, is managing and city editor of the new paper. Thos. F. Gerrity has assumed the position of sporting editor.

Mr. Towne's journalistic career began as telegraph editor of the Newark News, at a salary of \$18 a week. Anonymous contributions to the editorial page attracted the attention of his chief and he was given a desk as editorial writer. Within a year he became the dominating personality in that newspaper office.

He soon became recognized as an able editorial writer and was offered the position of editor of Judge and Leslie's Weekly, published in New York. Shortly afterward he was made president of the company and turned a deficit of \$100,000 a year into a profit of \$150,000 a year.

When the company sold out to the Rockefeller crowd in 1907, Towne went to Scranton, where there were four daily papers published, viz.: the Tribune (M.), the Republican (M.), the Truth (E.), and the Times (E.). All except the last named were losing propositions, and Towne conceived the idea of consolidating the first three against the Times. He purchased the Tribune, with a circulation of 3,500, at a cost of \$15,000, and commenced to hammer away at things. Two years later he purchased the Republican, combined the two morning papers and in three years built their circulation up to 32,000, with a profit of \$50,000 a year.

Last fall, in order to have an evening edition, he took over the Scranton Truth, for which he paid \$200,000. To make this latter move it was necessary to borrow money from the local banks.

Here is where the game of politics comes in. Towne supported Roosevelt during the entire campaign, and thereby antagonized certain stand-pat Republicans in Scranton, who after the sale of the Truth had no newspaper organ. Under the direction of United States Senator Penrose, a squeeze was organized this spring and Towne was forced to the wall. A reactionary Republican and a reactionary Democrat were named as receivers and Mr. Towne was deposed from the management of the paper which he had built up.

Most of the members of the news and circulation staffs of the Tribune-Republican and Truth followed their chief out of the office.

The News Publishing Co. was then organized and incorporated with a capital stock of \$100,000, most of the money being raised by public subscription at \$10 a share. Within two months after his deposition from the editorial tripod of his own newspaper, he finds himself at the head of a new daily paper with a circulation of 15,000. The Scranton Daily News bids fair to be a success.

Keystone in New Quarters.

The New York office of the Keystone Type Foundry, of which W. A. Vitty is manager, has had its address changed through the erection of the Woolworth Building. It is now 38 Park place instead of 24, and 37 Barclay street, instead of 19. Funny experience, isn't it?

CHARTING THE MARKET

What the Advertisers Service Department of the Philadelphia Record Does for the Man Interested in Its Home Market—Information Given Makes Publicity Campaign an Effort Exerted on Known Quantities.

By RUSSELL GRAY.

The advertising agent and advertiser who has tackled Philadelphia will tell you that the City of Brotherly Love is about as hard to open as a crown-capped bottle—until you know how to go about it. So the Record established



RUSSELL GRAY,

an Advertisers' Service Department in order to supply the man behind the campaign with such news from the front as would enable him to plan his campaign intelligently.

Possibly, in order to put the necessary punch into this article, it might be well for me to say that previous to taking charge of the establishment of the Record's Service Department I had a wide and varied experience in handling Philadelphia advertising, that covered a period of over ten years and included the making of plans, the writing of copy and the laying out of general promotion and distribution campaigns.

But to return to our subject. After a year of solid work we are at last able to offer to advertisers and their agents tabloid data on the conditions that will affect the sale of the article or line that is to be advertised.

FATHOMS MARKET FOR ADVERTISERS.

Let us suppose that a Western agency has a new food product to advertise. He wants the Philadelphia business, but, if he is familiar with local conditions, he knows that the chain stores put him at a great disadvantage. Yet there are over a thousand retail grocers, considered responsible, who can and will handle his product if it looks good to them.

These grocers we know. We know from their locations what class of trade they handle and in many cases we know how many of our readers deal with them. And, since they know the Record and its standing, we can often get from them an opinion of the probable success of the article in question. In other words, we can chart the rocks and shoals so that the advertiser can sail around them.

Naturally, we are always ready to help an advertiser with his distribution. We do not lay claim to any exceptional ability in this respect, but we

know the trade and its peculiarities, and having, as said before, a not inconsiderable strength in Philadelphia, we are able to give the advertiser a good start.

THOROUGHLY FAMILIAR WITH ZONE.

It would be well to remember that while Philadelphia is a home city, a city in which the majority of families either own their own homes or are buying them, this condition does not end with the city limits, but rather with what we are pleased to term the Philadelphia "buying radius"—a commuting distance of twenty-five miles which each morning empties half a million or more people into the city—a district that the advent of the motor truck has opened up for prompt, and in most cases daily, delivery by the retail stores.

This is the territory that our Service Department knows "like a book." We know the population; to a great extent the character of the individual families, the number and kind of retailers, the owners of automobiles, the number of golf players and the number of school children; the number of homes owned. And all this information is tabulated so that we can draw from it such matter as may cover the case in point.

For instance, an automobile specialty manufacturer wrote us and asked, "Out of the three-quarters of a million men, women and children reached by the Record, how many are probable buyers of automobile accessories?" He now has the figures.

GETTING A "STUMPING" ORDER.

But another wrote, "Send us whatever data you have about Philadelphia merchandising conditions for our files." That order was too large for us to handle at one bite and we were compelled to sidestep by explaining the actual facts in the case and offering specific information covering any particular line in which he might be interested.

We are ready to furnish accurate information on the trade or selling conditions that affect the selling-by-advertising of any article in the Philadelphia "buying radius"; to aid in securing wholesale and retail distribution; to ginger up trade when necessary; to use our influence in securing the co-operation of the retailer in the matter of window and store displays; to write or edit the copy that is intended for use in Philadelphia, and to work with and for advertisers, using every effort to properly introduce them to the 175,000 homes that constitute the Record's family.

Write Courageously from the Heart.

If you would write the things that touch the heart and rest the brain, bring the relaxation of laughter or of tears to the reader who is tired of political contentions and market reports, and statistics and great arguments of great questions, you must not be afraid of what people who know you may say about you. Some day, after the folks at home have called you a fool and an egotist, and maybe a liar to boot; have accused you of being vain and of making yourself your own heroine, and of shamelessly laying bare family secrets and showing your skeleton closets indecently, somebody from away off will tell one of your fellow citizens that he and his neighbors sit up nights reading your stuff, and somebody else will ask the biggest man in town if he doesn't live in the town where you do, and some woman will go visiting and be the guest of honor at a literary club because she has a speaking acquaintance with you—and pretty soon they will all wake up and say they knew it all the time, and you can't go down the street without being held up by somebody who discovered you way back in the early days when you used to butt into print under the palpable disfavor of the village folk who invariably "frown upon effort and fawn upon success.—Juliet Strauss.

WASHINGTON TOPICS.

(Continued from front page.)

"Who is that elderly correspondent?" "That," said Mr. Wyvell, "is the nest-or of Washington correspondents." "I should say," remarked the Secretary of State, "that he is the mare's nest-or of Washington."

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

Decisions of the United States Supreme Court are the most carefully and most successfully guarded edicts that ever issue from Government channels in Washington. For many years the Su-



WM. J. DONALDSON.

preme Court judges have succeeded in guarding their decisions against any "leaks," even though preliminary proofs are printed for their own use.

While Presidential messages, Interstate Commerce decisions, and other documents are given out in confidence to newspapers, the Supreme Court decisions never come to light. New York brokers often would pay immense sums for accurate advance information as to the court's decisions in railroad or corporation suits that may affect the stock market; but the information is always secured first when it falls from the lips of the justice as he reads the decision from the Supreme Court bench.

With this preliminary the feelings of a Washington newspaper correspondent may be better imagined when he got this letter from the editor of a Southern paper for which he corresponded:

"Please try to get the decision in the Jones case a couple of hours in advance, so we can get out an extra on it. You ought to be able to pull a good scoop out of this. Go round and see Chief Justice White; he knows all about the case, and if you jolly him up perhaps you can pry the decision loose 'way ahead of time."

No; he didn't go!

I am of the deliberate opinion that

there is now an organized and a syndicated effort to bring about war between the United States and Mexico," said Senator Williams, of Mississippi, in a speech in the Senate the other day. The Senator's remarks in part are as follows:

"There are periods in the life of a people when speech may be silver, but when silence is certainly golden. We have a period of that sort now confronting us. I do not think that anyone who loves the three Americas—North and South and Central America—would willingly inflame the minds of the people or any part of them against each other at this moment. I want to say to the Senate, and I want to say to the American people in a voice or warning—and I wish the voice were strong enough to catch their attention—that I am of the deliberate opinion that there is now an organized and a syndicated effort to bring about war between the United States and Mexico, organized with lobbyists here, organized and syndicated through the newspapers with money behind it, and not all of it Mexican money, and that they must, in their patriotism and good sense and wisdom, hold themselves in check all they can.

"I do not believe there is a Senator here who has been noticing recent editorials in many metropolitan newspapers who will not agree with me that they have a sameness of tenor, a sameness of purpose, and a sameness of statement that show a syndicated, moneyed effort behind them. It is time, I think, that we should pause."

Senator Henry F. Ashurst, of Arizona, who was once a newspaper reporter, replying recently to a charge that he had sent a number of telegrams at the expense of the Government, said:

"I have no complaint to make against the newspapers of the country, no matter what their construction of these telegrams should be; indeed, I believe that one of the most potent factors for good in this country is the newspapers. We are all glad to see ourselves praised in them, and are all displeased when we see criticisms. But the man in public life must expect criticism. So far as the papers are concerned, no man in public life feels more grateful to the papers than I do, because, as I said here once before, the only injustice they have ever done me was to overpraise me."

One of the telegrams he had been criticised for sending was a telegram forwarded to Fred D. Warren, of Girard, Kan., in reply to an appeal from him asking the Senator's aid in rescuing from execution John Kennett Turner, a magazine writer, who had been condemned to be shot by Diaz, as a spy.

After Senator Ashurst had told of his efforts to save Turner through the State Department and of their final success, nothing further was said by his critics and the subject was dropped.

The Crop Reporter, a monthly publication of the Department of Agriculture, is to be discontinued because it reaches the farmers too late to be of any practical assistance. Instead of this, a weekly letter is to be sent to each of the department's 35,000 township and 2,800 county correspondents.

Twenty-two years' service, "covering" all the big criminal cases in the local courts during the last two decades, is the record of Thomas M. Harvey, reporter for the Evening Star. He was Monday the recipient of congratulations from his employers and friends.

The following circulations have recently been certified by the audit of the American Newspaper Annual and Directory:

SALT LAKE CITY, UTAH

Tribune,	Daily,	14,159
Tribune,	Sunday,	28,012

COUNTRY NEWSPAPER.

Editor Tillotson Tells How He Has Built Up Englewood Press—Some of the Principles Upon Which It Has Been Conducted—Intimate Relationship That Exists Between Paper and Community It Serves.

By A. C. HAESELBARTH.

So many country newspapers have been wrecked in an attempt to steer them between the Scylla of the publication office and the Charybdis of the editorial sanctum that the journalistic pilot who successfully brings his craft past these dangers and into the sea of prosperity richly deserves his financial reward. When editorial policy and business policy throw their hats into the ring within the confines of the brain of the country editor and publisher and fight to the finish he is a man out of the ordinary, both as an editor and publisher, if he profit by the battle between his own divergent interests.

Among my list of newspaper friends I number at least one such man, and something pleasant and helpful is missing from the week in which I do not enjoy at least a little chat with him. He is Joseph H. Tillotson, editor and publisher of the Englewood Press, of Englewood, N. J. No man is more respected in his city, no man is more loyal to its best interests, and none has served Englewood more profitably. His paper is a model of typographical excellence, carries only the cleanest sort of advertising and has a subscription list long enough to make the average country publisher sit up and take notice. He started with nothing and to-day he has no reason to worry about his future.

HIS MANY ACTIVITIES.

It may be added that Brother Tillotson has served Bergen County as a member of the Assembly, is clerk of the Second District Court of Englewood, is a member of the Republican County Committee and of several clubs and fraternities, is an active church worker and is an all-around, tireless, bald-headed good citizen who laughs Father Time to scorn. In his up-to-date office a few days ago he said to me, expressly for THE EDITOR AND PUBLISHER:

"You ask me what has been the greatest factor in making the Englewood Press one of the most valuable weekly newspaper properties in the State of New Jersey? This question can probably be best answered by telling you something of my experience, covering a period of thirty-three years.

"When I engaged in the publication of my newspaper I was a very young man, between twenty-three and twenty-four years of age, and the only equipment I had was a printing office education and the opportunity that had been given me occasionally of gathering local news for a weekly paper where I had been employed from boyhood in the printing end of the business.

BORROWED TO BUY PLANT.

"My equipment of type, press, etc., was hardly any better, and as for capital, I had none. My plant was procured by money loaned by a friend, who, I am happy to say, was repaid some time afterward, with interest. God bless him! he gave me the opportunity. But those first few years, with income scarcely sufficient to pay my board, and hard work without end, I consider were worth more to me than a course in any journalistic school in the world. That is true, at least, so far as obtaining practical results were concerned, although I have to confess that the added asset of an education adapted to newspaper work would have been of great advantage.

"It is my opinion that few men who are unacquainted with the printing business will obtain the best financial results by starting a weekly newspaper.

Whether you appropriate \$100,
\$500, or more for space
in its columns this Fall

The Hartford Times

will accomplish at least twice as
much for you as any other Connecticut daily can do for the same amount.
The Times covers the most prosperous
and consequently the most responsive
field in the State—and covers it with
a thoroughness that is unexampled.

In Hartford every seventh individual buys The Times, which means that over 95 per cent. of the mature reading and buying public reads The Times—and reads it, not on the highway but in the home.

The Hartford Times is a 3-cent evening paper, and it is probably worth 3 cents, because it has at least 50 per cent. more paid readers than any other Connecticut daily can show. Any reputable advertiser or agency is privileged to make an audit of the circulation of The Times.

Average NET PAID circulation
for six months ended July 1, 1913,

21,964

KELLY-SMITH COMPANY
Representatives

NEW YORK
220 Fifth Avenue

CHICAGO
Lytton Building

Indeed, I would put it stronger, and say few succeed. The printing department and the newspaper are so closely allied—each dependent on the other—that a knowledge of the practical end of the business should be possessed by any one who puts his money in a weekly newspaper and expects to get a proper return on his investment.

"Our community is a home town of a big family type. What hurts one affects all. This condition of mutual sympathy and consideration so characteristic of Englewood was the basis for the advice which has been adopted as our fixed policy.

REGISTERS SUNNY SIDE.

"Like a sundial we have sought to register every sunny hour, and even when 'darker subjects have been chronicled, the effort has been to look upon the brighter side, rather than emphasize gloom or develop sensations by using a headline makeup that shrieks. It would not go in Englewood, for the community is not of that type.

"As we have been able to interpret their desires we have given our people what they need, and if such a course is ultra-conservative and not in line with the newer ideas of some newspaper men, it has won out where a contrary course pursued by competitors has failed, leaving the Press as the sole survivor in a town of over 11,000 population.

"On the business side there has been a censorship which rigidly excluded reading notices or veiled advertisements. This has preserved the term 'pure' reading matter for our news columns, and it has also given no choice to the advertiser except space, consequently we have always developed a higher proportion of space advertisements than any of our county contemporaries.

"We have proved the wisdom of holding to the rate. In countless cases an advertiser turned down has raised his offer until it met our terms—otherwise we do not accept it. In many cases an advertiser has designated the Press as a medium, and an agency has conducted an extended parley. If we broke the rule we alone would suffer, not only in reduced income, but also in the loss of respect. Terms have no application to the suggestive patent medicine advertisements. Such are not accepted under any conditions.

"As a policy, we have endeavored to support the institutional life of Englewood in its churches, charities and fraternities. The same regard has emphasized the progress of the thriving communities of the Northern Valley, so as to foster the real estate and building activities of a suburban population of 25,000 people.

LIMITATION OF FIELD.

"The Press has also recognized the limitation of a suburban editor's field. Such topics as the Panama Canal, Canadian reciprocity or free silver can be better treated with greater weight by magazines or metropolitan newspapers, and our readers glean such information from these sources, but look to us for the essential home news and discussion of local problems which have no other channel of presentation.

"A year ago fire destroyed our printing plant and building. Work was resumed at once in temporary quarters until a building was erected to meet our requirements, which stands without an equal as a weekly newspaper home in New Jersey. Our plant was largely increased and reorganized, so as to undertake a general publishing business.

"The results are in large measure due to hard and persistent work, with no scheduled time limit of hours, and the young man who enters the newspaper field, either as reporter or proprietor, in the expectation of having an easy occupation will soon find out he has missed his calling. He will never make a place for himself, much less crowd out anybody else."

MR. KENEALY AND AMERICAN EDITORS.

Libel Laws and Contempt of Court Rulings Not the Unmixed Blessings They Seem—Police Function of Publicity Greatly Impaired by Them—A Case Demonstrating This.

By George A. Schreiner.

In last week's issue of THE EDITOR AND PUBLISHER Alex Kenealy, editor of the London Daily Mirror, had much fault to find with the tendency of American newspapers to try and convict criminals before their case has been heard in court. With much of what Mr. Kenealy says many will agree. It must be remembered, however, that this sort of lynching, as Mr. Kenealy has been pleased to call it, is not by any means as general as he supposes. The percentage of American newspapers exercising this peculiar privilege is very small and confined to the large cities, where any other course would often cause a court trial to become a white-washing seance.

Mr. Kenealy worked long enough in the United States to know that so far we have failed to attain the high quality of jurisprudence and respect for law he has in mind. The reasons for this do not concern us here particularly. The American republic is a national aggregate still in the making, initiative has a great field and personal liberty is often debased to license. Having just conquered a continent, the American is intolerant of restraint, the laws are made by lawyers for lawyers rather than for the body politic and judges are not always above suspicion. Add to this the fact that our police organizations are honeycombed with politics and graft and a good case for the trial by newspaper is established. That the principle is wrong is granted.

POLICE FUNCTION OF PUBLICITY.

The best police force in the United States is the army of newspaper men. The few instances in which their efforts have led to actual convictions are not considered here, however. To drag a murderer to the gallows or the electric chair for the sake of gain is not a thing of glory. It is the police function of publicity that makes the American newspaper man indispensable to the public. Crimes and political abuses are dragged into the light of day by the newspapers, and if in the handling of the case it should be necessary to convict the malefactor before the jury ponders over the charge of the trial judge, no great harm is done. That the niceties of the law have been worsted a little is to be regretted, of course, but in the end few would weep over this. So long as the American lawyer inflicted his hierarchical tyranny that an assault upon him and his system becomes entertainment to the many.

Perhaps these words are a little too plain. But who could successfully controvert their appropriateness? So tired has the public grown of slow justice, whitewashings and judicial indifference that sentiment in a newspaper trial is invariably on the side of the newspaper.

That the practice is dangerous and lends itself to abuse, is overlooked. Somebody has been caught red-handed and the sooner the newspapers succeed in meting out punishment the better. To the law and its votaries of technicality this is disconcerting; to the well-balanced man it is decidedly unpleasant, but outraged public sentiment finds everything very proper.

In the end the American newspaper man is very slow to usurp the power of the law. Indifference and incompetency on the part of the authorities are usually the direct cause of his interference. How general political and governmental corruption in this country, or in others for that matter, would be without the press is not a pleasant thing to ponder over. Even the English papers, whose absolute neutrality Mr. Kenealy, seems to relish so much, turn the light of public scrutiny on political sores once in a while.

DANGEROUS TO MUZZLE PRESS.

This is a rather lengthy preamble to an experience of the writer, showing why it is dangerous to muzzle the press to the extent obtaining in Great Britain. It is not likely that occurrences of this sort are common or that similar crimes go generally unpunished. The case is an exception, no doubt, but proves that muzzling the press with libel laws and contempt of court rulings is apt to have serious consequences. All the harm done by newspapers in discussing crimes a little too positively is more than outweighed by a single murder that goes unpunished because the newspaper finds it impossible to say much about it. Public security is not to be had where police agents and public officials can be induced to hush up things. The immunity accorded one criminal encourages the evil designs of another whom fear of punishment might keep out of court and jail at least. It would also increase the number of doubtful suicides.

There are few newspaper men of experience who have not run across the suicide that seemed "fishy" to them, but very regular to the police. In many cases the reporter, however, is mistaken. What arouses his suspicion may be no more than a phase or detail of self-destruction he is not familiar with. The range of suicide settings is remarkable, and before a man accepts the conclusion that foul play is involved he should exercise the greatest caution in reviewing his evidence. In most cases he will find that he was mistaken.

But there are suicides that are not suicides at all. The writer knows of just one. That the finding of the coroner still stands as suicide and not as murder is the fault of the newspaper libel laws of a certain State noted for the leaning of its legislators towards press regulation and restriction.

A SUICIDE THAT LOOKED ODD.

The suicide was a middle-aged woman, mother of several children and wife of a ward politician strong with the party in power. The evidence established that the woman had met her end as the result of two shots in the head. A 20-20 Winchester target rifle was found beside the body. Early in the evening one of the children had heard a heavy thud somewhere in the house—a poorly constructed dwelling of the California bungalow type. Ordinarily even a 20-20 Winchester makes a noise loud enough to be heard in every room of such a structure. But as far as the writer could ascertain only the fall of the body had become audible.

The room in which the woman was found could be reached easily from the ground. The locality is not greatly frequented at night, and an individual bent on murder would have encountered few obstacles. But so far there was no reason to doubt the suicide theory. The

husband of the woman told a very straight story.

WOMAN WANTED PUBLICITY.

The writer, however, was struck by the all too-obvious eagerness on the part of a sister of the woman to have every detail of the story appear in print. To the husband this was very embarrassing. That great antipathy existed between him and his sister-in-law was only too apparent. The ordinary reluctance of relatives to discuss a suicide is hard to overcome, and this great desire to break into print in itself, was, therefore, enough to arouse suspicion. But, questioned more closely, the sister had no good cause to suspect foul play. She pointed out that the rifle was unusually hard to reload, but thought, nevertheless, that a person-shot in the head might be able to fire a second shot.

There had been trouble in the family. For years wife and husband had led the life of the proverbial cat and dog. The woman was sure that her sister had been greatly relieved by her death, and hoped that now she would be happier than she had been in twenty years.

Somehow the woman felt that something was wrong. But, strange to say, the undertaker shared the woman's view. His opinion was that, of all suicides he had seen, this was the strangest. Both bullets were wound in the brain in such a position that instantaneous death would have ensued from either.

"It is the queerest case I have ever seen," was the comment of the undertaker.

Questioned whether he thought the case one of murder, the man refused to talk. No doubt the reporter had used language a little too plain. What had been the verdict of the physician who had examined the body? Suicide, of course. Were the police satisfied? Yes, as far as the undertaker knew. The body was buried the next day. Seemingly, this strange degree of vitality had not puzzled anybody.

WHO FIRED THE SECOND SHOT?

But the prime fact in the case was that the first bullet would have caused instantaneous death in all ordinary cases. Of this the writer assured himself. Who, then, fired the second bullet? If the woman did this herself, an exceptional physiological make-up must have been her portion. Foul play was the only alternative of this, because there was no possibility of the second shot being fired accidentally, as is likely to occur in cases where a revolver is used by the suicide. The convulsive grip of a suicide might place another cartridge in position and cause the hammer to strike again, but this argument could not be employed here, because nothing but deliberate action could reload the rifle used.

However, an all-knowing coroner has the last say in such matters, and in the State in question it would mean a libel action for a large sum to doubt the word of a public official to the extent in which this would have to be done in this case. Before anything could have been done a re-examination of the body would have been necessary. How was this to be secured?

NEWSPAPER VERSUS INDIVIDUAL.

Nothing but recourse to the power of some court would have reopened the case. This the writer might have done, the undertaker could have done it, the sister should have done it, and possibly some others could have taken the same measure. But the man who positively knew the direction the bullets had taken was morally bound to act. Individuals not empowered to meddle with public security matters are naturally averse to "butting" in, as the saying goes, because there is always the possibility of being mistaken.

It occurred to the writer to incorporate in his story the strange aspects of the case, hoping thereby to get additional action. In the State of New York and elsewhere this would have been possible, but in the State in question the thing would have been foolhardy. It is the practice there to accept whatever version the authorities give. Failure to do so has consequences which neither publisher nor reporter would enjoy.

So the matter was dropped then and there. Sensible individuals, no matter how keen their conception of public duty, refrain from stirring up things upon suspicion. Failure to prove the "allegation" is rewarded with such generous doses of ridicule and worse that it pays not to be meddling.

POWER OF THE PRESS THE PUBLIC.

Yet the statement in the paper in question that the death of the woman took place under most peculiar circumstances would have compelled the authorities to look into the matter. Every copy of a newspaper containing such a statement would become a demand for further action. Instead of a lone individual making the assertion the public makes it, because, cognizant of what has taken place, it becomes the will of every reader that the matter be investigated. Where legal restrictions make this impossible the power of the press has been diminished to impotency.

That libel laws and contempt of court rulings of a punitive nature are apt to make newspapers careful, and so have a beneficial effect, is not denied here. The one prevents unwarranted attacks upon individual, and the other instills a respect for the law which is often lax. The difficulty lies in the fact that such restrictions operate against the best interests of the public.

To make an editor prove what he has said in the columns of his paper is eminently proper, but to hold him liable for truthful statements having damaging effect upon another is ridiculous, even if some august court is involved. When Mr. Kenealy expresses himself by implication that the editor in the United States has carte blanche in such matters he is mistaken. In the State of Texas, for instance, it is even now cause for a libel suit to say in print that a certain person has committed suicide. Recent amendments to the original law covering this leave not even room for the stock phrases of yore, "it is alleged," "it is thought," "it seems," etc. When to-day the body of a suicide is found it is just plain death. It is painfully evident that in this case the power of the press has been reduced to a deplorable minimum, because the newspaper dares no longer make a statement of fact without having to pay heavy damages. Even Mr. Kenealy does not have to contend with such restrictions.

RIVALRY OF BENCH AND PRESS.

The cases in which the American editor has tried and found guilty out of court some person wholly innocent are rare. That limits have been overstepped in the prosecution of malefactors is true. But how many jurists are there who attach vicious verbal arraignments to heavy sentences and gloat over the opportunity to vent their spleen? The fact of the matter is that there exists between bench and press a keen rivalry for the power of public correction. That the press is the favorite of the public in such matters has been a thorn in the side of the judicial element and a certain class of public officials for many years.

Inherently progressive, sincere in most cases, unafraid, willing to be of service for the good of all, the press of the United States has taken the initiative in all that has led to social betterment. The very purpose of government and courts is conservative and restraining, when not outright reactionary. Mr. Kenealy may find it difficult to reconcile this to his ideals of newspaper subservency and editorial ethics, but that the press of the United States should be greater than the courts is evidently the will of public opinion. The case is not as incongruous as it seems. At least nominally all governmental sanction in the United Kingdom and Ireland comes from the crown—from above. In the United States we reverse the process—all governmental sanction comes from the voters—from below. This is why, now and then, editors in the United States try and convict before the judge has been heard from. Editors would just as soon leave this power where it belongs—the trouble is those holding it do not always keep it working.

FOR SALE CHEAP

ONE GOSS COMET

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

ONE 20-PAGE HOE

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

ONE GOSS STRAIGHTLINE

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

ONE GOSS

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

ONE GOSS

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

Address

DUPLEX PRINTING PRESS COMPANY
Battle Creek, Michigan.

IRVIN COBB, HUMORIST

Strickland Gillilan Finds Paducah Proud of Him, but Declares No One Community Big Enough to Appropriate Him.

By STRICKLAND GILLILAN.

That old saying about a prophet's paucity of honor in his own country is the veriest piffle and the absolute truth.

Is that a paradox?—Then, in language Patrick Henry never thought of using, "If that be a piffle, make the most of it!"

I spoke recently in Irvin Cobb's town—Paducah, Ky. There I came to the two opposite conclusions above stated.

The people in a man's own home town think more of a man and less of his achievements than do any other people in that portion of the world particularly interested in the man's distinctive work.

The Paducanites to whom I talked of Cobb were enthusiastic over the man himself. They love him, personally, as other people never can, because they knew the boy—the ugly, freckle-faced, red-headed, skinny kid that he was. They knew him as a solemn looking, dry and droll lad. Doubtless Paducah had a lot of village cut-ups a lot funnier than the young Cobb. That is, they talked more. Cobb was inclined to be quiet. As he grew, his friends tell me, he was "the life of the party" and kept those in his company laughing.

BIG, FINE, DISTINCTIVE HEART.

They will tell you his family was a good one, of means; that Irvin drove an ice wagon though he didn't have to; that he became a newspaper man through enthusiasm for that kind of work. They will tell you, and swell with pride while they do so, that he is the kind of man who isn't all head—the heart is the big and fine and distinctive thing about him.

Ever notice that the men who didn't have much heart never did much to interest their fellow men or to amuse them? Ever notice from the life of any humorist that the basis of all his humor was not a shifty brain, but a highly-sensitized heart that felt things from different angles; that felt the sadnesses of life so much he was always trying to guide you away from them because he loved his fellow men too much to want them to suffer?

Nobody else ever said that so well as did—I believe it was—Jeannette L. Gilder, in reviewing Bert Leston Taylor's humorous book—"He is one to whom life is so tremendously serious that he is always inviting folks to come out and play."

You can't learn anything interesting about Cobb the writer, in Paducah. They are fond of the man, and proud that he has achieved largely. Only the usual proportion of the population realizes what a man Cobb is. But why and how should they? He wasn't the Irvin Cobb we know, when he lived there. He was the timid chrysalis out of which contact with the world hatched the genius Cobb we all take off our hats to. To us on the outside, glancing enquired about the horizon for rising lights, a brilliant star shot above the horizon and made us hide our eyes for a bit. There was no forerunning man-memory to fog the plate—no double exposure. Home folks always forget to turn the film.

PADUCAH PROUD OF HIM.

They tell you that he has always been mighty good to his mother and sister. We had known, long ago, that there was never any stinger in his humor. From that we had known he was gentle and kind and heartfelt.

They are willing and ready and eager to honor him, and what he has done; Only it is too much to expect from one normally restricted community that it realize something too big for the whole human race to realize—the extent of a writing character who can touch, surely at will, the universal.

I mentioned him, in my "lecture," and the spontaneity of the hand-clapping was a great compliment to the commun-



IRVIN COBB

ity. On the way home, in a street car, a man introduced himself to me, and said:

"I'm glad you mentioned our man Irvin Cobb." And he said it with sincere pride. "We think a great deal of him here, and always did"—there he went back to the man himself. A community never can forget the color of the chap's hair and the kind of a tie he wore.

We, in the distance, hear the sweet bell tones and are ravished by the sound; those near the belfry hear the creaking of the windlass on which the bell is hung. To those living within a stone's throw of the church the bell tones are never so sweet—they cannot be—as the same bell's music to those at the right perspective.

A SHORT PERSPECTIVE.

Among others, I talked to Dr. D. A. Yeiser, former mayor of the city of Paducah, and a life-long friend of Cobb's family on both sides—Kit was a Sanders family on the mother's. Dr. Yeiser was unbounded in his enthusiasm for the stock from which our writer sprung, and nothing was too good to say of the young man himself.

There was the baffling thing again—couldn't get away from the forbears, which many and many a mere dub has in rich profusion.

You see, the "own country" honors the man himself, but the "prophet" part of it is always a bit beyond them. They have a perspective for which they are not to blame.

In my "lecture" mention of Cobb I referred to the first thing of the versatile Paducahn's that had struck me helpless with laughter—his reference to an aunt whose false teeth, when she ate

anything tough, "sounded like a horse with a loose shoe fox-trotting through a covered bridge." They laughed heartily at that and some of the folks told me they knew what personal reference underlay the sentence. But I doubt it. I don't believe Cobb had any individual in mind. He is too big for faithful individual portraits. Humanity is too big a thing, too engrossing to him, and his earthly career too short for him to undertake to depict people individual at a time. He must deal in types that are composites.

OUR REAL IRVIN COBB.

Yes, I went to Paducah, and I asked them about Irvin Cobb. But not a thing they told me added a particle of illumination to my view of the man. My Irvin Cobb and your Irvin Cobb is the one we read after in the magazines, who has seen everything as we have seen it and thought nobody else saw it, and it tickles us to death to have him express our own vague thoughts in crisp and wholly enlightening English. We love his glorious fooling, his gentle and caressing satire that never explains itself, but presumes, thank God, that we have some sense too.

I'm glad I went to Paducah and asked about Cobb. But I'm a whole lot gladder that I can read, and can see every week or so just what our Irvin Cobb, whom no town or city or State can claim, has been reading to me out of the universal book of humanity, and helping me retain my oblique and refreshing viewpoint of things that are inevitably a part of life and that are such homely things when viewed always from the angle of the rut-dweller.

Thank Heaven for Cobb! He is NOT "Dickens reincarnate;" he is not "Mark Twain redivivus;" he is not anybody else—he is, thank you, IRVIN COBB!

PROPHESES PRESS WONDERS.

Delivery by 'Plane, Portable Wireless 'Phone and Canned News Among English Editor's Forecast.

Taking an aeroplane prospective of the newspaper of the future, Robert Donald, editor of the London Daily Chronicle and president of the Institute of Journalists, painted a striking picture of coming journalistic wonders in his address at the annual meeting of the institute at York Monday. His predictions included delivery by aeroplane, gathering and reporting news by portable wireless telephone, and the substitution of phonographs for printed paper.

Mr. Donald said that the newspaper of the future will not contain less reading matter, but its pages will be smaller, methods of distribution quicker, and circulation will cover greater areas. Newspapers will be fewer in number, and the tendency toward combination will increase.

"Airships and aeroplanes will be used for the most distant centers," prophesied Mr. Donald, "electric trains and motorplanes running on special tracks will also be used. In all the chief centers of population papers will be distributed by electric or pneumatic tubes. Morning and evening newspapers will be merged, and editions will come out almost every hour of the day and night."

"News will be collected by wireless telephones and a reporter will always have a portable telephone with him, with which he will communicate with his paper without the trouble of going to a telephone. The wireless telephone messages will be delivered to the sub-editors in printed column form."

Continuing his remarkable address, Mr. Donald forecast that at recreation halls, with the cinematograph and the phonograph, all the news of the day will be given hot from its source. News will be laid on to house or office just as gas and water are now, or a householder will have his daily newspaper printed in column form by a printing machine in his hall just as we have tape machines in offices now.

The TIMES
Pawtucket, Rhode Island

Sworn Circulation
(Government Report)

20,665

Western Representative:

Frank W. Henkel
Peoples Gas Building, CHICAGO, ILL.

FIRST ENGLISH PAPER.

Collector of "Hungaria" Accidentally Finds Treasured Sheet Antedating Earliest Extant Copy by Nearly Eight Months.

The record as earliest known extant copy of a newspaper printed in the English language has been shifted from the Weekly News, from Italy, Germany, etc., dated May 23, 1622, which is preserved in the Burney collection at the British Museum, to the Corant or Weekly News, dated London, Oct. 11, 1621. This gives the Corant a gain of eight months over what was previously considered the oldest newspaper in existence.

The new record holder is a single sheet of yellowed paper, firm of texture and clear of print, in the possession of Charles Feleky, a New York collector of books and papers dealing with Hungarian affairs. A facsimile in exact size will be found elsewhere in this issue.

It was the "Hungaria" in the title "Corant or Weekly News from Italy, Germany, Hungaria, Polonia, Bohemia and the Low-Countries" that attracted Mr. Feleky's attention and led him to buy the paper. While he knew that he had acquired a very early newspaper, he had at first no idea that it was the earliest in existence.

ENCYCLOPEDIA MISTAKEN.

There is in the Encyclopaedia Britannica an allusion to a newspaper called the Corant or Weekly News from Foreign Parts. Nicholls in his "Literary Anecdotes" mentions a copy of this, dated Oct. 9, 1621. The Britannica says that no copy of it is known to exist.

It is possible that the title and date of this newspaper are given incorrectly by Nicholls. The Nicholls paper was labeled "Taken out of the High Dutch." Mr. Feleky's paper is labeled "Out of the Low Dutch Copy."

"The last line of the Corant," says a writer in the New York Times, Aug. 17, in commenting on the new find, "while it performs the important part of establishing beyond question the date of publication, places a problem before students of history. It runs: 'London Printed for N. B. October the 11, 1621. Out of the Low Dutch Copy.'"

"There were at least two editors living in 1621 whose initials were N. B. The British Museum's newspaper, to which reference has already been made, was printed, according to its inscription, by J. D. for Nicholas Bourne and Thomas Archer. It is probable that the N. B. of Corant or Weekly News and the Nicholas Bourne of The Weekly News of eight months later were the same man.

THE FIRST EDITORS.

"But there is a further possibility. After The Weekly News (the paper in the British Museum) had run for some five or six weeks one Nathaniel Butler or Butter—the name is variously given—appears. Sometimes the line reads: 'Printed for Nicholas Bourne and Nathaniel Butter,' and sometimes 'Printed for Thomas Archer and Nathaniel Butter.' And Nathaniel Butter may be 'N. B.' having perhaps joined the editorial staff of The Weekly News after the failure of his own paper, The Corant.

"Nathaniel Butter—whether or not he was the N. B. of Mr. Feleky's newspaper—was an editor of considerable experience. In 1611 he published News from Spain, a pamphlet which cannot correctly be called a newspaper, as it appeared irregularly like numerous news letters of the period."

Examining into the claims of England as the birthplace of the first newspaper, Charles Capehart, in the American Journalism number of THE EDITOR AND PUBLISHER, April 26, quotes F. N. Hunt on the careers of Butter and his associates. Mr. Hunt, whose "History of English Journalism" was published in 1850, has this to say:

"There is now no reason to doubt that the puny ancestor of the myriads of broad sheets of our time was published

CORANT OR WEEKLY NEVVES,

from Italy, Germany, Hungaria, Polonia, Bohemia, France, and the Low-Countries.

From Rome the 17. of September 1621.

From Roome it is certainly Reported that Cardinal Bellarmine, after he had received the Communion and the Popes Benediction died,

From Vienna the 22. of September. 1721.

The Spanish Ambassadors is come hether againe with the Carle of Colalto from Presburg and the Differences betwene the oulandish & German Generals are agræd vpon, but until this day noe Imperiall Generall hath bene yet namcd.

The 21. of this moneth to the ordaind meeting at Ravensburg on the Maerck, is deputed for Comintary, the Cardinal Dieterichsteyn, the Archbishop Balsan, the Lord Breuner, and the Carle of Meggan: on the Hungarians doe both the Carles of Thuro and 2. principall Lords of the Country, who should haue met together this day but because of the contagion, which there much increaseth, it is not yet begun

The Archduke Charles is yet here he hath caused great quantity of Wynes and other provision to be transported to the Landiorney in Silezia whether the said Archduke is dayly to march: where also the Elector of Saxon in his owne person should appare. and it is here published that all provision of Wittels should be transported hether, and to other strong places and Townes

From Newmarck the 30 of Septem.

At this instant, the Carle of Mansfield who is broken by from Ambergh, is here expected with three Colonets of Horse, and moze men shall follow after him, whereupon Women & Children fly from hence with their best goods, & there is great sighing and lamenting, amongst the poze people in the Mentz Country.

From Francfort the 30. of September.

We holde it here, that Franckendal is as much as beleeged, because the Spaniards (by reason of the Generals retyring) is mallee of the most part of the Bergh Street: All the Townes and Boroughes (except the Castle Sackenburgh) having yielded themselves vnto them.

From Thorne in Prussia.

It is reported, that the City of Miga in Lyland is taken in by the King of Swethland, because that after having sustained and repulld 4 assaults, and they without preparing for the fifth assault before the City gates, those that were within, the City in many places being set on fire, sought to parley and thus yielded the City with composition.

From Vienna the 18. of September 1621.

Some letters from Vienna relate, that the Emperors army beginneth againe to increase and grow stronger, and that by the Land Townes is much solicited, for a truce or cessation of Armes, that at the other side Budiani with his men did yet continue to doe much spole, had already made himselfe Master of Dolkereck vnder Newstadt, Penling, Cntensoy, and almost of that whole Country, ransacking to the very gates of Vienna, where it is feared that he shall take in his power the Riuer of Donaw, and

thereby shut by the passage both by land and water, whereby the Imperiall army might come to indure great distresse.

The Duke of Bavaria hath not onely vpper Austria in pawne, but hath also hath taken the Salt-handel in vpper Austria into his possession.

The Parquis of Jagerdoz, is entred in Pozania, and there keepeth house very disorderly.

The Electoroll Saxonians, haue beleeged Glatz in Silesia: which City as it is written is well provided with men and munition.

The Parquis hath menaced those of Friesland very rigorously, because they let the Saxonians haue of their munition.

There was news that the King of Polonia was broken by to withstand the Turke, who with 300. thousand men was come to the frontiers of his Land.

From Vienna, the 22. of September 1621.

Bethlem Gabor hath not bene scene in his army this 14. dayes, but hath bene at Ofen, where some thousands of Turkes are arrived, whome he bringeth to his Leager.

The Parquis of Jagerdoz with his Army, and also the Carle of Thurne, whocommandeth ower the Germans are gone to Pozavia, where he hath already burnt vnto the ground about 12. Villages and Boroughes, and hath caused some hundredths of persons to be slaine, and put to death.

Bethlem himselfe being now retained, hath sent word vnto againe to those of Presburgh, that he will shortly visite them once moze with fire and sword.

The Commander Diepenbach is yesterday come hither with the Imperiall field-campe vnder Presburgh, and our Army shall breake by from thence and is to goe to the Parckfeld ouer a Shipbridge (which is layd ouer the riuer at Theben) towards Pozania, to hinder the bad intention of Jagerdoz because that he with Mansfeld is thought to haue a pernicious enterprize in hand against the Imperiall Maiesty.

The Budiani hath as yet strongly continued with burning and ransacking in Austria and Stiria, and now their commeth news that within 8. dayes time he hath burnt to the ground about 80. Townes and Villages, and carryed away & put to death many thousands of soules. All newes are brought by the Post, who hath brought hither the ranfome for the prisoners here, of a dangerous and hurtfull intended infall of the Budiani, who being strong moze then 20000. men all Turkes and Hungarians, is resolved to put fire in the Suburbs of this City.

The reconciliation of the Palatine with the Emperors Maiesty is here in good termes, because that his Maiesty hath written to all the Electors, to heare and vnderstand their aduice, they are all inclined to pardon, so that it is hoped that within a short time a Cessation of armes shall be effected.

Pozener the Plague beginneth here much to increase, and besides all things are here very deere, one pound of flesh, that here before hath cost 14. pence, is now sold for 5. Cruttlers, & many wonder

Courtesy of New York Times.

FAC-SIMILE COPY OF OLDEST NEWSPAPER EXTANT, OWNED BY A NEW YORK COLLECTOR.

in the metropolis in 1622, and that the most prominent of the ingenious speculators who offered the novelty to the world was one Nathaniel Butter. His companions in the work appear to have been Nicholas Bourne, Thomas Archer,

Nathaniel Newberry, William Sheffard, Bartholomew Downes and Edward Alld. All these different names appear in the imprints of the early numbers of the first newspaper — The Weekly

"What appears to be the earliest sheet bears date the 2d of August (1622), and has the names of Bourne and Archer on the title page; but as we proceed in the examination of the subject we find that Butter became the most conspicuous of

full tokens & bissions are dayly seen in the Clement
From Prague the 23. of September 1621

Some few dayes agoe, there is carried againe an
ether great Pices of Canon out of this Citie stry-
house to Taboz, and although those of Taboz
perceine the resolute resyancy of the besagers, and
that dayly more and more mist referre to them, yet
all that they are the more scornfull, and the more
make a scoffing of it, because that they haue receiued
comfozt from Mansfield of their onset by him at the
first. And newes cometh from Wilesta, that the
Soldiers of that Country haue taken the Citie of
Blatz by composition, but what the conditions are
is as yet unknowne.

We had here advyce yester day that the Carle of
Mansfield was agreed with the Duke of Bawaria,
namely that he should pay to him the said Carle 200
thousand flozins, but to his Soldiers 3. monthes
wages, and whosoever would be content to serue a-
gaine, that he should goe to Hungaria also to voyde
and pull downe all the Stronges and fortresses about
the Palatinate. like wise the said Duke should pro-
cure pardon for Mansfield by the Emperors Pale-
sty, upon condition that all his life time he should
not serue nor beere Armes against the house of Au-
stria, Bawaria, nor Spaine, and that in recompence
thereof he should be made an Earle of the Empire,
with other conditions more, whereupon he with his
whole army is retired, taking his iourney towards
Ambergh.

From the Bergstrate the 28. of Sept. 1621.

The Spaniards haue begun the 26. hereof to
shote vpon the Towne of Franckendal, but be-
cause that those within defended themselves valian-
tly, they the last night retired from thence,
and went to Beyfers Lautzen, what their they hal
effect we shall beare. At this instant great burning
hath bene seene in diuers places about the same ter-
ritories.

From the vpper Palatinate the 18. of Sept. 1621.

We are here in these Countries in a miserable
state, because that the Carle of Mansfield will not
accept the agreement with the Duke of Bawaria,
also because the said Mansfield hath vnderstand, that
the Magistrates at Ambergh with the Nobility and
City, haue yielded themselves to the deuotion of the
Duke of Bawaria, the said Carle is marched for-
ward, hath spoyled, ransacked and burnt, the faire
Market towne Pantpach, & Slicht, and killed ma-
ny poore subiects, hath also besieged Willeck, & now
he swarmeth with the most part of his Hoysmen
round about Ambergh, those of the Citie haue shut
their Gates, refusing to let him come in, wherefore
the Carle hath sworne, that within two dayes he
would enter the Towne, which is feared shall not
be without bloodshed. And there is such crying, and
retiring in all the Country that it cannot be written,
In the meane time the Bawarians haue taken
Camb, where he lost 800. men. Speuenkirk, Wale-
munchen, Prag, Blegensteyn, Kemet, Grafermar,
Walbeck, and other places, where he caused the In-
habitants to doe him homage, likewise he hath sum-
moned Phebehmarcht, but Mansfield hath put gar-
risons therein.

From the vpper Palatinate the 29. of Sept. 1621.

This day in the forenoone the Carle of Mans-
field arrived here at Phebehmarcht, with 6. Com-
panies of Hoys, the Soldiers 170. here and there

London Printed for N.B. October the 11. 1621. Out of the Low Dutch Coppy

disputed, what they intend on both sides to doe, is
not yet knowne.

From the Palatinate the 2. of October 1621.

The 30. of September the Spaniards took in
Lamsheym, our Hoysmen are all gone to their quar-
ters at Seckenheym, Seckerhausen, and Coingen,
they distrust to be able to resist the Spanish forces,
they are not strong enough both on foot and Hoys-
men. To day a 1000. Soldiers are trapped at Se-
ckerhausen, The Spaniards keepe themselves at
Franckendal, it is thought that they will march to
Petrasat.

The 30. of September, the hoysmen of Duer-
trant, haue ransacked the suburbs of Weinheim,
they will likewise ransacke the Towne it selfe, be-
cause that they haue yielded themselves to the
Spaniards.

At Ppdelburgh they make befoze Ppynheym a
land partition, and a Balwaie, whereupon great
pieces of Ordnance may be planted. On the other
side they haue taken downe the tower called Cross
Beyler, and filled it with earth, and pieces of Canon
shall be set vpon it.

From the Bergstreet the 1. of October, 1621.

Befoze Franckendal 600. Spanish soldiers were
kaine in one assault, it is thought they will retire
from thence.

From Culler the 5. of October 1621.

Three dayes past, three of Gulicke being 7000.
men strong, sallied out with Thomas Viker his hoys-
mer, & took in a Strong by Lintsenich on this side
of the Roer, wherein some of the Spanish soldiers
were kaine, and so with this Reiniment were ta-
ken prisoners and brought into Gulicke, the
next day were all released againe, the said Reinim-
ent remaining surety for their ransome.

These of Gulick haue made a Strong on the Ro-
erbridge, through which they can fall out, they haue
also these dayes past shot furiously out of it, so in-
der the Spaniards from making their fortifications,
whereupon some were killed. In the meane time the
gates of Gulick stand yet open, and the Cattle goeth
yet out to pasture, and the Women and Children of
the Soldiers in Gulick, are yet suffered to come in
the towne, And thus the Towne and fortresses is
yet well provided of all necessaries.

From France is the Death of Duke of Mayne
confirmed, being besieged by many Noble and Gen-
tlemen kaine, with some odde hundredeths of soldiers,
And moreover the contagious disease is great in the
Kings leager, if he will their continue it is much
doubted of. It is likewise reported that the Duke
of Rohan is nere, with some thousands of men re-
ady and nere to relene the siege from Montauban.

The Duke of Rohan hath with him 20000. men,
and hath sent word to the King, that he will not
come to any agreement, befoze all the affaires of
France be first pacified, and by fault thereof, that he
will resist him to the uttermost, although he should
be forced to surreynder the Kingdom.

We heare from Rees, that they worke yet hard on
the new Forts ouer the Rhine, that right ouer the
Town of Emmerick another Fort should be made,
otherwise no mutation of things was done, nor also
of the Spanish side, it seemeth that by reason of the
long raining weather at this time, no further enter-
prises shall be vndertaken.

PRESS ASSOCIATIONS.

The Upper Des Moines Editorial As-
sociation held its annual summer meet-
ing at Storm Lake, Ia., last Thursday
and Friday. The two days of sessions
were full of business, discussions of
present problems in the newspaper field
and means of remedying them. There
were entertainments also, including auto
rides, ball games and picnics for the
editors and their friends. Editors who
spoke at the various sessions included
J. E. Chrysler, Odebol Chronicle; G. L.
Caswell, Dennison Bulletin; Elmer E.
Johnston, Iowa City Citizen; Paul E.
Stillman, Jefferson Bee; E. M. Glasgow,
Spencer News, and Marion Bruce, Rolfe
Arrow.

At a meeting held at Pittsburgh last
week, attended by representatives of a
majority of the weekly newspapers in
Allegheny County, an organization was
effected and another meeting will be
held Aug. 28, at the Press Club, when a
constitution and by-laws will be adopt-
ed. The officers elected were M. H.
Gottschall, president, and John B. Knepper,
secretary and treasurer. A mem-
bership committee was named as fol-
lows: Charles W. Roll, Coraopolis; F.
C. McGinley, Elizabeth; T. M. Silvey,
Wilkinsburg; John B. Knepper, Car-
negie; W. G. Irwin, Pitcairn; E. L. Cappe,
Oakmont; M. H. Gottschall, South Hills.
The name chosen is the Weekly News-
paper League of Allegheny County.

The handsome new home of the San
Francisco Press Club, Sutter and Pow-
ell streets, opened its doors to members
last week, when an informal luncheon
was held. The interior of the new club
has been specially fitted up for the con-
venience of the newspaper men, and the
new home is considered one of the finest
press clubs in the United States. Dur-
ing the next few weeks several formal
functions of the house-warming variety
will be held by the club.

The Nashville (Tenn.) Press Club,
with a number of recruits from the Ten-
nessee Press and Authors' Club, were
the guests last week of Miss Will Allen
Dromgoole at the third presentation of
her play, "The Tennessean." The club
was well represented, despite the fact
that a number of its members are con-
nected with the two morning dailies, and
were unable to get away.

The membership committees of the
Birmingham (Ala.) Newspaper Club are
busy sending invitations to local men
whose names have already been voted
on. Members of the club and of the
membership committee have been be-
sieged with inquiries in regard to the
plans of the Newspaper Club. It is ex-
pected that there will be a waiting list
by the time the club is ready to go into
its permanent quarters on the top floors
of the Jefferson County Savings Bank
building.

Although a well-known bear of Ore-
gon had been selected to feature the
Portland Press Club "bear steak" supper
recently, owing to the intense heat it was
impossible to entice him down from the
mountain. This was the explanation
given by President John L. Travis for
the absence of real "bearsteak" from the
table bill of fare. But if there wasn't
any bearsteak there were thick cuts of
juicy beefsteak. The "bearsteak" was
given in honor of Franklin T. Griffith,
new president of the Portland Railway,
Light & Power Co., and F. W. Hild,
general manager of the company.

Members of the Connecticut Editorial
Association, together with enough wives
to make up a congenial party of about
forty, journeyed to Greenwich last week
and were entertained at Little Captain's
Island, Fred W. Lyon, editor of the
Greenwich News, being the committee
of arrangements, master of ceremonies
and first aid to the unhappy. The occa-
sion was the annual summer outing of
the association.

the set. He seems to have been the
editor and writer, while the others were
probably the publishers; and, with vary-
ing titles, and apparently with but in-
different success, his name is found in

connection with newspapers as late as
the year 1640."

Alfred Harrell, editor and publisher
of the Bakersfield (Cal.) Californian, is

taking a hunting and fishing trip of sev-
eral weeks in Inyo County, Cal. Ross
Miller, the city editor, is in charge of
the editorial department during Mr.
Harrell's absence.

Courtesy of New York Times.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER Co., World Building, New
York City. Telephone, 4330 Beekman. Issued every Saturday.
Subscription, \$2.00 per year; Canadian, \$2.50; Foreign, \$3.00.



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

ADVERTISING RATES: Display, 15 cents per agate line; 25 per cent. discount on yearly contracts. Classified, 1 cent per word.

THE EDITOR AND PUBLISHER can be found on sale each week at the following newsstands:

World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 83 Park Row; The Woolworth Building; Times Building, Forty-second street and Broadway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's, on Thirty-fourth street.

New York, Saturday, August 23, 1913

It's the business of leaders to lead!

—Pulitzer.

The hot weather period is known in newspaper offices as "the foolish" or "silly" season, because more fool things are done then than during the other months of the year. The latest incident in support of this view is the serious discussion by the citizens of Chicago of the question as to whether slang or straight English should be used in reporting baseball games. One of the Chicago newspapers has taken a vote on the matter, the result of which shows that out of a total of 3,930 ballots recorded 2,004 favored dictionary English and 1,926 favored slang. We have never quite understood why it was necessary to report baseball games in slang. Are the devotees of the sport less intelligent than other people and therefore unable to understand any other kind of language?

The St. Louis Republic, which has taken a leading part in the good roads movement in Missouri, is naturally taking credit to itself for its success. Governor Major designated August 20 and 21 as "Good Roads days" and urged every man in the State to get out and work on the roads on those days. The result of his appeal was remarkable. It is estimated that 250,000 men, including the Governor himself, mayors of cities, bankers and ministers, put on overalls and with pick and shovel made the dirt fly. The example set by Missouri will, it is believed, be followed by other States. The Republic's automobile advertising has been largely increased since it began its fight in behalf of better highways.

Publishers who may have felt the lack of premises upon which they could with all propriety approach the local gas and electric current producer in the "national advertising campaign" matter, will find all the argument they need in the fact that a contribution to the New York-conducted advertising scheme would, in all probability, have a detrimental influence upon local advertising appropriations. A tactful letter expressing this, and pointing out that

the market of these producers is local and must, therefore, be cultivated in the home press, has in several instances produced the desired effect. One of the largest electric centrals in the country replied to a publisher that it would take no step in the case without talking the matter over with him, telling him at the same time that it had made no contribution to the fund of the Society for Electrical Development, and, moreover, did not contemplate doing so. To the argument which the local publisher can put up, the gas and electric current producer is bound to succumb. He will have to hear the argument before he contributes. Now is the time.

Under date of August 1 the Chicago Tribune says editorially:

We surmise that circulation disputes, claims and counter-claims between newspapers are not of engrossing interest to the general public.

Fortunately there is one way to settle such disputes quickly nowadays—by the sworn statements made by newspapers to the United States Government under the newspaper publicity law.

And, in addition, to make assurance doubly sure, let the Government send auditors to newspaper offices from time to time to verify their circulation claims, just as it sends examiners to national banks to verify their statements.

There is just as much reason for the Government to prove up to its own satisfaction the affidavits of journalists relative to their business as to prove up the affidavits of bankers relative to their business.

In order to save all the loose chatter customarily in circulation disputes, the Tribune urges a searching investigation at an early date by the Government of the truth of the sworn circulation statements made by this paper and its contemporaries.

The intention is good and the argument sound, to say the least. But is it well to further extend the possibilities of governmental interference in the press field? What, in the first place, is the value of the newspaper publicity law? Though in force now for some time, the benefits accruing from it are still unknown quantities. When newspapers virtually cry for paternalism in government in so simple a matter the era of government by the few cannot be far off.

Why not use English, or American, if that term should suit some better? For a long time the Wanamaker ads in the New York Herald have been captioned in French. Such choice bits of Gaul-Romance as "Vente des Meublements," "Sur les Vacances," reference to "printemps," l'été, l'hiver, etc., have been used at the heads of ads otherwise fairly intelligible to citizens of these United States not familiar with French as taught in boarding schools and in "French in Six Weeks" grammars. To be sure, "Furniture Sale" sounds rather rude and plebeian, and "On Vacation" is a decidedly ordinary term just now, but in the end the public is likely to mistake this effort at elegance for a particularly unlovely species of snobbishness. Why not use the language that is every bit as antique, as elegant when rightly used, and certainly more forceful than French? It is as much a sign of good breeding to abstain from this obtrusive use of French as to know that language.

NEED OF ORGANIZATION AMONG NEWSPAPER ADVERTISING MANAGERS.

No movement in journalism has of late aroused a wider general interest than that now on foot to establish an association of newspaper advertising managers. Nearly every other branch of the business has been organized, the list including the advertising agents, advertising managers, national advertisers, bill posters, street car advertising agents, novelty manufacturers, newspaper publishers, magazine publishers, circulation managers, newspaper special agents and magazine representatives.

As already noted in these columns, the Baltimore convention was attended by a larger number of newspaper advertising managers than was ever assembled at one time in this country. During the week several of them discussed informally among themselves the desirability of bringing together in a national association all newspaper advertising managers. It was finally agreed that such an organization should be formed, and F. D. Webb, of the Baltimore News, consented to communicate with other advertising managers in regard to the proposition. All of the replies thus far received, with two exceptions, favor the formation of the new organization.

It has been suggested that the association become a department of the Associated Advertising Clubs of America, and that a preliminary meeting be held at Toronto the week preceding the holding of the convention of 1914. Our own opinion is that it would be far better to make it an independent organization which shall become a member of the general body. It should stand upon its own feet and not be the tail of any kite, however large its size.

The chief objection to holding the organization meeting two or three days before the assembling of the Toronto convention is that not many newspaper advertising managers can be away from their office two weeks or more at that time of the year. A much better plan would be for them to get together at some central point after the holidays, when there is always a lull in business. At this meeting not only could a constitution and by-laws be adopted and a board of officers chosen, but some of the pressing questions of the hour affecting newspaper advertising could be discussed and action taken. There are certain matters that it might be deemed advisable to bring before the A. A. C. A. convention, in which case committees could be appointed to handle them. If this course is followed the newspaper advertising managers would go to Toronto as an organized body committed to a definite policy and possessing an individuality that would carry weight in the proceedings of the convention.

The newspaper advertising managers handle a greater volume of advertising than any other class of advertising men, and yet up to the present time they have cut no figure whatever in Associated Club councils. It is time they realized their importance in the business world and united to bring about better conditions in their own field and a wider and clearer understanding of the value of newspaper advertising among all classes of people.

New Haven Times-Leader.

August 12, 1913.

The Editor and Publisher:

The copies of your publication which I have happened to see of late have been so good, and such an improvement over a year or two ago, that I have decided to hand you my subscription voluntarily. Check enclosed. Please have your paper addressed to me personally care the Times-Leader.

Very truly yours,

Wm. A. Hendrick,

Publisher.

THE DEMISE OF THE TRUE AMERICAN.

Waynesboro, Pa., Aug. 18, 1913.

THE EDITOR AND PUBLISHER: Your editorial on the demise of the Trenton True American strikes one who for eight years witnessed its gradual decline, powerless to prevent it, as an opinion based on fragmentary information.

As to the experiences of the newspaper since I left it five years ago I have only second-hand information, but I know that the True American had been on the toboggan for ten years preceding the death of its great editor.

Joseph L. Naar was a great editor, but he had too large a heart to be a good business manager. He was ambitious that his paper should be great in every way, but he couldn't bear, he told me, to increase his advertising rates to meet his constantly increasing expenses. He couldn't bear to ask people to subscribe for his paper. He thought that if they didn't subscribe the fault was his and he worked all the harder to win them.

A good business manager during the days when his duties as a leader in the Democratic party kept Mr. Naar out of the business office, made money for him. When the race track and other scandals enveloped the Democratic party in 1894, and he refused to condone the offenses of its leaders, Joseph L. Naar undertook to direct the affairs of the business office. He would have been better off had he devoted his entire attention to his editorial work. He undertook to revise his advertising rates, then unchanged for five years, but gave up the task and forbade others to continue lest he offend his friends, the merchants.

His rate card showed wide variation, from 75 cents an inch down to five cents, according to size of space and period the contract ran. His patrons were less thoughtful and "skinned" him out of ten cents per inch composition charges by sending him stereotype plates and taking the five cent rate.

When Mr. Naar died, the business manager, who had served him so faithfully and well, was dismissed, the subscription price was decreased and the advertising rates were decreased. The failure of the paper in 1908 was due to lack of confidence on the part of banks in the business policy of the paper. The right man could have pulled the property through that storm, for the receiver paid all claims with interest.

The succeeding management lost more money in five years than the entire income of the property had been during the preceding five years.

HENRY BAKER REILEY.

PERSONALS.

C. W. Hornick, accompanied by Mrs. Hornick, arrived on the President Grant Tuesday afternoon after an eight months' tour abroad. After a few days' stay at New London, Conn., Mr. and Mrs. Hornick will return to New York.

George M. Rogers, business manager of the Cleveland Plain Dealer, spent several days of this week in New York.

L. B. Palmer, manager of the American Newspaper Publishers' Association, is on his vacation.

H. H. Spowers, architect, of Melbourne, Australia, was in New York last week for the purpose of inspecting newspaper buildings with a view of getting ideas to use in the construction of a new newspaper office building at Melbourne.

Edwin B. Hard, business manager of the Binghamton (N. Y.) Press, has resigned to become business manager of the Asbury Park (N. J.) Times, the new daily which is shortly to be launched in that city by the Asbury Park Publishing Co.

Lawrence Chenoweth, business manager of the Bakersfield (Cal.) Echo, is spending a month in the mountains.

James Keeley, editor of the Chicago Tribune, arrived in New York on the American Saturday, and took the first train for Chicago, to obtain a hearing before the legislative committee investigating the \$1,000,000 voting machine deal.

C. Arthur Pearson, the British newspaper owner who recently retired from active participation in his properties because of failing eyesight, has been spending the summer at Saint Lumaire, on the Coast of Brittany, and leaves for Switzerland next week.

GENERAL STAFF PERSONALS.

A. C. Farr, managing editor of the Pittsburgh Gazette-Times, was a visitor in New York this week.

A. E. MacKinnon, of the circulation staff of the New York World, who is away on a vacation, is sending his friends attractive souvenir postals from the Maritime Provinces of Canada.

Richard F. Johnston, associate editor of the Birmingham (Ala.) Ledger, is spending his vacation in Asheville, N. C.

James D. Magee, editor of the Bordentown (N. J.) Register, is a candidate for the nomination for the Assembly from Burlington County, on the Democratic ticket this fall.

Morris Rathbun, formerly editor of the Greeley (Col.) Tribune and more recently of the Denver Times, is now on the copy desk of the Los Angeles Express.

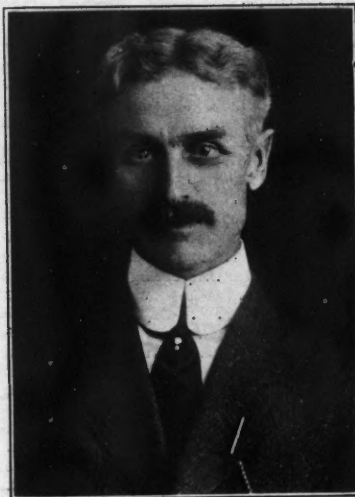
Leon J. Pinkson has been appointed automobile editor of the San Francisco Chronicle. For the past two years he has been on the Call. Prior to that he was for years on the Chronicle.

Thomas Beet, of the Data Circulation Audit Co., started for Europe on the steamship New York last Friday. During his absence he will interview the largest English advertisers.

James S. H. Winsted, formerly railroad and financial reporter of the New York Tribune and for many years editorial manager of the New York News Bureau, has been appointed manager of the statistical department of Albert Frank & Co. Mr. Winsted is a frequent contributor to the New York Press, the Forum, the Independent and Financial America.

Ferguson on the Tribune.

J. W. Ferguson, for many years identified with the New York Herald, has been placed in charge of "The Tribune," a supreme court of advertising—a special department just established by the New York Tribune in conjunction with its new rate card which became op-



J. W. FERGUSON.

erative Aug. 1. Advertisements, before they are accepted for this department, must be thoroughly investigated by the New York Tribune, for which service a fee is charged. The statements made in advertisements are then guaranteed by the Tribune.

IN NEW YORK TOWN.

F. G. Lowry, managing editor of the Evening Post, has returned to his desk after a month's vacation.

Frank N. Robinson, of the Evening Mail, who reported the suffragette "hikes" to Albany and Washington, is now on a "hike" of his own through the New England States. "Roby" took the boat for Portland, Me., whence he will walk to the White Mountains, touching on Pittsfield, Mass., Burlington, Vt., Fabyans, N. H., and Beachmont, Mass., for supplies.

J. J. Carpi, formerly sporting editor of the Evening Mail, has joined the staff of the sporting department of the Evening World.

W. L. Randall, day city editor of the Press, is taking a two weeks' vacation on the Massachusetts coast.

Frederick Evans, who was stricken last week in the office of the Wall Street Journal, of which he is an editor, is reported much improved.

Louis Sherwin, dramatic editor of the Globe, returned last Tuesday from a recreation trip to Europe.

Charles F. Selden, city editor of the Evening Post, has retired to parts unknown for a two weeks' rest.

John E. La Heines, who worked on the copy desk of the Globe during the winter, but was forced to leave in May on account of ill health, is still in Kansas City, and in a recent letter to friends in the Globe, reported he was recovering.

William Van Benthuyzen, of the World art staff, was recently awarded a prize of \$10 by the city editor for making every layout that appeared in the World one day last week, in an emergency.

KENTUCKY PERSONALS.

(Special Correspondence.)

Shelton Sausley, editor of the Standard Interior Journal, won the Democratic nomination for Representative

from Lincoln County. He is sure of election, as Lincoln County is always Democratic. Mr. Sausley has a great personal following and his Republican opponent is said to be seriously considering withdrawal from the race. If he does Sausley will be elected by acclamation.

Ben S. Washer, formerly managing editor of the Louisville Herald, has been offered the position of director of publicity by the Progressive campaign committee of Louisville. He has not yet signified whether he will accept.

A. T. Macdonald, an "original" Louisville-booster, and a former newspaper man, is the guiding genius of publicity in connection with a campaign to make "Made-in-Louisville" week, a coming event, a success. His advertising talks, running daily in four papers, have caused unusual and complimentary comment. The manufacturers are so pleased with his work they have uniformly agreed to revise "Everybody's Doing It," to read "Mac's Doing It," and he is.

Kenneth L. Eagon, telegraph editor of the Herald, has resigned to take a desk position with the New York Journal.

Shannon Perkins has joined the Courier-Journal staff. He will be assistant night city editor.

Here are some vacation notes: Noah Griffin, dean of courthouse reporters, of the Courier-Journal staff, is resting up at Owensboro; S. J. Duncan-Clark, associate editor of the Herald, is in Canada; J. Earle Davis, of the Herald, is in Michigan; H. M. Rafferty, of the Post, is recuperating in Indiana.

David Morton, desk man for the Associated Press, has resigned. He leaves the Louisville office September 1.

E. C. Walton, who has edited the Richmond (Ky.) Climax for the past year, has disposed of his interest in the paper to Col. W. P. Walton, of Lexington, who took charge of the paper today.

J. Ney Foster, editor of the Hartford Republican, can do other things than edit a country paper. He can protect his chicken house, too, when the necessity arises. He proved this when he nabbed Dan Hines, a gentleman of color, making a raid on the roost. The negro is believed to be the thief who has been operating all over Ohio County in the past few months in which time hundreds of fowls have disappeared. Last reports have it that renewed subscriptions are pouring in on Foster and subscribers are actually paying up old subscriptions, so pleased are they over the editor's performance.

(More Personals on page 201.)

ADVERTISING MEDIA

ILLINOIS.

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

BUSINESS OPPORTUNITIES

A small trade paper, which can be handled easily by one man and will produce an income of \$3,000, can be bought for \$7,000. HARRIS-DIBBLE COMPANY, 71 West 25d Street, New York.

THE WORLD'S SERIES AND YOUR READERS!

What is your Sporting Page like? Why not have it written by an expert? Who is going to report the World's Series for you? Why not get someone on the ground, get a scientific analysis and a clever forecast? A sporting editor in New York who writes for big metropolitan papers is starting a syndicate. If you want to be listed write for particulars to "D. 1077," care THE EDITOR AND PUBLISHER.

SUCCESSFUL

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

G. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

HELP WANTED

POSITION OF MANAGING EDITOR on one of the largest dailies of the Southwest open to a man possessing the capacity for properly filling it and who is also willing to invest \$5,000 or more in the stock of the company provided he is satisfied of the desirability of the investment. Position pays good salary. Want a man who will have a personal interest in the success of the institution. Address "D. 1076," care THE EDITOR AND PUBLISHER.

SITUATIONS WANTED

Advertisements under this classification will cost 1c. per Word; Display, 10c. per Apace Line.

DO YOU NEED CIRCULATION?

An up-to-date, hustling, circulation man, who has had twelve years' experience on "100,000 circulation" papers, desires a position as circulation manager. I am 32 years of age. Have been with present employer six years. Can build up, or put in a carrier system that will get circulation and also the money. Would consider city circulation management on large paper. Address "D. 1074," care THE EDITOR AND PUBLISHER.

A PUBLISHERS' ADVERTISING REPRESENTATIVE, New York, with years of experience in advertising solicitation in Eastern territory, desires to make connection with a local medium as advertising manager or out-of-town publications, as special representative; well acquainted with all principal advertisers and agencies. Address "D. 1073," care THE EDITOR AND PUBLISHER.

CIRCULATION MANAGER AT LIBERTY.

A man with twelve years' practical experience along every line of circulation work, on morning, evening and Sunday papers. With circulations varying from 23,000 to 130,000. Always on the job. Member L. C. M. A. Best of reference. Address "RESULTS," care THE EDITOR AND PUBLISHER.

NEWSPAPER MAN

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

STEREOTYPE FOREMAN,

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

MISCELLANEOUS

CIRCULATION GETTERS.

There is nothing that gets the circulation and the money in the cash drawer, as readily and as satisfactorily as a properly conducted contest. We conduct contests along right lines, and get the business and the cash. We shall be glad to supply any information to publishers. THE AMERICAN NEWSPAPER DEVELOPMENT CO., 1216 Madison St., Toledo, O.

DAILY NEWS

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

LINOTYPE MACHINES

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

RICH & McLEAN,

51 CHEF St. New York.

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

FOR SALE

\$5,000 CASH makes first payment on national weekly trade paper paying publisher \$4,000 annually. Growing field. Particulars from "OWNER," care THE EDITOR AND PUBLISHER.

IRISH PRESS TOPICS.

A Park Row Journalist After Twenty Years' Absence Revisits Dublin—Some Interesting Facts Concerning the Men Who Edit and Have Edited Leading Irish Newspapers.

(Special Correspondence.)

DUBLIN, Aug. 4.—To the visitor from Park Row, Manhattan, the Irish newspaper press, on the eve of the establishment of a native Parliament, presents a problem of no small intricacy. After an absence of over twenty years from the ranks of the working newspaper men of this ancient capital of Erin, I can note many changes, many notable gaps, which grim death has made, among the old "Knights of the Pen."

On the staff of the Evening Mail, both in the literary and commercial departments, there is not a single individual left, who had served that newspaper during my time. The editor, James Poole Maunsell, the caustic and brilliant editorial writer, Dr. Shaw, who was one of the senior Fellows of Trinity College, have both died since I left that, then old and grimy, little office in Parliament street; which (it is now entirely rebuilt), thirty years ago, bore the wrinkles of old age, on its exterior, interior and machinery.

FEW OF THE OLD KNIGHTS LEFT.

Stanley Shaw, son of the above-named professor, obtained a commission in the Royal Irish Constabulary, as a district inspector. He soon tired of police duties, returned to literature, and joining the staff of one of the big Anglo-Indian "dailies," spent many years in Hindustan. On his return from the East he worked on the Paris staff of the New York World, which was the last report I heard of him. Mr. Maunsell, whose deceased father, Dr. Maunsell, was a sort of Dublin "Horace Greeley" in his day, threw up a valuable legal appointment, which he held under the then Lord Chancellor of Ireland, to take over the editorship of the Evening Mail, when his parent died and left the chair vacant. He afterwards went over to edit a paper in Derby, England, but returned to Ireland and became proprietor and editor of his father's old sheet, the Evening Mail, which was then amalgamated with the Daily Express—now the property of Lord Ardilaun.

When I served on the staff of the last named newspaper, here in Dublin, it was controlled by a notable veteran, the late John Robinson, whose brother was one of our deceased old-time "Sergeants-at-Law." Mr. Robinson missed a fortune by the sale of the printing

works, known here as Alex. Thom & Co., which was shortly afterwards commissioned to execute all the official printing for the British Government in Ireland. Had the proprietor of the Daily Express not sold the printing works property before the Irish members got the official printing for Ireland, done in Dublin, in lieu of London, he would have died as one of our local millionaires.

LIONS OF THE IRISH PRESS.

The editor, Dr. George V. Patton, was a brilliant scholar, a courteous gentleman, and during the stormy days of the Land League battles, enjoyed a world-wide reputation as the resident Irish correspondent of the London Times. In this position Dr. Patton always reminded me of that famous London correspondent of the New York Tribune, J. W. Smalley. The Dublin correspondent of the Times occupied, with the bulk of Irish readers, about the same position as the London correspondent of the New York Tribune did with the bulk of the American readers of that stormy period in the history of contemporaneous British politics.

Mr. Smalley and Dr. Patton were among my personal acquaintances in the days when Mr. Parnell, grandson of U. S. Admiral Stewart ("Old Ironsides"), entered the Parliamentary arena and inaugurated that memorable political struggle with the Earl of Beaconsfield, Mr. Gladstone and Lord Salisbury, which drew upon Ireland the attention of all Europe and the "two ents" were widely read and highly educated men, whose modest, gentle, courtly manners bore extraordinary contrast to the often ferocious attacks made by them upon political opponents in their writings.

In another respect they also resembled each other, namely, they always had access to statesmen, ambassadors, public men of the highest distinction, princes of the church and even royal personages. Official and ministerial circles are much more closed to newspaper men over here in Europe than they are in America, according to my long experience on both sides of the Atlantic. The tendency in Europe today seems to be to close the doors more firmly; and many high officials here tell me that what they term "blazing indiscretions," on the part of indiscreet and inexperienced reporters, are responsible for this. London officials tell me exactly the same tale, and use almost identical words in doing so.

BRILLIANT "ALL-ROUND MEN" GONE.

In the course of conversation with a notable figure in newspaper circles, whose experiences in both London and Dublin cover now approaching half a century, my veteran friend contrasted the position of affairs in the old times with those of to-day here; and the comparison was certainly not flattering to the present régime.

We look in vain, in the public press of this century, for successors to such "all-around men" of brilliant talents as Dr. Patton, Dr. Maunsell, Professor Shaw, Dwyer Gray, M.P., Mr. Macartney, M.A., T.C.D. (who used to give T. P. O'Connor, M.P., his assignments as a junior reporter on Saunderson's Newsletter); the two brilliant sons of the learned antiquarian, Dr. O'Donovan, Edmond, the hero of Mero, who died as a war correspondent with the army of Hicks Pasha in Egypt, and his brother, Willie O'Donovan, another newspaper linguist and genius.

MEN OF DUBLIN FAME.

We must name also among that band, who then gave Dublin newspaper life a fame far outside Ireland's four seas, Henry Coulter, a veteran of the London Morning Post staff; also W. B. Guinée and William O'Brien, M.P. The two last named, it is not generally known, even here in Ireland, were first cousins, for they differed in their writings and politics as widely as the two poles. Mr. Guinée was a contributor to Conservative newspapers; Mr. O'Brien was a Nationalist of the most fierce and uncompromising type. The late "Charlie" Ryan, son of Pro-

fessor Ryan, of Bristol, was another notable member of that band whose names and brilliant work are widely known to vast numbers of discriminating newspaper readers, not only in Europe and America but also in some of the most remote Colonies to which political exiles of the movements of '48 and of '67 have bent their wandering footsteps.

HOME RULE AND THE PRESS.

Where can we find such men to-day upon the Irish press? demanded my veteran friend. I regret that I am absolutely unable to form either conclusions, or comparisons, upon such a delicate topic. *Quies Sabet*

Coming now to Nationalist newspapers, one is naturally inclined to inquire, which of the present Dublin newspapers is likely to become the official organ and mouthpiece of the new Irish "Home Rule" Government? That is one of the interesting and burning conundrums in the newspaper life of the Ireland of to-day. Official announcements, legal notices and Government advertisements of various sorts, which are, of course, valuable sources of revenue to any newspaper, will be necessarily issued in considerable numbers by the Dublin Legislature—when it starts upon its career. The latest and youngest of the new Parliaments of the world is expected to assemble here next year; its advent being awaited with mingled and most divergent political feelings by both great British parties and by the natives of the North, South, East and Western provinces of this island.

American newspaper men will probably glean some idea of the present position of the press in the Irish capital, if I compare existing organs of public opinion and political parties with those of New York City after the last Presidential campaign. The Republican party was then defeated after being in power for twenty years. Here the analogous British Conservative party was defeated at the last General Election after controlling the Government for two full decades. The Liberal party, like the American Democratic party, has come in pledged to correct many of the abuses alleged to have arisen during the abnormally long régime of their predecessors in office.

J. KEPPEL-HOPKINS.

Newspaper Man Writes Boy Stories.

Charles H. Gray, of New York, an experienced journalist, whose abilities have been employed on newspapers in the Far West as well as in the Atlantic Coast cities, has entered the fiction field as the author of two books in the Boy Scouts series published by the A. L. Chatterton Co., of New York. The stories are entitled "Boy Scouts in the North Woods" and "Boy Scouts in the Black Hills." Mr. Gray writes under the nom de plume of "Ralph Victor." The stories are clean and wholesome, and are full of dramatic interest. The adventures of the boy scouts are not as improbable as those found in many books of this character.

The Motion Picture Story Magazine is sending its subscribers a series of twelve pictures, in colors, of some of the popular actors and actresses who appear in the screen plays of the several film companies.

The Wausau (Wis.) Record Herald has been elected a member of the American Newspaper Publishers Association.

During the past two weeks Collier's has reduced its staff by abolishing its book planning, the purchasing and the service departments and by discharging thirteen persons in its sales department.

Want Ad Too Efficient.

Editor—We are sorry to lose your subscription, Mr. Jackson. What's the matter? Don't you like our new politics? Mistah Jackson—It ain't dat, sah; 'tain't dat. Mah wife jes' been an' dun landed a job o' work fob me by advertisin' in youh darned old papah!

\$5,000

Will purchase a substantial interest in a rapidly growing daily newspaper in a growing city of the Middle West, earning around \$5,000 per annum net, upon its stock. The purchaser of this interest if a newspaper man of ability and experience will, in consideration of the amount above named be given the position of manager of the property at a salary of \$200 per month. Splendid opening for a newspaper manager who has the amount named for investment.

HARWELL, CANNON & MCCARTHY

Brokers in Newspaper and Magazine Properties

200 FIFTH AVENUE NEW YORK

TURNER'S 37 BULLETIN

Highest testimonials have been awarded

C. Godwin Turner

on

Efficiency of Press Room, Paper, Circulation and Delivery.

Address

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

Turn to Page 72

of the new convenient Barnhart's Specimen Book

PREFERRED TYPE FACES

and see the superb effects obtainable with

Old Roman Semitone

A soft, shaded face of rare beauty and distinction. Your customers will be delighted with it. It is just one of seventy. They are all thoroughly good.

Barnhart Brothers & Spindler

168-172 West Monroe Street

Washington	CHICAGO	Kansas City
St. Louis	200 William St.	Atlanta
St. Paul	NEW YORK	Seattle
Omaha		Dallas

Press Clippings

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

BURRELLE

CHARLES HEMSTREET, Manager

60 and 62 Warren Street, New York City

Established a Quarter of a Century

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

SEND FOR SAMPLE

F. E. OKIE CO.

Manufacturers Fine Printing Inks PHILADELPHIA, PA.

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

154 Nassau St. N.Y. Tel. 4900-4 Beckman

\$7,000 First Payment

Buys an illustrated weekly magazine, devoted to special scientific subject. Circulation world-wide. Established only 8 years, but already profitable, clearing approximately \$4,000 last year. Steadily growing. Occupies a comparatively new field, having great possibilities. Owner's reason for selling is personal, in no wise connected with the business itself. Seldom so good an opportunity for so small an investment. Price, \$12,000; cash, \$7,000, time on balance.

AMERICAN NEWSPAPER OWNERS' EXCHANGE, Rand-McNally Bldg., Chicago.

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.



SCENE AT THE LAYING OF THE CORNER STONE OF THE LOS ANGELES EXAMINER BUILDING LAST WEEK.

ADJOURNMENT FOR WEDDING.

Lobby Investigating Committee's Compliment to Reporter Sartwell.

(Special Correspondence.)

WASHINGTON, D. C., Aug. 19.—When the House lobby investigating committee met Monday afternoon, Chairman Garrett announced that an adjournment would be taken at 4 o'clock.

"This action is based upon a most important event," continued Mr. Garrett. "E. R. Sartwell, of the Associated Press, one of the bright young newspaper men who has been covering the proceedings of the committee, is to be married tonight. As nearly all the other newspaper men here are either ushers or guests, and as the committee feels a deep interest in the event, the committee will not hold a night session—this is the interest of a smooth course of true love."

The ceremony took place in the drawing room of Washington College that evening, the bride being Miss Jean Menefee, daughter of Dr. Flourney Menefee. Miss Frances Breckenridge, of Uniontown, Pa., was the maid of honor, and the bridesmaids were Miss Minnie Gould, of Baltimore, Miss Margaret Williamson and Miss Willie Williamson, of Charleston, W. Va., and Miss Dorothy Randolph and Miss Ella Yeager, of this city. Stephen T. Early, of the United Press, was the best man, and the ushers were Eugene Ackerman, of the United Press; Clarence Jones, Joseph P. Annin, of the Washington Herald, and R. O. Annin.

Russian Editor Returns to New York.

Vladimir Krymoff, associate editor of the Novoe Vremya, the leading Russian newspaper, returned to New York Tuesday after a month's trip through Central America. The Novoe Vremya has recently started an evening edition, according to Mr. Krymoff, and it has proved very successful.

Columbia Herald Editors Arrested.

Waiving examination before the United States commissioner at Portland, Ore., last week, on charges of sending obscene matter through the mails, Dr. W. S. Armstrong, D. C. Ashmun and Ham Kautzman, editors and publishers of the Columbia (Ore.) Herald, were bound over to the Federal Grand Jury, which meets in October. Armstrong and Ashmun were released on the personal recognizance of Armstrong, but Kautzman was remanded to jail. The matter complained of by Post Office Inspector Durand consisted of two articles in a recent Herald issue.

Harper's Weekly Tells New Policy.

The first number of Harper's Weekly under the editorial direction of Norman Hapgood and McClure management made its appearance last Saturday. The new Harper's is wholly different from the old in external appearance, in type, headings of articles and the handling of illustrations. Mr. Hapgood promises in his foreword to present something unusual in illustrations. The current issue contains as its main features an article attacking "the Gaynor charter," a discussion of the needs of the army by Secretary Garrison, Julian Street's "Confessions of a Reformed Dramatic Critic," and an article on "Banker-Management," by Louis D. Brandeis. Mr. Hapgood himself contributes, in addition to editorial comment, an article on the feminist movement.

The Chico (Cal.) Enterprise is erecting a building and newspaper plant.

The Leonardville (Kans.) Echo and the Monitor of that city have been consolidated.

The Wadena (Minn.) News has taken over the Pioneer Journal of that city.

The Lakeland (Fla.) Telegram and News will soon have a new plant.

WASHINGTON PERSONALS.

Oliver O. Kuhn, of the Oklahoman, Oklahoma City, has been enjoying a two weeks' vacation at his home in Indiana. He is returning to the Capital by way of Ontario.

Howard W. Bible, of the New York Commercial, is in Washington for a short while on business for his paper.

Alexander McCollup, of the Globe, Globe, Arizona, is in Washington for a few days.

Miss Anne Burnstein is assisting Wells F. Harvey, of the Grand Rapids Evening Press, and other Michigan papers in his correspondence. Miss Burnstein is new to journalism and is the second woman correspondent to be admitted to the press gallery, Mrs. George F. Richards, of the Manchester Union, being the only other woman member to be so distinguished.

Ernest H. Abbott, of the Outlook, is in Washington on business.

Preston McGoodwin, the managing editor of the Oklahoman, Oklahoma City, is in Washington. Mr. McGoodwin has been nominated by the President for appointment as Minister to Venezuela.

BROOKLYN PERSONALS.

William McLaughlin, who covers the Supreme Court for the Brooklyn Times, is a yachting expert and does stunts in that line during the summer months.

William Hyde, editor of Chat, got out a twenty-page edition last week and still William keeps clamoring for more space.

These are busy days for Joe Early, of the Standard-Union, who is looking after the Sulzer-Murphy scrap.

John Harmon, editor of the Times, is

hard at work in the interest of the Brooklyn Press Club. The club is gaining in membership and some day hopes to own its own home.

Horace Eames, of the Eagle, besides his newspaper work, has a little law practice on the side.

The boys of the Standard-Union say that one of the joys of life is that of being permitted to work under City Editor Boshard. He keeps them hustling, but does it in a kind and loving way. All the staff swears by him, instead of at him.

Joseph Hammit, who keeps tab on the doings of members of the legislature for the Civic League, or something like that, was formerly a Brooklyn newspaper man. His experience gave him good training for his present job.

The name of the A. W. Erickson Advertising Agency, New York, has been changed to the Erickson Co., Inc.

An advertisement has been placed in the newspapers of Germany calling for 3,000 artificial legs for the Balkan government.

AFRAID TO ACCEPT?

The Press-Chronicle Co.'s \$500 challenge, made on Aug. 1 to the Paterson Evening News, to prove its SWORN circulation statement to "Uncle Sam" has not been accepted.

"NUFF SED"

You know what you are buying, Mr. Foreign Advertiser when you use the Paterson Press and Sunday Chronicle as these papers submit proven figures for twelve months audited by C. G. Turner's proof chart report.

PRESS-CHRONICLE CO.
W. B. BRYANT, General Manager.

Foreign Representatives
PAYNE & YOUNG.

NEW YORK: 200 Fifth Avenue. CHICAGO: 747 Marquette Bldg.

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

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

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

The Circulation of
THE BOSTON AMERICAN
IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

Detroit Saturday Night

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

Foreign Advertising Representatives

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

THE HERALD

HAS THE
LARGEST MORNING CIRCULATION

IN
WASHINGTON

JOHN W. HUNTER, Publisher.

Representatives:

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

YOU MUST USE THE
LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN **120,000**

LIVE AD CLUB NEWS.

Seventy-five members of the Dallas Ad League met in regular session last week and after transacting business listened to an address by Dr. F. A. Wynne on "Human Interest in Advertising." It was illustrated by thirty-five slides, prepared by A. L. Shuman, of Fort Worth, who is also a member of the national educational committee. O. S. Bruck, chairman of the local educational committee, outlined the educational work for the coming year and the plans of the committee.

Prof. Willard J. Wheeler addressed the Birmingham (Ala.) Ad Club at its weekly luncheon in the old Lion tea room last Tuesday. Professor Wheeler sounded the note of the recent convention of the Ad Clubs of America, taking as the subject of his talk, "Truth in Advertising." A large number of club members heard the speech with interest. Oliver Cox has been chosen general secretary of the club at the meeting of the board of directors.

When the Baltimore Advertising Club comes together in September, after its vacation from weekly luncheons and departmental sessions, it will meet in its own permanent home, the first permanent headquarters since the organization of the club nine years ago. From the present indications the headquarters will be on the second floor of 15 South street. On this floor there is sufficient space and conveniences for an adequate dining hall and assembly room, for a kitchenette, a paid secretary's office and a cabinet meeting room. The selection of this site has met with the approval of the majority of the club members.

Fake advertising schemes have received a black eye through the action of the Douglas (Ariz.) Ad Club, which has decided that any member shall, before undertaking foreign advertising, submit the proposition to the club's committee. The clubmen declare that they have been victimized time and again by smooth-tongued sellers of advertising, which, after being purchased, was found not to come up to specifications.

The Cleveland (O.) Advertising Club outing takes place to-day at the Cleveland Automobile Country Club grounds at Dover Bay. Sporting events have been arranged for the afternoon. Prizes will be awarded to winners of contests. William Downie is chairman of the club's outing committee.

The convention of the Associated Advertising Clubs of Iowa in Davenport Oct. 19 to 22 is to be one of the most important ever held in Davenport. The entertainment feature will be a minor consideration. The delegates will come here for the purpose of learning facts about advertising and exchanging ideas. Six hundred delegates at least are expected. The speakers will be William Woodhead, of San Francisco, president of the Associated Advertising Clubs of America; Vice-President Water B. Cherry of the national organization, of Syracuse; P. S. Florea, of Indianapolis, secretary of the national organization; E. St. Elmo Lewis, of Detroit, and William C. Freeman, of New York. The round table department will be a most valuable feature of the convention.

The St. Louis Ad Men's League will have charge of the publicity work in connection with the St. Louis Historical Pageant, to take place in the spring of 1914.

The latest ad club paper is the Bumble Bee, issued by the Rochester (N. Y.) Ad Club. Red Pepper, issued weekly by the Pittsburgh Publicity Association, serves a similar purpose in keeping the members informed as to the doings and weekly program of the club.

The Cleveland Publicity Association held its annual meeting last week and

elected the following officers: President, A. M. Briggs; W. B. Waggoner, first vice-president; Jesse H. Neal, of the Root Newspaper Association, second vice-president; C. B. Dyer, of the Otis Lithograph Co., secretary; Edward W. Klein, treasurer. Walter B. Cherry, first vice-president of the Associated Advertising Club of America, addressed the gathering. The club is planning large things for the coming winter.

ADVERTISING TALKS.

In business, as in other things, the man of strength predominates. It is he who, looking into the future, sees things as they will be. He anticipates a public need and outwits his less awake competitors.

To give his plans publicity he knows the value of the press and uses it with judgment, and before the others are aware he has gained a leadership unquestioned in the field of merchandising.

The slower ones have naught to do but to follow his example. Success comes through judicious advertising.—*West Chester (Pa.) Star.*

NEW AD INCORPORATIONS.

CHAMPAIGN, Ill.—Central Advertising Association; capital stock, \$5,000; advertising contractors. C. B. Smith, H. S. Wilson and Ben M. Pine are among the incorporators.

CINCINNATI, O.—L. B. Murdock Co., advertising; capital stock, \$5,000. Luke S. Murdock, S. L. Hartlaub, Ethel K. Murdock and others.

MORGANTOWN, W. Va.—The Panama-Pacific Advertising Co.; capital stock, \$10,000; general advertising. Incorporators: D. C. Sturgiss, H. K. Sturgiss and E. L. Smith.

FLEISHMAN'S LITTLE AD TALKS.

Jerome P. Fleishman's "Little Talks by the Ad Man" are now being issued by the International Syndicate of Baltimore. They are designed to arouse and hold the interest of readers in the classified advertising columns of the newspapers in which they appear. Mr. Fleishman, whose advertising talks in the Baltimore Sun have been a feature of that publication for many months and have been productive of much business for it, has the knack of imparting a human interest to what he writes. He endeavors to get away from the stereotype stuff with which the public has long been familiar and give the public something it will want to read. Of course, the real object of Fleishman's "Talks" is to popularize the want ad columns, and not merely to fill space. Those we have read indicate that they will accomplish their purpose.

Sphinx Club Committeemen.

E. D. Gibbs, president of the Sphinx Club, has made these appointments: Executive committee—William R. Hotchkin, George Ethridge, James O'Flaherty, John Irving Römer, Samuel Brill, Samuel Hoffitt, John Hawley. Speakers committee—Barret Andrews, chairman; Bernard H. Ridder, P. B. Bromfield, Edward Hungerford, F. Irving Fletcher, James O'Flaherty, Collin Armstrong. Membership committee—Howard Davis, Richard H. Waldo, J. M. Hopkins, Thomas A. Barrett, Richard W. Lawrence, Herbert S. Houston, Barron G. Collier. Publicity committee—Justin McCarthy, Jr., Walter Hammit, Walter D. Walker, J. M. Hopkins, W. R. Hotchkin, Samuel Brill, J. Frank Beale, Jr. Entertainment committee—Preston P. Lynn, Einar F. Meyer, Harry G. Atkinson, E. A. Westfall, Samuel L. Leith, James Gilroy and Paul Meyer.

Ad Man Launches Panama Daily.

The Panama Evening World is the name of a daily newspaper recently launched in the Canal region by Harry H. Niemeier, a former St. Louis advertising manager and newspaper man. Charles W. Jones is associated with him in this new American enterprise in Central America.

The Seattle Times

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines.

The foreign business amounted to 1,086,000 lines. Gain in foreign business was 238,000 agate lines over 1911.

In December, 1912, the Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising.

Present average circulation: Daily, 67,000; Sunday, 87,000.

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK CHICAGO ST. LOUIS

Buffalo News

EDWARD H. BUTLER
Editor and Proprietor

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

Foreign Advertising Representatives

KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

The Choice of the Public

The people of Dayton use more want ads in the Daily News than in all other Dayton papers combined.

The Springfield News carries more want ads than its only competitor.

Space sold in The News League papers on a guaranteed net paid circulation basis.

Combination Rates—Display, 6 cents a line; Classified, 2 cents a word.

NEWS LEAGUE OF OHIO

Home Office, Dayton, Ohio

New York—LaCoste & Maxwell, Monolith Bldg.
Chicago—John Glass, Peoples Gas Bldg.

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

The **GLOBE** offers you two margins over any other paper in the high-class New York evening field:

More **NET CASH CIRCULATION** (Yearly Average).

Less cost per thousand circulation.

In New York it's

The Globe
AND COLUMBIAN ADVERTISERS

THE DAILY ADVOCATE

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

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

New York Representative,

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

WOULD BAR STREET "ADS."

Mayor's Billboard Commission Recommends a Censorship to Suppress Objectionable Signs.

The Billboard Advertising Commission appointed last November by Mayor Gaynor, of New York, in its report recommends the prohibition of all outdoor advertising structures in the vicinity of parks, public buildings, etc.; the suppression by censorship of objectionable advertising, and the regulation on artistic or aesthetic grounds of the appearance of such advertisements.

To make this possible an amendment to the Constitution would be needed, and the commission suggests the following:

"The promotion of beauty shall be deemed a public purpose, and any legislative authority having power to promote the public welfare may exercise such power to promote beauty in any matter or locality subject to its jurisdiction. Private property exposed to public view shall be subject to such power."

Robert Grier Cooke was chairman of the commission and Albert S. Bard its secretary. Its other members were Reginald P. Bolton, Ingalls Kimball, Henry W. Sackett, Walter Stabler and Edmund B. Wells.

Wisconsin to Teach Newspaper Ads.

A course in newspaper advertising will be given at the University of Wisconsin during the coming year for the first time by Prof. R. Starr Butler for the students in the course of journalism. This new course is designed to familiarize students preparing to do newspaper work with all phases of newspaper advertising. Prof. Butler, who is to give the course, has had practical experience in advertising work and is the author of a text book on the subject.

The McKittrick (Cal.) Clarion has suspended publication.

The Catholic Tribune, the Katholischer Westen, and the Luxemburger Gazette circulate amongst the Catholics of Iowa, Illinois, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North and South Dakota, Oklahoma, Texas, Montana, Washington and Oregon—the richest and most prosperous agricultural districts in the United States.

Religious affiliation tends to bring about a spirit of organization in their respective localities which works for the betterment of the spiritual and temporal welfare and development. Our readers are a substantial class, loyal to their Church and to the Church paper, and patronize its columns.

If you have an article of quality, don't forget that these people are buyers of all the usual commodities and luxuries, and it is a good plan for you to appeal to them through the paper of their choice.

We are looking for advertising representatives in New York and Chicago.
NICHOLAS GONNER, Editor-in-Chief
Dubuque, Iowa

GET THE BEST ALWAYS

The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper

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

The New Orleans Item

2ND U. S. P. O. REPORT
Six Months' Average Circulation.
The New Orleans Item..... 48,525
The Daily States..... 30,501
Times Democrat..... 22,823
Picayune..... 21,140

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

CLEANING UP AD COLUMNS.

By JOHN E. PHELAN,
Advertising Manager, Bridgeport and Waterbury Heralds.

The Two Heralds (Bridgeport and Waterbury) declared against fraudulent advertising, May 1st, 1913, and are, therefore, among the recent acquisitions of the "Purity League." Our experience for this reason is less important, and, probably, less interesting, to the average reader than that of publications which have excluded fraudulent and misleading copy for a longer period. On the other hand our experience might be of special moment in view of the fact that the two Heralds are the first papers in Connecticut to come through with a sweeping announcement barring all misleading and fraudulent advertising.

When the announcement was made in our issues of April 27th that the new order of things would take effect May 1st, or with the next issue, we automatically excluded nine accounts then alive. Since then we have declined eleven orders, some of which were for one insertion and on up the line, while the largest was for 2,000 lines. This declined and discontinued copy will foot up a little over \$500, which is not a fabulous sum, but, in view of the fact that we have only published a few issues since May 1st, the Heralds being Sunday publications, the loss to our exchequer is quite apparent, while the direct gains are still to be recorded.

MANAGEMENT CARRIES ON CAMPAIGN.

In our last five issues we have devoted at least two columns each Sunday to the cause of "Honest Advertising." A series of weekly letters, as timely and gingery as we can make them, is sent to local merchants and manufacturers, calling attention to the editorial comments. It may be of interest to note here that the two Heralds have a liberal distribution in every city and town in Connecticut, and as these editorials go through all editions we are not only agitating the cause of "Honest Advertising" in Bridgeport and Waterbury, but in every corner of the Nutmeg State.

We have received numerous commendatory letters endorsing our stand, while the personal messages of congratulation are almost countless. The comment about town is so favorable to the clean sheet that the staffs of our contemporaries are in some cases stooping to petty means to belittle our position.

We are fully convinced that May 1st, 1914, will show a healthy increase over the preceding year, notwithstanding present losses. We are aware that Rome was not built in a day and are satisfied that many who are now viewing the game from the side lines will soon be in the fold "rooting" just as hard for us as they may have been against us in the past.

Three of the declined contracts have come back with excuses and vindicating arguments, which we have referred to the National Vigilance Committee, which we recognize as the Supreme Court of Advertising and whose decision is not subject to appeal—at least as far as we are concerned their decision is final.

VOTING CONTEST A SUCCESS.

By WALTER WALKER,
Managing Editor Grand Junction (Col.)
Daily Sentinel.

Though in evidence twenty years, the Sentinel only recently closed the first voting contest ever held by its management. The affair was an unqualified success and was handled entirely by the regular staff, under my supervision however.

The contest was held in a city of 10,000 people, and the prizes were two trips to Europe and two trips to the Yellowstone National Park. Only young ladies were eligible to enter the contest. The young lady receiving the highest

number of votes in the contest was awarded two European tours, one for herself and the other for any young lady friend she might select as her companion on. The Yellowstone trips went to the second highest contestant.

The contest ran ten weeks and \$5,060 was paid on subscriptions. Seven hundred and eighty-one new subscribers were added by the Sentinel, four hundred and forty-six of which were new yearly subscribers. Many original ideas were employed in the contest and no outside help was employed.

GETTING COUNTRY READERS.

By W. F. CHAPMAN,
Chapin Publishing Co., Minneapolis.

My experience has been in securing farmers' subscriptions, by mail, to a low priced daily, and in this I have learned that most circulation propositions require too much work on the subscriber's part.

One of the most successful letters I ever sent out soliciting subscriptions was one in which a single check mark with a pencil signified the subscriber's acceptance of the offer. A list of ten premiums was given in a letter, with small circle before each one. At the bottom of the letter it stated, "Simply check with your pencil the one you want, fold the letter in the envelope I enclose, with a \$2.00 bill or money-order, and give it to the carrier now." This letter brought in thousands of subscriptions. The prospective subscriber's name and address was filled in at the top of the letter so that it was not necessary for him to sign his name to accept the offer.

Another successful proposition was one whereby a slight reduction in the price of the paper was made to the publishers of weekly papers in the country, on condition that they advertise their weekly and the daily together for a certain price. This enlisted the support of the country publisher and brought subscriptions for his paper as well as for the daily paper. The daily paper was never advertised for less than its full price, so that the subscriber did not know that any reduction had been made.

Premiums that can be used to secure farmers' subscriptions with great success are shears, spoons, handy wrenches and atlases of the world. Always remember that the farmer's wife has more to say about selecting the daily paper than he has. If you put out a paper that interests the farmer's wife and offer her a good premium with it, you will quickly find out that she decides where the money is spent.

NEW INCORPORATIONS.

CLARKSBURG, W. Va.—New Freedom Co.; capital stock, \$50,000; to edit and print a newspaper. Incorporators: George W. Bland, A. J. Fletcher, E. G. Smith and others.

BRIDGETON, N. J.—South Jersey News Agency; capital, \$25,000. Incorporated by H. B. Newkirk, I. C. Smoskey and C. C. Copley.

CHICAGO, Ill.—John A. Dickson Publishing Co.; capital, \$100,000. Incorporators: J. H. Knox, J. E. Winterbotham, George Tinker.

The Bakersfield (Cal.) Californian is now re-established in its old quarters which have been entirely rebuilt since they were destroyed by fire, June 23. Many improvements have been made.

The Verdigrée (Neb.) Citizen celebrated its fourteenth anniversary by moving into a new building.

THE PITTSBURG PRESS

Has the Largest Daily and Sunday CIRCULATION IN PITTSBURG

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

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

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

Leader

In seven months of 1913 THE NEW YORK TIMES published 142,000 lines of Book advertisements, nearly equaling the COMBINED volume of all other New York morning newspapers.

Publishers' announcements in THE TIMES reach the greatest portion of the army of book buyers throughout the United States.

DOTTO, THE WANT AD SCOUT,

is strictly on the job in working up interest for Your Classified Columns. Most attractive feature any newspaper can use. Exclusive right to one paper in each town or city. Address

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

THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.
THE LARGEST CIRCULATION NET PAID
H. M. PINDELL, Proprietor.
CHARLES H. EDDY, Representative,
1 Madison Avenue, NEW YORK.

HERE'S A GOOD BUY—THE READING NEWS

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 884 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

A BARGAIN SPACE BUY

The Detroit News and News Tribune
(WEEK-DAY COMBINATION)
190,000 PAID CIRCULATION 15c
Present rate on 10,000 Lines—

THE NEW SPIRIT IN ADVERTISING.

Much was said at Baltimore concerning the new spirit in advertising and the new era in business life it was to usher in. More on the same subject has been said since then. But the language used has lacked in definiteness and the idea described has been rather intangible, due, no doubt, to the fact that here we deal with a species of new thought in the making—a thought the range of which has as yet not been properly senses, whose substance remains for the time being rather inconcrete.

For the purpose of presenting its readers with a better picture of this new morality—of its embodiment, in other words—THE EDITOR AND PUBLISHER has asked a number of men prominent in the movement, even its creators, to give their perception of the subject expression in these columns. What a Coleman or Graves has to say on this topic is bound to be of great interest, but there are many others who have sounded the depth of this new idea. What they have to say should be equally interesting.

CONFIDENCE THE GREAT AIM.

By GEORGE W. COLEMAN,
Ex-President Associated Advertising Clubs
of America.

A quiet revolution is going on in the advertising world. This is in accordance with the general trend of things everywhere. Marked changes are manifesting themselves to-day in every form of organized activity. The advertising men themselves are too close to their work to realize in full the significance of the rapid changes which have been taking place.

THE NEW SPIRIT.

In the first place, a new spirit is permeating the whole business. The old motto, *Caveat emptor*, "Let the buyer beware," is fast becoming a relic of the past, and the new philosophy that the Golden Rule pays is being widely accepted. This new spirit is working itself out in countless ways, the effect of which is to put an entirely new face on advertising.

But in addition to the new spirit there is a new method also. It has been found that the rule-of-thumb measure of advertising values is an exceedingly wasteful and inefficient standard. Advertising is at last being subjected to the scientific method of study which has wrought such marvelous changes not only in the natural sciences but in many other realms of thought.

EXTRAVAGANCE IS ELIMINATED.

Advertising is being submitted to laboratory tests—typographical, statistical, psychological and pragmatic. The result is a steady elimination of some of the extravagances and waste which heretofore have characterized altogether too much advertising matter.

It is a rather remarkable coincidence that with this new spirit and new method in advertising there should have come into existence at about the same time a new instrument for the accomplishment of the new ideals which lends itself most naturally to the new order of things. It is the Advertising Club movement that has taught advertising men the tremendous value that lies in co-operative endeavor, and through the perfection of the Advertising Club organization facilities are being afforded for the study and practice of advertising such as were entirely impossible in the days that are gone by.

This is the significance of the con-

vention at Baltimore at this time. It represents that new instrument for the advancement of American civilization through industry and commerce—the Advertising Club—which, in turn, embodies within itself this new spirit and new method that is revolutionizing the advertising business.

This renaissance in the advertising world was first made apparent to the public mind through the widely heralded success of the great Boston convention of the Associated Advertising Clubs two years ago, although the roots of the matter run back to the formation of the national association, nine years ago, and still further beyond that to the organization of isolated advertising clubs in different parts of the country, the first of which was formed in Chicago eighteen years ago and still flourishes—the well-known Agate Club, composed largely of men interested in magazine advertising. The Baltimore convention marked the beginning of a new chapter in this remarkable movement. Our organization has been more highly perfected, our resources have been amplified, our ideals have been clarified, and we have been given a vision such as we have never had before of the possibilities that lie before us.

NEW SPIRIT; HIGHER ETHICS.

By WILLIAM H. INGERSOLL,
Of Robert Ingersoll & Bro.

It is now thirteen years since I came into the business world. From the beginning I have been connected with advertising work, commencing with handling advertising for retail sporting goods stores. I had come from a technical school, where I had been trained for electrical engineering. It was a world of science that I left, where all was orderly thinking, close observation of cause and effect, relatively little theory and a great deal of truth. In that world were to be found but few individual opinions; what little speculation there was had logic and known quantities as its base. We dealt with a vast accumulation of facts, scientifically arranged, classified and interpreted.

To come into business seemed like entering a field of chaos and disorder. Advertising especially seemed to be a matter of opinion and precedent entirely. Nobody really knew anything about it. To every man who had an opinion that seemed worth while there was one who held a counter-opinion. Theory seemed rife, but it existed in the minds of practical men who thought they were practical only because they had never studied. Experience was looked upon by them as the great and only teacher. Boiled down, however, the range of their knowledge was limited—so slight, in fact, that it could not be detected.

This spirit of theory is still prevalent in the advertising world, especially among those men who have been guided by intuition rather than by positive knowledge. Yet a new spirit is germinating in their ranks. The newer generation has come to understand that bewilderment does not bespeak progress, but signifies the aimless round of the treadmill. Through lack of intelligent co-operation we are still compelled to learn the same things over and over again by the painful and expensive lessons given by experience. Society pays heavily for this in the increased cost of distribution. The new spirit aims to eradicate this condition through co-operation, expressed in the exchange of experience and the application of known data. By applying the lessons and deductions of what is known, we can guard against the pitfalls that must be negotiated by every man who starts on a business career. Heretofore this disadvantage has not been understood. We propose to take cognizance of it for the guidance of those who are to come after us.

SCOOP THE CUB REPORTER

This Comic Series (5 and 7 Col. Sizes) is now in its Second Year.

THE HEALTHIEST AND MOST POPULAR
ONE-YEAR-OLD INFANT YOU EVER SAW.

Don't miss the opportunity if service is still open in your field.

The International Syndicate - Baltimore, Md.

NEW SPIRIT SAYS: STOP GUESSING.

This spirit is amply shown in the education work done by the advertising clubs and by the national association. Six or seven years ago, when the Advertising Men's League started its educational campaign, it was scoffed at. To-day the biggest men in the country indorse its labors. Within ten years there will be a pretty general conversion to the new standard, brought about by co-operation between firms, clubs and schools. No doubt there will always be mistakes and vain undertakings, but great betterment will ensue in any field in which improvement is undertaken.

The new spirit says: Stop guessing; forsake the opinionated; get the facts. A fundamental principle in this is the demand for a clean-up. At Boston; at Dallas, and at Baltimore the great thoughts were: More intelligence, more efficiency, more integrity. These mental attitudes are inter-dependent. Striving to put commerce and advertising on a sound and ethical basis, they cannot but result in the elimination of fraud and methods not sanctioned by public and business morality. Advertising can help, and must help, to reduce the high cost of living. It can do this only by reducing the cost of distribution and preventing economic waste.

With this in view the new movement must have the co-operation and support of all interested—manufacturer, merchant, advertising man and the publisher. The Baltimore "Declaration of Principles," while only a piece of paper at present, will ultimately be vitalized and become a fact in the commercial world which few will care to deny or ignore.

NEW BUSINESS MORALITY FELT.

By DOUGLAS N. GRAVES,
Member Executive Committee A. A. C. of A.

There is an awakened conscience in the business world. A quickened human sympathy begins to enter into and to influence commercial life. Men are learning that the first justification for commerce must be service, and that no form of effort, whether business or social, represents real progress or efficiency which does violence to the rights of others.

This reformation of industry has heretofore been a somewhat intangible thing. We have felt the stir of it everywhere, but it has lacked definite expression. It has touched industry like a breeze across the surface of the sea, unseen and unheard, but with infinite power behind it, nevertheless.

Now comes advertising, the editor-in-chief of the commercial world, the universal interpreter of business, as a spokesman for this moral revolution.

NEW SPIRIT OF MORALITY.

Advertising is putting into terms commercial this new spirit of morality; it has formulated a new "Declaration of Principles" which affirms that there is but one code of morality, that this code is universal, and that righteousness in business is but another expression for efficiency and success in business.

And advertising does not stop here, for it is gathering together all its forces and all its strength to amalgamate these into one cohesive organization that continued life and enforcement may be given to these principles.

So advertising itself has awakened

You have an emergency equipment.

Why not a set of Emergency Pages?

You can have one or two or a couple of dozen, and the price is right. These mats beat regular composition in time and cost.

World Color Printing Co.
ST. LOUIS, MO.

Established 1900 R. S. GRABLE, Mgr.

GET

Today's News Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

Daily News Mats

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

INTERNATIONAL NEWS SERVICE

200 William Street New York City

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

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

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

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

Wanted—A Losing Newspaper

In city of 25,000 to 50,000 preferably Middle West; paper must have good field, with prospect of profits under new and capable management. Price must be reasonable.

AMERICAN NEWSPAPER OWNERS' EXCHANGE,
Rand-McNally Bldg., Chicago.

NOTICE

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

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

to a new vision, taken on a new dignity, accepted higher purposes and assumed greater responsibilities.

MOST CONVENIENT

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

CENTRAL PRESS ASSOCIATION, Cleveland

THE NEWSPAPER NEED.

Lack of Ideas One of the Serious Drawbacks in News Presentation.

—High Ideals Indispensable to True Success.

By THOMAS DRIER.

All work, as we know quite well, is a confession. The quality of a piece of work proclaims the quality of the worker. Our newspapers can be no greater than the men who conduct them. In the newspaper field there are many kinds of men—most of them mediocre. To expect them to produce great newspapers is as foolish as to expect a hunchback to stand straight. We've got to see the truth in that saying of Walt Whitman's, "Produce great people; the rest follows."

I am saying this because standards in the newspaper field are becoming higher, just as they are becoming higher in the world of advertising. Even the reporters are getting new vision. They see that real news consists of something more than the story of an action. The most valuable news is that which carries with it the most valuable ideas. Eventually we shall have many reporters who are fit to report the utterances of great men.

Only a great man is fit to appreciate and understand greatness. Mediocrity, even in a reporter, cannot produce a newspaper that possesses the soul of greatness. A reporter is a teacher, a preacher, a man of power. The quantity and quality of his power depend upon the quantity and quality of his mental equipment. A great reporter is more than a reporter. He knows how to think. He understands. His vision is greater than his field of work. His work may be local, but his ideas are universal.

EDGAR'S ARRAIGNMENT.

All this introduction is the result of the thinking I was forced to do by the ideas liberated from the editorial which was written by William C. Edgar and printed in his weekly, the Bellman.

One of the most legitimate causes for complaint among intelligent people in this country, he says, is the general inadequacy of our newspapers. The ordinary daily devotes three-fourths of its space to advertisements—if it can get them—and regular departments. It has its sporting pages, its society column, its little sunshine page for amateur philanthropies, its more or less humorous department, its theatrical notices, its market page, and its graphic accounts of the latest costumes of some Parisian actress for the sartorial guidance of the portly matrons of Siwash Junction. All these departments have more or less recognized value; they meet the demands of large numbers of estimable people; but they are in no sense news.

It is in the conception of what constitutes news that most American papers fall down most lamentably. Here are the prominent headlines on the front page of one issue of a daily with a national circulation: "Dozen Special Officers Are Wounded in Battle with Striking Miners"; "Asks 'Phone Girls Who Feeds Police'"; "Drowning Laid to Launch Engineer"; "Girl Regrets Her Unrequited Love and Suicide Note"; "Cummins Tells Mulhall He Lied at Lobby Hearing"; "Wilson Would Be Peace-maker for Mexico Factions"; "Bailey Heirs Sue for \$100,000 Left to Abp. Glennon." Nothing here so much as suggests that five of the six continents have anything of interest in the way of news, and even in our own country only one episode of really great importance is marked with a headline.

THE GREATEST EVIL OF ALL.

Pernicious as sensationalism is, dangerous as is the inaccuracy of most journalistic reports, the greatest evil of all is that most of our papers simply do not cover the real news at all. There are not more than half a dozen dailies in the United States that keep their readers in touch with the important events throughout the world. For the sake of dwelling in detail on the disgusting particulars of a divorce case or the grotesque utterances of a Secretary of State, our newspapers would allow us to forget that events of sufficient importance to be recorded in history are taking place every day.

A comparison with some of the leading English or Continental dailies is thoroughly sobering to our pride. These foreign papers, moreover, often do more

then merely purvey facts; they give expression to ideas. A few American journals have followed in their steps, but in general our papers have abandoned ideas as too expensive. When an Englishman sits down to write a letter to the Times, he may make a mountain out of a molehill, and he may lose his sense of proportion in a frenzy of indignation, but he is pretty sure to write about something involving large ideas. Our "Letters to the Editor" are either protests against the street cleaning department or home-made witticisms which we cannot keep to ourselves.

Not all American papers are open to these charges. In New York City there are at least three dailies that vigorously try to serve as the exponents of actual ideas, and at least three—though not quite the same three—that contain, if one chooses to search through their less conspicuous columns, a great deal of really significant news. Boston has one paper so devoted to ideas that the facts are sometimes hard to find, and here and there are other dailies deserving of great credit for their stand against the popular tendency; but we are sorely in need of newspapers throughout the country that will have the courage to concern themselves with the greater events and the larger ideas of life.

NEW PUBLICATIONS.

EL CAMPO, Tex.—The Daily Record made its initial appearance Monday. It is edited by E. B. Patrick, who has been here for several years.

TOPEKA, Kan.—The Shawnee County Socialist is the title of the new weekly Saturday edition. The heads of the paper are: Editor, Hattie Olmstead; associate editor, J. O. Lindsay, and secretary and treasurer, May Taylor.

LEWISTON, Me.—The first issue of the Sunday Ledger appeared last week. A stock company is behind the paper and will publish a Sunday morning penny edition covering the news of town and county.

TOLEDO, O.—The Advocate, a colored man's newspaper, made its appearance last Friday under the editorship of Bernard L. Dailey.

SAVVILLE, L. I.—Frank Howell will begin at once the publication of a local newspaper. Numerous business houses and individuals of the village are said to have promised him permanent support in his venture.

HOW EDITORS GET RICH.

(From the Lawrence (Kan.) World.)

Herb Caveness, of the Chanute Tribune, says that a great many persons have wondered how editors all get rich so quickly and with such small effort. One of them who has grown rich has at last told the secret of it. He outlines it as follows:

"A nursery firm will send us a 25-cent rosebush for only \$50 worth of advertising."

"For running a six-inch advertisement for one year, we can get a gross of pills."

"About one dozen firms are wanting to give us shares in gold mines for advertising."

"For \$40 worth of advertising and \$25 cash we can own a bicycle. The wheel sells for just \$12."

"A fellow out West wants us to run a lot of advertising for him for nothing, and if it brings results he may become a customer."

"For running \$12 worth of locals we can get two tickets admitting us to a circus in a city and pay our own fare on the railroad."

"A gun firm wants us to run \$19 worth of advertising and then send \$10 in exchange for a shotgun. Such a gun would retail at about \$6."

"By running \$50 worth of advertising and sending \$25 to an Atlantic City firm, we will be given a deed to a lot. When the tide is in, the lot stands six feet under water."

"When a man dies, the undertaker gets from \$75 to \$150 to bury him and the editor gets nothing for publishing the obituary notice."

Detroit News-Tribune Enterprise.

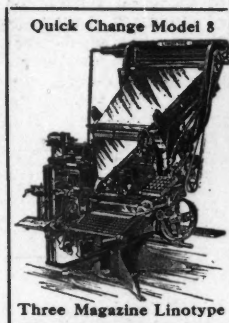
The Detroit News-Tribune is offering "a photogravure print, 22x28 inches, on heavy art paper, which would sell in some shops for \$2," for a Sunday cou-

THE TREND OF THE TIDE

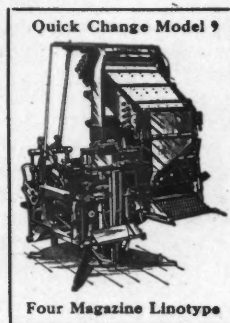
toward

THE MULTIPLE LINOTYPE IDEA

Is indicated by the fact that more than four orders out of every five are for



**MULTIPLE
MAGAZINE
LINOTYPES**



Progressive publishers who realize the value of time, labor, and space-saving composing room equipment, recognize that

The Multiple Linotype Way Is the Modern Way

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this Company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

Mergenthaler Linotype Company

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave. SAN FRANCISCO: 638-646 Sacramento St. NEW ORLEANS: 549 Baronne St. TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

pon and fifteen cents. It is also offering its readers "a week's free stay at Stag Island, the queen of St. Clair River, for ten six months' paid-in-advance subscriptions to the week-day and Sunday News-Tribune.

OBITUARY NOTES.

JOSEPHUS NELSON LARNED, author, editor and educator, died in Buffalo Aug. 15, in his seventy-seventh year. From 1859 to 1872 he served upon the editorial staff of the Buffalo Express. Mr. Larned was the author of "History for Ready Reference," "Talk About Books" and "Books, Culture and Character." He edited the Literature of American History in 1902.

JAMES H. SOBEL, novelist and newspaper man, died at Chicago last week, aged eighty-two. Burial was made from the home of his daughter, Mrs. Delia Leviton. Mr. Sobel was the author of a number of novels dealing with Jewish life in Russia.

CHARLES H. GALLION, one of the founders of the University of Chicago Weekly, now the Maroon, and for several years editor of the Calumet Weekly Index, died at his home in Chicago last week of typhoid fever. He was born in St. Joseph, Ill., in 1868. He held the position of business manager of the school paper throughout his school life and upon graduation continued journalistic work, founding later the Calumet Weekly Index, of which he was publisher at the time of his death. He was president of the Cook County Press Association.

JOHN SCHMITTMIT, a member of the business office of the Chicago Tribune, died of peritonitis while on his vacation at Dowagiac, Mich., Aug. 12.

MRS. CHARLOTTE A. GILMORE, prominent in Brooklyn a generation ago, died in her seventy-fifth year at the Willis Sanitarium, Ocean Parkway, Aug. 15. Upon the death of her husband in the early seventies, Mrs. Gilmore engaged

in newspaper work and wrote fashion and society news for the New York Herald, The Eagle and the Evening Telegram. At one time Mrs. Gilmore was corresponding with more than 200 papers in all parts of the country.

G. E. OTTO SUESS, formerly owner and publisher of the Williamsport (Pa.) Banner, now the Sun and Banner, died on Aug. 13, in that city. He was at one time owner of the Williamsport Times.

C. C. JADWIN, a well-known druggist and politician, died at his home in Honesdale, Pa., Saturday, aged seventy-eight years. Mr. Jadwin served one term in Congress, 1881-1882. He was county chairman of the Republican party of Wayne for a number of years. In 1867, Mr. Jadwin placed the Honesdale Citizen in the field and was one of the five managers of that paper until it was sold to Wilson & Penniman.

HENRY HULST, thirty-nine years old, died in Brooklyn Hospital, last week, after an illness of more than a year. He was born at Greenwich, N. Y., where he was editor of the Common Weal until three years ago, when he came to New York.

JOHN PAUL COSGRAVE, for nearly forty years a newspaper man, died in San Francisco last week. He worked at various times on the Stockton Mail, Sacramento Bee and Fresno Republican, and during his later years was connected with San Francisco papers.

Two Baptist Papers Consolidate.

The Examiner, of New York, and the Watchman, of Boston, two of the oldest Baptist weeklies, are to be consolidated, and early in September will appear as the Watchman-Examiner. The Rev. Dr. Curtis Lee Laws, now editor of the Examiner, becomes editor-in-chief of the combined publication and will have as one of his assistants the Rev. Dr. E. F. Merriam, now editor of the Watchman. The Watchman was founded in 1819 and the Examiner four years later.

TIPS FOR THE AD MANAGER.

The Morse International Agency, Dodd-Mead Building, New York City, is renewing a few contracts for the Potter Drug & Chemical Co., "Cuticura," 135 Columbus Ave., Boston, Mass.

Mahin Advertising Agency, 104 So. Michigan avenue, Chicago, Ill., is placing 5,000 l. 1 yr. contracts with Western papers for the Haynes Auto Co. This agency will also start an experimental campaign beginning with St. Louis papers for the Oka Butter Co., which concern is in process of forming.

John O. Powers Co., 119 West 25th street, New York City, is forwarding some orders to some Pacific Coast papers for the Samoline Corporation.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are making propositions for 4 in. 3 t. a. w. 70 l. orders with Southern papers for Penick & Ford, "P. & F." Molasses, Shreveport, La.

J. J. Geisinger Company, Morris Building, Philadelphia, it is reported is issuing 10,000 l. contracts to a few Eastern papers for Harlem Oil, New York City.

Robert M. McMullen Co. (Inc.), Cambridge Building, New York, is sending out 70 l. 10 t. orders to Georgia papers for the Silver Company of New York.

Calkins & Holden, 250 Fifth avenue, New York City, are placing 3,948 l. schedules with a selected list of papers for W. H. McElwain, "McElwain Shoes," Boston, Mass.

Carlton & Hovey Co., "Father John's Remedy's," 333 Central street, Lowell, Mass., it is reported is preparing a list of newspapers.

H. H. Levy, Marbridge Building, New York, is forwarding 3 in. 4 t. contracts to a few selected Southern cities for the Humania Hair Co., New York.

Robert M. McMullen Co., Cambridge Building, New York, is handling the advertising account of the American Sugar Refining Co., 117 Wall street, New York City.

Taylor-Critchfield Co., Brooks Building, Chicago, Ill., is placing 6 in. 3 t. orders with Southern and Southwestern papers for Stark Bros. Nursery & Orchards Co., Louisiana, Mo.

James T. Wetherald, 221 Columbus avenue, Boston, Mass., is making 3-year contracts with a large list of papers for the Pinkham Medicine Co., Boston, Mass.

The Siegfried Co., Inc., 50 Church street, New York, is inaugurating a campaign to advertise for The Wm. B. Kerr Co., silver-smiths, Newark, N. J., "The Kerr Best for Men," in the Fall and Winter magazines.

N. W. Ayer & Son, Philadelphia, Pa., are forwarding 2 cols. 1 t. to a few selected cities for the American Telephone & Telegraph Co., New York.

M. Wineburgh & Co., 576 Fifth avenue, New York, it is reported, will shortly place contracts for the advertising of the Omega Chemical Co., "Omega Oil," 576 Fifth avenue, New York City.

Frank Presbrey Co., 456 Fourth avenue, New York, is issuing 72 l. 5 t. orders to a few selected weeklies for the Marlin Firearms Co., New Haven, Conn.

Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, is placing the accounts of the Roman Automobile Co., Philadelphia, with papers in Pennsylvania, New Jersey and Delaware; the Great Eastern Building Corporation with papers in Pennsylvania and Delaware; the Haverford Cycle Co. with papers in Pennsylvania, and the Scott-Douglas Co. with papers in Pennsylvania, New Jersey and Delaware.

Taylor-Critchfield Co., Brooks Building, Chicago, is making contracts for the H. S. Peterson Co., of Chicago.

Tracy-Parry Co., Lafayette Building, Philadelphia, is placing 3-year contracts with a large list of papers for the Pinkham Medicine Co., of Boston.

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

W. T. Hanson Co., "Dr. Williams' Pink Pills," Schenectady, N. Y., is reported to be renewing some contracts.

The Felton Advertising Co., 123 W. Madison street, Chicago, Ill., is sending out 1,085 l. orders to a selected list of papers for the Manhattan Soap Co., "Sweetheart Soap," 426 West Thirty-eighth street, New York.

The J. W. Morton, Jr., Co, New York, is renewing contracts for Kaps Bros., of the same city.

Albert Frank & Co., 26 Beaver street, New York, are issuing 4 in. 9 t. orders to Eastern papers for the Savannah Line, New York.

Frank Presbrey Co., 456 Fourth avenue, New York City, is sending out 80 in. 47 t. to selected cities for the Bull Durham Company of New York.

Eugene McGuckin Co., Morris Building, Philadelphia, Pa., it is reported will shortly make up a list of newspapers for the Florida Citrus Exchange, Tampa, Fla., and 204 Franklin street, New York City.

W. W. Sharpe & Co., 99 Nassau street, New York City, are renewing orders and making new contracts for E. Fougiers & Co., "Santal Middy," 90 Beekman street, New York City.

The Cowen Co., 50 Union Square, New York City, is issuing 90 l. 24 t. orders to Pennsylvania papers for P. Lorillard of Jersey City, N. J.

Geo. W. H. Moore, 1011 Chestnut street, Philadelphia, it is said will shortly place orders for the advertising of Joseph F. Sinnett, Gibson Distilling Co., Front street, Philadelphia, Pa.

H. E. Lesan Advertising Agency, 440 Fourth avenue, New York City, is making 5,000 l. contract with a few Canadian papers for the Rutland R. R. Co., Grand Central Station, New York City.

J. Walter Thompson Company, 44 East 28d street, New York City, is forwarding 2,000 l. contracts to a few Eastern papers for the Davis Milling Co., "Aunt Jemima's Pancake Flour," St. Joseph, Mo.

The Snitzler Advertising, Hearst Building, Chicago, Ill., will place 8 t. orders with New England papers for La Cottell Manufacturing Co., of the same city.

Harner Brothers, publishers, Pearl street, New York City, are placing their orders generally through various agents.

Lord & Thomas, 290 Fifth avenue, New York City, are issuing contracts to a few Western and Pacific Coast papers for Chas. A. Tyrrell, "J. B. L." Cascade, 134 W. 65th street, New York City.

George Batten Co., Fourth Avenue Building, New York City, is sending out 500 in. contracts to New England papers for Lehn & Pink, "Pebeco Tooth Paste," 120 William street, New York City.

Chesman, Nelson & Co., Trade Building, Chicago, Ill., is contracting the advertising of Geo. H. Mavr, "Wonderful Stomach Remedy," 193 North Clarke street, Chicago, Ill.

Blackman-Ross Co., 95 Madison avenue, New York City, it is reported is revising their list for the H. O. Company of Buffalo, N. Y.

Mrs. E. G. Kleinsorge, Philadelphia, Pa., is handling the advertising of the Pfeiffer Chemical Co., Dr. Earl S. Sloan Co., "Sloan's Liment," St. Louis, Mo., and Boston, Mass.

Represent Bakersfield Californian. The Bakersfield (Cal.) Californian has appointed the following representatives in the foreign advertising field: Horace M. Ford, Chicago, and Griffith-Powers Co., New York City. The Californian is in its forty-seventh year, being one of the oldest in the State. Its sworn statement of circulation to the Post Office Department for six months ending June 27 was 5,250 net paid daily.

Speakers Urge Negroes to Use Ads. President Jackson, of the National Negro Business League, speaking at Wednesday's session of the convention being held in Philadelphia this week, advised negro business men to advertise in all the papers possible. "not only in negro publications, but also in the white man's newspapers." Other speakers urged the adoption of the white men's methods of doing business. They declared there were abundant opportunities for negroes in the South and insisted that the white men of that section do not hesitate to engage in business with the negroes who can prove their ability.

ROLL OF HONOR

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

Table with columns for various states: ARIZONA, CALIFORNIA, GEORGIA, ILLINOIS, INDIANA, IOWA, KANSAS, KENTUCKY, LOUISIANA, MARYLAND, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEBRASKA, NEW JERSEY, NEW YORK, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, TEXAS, WASHINGTON, WISCONSIN, CANADA, ALBERTA, BRITISH COLUMBIA, ONTARIO, QUEBEC. Each entry lists a publication and its circulation figures.

AD FIELD PERSONALS. AIDS THE ADVERTISER.

Bennett W. Cooke, formerly with the Chicago Daily News as an advertising representative, has become assistant advertising manager of Popular Electricity and the World's Advance (formerly Popular Electricity Magazine).

James A. Ritchie, former advertising manager of the San Francisco Chronicle, is now on the advertising staff of the Evening Post of that city.

J. P. McKinney, special agent, 334 Fifth avenue, New York, is traveling through the middle western States in the interest of his papers.

Edward Benson, advertising manager of the Bakersfield (Cal.) Californian is on a two weeks' vacation.

Homer McKee, advertising manager of the Cole Motor Co., Indianapolis, is off on a lecture tour of all the principal Cole agencies and branches. He will deliver talks on standardization.

Herbert Watson has become vice-president of the H. D. Stewart Co., advertising agents, Chicago. Mr. Watson was formerly director of campaigns for the Chas. H. Fuller Agency and later with the System Co.

W. McKin White has resigned as advertising manager of the Marion Motor Co., Indianapolis. The advertising of this concern is now being handled by the J. I. Handley Co.

Ernest V. Alley has tendered his resignation as advertising manager of the Fall River (Mass.) Standard and Mercury and will join the advertising department of the Curtis Publishing Co., of Philadelphia. Mr. Alley has been connected with the ad staff of the Standard for sixteen years.

REGULAR COMIC OPERA PLOT.

Unless Townsend Marries Before Oct. 15 He Loses a Fortune.

A Detroit advertising man is in a bad fix. Unless he marries before Oct. 15 he will lose a fortune left him by his uncle. As he did not have a sweetheart at the time of the latter's death he is now doing his best to find a young woman of the right kind to fulfill the stipulation contained in his uncle's will. At present he is in Boston trying to locate a woman he knew ten years ago.

The lucky or unlucky advertising man, whichever you may regard him, is Myron W. Townsend, advertising manager of the Timken Detroit Axle Co. His uncle was Myles Townsend, a former wealthy fruit grower, of Los Angeles, Cal., who died in Marshall, Mich., July 15.

He left a will naming Myron W. Townsend as the chief heir, but stipulated that the young man could only come into possession of the thousands by marrying some sensible girl within three months after the uncle's death.

For years Myron Townsend's mother in Los Angeles had pleaded with her son to get married. Somehow the young man didn't seem to have the slightest matrimonial inclination. Instead he loved to travel, and during the last few years he has done so extensively.

However, since he received information regarding his uncle's will, he has changed his mind.

Pearsall's Summer Trip.

Alfred E. Pearsall, a member of the New York Press Club, is taking a carriage trip to Winchester, Va., where he has a bungalow in the woods. He drives a span of horses and takes along with him a camping outfit. When night comes he pitches his tent and cooks his supper over a fire built in the open. After a short stop at Winchester, Mr. Pearsall will push on to Florida, where he will spend the winter at his bungalow, "Latchstring."

Hartford (Conn.) Times Seek Co-operation of Retailers Using its Columns—Possible Solution of Baffling Problem.

Co-operation between the newspaper and the advertiser is generally considered so difficult a problem that the effort just made in this direction by the Hartford (Conn.) Times becomes worthy of the closest attention. Generally, newspapers cannot undertake to promote, in a direct way, the sale of an article advertised, possessing neither the sales organization needed nor, in the eye of the public, the necessary license to do so. Advertisers, however, have for some time held the view that they are entitled to some such service.

The method adopted by the Hartford Times consists of inducing retailers to display prominently the commodities advertised by it—a sort of promotion work which heretofore has not been attempted in a systematic manner.

HOW TIMES DOES IT.

How the newspaper in question accomplishes this is amply described in Bulletin No. 5, of the Bureau of Advertising of the A. N. P. A.

The Bulletin says: One of the important questions raised by national advertisers with whom the Bureau has been in touch is that of local co-operation between the newspaper carrying general advertising copy and the dealer selling nationally advertised products. This is a subject that the Bureau considers of vital interest to every one of its subscribers, and, in fact, to every newspaper in America.

The local dealer offers a rather knotty problem. His understanding of merchandising and advertising conditions is not always thorough, and inasmuch as he represents the last, and perhaps the most important link in the chain between manufacturer and consumer, the success of general newspaper advertising rests largely on his shoulders.

A number of individual newspapers are doing some very valuable work with the dealer. In this direction, the Bureau has had its attention called to the campaign of the Hartford (Conn.) Times—"For the purpose of 'waking up' the retailers—and to induce them to take advantage of the effective newspaper advertising of the manufacturers."

The Hartford Times recently issued a retail grocer a circular the size of its newspaper sheet. In this circular are reproduced the advertisements of many manufacturers of nationally distributed food products who advertise their wares in the Times.

CIRCULAR ASKS CO-OPERATION.

On the front page of this circular is a strong appeal addressed to "The retail grocery trade of Hartford and vicinity," from which the following extracts are quoted:

"All the well-known food products, beverages, soaps, etc., exploited in this circular are advertised in the Hartford Times.

"The manufacturers of these articles are spending money freely, using the very best medium for reaching the consumer in order to stimulate a demand for their goods and at the same time to increase the profits of the retailer—and now we should like to ask the retailer what he is doing to co-operate with the manufacturers.

"... Is the dealer alive to the fact that 95 per cent. of the buying people of Hartford are reading about these very articles in the Hartford Times, and that if the goods are given prominence and a little effort made to push them he will increase his sales tenfold?"

"Some stores are going ahead much faster than others, which is because there are storekeepers who are keen enough to use their windows and counter spaces for the goods that are advertised, and they instruct their clerks to talk them up.

"Why shouldn't they do so?"

"If the advertisers in a great home newspaper like the Hartford Times does three-quarters of the selling, isn't it up to the dealer to do the rest?"

"The store that is destined to be big is the store that has the goods that are wanted in stock—and places them in plain sight. The goods that are wanted are the goods that are talked about—advertised.

"Now, Mr. Grocer, if you are alive, you should keep track of the high grade advertising products and display them prominently. The Hartford Times reports that these circulars are sent to the retail grocers, and, in addition, 'a representative of the paper calls regularly upon the dealers and personally urges the practice of making a display.'"

The Times says further: "The suggestion seems to have struck home, because many of the dealers are giving noticeable prominence to the goods in their windows and on their counters and shelves.

"The Hartford Times feels that it has found a timely and productive means of co-operation with its advertisers, and it plans to continue the work with systematic vigor."

Canada's Wood Pulp Industry.

Sixty pulp mills are now operating in Canada. In 1912 nearly 2,000,000 cords of pulpwood were cut, of which forty-seven per cent. was manufactured into pulp or paper by Canadian mills.

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CHANGES IN INTEREST.

- COLUMBIA, Mo.**—Omar D. Gray has sold his interest in the Statesman to H. F. and E. F. Childers, owners of the Columbia Herald. The papers will be run under the name of the Columbia Statesman. Gray will continue to run the Sturgeon (Mo.) Leader.
- RUSSELLVILLE, Ala.**—J. C. Norwood, for over nine years editor of the Franklin Times, a weekly paper published at this place, has sold the property to Harry Edwards.
- DOLGEVILLE, N. Y.**—The Republican has been sold by the Tri-County Publishing Co. to the Dolgeville Publishing Co. P. H. Murphy and W. H. Bacon are directors in the new enterprise which has been incorporated.
- PINE RIVER, Minn.**—George Silk has sold the Sentinel to the opposition paper, the Blaze, and the two newspapers have been consolidated.
- BEFORD, Pa.**—The Inquirer, Republican, changed hands when O. W. Smith disposed of his interest in the publication to E. Howard Blackburn.
- CEDAR RAPIDS, Ia.**—The Republican contains the announcement that Luther A. Brewer, for several years half owner of the Republican and Times, has purchased the stock of his chief partner, Cyrenus Cole.

- LEHIGHTON, Pa.**—It is rumored here that the Evening Leader, of which Chief Burgess George W. Morthimer is the editor and proprietor, will be purchased by the leaders of the Washington party and made a Progressive paper.
- WATERTOWN, Wis.**—Ward L. Swift has sold the Leader to E. W. Feldschmeider, who took possession last week.
- SIDNEY, Ia.**—W. K. Peak has purchased the Times and taken possession.
- RIDGEWAY, Mo.**—F. M. and L. Y. Spragg, owners and publishers of the Journal, have sold the paper to Harry C. Jones, who has been foreman in the Journal office for the last seven years.
- SUPERIOR, Neb.**—The Daily and Weekly Journal was last week sold by W. A. Huff to Will S. Trites, of Hastings, who took charge at once. The Daily Journal is twenty-six years old.
- OSAGE CITY, Kan.**—The Osage County Democrat, published at Lyndon, was sold last week by F. S. Mickey to H. C. Sticher, editor of the Osage City Free Press.
- Harold S. Hodes** has resigned from the Hill Publishing Co. to become director of advertising of the Kalem Co., manufacturers of moving picture films, New York.



The Knickerbocker Press

LEADS ALL THE REST

For more than three years The Knickerbocker Press has published more news than any other newspaper issued in The Capitol District; more illustrations, more pictures and more cartoons than all combined. Within the past year it has superseded the New York newspapers in The Capitol District with the best class of newspaper readers.

For the Six Months Ending June 30th, 1913, The Knickerbocker Press Leads in Advertising

During those six months the advertising of the home merchants of The Capitol District was distributed as follows in the newspapers published in Albany:

THE KNICKERBOCKER PRESS	-	1,572,858 lines
Times-Union	- - - - -	1,512,910 lines
Journal	- - - - -	1,036,840 lines
Argus	- - - - -	322,448 lines

THE KNICKERBOCKER PRESS leads the Argus by	- -	1,250,410 lines
THE KNICKERBOCKER PRESS leads the Journal by	- -	536,018 lines
THE KNICKERBOCKER PRESS leads the Times-Union by	-	59,948 lines

Remember, The Knickerbocker Press Leads in All That Is Worth While!

The Knickerbocker Press

ALBANY, N. Y.

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