

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## WASHINGTON TOPICS.

### CORRESPONDENTS RECEIVE RECOGNITION IN PUBLIC DOCUMENT MEASURE.

**Bill to Codify Printing Laws Includes Provision That Newspaper Men Receive One of Every Document Printed for Public Use—Congressman Barnhart's Tribute to Correspondents at the National Capitol.**

(Special Correspondence.)

WASHINGTON, Oct. 3.—In the bill to codify the printing laws now being considered in the House the newspaper men of Washington have been well taken-care of, in that they are to receive one of every document printed for public use. The section making this provision reads:

Sec. 63. Par. 1. The press gallery of the Senate, the press gallery of the House of Representatives, and each newspaper correspondent whose name appears in the Congressional Directory shall be entitled to one copy of every numbered document ordered printed by either house of Congress, provided that the press gallery superintendent or correspondent files a request for such document with the superintendent of documents at the Government Printing Office within 10 days after the order to print has been made; and shall also be entitled to the Monthly Army List and Directory, the Monthly Navy and Marine Corps List and Directory, the Diplomatic and Consular List of the State Department, the Official Register of the United States, and the Statistical Abstract published by the Department of Commerce.

An interesting debate between Representative Mann (Rep.), of Illinois, and Representative Barnhart (Dem.), of Indiana, took place while the bill was being considered. Representative Barnhart is the owner of the Rochester (Ind.) Sentinel. The debate, in part, follows:

IT'S AN INDIAN GIFT.

"Mr. Mann: Mr. Chairman, this paragraph purports to give to the press correspondents one copy each of every numbered document printed by either House of Congress. I think it is proper to do that, but the proviso takes away that gift. It is an Indian gift. You hold it out in your hand when the man goes to take it you pull it back, by saying that in order to get these documents they must make a requisition within 10 days after the order to print has been made. There is not a correspondent who knows when the order to print is made, and often he does not know what the document is when the order to print is made. The members of the House do not know one time in ten.

"There is a proposition which offers to give the press correspondents documents which they ought to have, but which says that they cannot have that right unless they make a requisition for the documents at a time when they do not know what the documents are and probably do not even know when the time is within 10 days after the order to print has been made. The document may be printed a year after. Certainly, a considerable length of time elapses before the document is printed. I think the press correspondents are entitled to receive these documents when they are printed, and while it may be a little more convenient for the printing office to know exactly the number of documents which will be demanded, still, that is not possible under the valuation plan, anyhow.

ALERTNESS OF PRESS GALLERY.

"Mr. Barnhart: Mr. Chairman, the argument set forth by the gentleman from Illinois has some consistency in it, (Continued on page 330.)



LEE ANDERSON,  
NEW PRESIDENT OF THE ADVERTISING AFFILIATION.

## AFFILIATION MEETING.

### CONVENTION AT DETROIT LAST WEEK MOST SUCCESSFUL IN ORGANIZATION'S HISTORY.

**Nearly 300 Advertising Men in Attendance—America's Opportunity the Keynote of the Occasion—An Unusually Interesting Program Presented—Saturday Night's Banquet—Some Notable Addresses.**

(Special Correspondence.)

DETROIT, Oct. 6.—"America's Opportunity" was the keynote of the Convention of the Affiliated Advertising Clubs of Buffalo, Cleveland, Detroit and Rochester held in this city, October 2 and 3. The speakers declared that the European war has presented to American business the greatest opportunity ever opened to it. See America first, extend our home trade and home industries over the ground now for a time freed from European competition, and only when our home markets are firmly secured, cultivate foreign trade. The opportunity is here, and it is the duty of advertising men to preach the doctrine of prosperity and lead the way to a great and lasting success for American business, American goods and the American people.

The convention was the greatest the affiliation has yet held. The extension of time to two days in place of one made possible a wide scope of activity, of which full advantage was taken. Held at a time fraught with such importance to American industry as the present, the views endorsed by the meeting are significant, and the expression of faith in America and America's prosperity should be endorsed by every business man. Three hundred men from the four cities attended the convention.

DELEGATION VISIT FORD FACTORY.

The first session, on Friday morning, was taken up by a trip through the Ford motor car factory. John R. Lee, of the Ford Company, addressed the delegates and explained the Ford profit sharing plan and the efforts the company is making to make good American citizens, as well as automobiles. Every workman, as Mr. Lee explained, is paid about 10 per cent. higher wages than men receive in other factories, and a share of the profits is added only when he shows that he is earnestly trying to better himself and using his wages constructively.

In the afternoon the first business session was held in the auditorium of the Detroit Board of Commerce. After short addresses of welcome by Lee Anderson, president of the Detroit Ad-craft Club, and Mayor Marx of Detroit, Edward Hungerford, advertising manager of the Wells-Fargo Express Co., delivered an address on "Advertising Transportation."

RAILROAD ADVERTISING.

"Early railroad advertising was rather crude," said Mr. Hungerford. "Shortest route, best route, most popular route was the subject of the copy. It was generally under the charge of the general passenger agent, who shifted it off on to a clerk or anybody he could get to do it. Then, with the development of railroad facilities, sleeping cars and eating houses were featured and service became the theme. Afterward land became the subject of railroad advertising, which brought great and immediate returns. James J. Hill early

(Continued on page 328.)

### Montreal Herald Manager Killed.

Fleetwood H. Ward, formerly general manager of the Montreal (Can.) Herald, was instantly killed last week when struck by a westbound Grand Trunk train at Strathmore station. He was trying to catch a C. P. R. train to Montreal and did not see the other approaching. His body was carried fifty yards. Mr. Ward was forty-one years old. He was president of the Ames-Holden-McCready Company and a former vice-president of the Canadian Rubber Company.

### Canada Bars Staats-Zeitung.

Following the barring from the mails by Canada of the publication Fatherland, issued by pro-German sources here, the Canadian ban has been put also on the New Yorker Staats-Zeitung, according to an announcement in the evening edition of that newspaper Thursday.

### Cleveland Hungarian Daily Appears.

The first edition of Magyar Hirlop, a new Hungarian daily newspaper, has appeared in Cleveland. It is published by the Hungarian-American Publishing Co. The paper will be devoted in the main to giving the news of Hungarian activities in Cleveland and vicinity. Its equipment will enable it to furnish its readers with all the news, printed in the Hungarian language, and treated

after American journalistic methods. George Kemeny, formerly of Dongo, the Hungarian humorous publication, is managing editor of the new paper. His associate editors are Dr. Ladislaus Polye and Stephen Puky. John Kemeny, Hungarian cartoonist, is a contributor.

### Nephew to Contest Leslie Will.

The will of Mrs. Frank Leslie, the former owner of Leslie's Weekly, and other publications, is to be contested by her nephew, Maynard D. Telling, of Detroit, Mich. The will disposes of an estate in excess of \$1,000,000, the residue of which is left to Mrs. Carrie Chapman Catt, to further the woman's suffrage movement. Mrs. Leslie, who amassed her fortune as an editor, author and publisher, died September 18. The contest is to be based on alleged mental incompetence, and no hint is made of any undue influence by Mrs. Catt or her friends.

### N. W. Huston Buys Missouri Paper.

N. W. Huston, who last June sold the Manhattan (Kan.) Daily Nationalist to D. E. Deputy and Ed. Shellenbaum, announces that he has purchased the Cass County News, a Republican paper at Harrisonville, Mo. Huston will take possession of his new paper this week. Along with the purchase announcement, Mr. Huston declares the News will be Republican in politics.

## CHICAGO HAPPENINGS.

**Circulation and Advertising Showing of Daily Papers—Tribune's Good Fellow Movement—Possible Raise in Papers' Prices—McCutcheon's Friends Worried—George Ade Host to Automobile Club—Personals.**

(Special Correspondence.)

CHICAGO, Oct. 7.—The Daily News has long presented the strange case of its circulation showing a great fall off on Saturdays. This difference from other days runs all the way from 30,000 to 50,000 copies, a circulation larger than many another paper has all told.

The Herald which took a spurt in amount of advertising printed upon its change of management reports that this keeps up and that it continued to gain last month when the other morning papers showed losses. The new management has certainly instilled new vigor into that paper.

Some of the daily papers have sent their country agents warning that owing to the increased expense of operation on account of war news and increase in price of paper they will raise their wholesale price.

The other day the manager of a string of leading vaudeville theaters down town which draw great crowds daily complained to the dramatic critic of a leading daily that his theaters did not get any mention in that paper. The critic thereupon essayed to go out and report some of the acts at these theaters. At the first theater he was refused the usual press courtesies and at the second was grudgingly granted them but given a poor seat. He wrote up his experience as a notice for those theaters. It is a fact that the cheaper theaters are less liberal to newspaper men often than the high priced ones, so small wonder they get so little attention.

TRIBUNE'S AID TO POOR.

As times are harder than usual with the local poor thus early and as the public charity society is practically out of funds, the Tribune has started its Good Fellow movement which formerly was a Christmas charity thus early.

Many local women's clubs united Sunday afternoon in a memorial service for Mrs. F. K. Bowes, late president of the Chicago Press League and head of some other societies. The service was held at the Auditorium hotel parlors.

Walter Gaines of this city married Miss Alta Hooper, a young newspaper woman of Bloomington, Ill., at that place last week. She is an associate editor of the Prairie Farmer.

The sale of the Drovers' Journal, whose editor, Harvey Goodall, recently died, is reported, to Edward Tilden, a stock yards banker, and Roy Echstrom, Hearst News Service editor. The latter will be editor-in-chief.

Mrs. Frieda Hall, wife of the Journal's dramatic editor, has just had a new play, "The Benediction," given its premier.

MCUTCHEON'S TROUBLES ABROAD.

Friends of John McCutcheon and James O'Donnell Bennett, Tribune war correspondents, are worrying about them. According to their reports they are having a hard time of it in Germany and Belgium and have at times been short on food and clothes to say nothing of lodgings. As McCutcheon is a cartoonist by trade and Bennett was a dramatic editor for a long time the change is a severe one for them to take so suddenly. It is thought, however, they will pull through all right.

Plans are completed for the dedication of the monument in Garfield Park to the memory of the late Col. John F. Finerty, editor, soldier, author and Congressman. It will be dedicated Sunday, October 11, at 2 p. m.

George Ade will be host to Chicago automobilists at his Indiana farm on October 10, when the Chicago Athletic Association and the Chicago Automobile Club hold their fall reliability test.

Thirty or forty cars are expected to enter.

A peace evening was held in Fullerton hall at the Art Institute on Friday evening of last week under the auspices of the Illinois Women's Press Association.

William B. Skaggs, former mayor of Tallede, Ala., discussed the European war at the Press Club luncheon last week Wednesday. Professor Riggs of the Field Museum gave a lecture on hunting big game of past ages on Thursday evening.

## BRITISH CENSOR'S NEW POLICY.

**United Press Gets Through Detailed Despatch of German Victory.**

The first result of the protest of the American press against the British suppression of German news cabled through London developed yesterday. For the first time since the declaration of war between England and Germany, a detailed press dispatch, filed in Germany and recording successful activities of German troops, reached New York by cable. The story from Karl H. von Wiegand, Berlin manager of the United Press, was his own eye-witness description of the Thursday fight at Wirballen in East Prussia, where a great battle has been raging for a week.

The story by von Wiegand—the first American correspondent to get to the battle front with the German army—told in detail of the successes of the entrenched German forces in resisting the assault by several Russian army corps. The story, which was sent from the battlefield over government wires from Wirballen to Berlin, was then relayed to the Hague and from the Hague was cabled to the United Press Bureau in London. From London the full story was recabled to New York, where it was received late Friday evening, having passed the British censorship. There was no indication that the English censors had eliminated a single word.

Prior to the receipt of this dispatch, the United Press, in common with all of the other American newspapers and news agencies, had found it impossible to get through the London censorship any German news. The suppression of German news was not confined to news of military activities, but covered every sort of news bearing in any way on German conditions.

Taken in connection with the strong editorial in the New York Morning World of yesterday, and the protest to the British government by Joseph Pulitzer, of the New York World, the action of the censors in passing the von Wiegand dispatch would seem to indicate a new policy on the part of the British government in its attitude toward German news.

While a number of American newspaper men working from behind lines of the Allies have witnessed artillery duels at various points in the French war zone, von Wiegand's story is the first by an American newspaper man to carry any details of man to man fighting between opposing infantry divisions. In the course of his observations, which were made in the company of two German staff officers assigned to accompany him, von Wiegand and his escort accidentally got within range of the Russian guns and had a narrow escape, a shrapnel shell bursting directly over the spot on which they had stood a moment after they had put spurs to their horses when it was seen that the Russian artillery had obtained the range on their position.

## Papers to Be Tried for False News.

The French Press Bureau has issued a request to the newspapers to be very strict in printing only correct news and also to avoid publishing unofficial lists of wounded for reasons affecting the families of the soldiers. As the result of an inquiry recently opened, General Gallieni, the military governor of Paris, has decided to take proceedings against certain editors for the dissemination of false news.

## Outlook Better in England.

W. Blanchard Bancroft, of London, who has come to the United States for the purpose of getting in touch with publishers who desire to have their newspapers represented in the British metropolis, and also to make certain investigations in behalf of several English manufacturers, told a representa-



W. BLANCHARD BANCROFT.

tive of THE EDITOR AND PUBLISHER at the Knickerbocker, where he is staying, that, in spite of the war there is a hopeful note among advertisers in Great Britain. "I know of several big manufacturers who stopped their advertising when the war broke who have resumed their campaigns and are using full space. Nearly everybody was scared stiff for awhile but now people are recovering their nerve and are going ahead as if there were no war. The volume of advertising which had shrunk to a shadow is now increasing quite rapidly and a much more cheerful feeling prevails."

## New Progressive Papers.

Among the new papers added to the fighting forces of the Progressives in Indiana are the Progressive News, Huntington, Ind.; the Indiana Courier, a new daily paper at East Chicago, Ind.; the Jasper County Herald, at Rensselaer; the White County Citizen, at Monticello; the Independent, at Princeton; the Bulletin, at Washington; the Progressive Observer, South Bend; the World, at Bloomington, and the Journal, at Hartford City. Danville Progressives plan a campaign publication. The Progressive Herald, at New Castle, is a bright semi-weekly. The Bloomington Journal is making a successful bid for local support. The new papers bring the battle line of Progressive papers up near the 100 mark, not including two score of papers that are friendly but non-political.

## Photo-Engravers Adopt Arbitration

The Executive Committee of the International Association of Manufacturing Photo Engravers at a meeting in the Martini Hotel, decided to enter into an arbitration agreement with the International Photo-Engravers' Union for the peaceable settlement of all disputes of the future. This action marks a new departure in this important industry representing \$40,000,000 in annual sales and giving employment to 12,000 skilled artisans. It was also decided to give unqualified support to the Vigilance Committee of the Associated Advertising Clubs toward enforcing truth in Advertising.

## The New Great Divide.

The name of the Denver Weekly Post has been changed to the New Great Divide, and its scope enlarged. H. H. Tammen and F. G. Bonfils, the editors, believe that the Post can be made more popular than ever under the new policy.

## PHILADELPHIA NOTES.

**The Record Promotes a "Made in Philadelphia Week," Oct. 25-31.**

(Special Correspondence.)

PHILADELPHIA, Oct. 7.—What with the starting of new papers and the extinction of others, the arrival of a week with no sensational news to record, leaves one with the sensation of dropping from an aeroplane after a most satisfying flight. Here is a story which is being told around town. A certain city editor on a local paper, which shall be nameless, had sharply called down one of his subordinates for a mistake in makeup for which he was not responsible. The man took his medicine, but when it had been administered to the last bitter drop, quietly explained the true situation. To cover his chief's chagrin, he added:

"But that's all right. You mustn't mind making mistakes. Even when the world was made there were a lot of mistakes. First, things were fixed so that this city could be in the spot light only half the time, while a lot of planets have a whole bunch of electrics. Then, when woman was created, there was a perfectly good rib used instead of an appendix. Then the jack-ass was evolved, but even that was not enough, for then you appeared on the scene," and he turned on his heel smoothly, leaving the captious one without a word to say in reply.

It is a shame to tell of a paper which usually sets a fine standard with its headlines, but what do you think of this, as the product of one of the two best papers in town—"Tall cedars flood masonic home with music." Honest, it appeared, on September 20.

Eddie Collins, "great second-sacker" of the Athletics, will contribute a daily article to the Evening Ledger during the World's Series here. The news will be covered by George M. Young, baseball editor, Stoney McLinn and Ty Cobb for the Morning Ledger.

From October 25 to 31, the Record will promote a "Made in Philadelphia Week." The merchants are co-operating, there will be special window and store displays, and it is needless to add the advertising columns of that paper will undoubtedly be so full as to crowd out even much of the war news.

The "Poor Richards" have elected Richard H. Durbin, advertising manager of Strawbridge and Clothier, as their president for the ensuing year. Other officers chosen to lead this organization of advertising makers and buyers, who have a picturesque clubhouse in the "Street of the Little Clubs," are: Vice-presidents, Louis J. Kolb, Edwin Moore, M. F. Hanson, William F. Fell and W. Atlee Burpee; secretary, Theodore E. Ash; treasurer, George C. Allen; directors, Thomas Martindale, William J. Eldridge, H. A. Gatchel, C. H. Graves, Jarvis A. Wood, George Nowland, George W. Jacobs, Thomas R. Elcock, Jr., and Rowe Stewart.

The clubhouse has recently been renovated throughout. Reports disclosed that during the year fifty-one new members had been admitted to the club, making the membership 128.

C. H. Pierce, eastern representative for Jack London's films, gave a banquet to local newspaper, theater and moving picture men the other night. George Horace Lorimer, editor of the Saturday Evening Post, was one of the invited guests as was J. L. Breiting, the state censor. One of the topics discussed was "The best means of bringing to manufacturer and newspaper owner the need of the hour—constantly better productions, in order that the fourth largest industry in the country may exert as much of an uplifting moral element as possible."

Merrill A. Teague, who ten years ago was on the North American and since has been working on financial papers in New York, died at Chatham, N. J., after a long illness. At the time of his death he was editor of the Copper Curb and Mining Outlook.

The Utica Observer is erecting a new building for its plant.

**PACIFIC COAST NOTES.**

**Observance of Newspaper Day in California—Oakland and Frisco Ad Club Activity—Field Takes Stand in Panama Forts Picture Suit—Miss Anna Ballard at Women's Club—Personal and Staff News.**

(Special Correspondence.)

SAN FRANCISCO, Oct. 3.—The big event of the week in California was the general observance by newspapers throughout the State of Newspaper Day, October 1. Never in past history has Newspaper Day been so widely observed in this territory. Where in the past one or two papers may have co-operated in an observance of the day, this year hundreds joined in the movement, which has for its aim the advertising of California and its possibilities.

The complete organization and perfect arrangements for the occasion was most marked. This year the newspapers alone did not have to bear the brunt of the work. Well equipped chambers of commerce and efficient commercial organizations gave their assistance in the matter of distributing the many thousands of extra copies printed and the results are expected to surpass any like effort ever attempted. The commercial bodies made it their personal business to see that citizens of each community furnished addresses outside of the State and efforts were made to prevent any waste or duplication of names. This work is still going on and it will probably require a number of days before final distribution is completed.

**BIG BOOSTS FOR STATE.**

Some of these special editions boosting the State are, indeed, smart looking papers—the best kind of advertising. The opening of the Panama Canal and the Panama-Pacific International Exposition furnished the general theme for a number of papers, but these subjects by no means constituted the chief argument in favor of California. The different sections of the State were widely discussed and real facts that will interest a prospective settler were given.

Many advertisers took advantage of the opportunities thus given them, such as real estate firms, railroads, etc. Such support was very pleasantly received, but rest assured, these advertisers could have picked no better medium to reach prospective customers.

It is now planned to make Newspaper Day an annual event.

The Oakland Advertising Association, composed as its president, W. W. Cribbins, puts it, of "One hundred of the liveliest wires in Oakland," joined the Oakland Commercial Club during the week. The occasion was marked by a luncheon at which the advertising men were guests. The luncheon was given in honor of Edward Trefz, traveling representative of the Chamber of Commerce of the United States. Trefz was the speaker of the day, choosing for his subject "Commercial Organizations." He told the members of the Commercial Club that since its enlarged membership to 2,000 it was first in point of income and of numbers among commercial organizations in the United States. He gave many instances of cities that owed all their prosperity to the work of similar clubs.

**AD CLUB ACTIVITY.**

"Why the Panama-Pacific International Exposition Is Already an Assured Success," was the subject of two addresses given at the regular meeting of the San Francisco Ad Club this week. The talks were made by Captain Asher Carter Baker, head of the division of exhibits, and George Hough Perry, director of exposition. Arthur J. Brunner, vice-president of the Ad Club, presided.

Alleging that a sensational smuggling story, published in the Monterey Daily Cypress, issue of August 28, is "False and defamatory," Jack A. Dillon has commenced suit for \$10,000 damages against the owners of the paper, the Monterey Publishing Co. The name of Dillon was mentioned as one of several members of a gang of smugglers



C. W. CAMPBELL,  
Affiliation Vice-President.

**ALAN DALE QUILTS AMERICAN.**

**Noted Dramatic Critic Resigns Because of Alleged Disagreement.**

"Alan Dale," the dramatic critic (in private life known as Alfred J. Cohen), severed his connection with the New York American on Tuesday. He was connected with the Hearst forces for nineteen years.

The noted critic's resignation is declared by the American management to be the result of a disagreement as to the amount of his compensation. S. S. Carvalho, general manager of the American, in a letter to Mr. Dale dated October 3, expressed a preference to have the critic write on a space instead of a salary arrangement and suggested a compensation of \$25 a critique. The change was to go into effect November 1.

Mr. Dale takes a different view of the situation. He says he resigned because he wanted to die game as a critic and would not consent to be a slop writer. He is of the opinion that "an era of commercialism in journalism has set in" and he does not care to be in it.

He has been a dramatic critic in New York for about twenty-seven years. He became critic of the Evening World in 1887 and remained with that newspaper until 1895, when he went over to the Evening Journal and from there changed to the American. Mr. Dale is a writer both of critical essays for magazines and of fiction. Among his writings are "Jonathan's House," "A Marriage Below Zero," "My Footlight Husband," "Miss Innocence," "Familiar Chats with Queens of the Stage," "Wanted—A Cook," "The Great White Way" and others.



O. C. MOORE,  
Affiliation Treasurer.

**UNITED TYPOTHETAE MEETS.**

**Printers Hear of Their Responsibility for a Clean Press.**

The twenty-eighth annual convention of the United Typothetae and Franklin Clubs of America was held in New York this week, with 2,000 delegates from all parts of the United States and Canada in attendance.

A number of talks by various members were full of helpful suggestions, and were given close attention. T. E. Donnelly, of Chicago, spoke entertainingly on the subject of "The Printer's Responsibility for the Respectability of His Product," pointing out the fact that the printer who shouts prohibition and then takes money for printing beer and whiskey advertising is not honest, and making a plea for business respectability.

Edward N. Hines of the Curtis Co., Detroit, Mich.; James Berwick of Berwick & Smith, Norwood, Mass., and John S. Watson of the Jersey City Printing Company of Jersey City, N. J., spoke upon the subject of "Cultivating Good Will Among Employees," pointing out the fact that such good will is tangible asset, one well worth having. "The Bonus System" was another subject of deep interest as was that of furnishing dummies and layouts with estimates.

The visiting delegates were royally entertained by the local organization who besides furnishing many side trips around the city gave a dinner and dance at the Waldorf Astoria Tuesday evening and a theater party at the Hippodrome Wednesday evening.

The get-together spirit amongst the printers is having a tendency to eliminate cut throat competition, standardize prices and make more money for employers and employes alike. At the same time by cutting out the "extras" which have existed in the printing industry for so many years they are reducing the cost of their product to the consumers and increasing the character of the work. Local organizations all show a healthy growth and a general spirit of business optimism seemed to pervade the convention.

**Easton Manager of Canton News.**

J. A. Easton is the new manager of the Canton (O.) Daily News. He recently resigned as traveling representative of the International News Service and is well known to newspaper publishers throughout the country, especially in Ohio, Pennsylvania, New York, West Virginia and adjoining territory. Mr. Easton is associated with Burton Kinship, editor of the News. The paper has gained one third in circulation over September of last year, according to its recent government statement.

**Gardiner (Me.) Reporter-Journal Sold**

Ernest W. Morrell has sold the Gardiner (Me.) Reporter-Journal, a daily newspaper, to Ernest C. Bowler, of Bethel. The Gardiner Reporter-Journal has been in the Morrell family for almost half a century, and when Editor Morrell retires he will have completed forty-six years in the office. He started as a chore boy with his father, the late Hiram K. Morrell, one of the best-known journalists of his time in Maine. Young Morrell began sticking type at the age of ten. For years he has con-

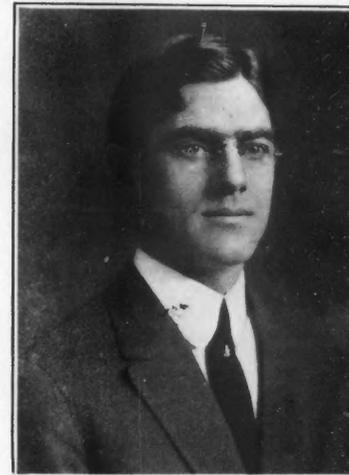
ducted the editorial policy, and his witticisms have been widely copied. He is a former president of the Maine Press Association.

**A. P. DIRECTORS MEET.**

**Large Attendance of Members at Executive Sessions in New York.**

A meeting of the board of directors of the Associated Press was held at the New York offices on Wednesday and Thursday. Executive and routine matters were considered. A number of publisher-members of the A. P. were also present at the sessions of the Board.

The board members in attendance at the sessions were: President, Frank B. Noyes, Washington Star; vice-president, Daniel D. Moore, New Orleans Times-Picayune; general manager, Melville E. Stone; Herman Ridder, New York Staats Zeitung; W. H. Cowles, Spokane Spokesman-Review; Samuel Bowles, Springfield (Mass.) Republican; R. M. Johnston, Houston Post; Charles A.



THOMAS W. GARVIN,  
Affiliation Secretary.

Rook, Pittsburgh Dispatch; Charles H. Clark, Hartford Courant; Charles W. Knapp, St. Louis Republic; Clark Howell, Atlanta Constitution; V. S. McClatchy, Sacramento Bee; W. L. McLean, Philadelphia Bulletin; W. Y. Morgan, Hutchinson News; Adolph S. Ochs, New York Times, and A. C. Weiss, Duluth Herald.

The Associated Press members included R. A. Crothers, San Francisco Bulletin; F. W. Kellogg, Call and Post; James R. Gray, Atlanta Journal; James Keyes, Chicago Herald; Robert R. McCormick, Tribune; Carroll Shaffer, Indianapolis Star; Delavan Smith, News; Charles H. Taylor, Jr., Boston Globe; William E. Scripps, Detroit Tribune; George G. Booth, News; Jason Rogers, N. Y. Globe; Henry L. Stoddard, Evening Mail; George B. Frease, Canton Repository; Joseph Garretson, Cincinnati Times-Star; W. P. Leech, Cleveland Leader; Dan. R. Hanna, News; A. E. Braun, Pittsburgh Post, and John S. Bryan, Richmond News Leader.

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., OF THE EDITOR AND PUBLISHER AND JOURNALIST.**

Published Weekly at New York, N. Y. Required by the Act of Aug. 24, 1912.

Name of Post-Office Address  
 Editor, FRANK LEROY BLANCHARD, 105 East 15th street, New York City.  
 Managing Editor, MICHAEL KLEY, 1956 Bathgate avenue, New York City.  
 Business Manager, GEORGE P. LEFFLER, 1255 St. Nicholas avenue, New York City.  
 Publisher, JAMES WRIGHT BROWN, 234 Valentine Lane, Yonkers, New York.

Owners: (If a corporation, give its name and the names and addresses of stockholders holding 1 per cent. or more of total amount of stock. If not a corporation, give names and addresses of individual owners):  
 THE EDITOR AND PUBLISHER CO. . . . . 117 World Bldg., New York City.  
 JAMES WRIGHT BROWN . . . . . 234 Valentine Lane, Yonkers, N. Y.  
 FRANK LEROY BLANCHARD . . . . . 105 East 15th street, New York City.  
 T. J. KEENAN . . . . . Keenan Bldg., Pittsburgh, Pa.  
 Mrs. MARTHA JANE LEFFLER . . . . . 1255 St. Nicholas avenue, New York City.  
 JOHN HULDERMAN . . . . . Harrisville, W. Va.

Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities: None.

JAMES W. BROWN, Publisher  
 Sworn to and subscribed before me this, the 1st day of October, 1914.  
 (Seal.) E. A. PRATT, Notary Public, Nassau County.  
 Certificate filed in New York County.  
 (My commission expires March 30, 1916.)

**CLEAN CUT AD COPY.**

**James W. Brown Makes Plea for the Square Deal in Merchandizing and Urges Advertising Men to Sell America First.**

[Address before the Ad. Affiliation, Detroit, Oct. 2, 1914.]

In my judgment, clean-cut advertising copy is copy with the punch and the pep, copy that commands and holds attention. It breathes the atmosphere of square dealing, the emphasis of understatement. It implies action. Clean-cut advertising copy is practical, wholesome and helpful, and is, above all things, honest. It is not "Santal Midy," "Big G" or "500% Miller," or any number of others I might name. It is not gross over-statement, or fictitious comparative prices. It is strong, forcible, clean-cut statement to awaken or satisfy human need, and someone has said wherever there's a human need there's a million dollars.

The ideal to which all clean cut business policies aspire is service. The President you know, recently said, "In the future we shall profit as we serve."

How often you hear that word "service" nowadays, and how often you hear the word "love" in everyday business affairs. It is surprising how this idea of service is catching on.

**VALUE OF SERVICE.**

If we serve we love. If we love we realize it is more blessed to give than to receive. Isn't that the goal to which we aspire with keen vision in this great day or opportunity—the greatest day in the history of the world?

"Am I my brother's keeper?" Of course I am.

Just an illustration or two: In the late nineties I was very much in love with a young woman here in Detroit—a very beautiful and sweet girl, whom I afterward married; and I was endeavoring in every way to show my love and affection in the little ways I could. My purse was not very large in those days, so I could not do so to any great extent; but I remember one of the little presents I bought her was a box of gloves—a dozen pair of gloves.

**A CASE IN POINT.**

As I say, we were married, and went to live in Woodlawn, in Chicago, and it was perhaps three years after we were married and I purchased this box of gloves that madame, when we were going out one evening, drew on the last pair of gloves, and as she put them on they split up the back. Naturally we felt we were responsible, because we had perhaps not taken care of the gloves properly; but I said, "Take them back to Field's, and see what they will do."

So she took this pair of gloves back to Marshall Field & Company some three years after they were purchased. She showed the gloves to the young lady back of the counter, and without a mo-



It is a matter of common knowledge that the New York Evening Post stands perhaps first among the few newspapers that are studied by American newspaper editors.

Besides, what it may be to its increasingly large number of ordinary subscribers and general readers, it is of almost unique importance for its influence upon other editors, especially in the field of politics. Its comment upon the work of National and State Legislatures, and upon the movements of a political character in all parts of the world, has the close attention of thoughtful editors and public men everywhere.

For this reason The Evening Post is a newspaper of permanent value and influence throughout the United States.

(Reprinted from the First Page of The Birmingham News of Sunday, October 4, 1914)

**The Birmingham News' Sworn Statement Published Under the United States Postal Laws**

Statement of the ownership, management, circulation, etc., of THE BIRMINGHAM NEWS, published daily and Sunday at Birmingham, Ala., required by the Act of August 24, 1912.

\* \* \* \* \*

Average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers, during the six months preceding the date of this statement:

Daily: 36,903 Sunday: 38,615

And for the last month covered by this statement, Sept., 1914:

Daily: 39,155 Sunday: 41,090

BIRMINGHAM NEWS PUBLISHING CO., VICTOR H. HANSON, President.

Sworn to and subscribed before me this 3d day of October, 1914. (SEAL) J. C. CLARK, Notary Public. (My commission expires February 17, 1917.)

**GUARANTEE TO ADVERTISERS:**

The Birmingham News accepts advertising with the distinct and unequivocal guarantee:

That its net paid Daily circulation is LARGER BY MORE THAN 50% than that of any afternoon newspaper in Alabama, and DOUBLE that of any morning newspaper in Alabama;

That its HOME DELIVERED net paid daily circulation in Greater Birmingham EXCEEDS BY MORE THAN 5,000 the COMBINED home delivered circulations of BOTH the other Birmingham newspapers;

That its net paid Sunday circulation is LARGER BY MORE THAN 50% than that of any other Sunday newspaper in Alabama;

That its HOME DELIVERED net paid circulation on Sunday, in Greater Birmingham, is DOUBLE that of any other Sunday newspaper.

(The Birmingham News was the first newspaper in the South to become a member of the Audit Bureau of Circulation.)

New York KELLY-SMITH COMPANY Chicago, Ill. 220 Fifth Ave. Foreign Advertising Representatives Lytton Building

ment's hesitation the young lady reached back and gave her a new pair of gloves.

That is service; that is making good; that is carrying all the way through; and the advertising man does not live who can put over a business proposition unless he is backed up by the house he is writing for.

I remember another little incident: A friend bought a parasol at Field's. She had the handle engraved, and when she got it home she found a flaw in it, and she took it back, and they immediately handed her out another parasol, with a new handle, without any question. Do you wonder why Marshall Field today does the biggest retail business in the country? Do you wonder why Marshall Field & Company is growing every minute? Do you wonder why they hold their trade? Do you wonder why Field's customers swear by Field?

It has been well said that the time to advertise is when you want more business, and yet many of you fellows have just been cutting the guts out of your advertising recently, doing away with all your promotion work, discon-

tinuing all your constructive work—and why? Simply because that demon, fear, has made you halt and ponder and lose the stride you had.

In talking with big merchants in New York City I find that the stores of sustained reputation are doing a fine business. Wanamaker recently pulled off a furniture sale that eclipsed anything in the history of the house. When the New York bonds were published for sale recently they were over-subscribed. The people have the money.

We want men in advertising today who have the courage of their convictions, men who will stand pat for truth and righteousness, men who will be the active conscience of the house, on the firing line, safeguarding the interests of the house and the customer.

Gentlemen, I take my hat off to those men in Detroit, especially in the automobile business, who have never shown the white feather, those men who are increasing their steam, are adding to their appropriations, and going to it stronger than ever before. That's the kind of confidence we need right now.

Is there any reason why we should pay Europe seventy million dollars a year for work done on cotton goods purchased from us?

Is there any reason why we should send abroad a few thousand dollars' worth of coal tar and get it back in the form of dyestuffs for which we pay millions of dollars?

**BALANCE OF TRADE.**

For the year ending June 1 last, according to Collier's Weekly, the national books showed a four-hundred-million-dollar balance of trade in our favor, most of which was offset by the money Americans spent abroad. Why not "See America First?" Put our own people, our own manufacturers, our trusts, if you like, on the sunny side of Easy street. There is absolutely no reason why we should not move forward and possess these home markets. We have a great President, gentlemen, undoubtedly one of the greatest of the long line of great men who have held that exalted office, and, as you know, he is committed to a downward revision; and yet I firmly believe that he is in very truth a patriot, a true statesman; and when these new industries that are going to spring up about us all around reach that point where they need protection the President is going to be one of the first to see that we have a scientific tariff commission, a commission of scientific men who will see to it that these new infant industries of ours are protected.

**DAY OF CO-OPERATION.**

Do you realize that if the war stopped tomorrow—and how I wish we might find a way to stop it tomorrow—it would take Europe two years at least to organize to compete, and then who knows how much longer. Think of the thousands of skilled men who have passed out, and who are passing out into the great beyond.

In conclusion, let me say that this is a day of co-operation. To be sure, the unit is more powerful than at any time in our history, and yet, to get things done in a big way we must get together and co-operate as never before.

Next Sunday is a day of prayer for peace, as proclaimed by the President. We should pray unceasingly, every one of us, for peace; and yet our duty does not end with prayer. We should, every one of us, demand "Made in America" goods. Opportunities beckon us on every hand. From across the seas, the far east, the far west, the far south and the far north they beckon; and yet, gentlemen, I submit we should first take possession of that which rightfully belongs to us, our own home markets.

My judgment is that mankind is seeking light; that merchants and manufacturers would far rather do business on the basis of the golden rule. As advertising men, men of constructive abilities, we must show them how. We must lead them into the promised land, that land "overflowing with milk and honey."

**ECONOMY**

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

**INTERTYPE**

THE ACME OF HIGH QUALITY

We can supply practically all parts for Linotype machines, and guarantee them to fit perfectly. Intertype matrices can be used for sorting up Linotype fonts. They match exactly in alignment and every other particular.

Our prices average about thirty per cent. less than those charged by our competitor, the former monopoly. Quality of materials and workmanship have given Intertype parts and matrices a reputation equal to that enjoyed by Intertype machines. As a result we are handling a large proportion of the composing machine supplies business of this country.

International Typesetting Machine Co. World Building, New York

LEADS THEM ALL!

# The Newspaper That Produces RESULTS

THE KISSEL MOTOR CAR CO., MANUFACTURERS  
HARTFORD AND MILWAUKEE, WISCONSIN

*The* **KISSELKAR**

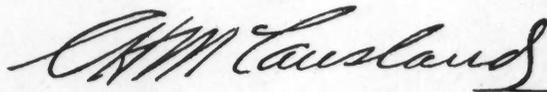
C. H. MCCAUSLAND  
1696 BROADWAY  
NEW YORK

The Editor and Publisher  
Suite 1116 World Building  
New York City

Gentlemen--

Regarding your inquiry, the fact that we have used the New York World for our leader as an advertising medium, indicates that we consider it one of the best mediums to bring our automobiles before the general public. We are very well satisfied with the results obtained.

Very truly yours,



# THE NEW YORK WORLD

The World regularly sells more than 100,000 copies per week day more than any other New York morning newspaper

**WAR CABLES COSTLY.**

**Louis Wiley Says the New York Times Spent \$35,000 on Special Dispatches in Addition to A. P. and Wireless Messages—Great Delays Experienced in Transmission—Experience with Fall of Namur Report.**

In an address delivered before the Detroit Board of Commerce and the Affiliated Advertising Clubs at the Detroit Convention, Louis Wiley, business manager of the New York Times, told some interesting facts about the cost of cable war dispatches, and the difficulties correspondents experience in getting them through. He said in part:

"The expenditure entailed by the voluminous dispatches has never been equaled in the journalistic experience of this or any other country. It is felt that whatever the historian of the future may have to say about this momentous war, the duty of the newspapers of the day is to present its stirring features as truthfully and as fully as the censorship will permit.

"I was asked recently to what extent news of the war had increased cable tolls. For the four weeks ending Saturday night, September 12, the London cable of the New York Times amounted to more than 270,000 words, at a cost slightly under \$20,000. The Paris cable amounted to 25,000 words, and cost \$2,500. Here was a total of \$22,500 for cable tolls covering 295,000 words. These figures do not include the thousands of words coming in from Berlin by wireless and through the Associated Press, nor do they include the Associated Press news from other centers, which increase these figures.

45,000 WORDS TO SOUTH AMERICA. "In addition to this the Times sent approximately 45,000 words of war news to its South American newspaper subscribers during that period. As the rates to South America are considerably higher, this service added another \$10,000 to the coffers of the cable company, making the expenditure approximately \$35,000 on war news alone through the office of the New York Times during this four-week period.

"Usually it takes four special wires to carry the Times cables at night, and occasionally as many as half a dozen are employed. The dispatches are copied in sheets of fifty words or less, each one properly headed and timed. But the enormous cost and the editing of the copy is not the most interesting feature. The cable companies have levied the higher press rates—there are alternate rates during normal conditions—and the censor, the newspaper editor's nightmare, puts the finishing touch on the whole machinery. He seems to read the dispatches after they have been filed at his will, or at his leisure it would often seem, passing such as he fancies, deleting the most important parts of the dispatches in some cases, and hanging the still more important ones on the 'spike,' never to be sent at all. He passes dispatches addressed to one newspaper, while his fellow-censor, sitting at his elbow, 'spikes' the very same dispatch addressed to another paper.

**THE NAMUR REPORT.**

"A most disquieting example of this occurred in transmitting the bulletin of the fall of Namur. The bulletin conveying this intelligence was filed by all the American press representatives in London about 3 o'clock on the afternoon of the day it was officially announced in London.

"Three of New York City's morning papers did not receive this bulletin until more than twelve hours after it had been filed, it having been suppressed by the particular censor handling it. Two other morning papers received it in due time, the censor handling it for these papers seeing nothing objectionable about it apparently. Often dispatches filed in sections are so held up that the third or fourth section reaches its destination before the first one turns up, and in some cases the first one never comes."

**259,673**

(Reported to Post Office Department Oct. 1, 1914)

The average net paid circulation of The Daily and Sunday New York Times during the six months ended October 1, 1914, was 259,673—a circulation which represents in one grouping, the largest number of intelligent, discriminating, and responsive readers ever recorded by a newspaper.

**A RECORD OF GROWTH**

The several reports of The New York Times to the Post Office Department—as required by law—are as follows:

<b>I. Report</b> .....	<b>Oct. 1, 1912</b>	<b>209,751</b>
<b>II. Report</b> .....	<b>Apr. 1, 1913</b>	<b>228,534</b>
<b>III. Report</b> .....	<b>Oct. 1, 1913</b>	<b>230,360</b>
<b>IV. Report</b> .....	<b>Apr. 1, 1914</b>	<b>246,118</b>
<b>V. Report</b> .....	<b>Oct. 1, 1914</b>	<b>259,673</b>

CIRCULATION		1898—1914	
THE NEW YORK TIMES		THE NEW YORK TIMES	
THURSDAY, OCT. 1, 1914		CIRCULATION RECORD	
City Dealers.....	202,260	1898, Oct.....	25,726
Country Dealers.....	63,564	1899, ".....	76,260
Mail Subscribers.....	22,475	1900, ".....	82,106
		1901, ".....	102,472
		1902, ".....	105,416
		1903, ".....	106,386
		1904, ".....	118,786
		1905, ".....	120,710
		1906, ".....	131,140
		1907, ".....	143,460
		1908, ".....	172,880
		1909, ".....	184,317
		1910, ".....	191,981
		*1911, ".....	197,375
		*1912, ".....	236,668
		*1913, ".....	253,340
		*1914, ".....	292,388
<b>Total Advance Sale...</b>	<b>288,299</b>		
Advertising Mail List....	431		
Exchanges.....	126		
Downtown Office.....	460		
Main Office.....	1,556		
Annex.....	1,050		
Office Use.....	466		
<b>Total Net Circulation..</b>	<b>292,388</b>		
 No returns and No Unsold Copies.		*No Returns and No Unsold Copies.	

The advertising rate of The New York Times, 45 cents per agate line, with circulation both Sunday and daily far exceeding 250,000, makes the cost less than one cent a line for each 5,000 circulation—the cheapest, as it is the best, advertising in the world.

The New York Times Leads All New York Newspapers in Volume, as well as in Character, of General Advertising.

**FUND FOR STRICKEN BELGIUM.**

**Advertising Campaign Begun in New York to Raise Money for the Cause.**

Edward B. Lyman, publicity manager for the Belgian Relief Committee, 10 Bridge street, New York City, J. P. Morgan & Co., depository, is conducting a novel advertising campaign in behalf of the Belgian Relief Fund for the women, children and other suffering non-combatants of "stricken Belgium." Indications are that the venture will prove a large success.

Co-incident with intensive circularization of especially prepared lists, and direct appeal by letter to practically all the newspaper publishers in the United States, large display advertising has been begun in the New York dailies. The initial advertisements, which are being placed in the newspapers in rotation, beginning with the Times, September 25, and the New York Evening Post, September 26, are 400 agate lines, set four columns wide.

The copy, which is prepared by Mr. Lyman, and is being placed direct by him, or through the C. Ironmonger agency, is distinctive in its form and content. One of the problems in connection with this publicity was to make the appeal strictly neutral in its tone and statements, and at the same time to depict the needs of the Belgian non-combatants compellingly. The efficiency of the circularization and other publicity is shown by the fact that in ten days the fund was increased from about \$6,000 to \$63,000 and that the daily average has become larger than that for any of the numerous funds for which appeal is being made.

If results warrant the newspaper publicity probably will be widely extended. It is hoped to make the fund at least a half million dollars, including the amounts collected by Mme. Vandervelde, wife of the Belgian Minister of State, who came to this country shortly after her husband's arrival with the Belgian commission which made representations to President Wilson regarding alleged atrocities. Mme. Vandervelde has just started on a tour to raise money for the fund and will remain in America for two months or more.

The members of the Belgian Relief Committee are prominent New York professional and business men, and has the co-operation of the Belgian Minister to the United States and the Consul General at New York. Robert W. DeForest, chairman of the executive committee, is widely known as one of the most tireless workers for charities and relief measures.

**Twenty Lucky Chicago Students**

Twenty students from the graduating classes of Chicago and Cook County High Schools recently matriculated at the various universities selected for them by the Chicago Examiner Scholarship Committee.

They were awarded scholarships, including room, board and expenses at Cornell, Northwestern and Chicago Universities and at the University of Illinois, in a competitive contest inaugurated by the Chicago Examiner last spring. The awards were made by a representative committee of educators headed by Mrs. Ella Flagg Young, Superintendent of Schools in Chicago. The Examiner interested several of Chicago's prominent citizens in the project with the result that four of these scholarships were donated by private individuals and added to the sixteen endowed by the newspaper.

**Buys Wheeling Telegraph.**

The Wheeling (W. Va.) Telegraph, one of the leading newspapers of the state, has been taken over by George A. Laughlin, a wealthy retired iron manufacturer. The paper will become an organ for the Progressive party. Mr. Laughlin was the Progressive party candidate for Congress at the election two years ago.

**NEWSPAPER MAKE-UP.**

**Importance of Typographical Form in Development of Successful Weekly—Place of Reading Matter in Relation to Ads—How Character and Praise May Be Obtained by Care in Creation of Paper's Dress.**

W. B. McLaughlin, editor and publisher of the Kenmare (N. D.) Journal, recently delivered an interesting address on "Newspaper Make-Up," before the North Dakota Press Association in convention at Valley City. Mr. McLaughlin, who is president of the Ward County Publishers' Association, said in part:

"Newspaper make-up I believe to be the most important and probably the most neglected portion of the printer's weekly effort, the most important because on the makeup depends to no small extent, the revenue of the paper, and the most neglected because of the rush so many printers make to crowd all the advertising they can on the first page before the space is taken up.

**INSIDE PAGES NEED ATTENTION.**

"The mistake most printers make is similar to that of the youngster who thinks because he wears a collar four inches high his neck need not be washed. Make-up should not be confined entirely to the first page. Six and seven probably produce more revenue and are therefore entitled to more consideration from the make-up man. And make-up does not pertain entirely to the arrangement of ads. The arrangement of the reading matter has the call, in my opinion.

"From an advertiser's point of view there need be no first page. And proper newspaper make-up is the solution. Page 7 is just as valuable to the advertiser as 1 or 8, and as a general rule they are quick to see it if given the opportunity.

"The arrangement of pages as to reading matter I believe to be immaterial, although I do believe it to be a good custom to run the same matter on the same page each week. It makes little difference whether 2 or 4 is the editorial page or whether the locals are run on 5 or 8. The big idea is to have the editorials and locals and run them in the same place regularly.

**AN ATTRACTIVE AD PAGE.**

"An attractive advertising page can be arranged by using the two center columns of, say, a six column paper for reading matter and arranging the ads on the four outside columns as far as they go, or on a page where wider measure ads are run they can be arranged very neatly by making up the larger ads in the lower right and graduating them up to the upper right hand corner, commencing the reading matter at the top of the first column.

"Live home news should appear at least on one side of every ad in the paper, and I believe that this can always be done if the proper attention is given to it. Many advertisers prefer full page width spaces if the ad is only three to four inches deep. Ads made up in this way detract materially from the appearance of the page, and I cannot see that it adds strength to the space. A sixty inch ad arranged in three full length columns is preferable to half a page across the top or bottom. The reading then follows the ad down the full length of the page and forces attention, if necessary, the entire time the page is being read. The same applies to smaller spaces.

"To make up a neat appearing page that will appeal at first glance, ads set the long way of the page are preferable.

**AS TO PAID READING NOTICES.**

"Another mistaken idea held by many publishers is that paid reading notices must run among the locals. Our experience has taught us that the opposite is true. A live, well arranged want column, free from dead stuff, will be read just as quickly as a column of locals, and I find that in my office paid notices are ordered to run in the want column in preference to the local almost every time.

Statement of the ownership, management, circulation, etc., of

**THE DETROIT NEWS**

published week days at Detroit, Mich., for October 1, 1914, required by the act of August 24, 1912.

President—George G. Booth, Cranbrook, Birmingham, Mich.  
 Vice-President and General Manager—William E. Scripps, 598 Trumbull avenue, Detroit, Mich.  
 Secretary and Managing Editor—Edwin G. Pipp, 230 Stanley avenue, Detroit, Mich.  
 Treasurer and Business Manager—Hereward S. Scott, 3000 Grand Boulevard West, Detroit, Mich.  
 Publisher—THE EVENING NEWS ASSOCIATION.

Owners: (If a corporation, give its name and the names and addresses of stockholders holding 1 per cent or more of total amount of stock. If not a corporation give names and addresses of individual owners.)

Estate of James E. Scripps (George G. Booth, Edgar B. Whitcomb, William E. Scripps, Trustees), 65 Shelby street, Detroit, Mich.  
 George G. Booth, Cranbrook, Birmingham, Mich.  
 William E. Scripps, 598 Trumbull avenue, Detroit, Mich.  
 Hereward S. Scott, 3000 Grand Boulevard West, Detroit, Mich.  
 Anna S. Whitcomb, 47 Eliot street, Detroit, Mich.  
 Edgar B. Whitcomb, 47 Eliot street, Detroit, Mich.  
 Ellen B. Scripps, La Jolla, California.  
 Edward W. Scripps, Mirimar, California.  
 John S. Sweeney, Grosse Pointe Farms, Mich.

Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities: (If there are none, so state).

There are no bonds, mortgages, or other securities outstanding against The Detroit News.

In regard to section 2 of the law, The Detroit News does not accept payment for any editorial or other reading matter appearing as news. The word "advertisement" is appended to any advertisement which might be mistaken for news matter.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding date shown above after deducting returns and unsold copies. (This information is required from daily newspapers only).

**156,983 NET PAID**

(Detroit Tribune week day morning, 41,396; Sunday morning, 115,855.)  
 (Sgd.) H. S. SCOTT, Business Manager.  
 Sworn to and subscribed before me this 2nd day of October, 1914.  
 (SEAL) (Sgd.) D. H. VAN DUSEN, Notary Public, Wayne County, Michigan.  
 (My commission expires April 9, 1916.)

NOTE.—This statement must be made in duplicate, and both copies delivered by the publisher to the postmaster, who shall send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice. The publisher must publish a copy of this statement in the second issue printed next after its filing.

**PUBLICATION REQUIRED BY LAW.**

Statement of the ownership, management, circulation, etc., of

**The Hartford Times**

published daily, except Sunday, at Hartford, Connecticut, required by Act of August 24, 1912.

Editor and Managing Editor, W. O. Burr, 716 Main St., Hartford, Conn. Business Manager, Clayton P. Chamberlin, 716 Main St., Hartford, Conn. Publisher, The Burr Printing Company, 716 Main St., Hartford, Conn.

Owners, stockholders holding 1 per cent. or more of total amount of stock: W. O. Burr, 716 Main St., Hartford, Conn. Clayton P. Chamberlin, 716 Main St., Hartford, Conn. Everett C. Willson, 716 Main St., Hartford, Conn. Clayton W. Rowley, 716 Main St., Hartford, Conn. Francis S. Murphy, 716 Main St., Hartford, Conn. Frank F. Heussler, 716 Main St., Hartford, Conn. Roland F. Andrews, Hartford, Conn.

Known bondholders, mortgagees and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities: None.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding date of this statement (this information is required from daily newspapers only)

**22,791**

W. O. BURR, Editor.  
 Sworn to and subscribed before me this 1st day of October, 1914.  
 E. W. BEARDSLEY, Notary Public, Hartford County, Conn.  
 (My commission expires Feb. 1, 1915.)

"And last but by no means the least of newspaper make-up is the first page. It is the front yard of the home of information and should be the pride of the shop. Neatly arranged uniform headings, not too large, but sufficiently prominent to attract, with a screamer where the story will warrant, on a page free of advertising or different sized news type gives the first page a newsy, enterprising appearance that will create a favorable impression that will carry through the entire issue."

**KENTUCKY JOTTINGS.**

**Circulations Improve Under War Conditions in Louisville.**

(Special Correspondence.)

LOUISVILLE, Ky., Oct. 6.—Circulation gains over the figures contained in statements made the government six months ago are reported by the four English newspapers here.

The Hazard (Ky.) Herald has moved to larger quarters in the basement of the Bowman Building. The Progressive mountain paper has enlarged its plant and added greatly to former facilities.

S. O. Wood has assumed control of the Mount Sterling Gazette and issued a statement in which he says all accounts contracted by the former management must be presented at once if they are to be honored.

The Record-Press is a new weekly launched at Hardinsburg, Ky. It is a six-column, eight-page paper. J. W. Willis is editor and W. B. Lennon is manager.

Fernander May, for many years editor of the Owensboro Inquirer, died at his home after a lingering illness. He was one of the best known newspaper writers in western Kentucky.

The Richmond Climax and the Madisonian have been consolidated, with Grant E. Lilly, editor, and W. G. White, manager. Mr. Lilly purchased the interest of Col. W. P. Walton.

The Mountain Eagle, which for the past eight years has been published at Whitesburg by N. M. Webb, is now being edited by Emin Elam, who took charge of the paper last week.

The Owingsville Outlook, publication of which had been suspended for a short time owing to illness of the publisher, has again resumed, and Banks Thomson now occupies the editorial chair. The Outlook is the only paper published in Bath County, and is a good representative county weekly.

Captain J. L. McCoy, of Lexington, has bought John T. Hindman's half interest in the Jackson Times and has leased the other half from R. C. Musick and will in the future be its editor and publisher. Captain McCoy, who was in the internal revenue service under different Republican administrations, and who is a widely known Republican and party worker, will for the present conduct the Times as an independent paper.

**A Parcel Post Newspaper.**

Convinced that the parcel post opens up a wonderful new field of business in America several well known Wisconsin newspaper men have formed the Parcel Post Publishing Co. at Marinette, and will soon issue the first number of the Parcel Post News, a national weekly newspaper devoted to the development of the parcel post, and to reducing the cost of living by shipping produce direct from the farmers to city consumers by means of the parcel post. Frank E. Noyes, Marinette newspaper publisher and president of the Wisconsin Daily League, an association of Wisconsin daily newspapers, is business manager of the company, and Howard I. Wood, a former daily newspaper editor, is editor and president.

**Clinton (Mich.) Courier Suspends.**

Publication of the Clinton (Mich.) Courier, a weekly, has been suspended by Charles Bradley. Unexpired subscriptions will be filled by the Adrian Telegram (daily), which will conduct a Clinton column.

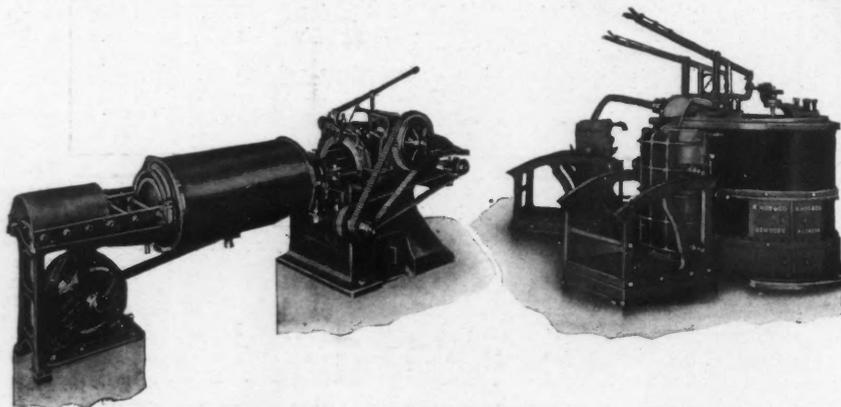
## IN THE FRONT RANKS

The New York Tribune, unquestionably one of the most progressive newspapers in the great city of New York, has discarded its Stereotyping Machinery of a much-heralded make and installed—besides a new Hoe High-Speed Press—a new equipment of up-to-date

# Hoe Plate-Making Machinery

including a

**HOE AUTOMATIC PLATE-FINISHING, COOLING AND DRYING MACHINE,  
HAVING A CAPACITY OF SIX COMPLETELY FINISHED  
STEREOTYPE PLATES PER MINUTE.**



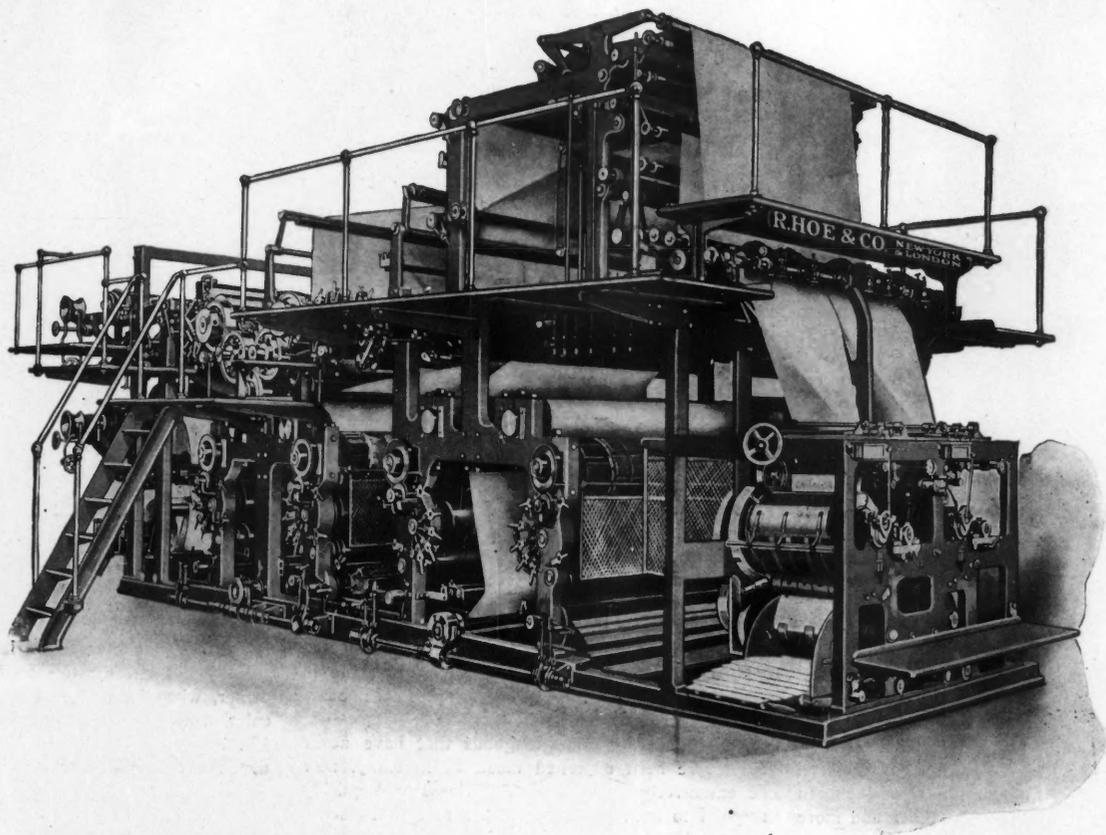
**The Best Machine Made for Finishing Stereotype Plates Quickly,  
Accurately and Economically**

Although this Improved Hoe Machine was introduced only a short time ago, over One Hundred and Twenty-Five newspaper publishers throughout the country have already testified to its merits as a time and labor saver by installing it in their plants. No other Automatic Stereotyping Machine has ever been received with such universal favor. It is built for service and is a **one-hundred-per-center** in efficiency and economy of operation.

A NOTABLE SUCCESS among the foreign-language newspapers of New York is the Jewish Morning Journal with a circulation of over 125,000 papers daily. The mechanical equipment of the fine new building which has just been completed for housing this publication is the last word in newspaper-making efficiency and includes a Hoe Automatic Plate Finisher, as well as a Hoe Improved Lightning Sextuple Press of the Patented X-Pattern design, and having a capacity of 72,000 twelve-page papers per hour.

# One Hundred Years of Knowing How

The four great New York Jewish daily newspapers—Forward, Jewish Morning Journal, Jewish Daily News and Warheit—having a combined circulation of 480,000 papers daily—are all printed on four Hoe presses (two of which are of only two-roll and the other two of three-roll capacity), thus making an average for each machine of over 120,000 papers daily—a record for efficiency and productiveness not approached by machines of any other make. This is a timely demonstration of what Hoe service and one hundred years' experience in manufacturing printing machinery has done to further the progress in newspaper production.



## HOE PATENTED X-PATTERN SEXTUPLE LIGHTNING PRESS

The fact that the New York Tribune, the Jewish Morning Journal, Warheit and Forward have all just installed Improved Hoe Lightning Presses, thus falling in line with the other New York dailies and the great majority of the prominent newspapers throughout the United States, is a forcible illustration of the esteem in which Hoe Improved Machinery is held by progressive publishers. Other newspapers in New York City which have **recently** installed from one to nine of these matchless and always dependable machines are, the American and Journal, Times, Sun, Globe and Mail.

## R. HOE AND CO.

504-520 Grand Street, New York

7 Water Street, Boston, Mass.  
544 S. Clark Street, Chicago, Ill.

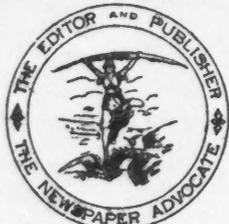
120 St. James Street, Montreal, Can.  
109-112 Borough Road, London, S. E., Eng.

## THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



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

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

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

Telephone, Kearney 2121.

S. J. Waggaman, Jr., Special Representative.

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Oct. 10, 1914

*Whatever the temptation, whatever the influence or pressure, whatever the government itself, whatever the consequences or personal sacrifice, never suppress the news. Always tell the truth, always take the humane and moral side, always remember that right feeling is the vital spark of strong writing, and that publicity, publicity, publicity is the greatest moral factor in our public life.—FREDERICK VILLIERS.*

### NEWSPAPER PUBLISHERS' STATEMENTS.

Under the Bourne Publicity Law, publishers' statements were filed with the postmaster on October 1 and printed in newspapers on the third inst.

While this law was opposed by many newspaper men at the time of its adoption, a majority have come to believe that the law is really a good thing for the entire newspaper industry and now seem willing to comply with its provisions without protest.

It must not be assumed that the law is a dead letter because the Attorney General or the Postmaster General has failed thus far to make a horrible example of any of the publishers who have not complied with its provisions. We learn from unofficial sources that prosecutions under the law have been delayed because of the pressure of other and more important matters, although both the Postmaster General and the Attorney General favor its enforcement.

To be on the safe side all publishers should cheerfully comply with the law and publish honest, truthful, straightforward statements. According to their interpretation of the statute, some publishers have given the average circulation of their daily and Sunday issues separately. Others have added them together and then struck the average net sales of all issues, that is, the seven-day average. So far as the general advertiser is concerned, the demand is for average weekday figures, separate from Sunday average figures.

It is undeniably true that the present law has been a great boon to the advertiser and the advertising agent, and a blessing in disguise to the publisher. It is probable that the law will be amended and improved. Certainly the publishers will insist that it be not repealed or allowed to lapse into desuetude.

Publishers should use the circulation statements made to the government to strengthen their position with general advertisers. The best way to bring them to the attention of the buyers of space is through the advertising columns of THE EDITOR AND PUBLISHER, as this journal is read by more big buyers of advertising than any other publication in its field. Such statements will be set in six-inch double-column display space and run one time for \$25.

That publishers appreciate THE EDITOR AND PUBLISHER in this connection is shown by the fact that we carried in our columns more of the publishers' April statements than any other paper. A copy of the issue containing the circulation statements will be placed in the hands of every advertising agent and every national space buyer in this country and in Canada.

### NO OCCASION FOR ALARM.

In these days of turmoil and unrest, when business is adjusting itself to new conditions, it would be well for the advertising men to do a lot of serious thinking. Advertising managers of newspapers have been somewhat dismayed at the falling off in lines of display and other forms of general publicity. What is being done to improve the situation? Optimistic editorials and news articles are helpful in giving heart to the timid and the weak-kneed but they will not do much for the importer who deals in goods manufactured in Germany or France or England.

There is no disguising the fact that some lines of advertising will not be resumed for months to come because there is no supply of goods in hand and there can be none until the war is over. All the solicitors in the world cannot change the situation. Then why, not turn our attention in other directions and see if the loss of this advertising cannot be made good by developing new advertisers among those manufacturers who will be directly benefited by the war?

The brewers of the United States have already recognized the opportunity they have to win customers for their beers from among those who have hitherto used the imported varieties, and have launched extensive advertising campaigns that will cost more money than any they have ever carried on before.

America every year imports millions of dollars worth of toys from Germany. This year the supply is exceedingly meager. As the demand is still large the factories engaged in their production in the United States are overwhelmed with orders. New factories will soon be established and these must seek business through advertising.

The intelligent advertising man by studying the government reports which present lists of imported articles will find among the latter many that are being manufactured or can be manufactured here. Naturally the absence of foreign made goods is going to result in a greater demand for those made in America. This demand can be increased enormously through advertising.

Many lines of domestic goods that have never heretofore been exploited must, of necessity, now be extensively advertised. Americans will quickly respond to such publicity because of the "Made in America" propoganda which is now being carried on through the newspapers.

The advertising outlook is, therefore, not half as gloomy as some of our pessimistic friends would have us believe. There is plenty of business to be had if our publishers will only go after it in the right way. If the same amount of energy and intelligent effort are put forth in developing new advertisers as has been spent in the past in cultivating the old we believe the results in dollars and cents will be much greater.

Therefore if the advertising barometer still continues to fall for a few weeks longer there need be no occasion for alarm. It takes time to convince manufacturers who have never been accustomed to advertise to take the plunge. By the end of the year, however, there will be a decided increase in the volume of advertising.

### PRAYING FOR PEACE.

President Wilson's call to prayer was probably more widely read than any recent production from his pen. The response of the people was general, the churches last Sunday containing far larger congregations than usually attend divine services at this time of the year.

The clergy with hardly an exception, preached special sermons. The horrors of war and the delights of peace were described in forceful and ap-

pealing manner. One New York minister asserted that the only way to stop war was for men everywhere to refuse to fight, a simple solution of one of the greatest problems of our day. The only objection to it is that if only a part of the nations lay down their arms and agree to fight no more the others might descend upon them and wipe them off the face of the earth with shot and shell and dynamite.

Every one of us who prayed for peace last Sunday would fight at the drop of the hat any body of soldiers that invaded our shores with hostile intent. We would shoot to kill, too, whether the peace conservators called us murderers or not.

But, as Grant said, "let us have peace." War is a hideous monster, without pity, without consideration and without mercy. We want none of it. It should be resorted to by nations only after all other means for securing or protecting our country and its institutions have failed. In these days of boasted civilization war should have no place whatever.

One of the most notable things in the newspaper advocacy of the observance of the day of prayer for peace last Sunday was the appearance at the head of the editorial columns of the New York Sun of a prayer written by a member of the staff. In devotion, simplicity and reverence it was the equal of any of the prayers composed by cardinal, bishop, priest or minister. Such was its appeal to the religious that at least two pastors of churches read the prayer from their pulpits.

Quite a number of newspapers adopted the Fall Hat Day plan described in these columns several weeks ago. The Lexington (Ky.) Leader worked up the advertising idea among dealers in men's hats so well that the milliners of the city prevailed upon the publishers to get out a Women's Fall Hat Day edition. Both issues were generously patronized by the merchants. The Chicago Examiner Fall Hat Day number was crowded with advertising. The Erie Dispatch was equally fortunate. Other papers have been equally lucky with High Shoe Day numbers. These are instances in which co-operation between retailers and publishers has resulted in large profit to both. Newspapers that did not use these ideas this fall should try them out next spring when straw hats and low shoes come into use.

In Mr. Salade's article on "Curtis' Quality Idea," appearing in our issue of last week, he unintentionally did an injustice to Mr. Ochs, its former owner, when he said that the Public Ledger's circulation was drifting toward the zero mark when Mr. Curtis purchased that paper. As a matter of fact, the Public Ledger under Mr. Ochs' administration attained the largest circulation in its history.

### ALONG THE ROW.

OUT OF THE SCRAP.

One hundred million people here  
Still eat and wear out clothes.  
Some of them purchase auto cars—  
And take in theater shows.  
They all buy hats and shoes and gloves.  
Their wives still shop at stores  
For folks all want things just the same,  
Despite the foreign wars.

And why in blazes should a war  
In Germany and France  
Prevent a local merchant here  
From advertising pants?  
Or anything that people want?  
Gee whiz! It does seem queer,  
When bloomin' war is over there  
And peace and plenty's here.

Brace up. Brace up. Catch on. Get wise—  
NOW is the time to advertise.

AN OVERSIGHT.

It is possible that the man who wrote "The pen is mightier than the sword" did not calculate on the military censor.

military censor.

TOM W. JACKSON.

**PERSONALS.**

James Keeley, editor of the Chicago Herald, addressed the Illinois Manufacturers' Association at their luncheon October 5 upon the subject of increasing trade relations with Canada.

On September 24 Major S. W. Rathburn celebrated the fiftieth anniversary of his management of the Marion (Ia.) Register. The Major still enjoys good health and is amply able to get out a splendid paper.

B. F. Shaffer has resigned as business manager of the Cumberland (Mo.) Press to resume the presidency of the Tri State Business College.

A. J. Frantz, editor of the Shreveport (La.) Journal and ex-president of the Louisiana Press Association, who has been on an interesting trip to Panama and the Canal Zone, has returned to his desk.

Mrs. William Allen White, wife of the editor of the Emporia (Kan.) Gazette, is a patient at St. Mary's Hospital at Rochester Minn. Mr. White has temporarily abandoned his editorial duties and is putting in a period of "watchful waiting" as close to Mrs. White as the hospital law will permit.

Herbert Grimm has resigned as editor of the Gettysburg (Pa.) Star and Sentinel, and has returned to Philadelphia to again become Pennsylvania State editor of the North American.

Ashley Evans has returned to the position of the editor of the Banham (Tex.) News.

Dr. Willard G. Bleyer, head of the course in journalism at the University of Wisconsin, who recently returned from England, where he spent the summer, brought home some two hundred newspapers, contents-bill, and photographs illustrative of English journalism in war time.

Charles Van Anda, managing editor of the New York Times, and Mrs. Van Anda sailed on the Mauretania last week for London.

S. Blake Wilsden, the Chicago special, was a visitor to New York this week.

David E. Town, general manager of the Shaffer group of newspapers, was in New York this week.

Bruce Calvert, editor of the Open Road, published at Pigeon-Roost-in-the-Wood, Ind., and now of the Publicity Service Bureau, Brooklyn, N. Y., is now conducting a department on "Advertisement Writing and Criticism" in the Editor, published at Ridgewood, N. J.

E. F. Baldwin, seventy-five years old, editor of the Peoria (Ill.) Star, was attacked and knocked down three times on the streets by a brave manly attorney, Giles Keithley, thirty years old. Keithley was indicted on a charge of perjury and became peeved because the Star published comments upon it.

Siegfried Dunbar Weyer, lately of the Washington Herald, has joined the staff of the Sun. Mr. Weyer is an authority on foreign news and is on the cable desk. He is one of the marooned German reservists, who came to New York seeking a passage to Germany in order to take a hand in the war. Finding difficulties in the way of ocean travel to the Fatherland he decided to stay in the city. Mr. Weyer is well known in newspaper circles in the Middle West, having worked on the Cincinnati Enquirer, the Louisville Herald, the Milwaukee Sentinel and Free Press, and the St. Paul Pioneer Press.

**GENERAL STAFF PERSONALS.**

M. B. Claussen, who for a number of years has been advertising manager of the Hamburg American line, and who at present, owing to the war, is on leave of absence, is engaged in translating articles from the French, German and the foreign newspapers for the New York dailies. His knowledge of these languages and publications in which they are printed has been valuable to many an overworked cable editor during the past month.

Victor H. Polachek, who until recently was managing editor of the Chicago Examiner, has been attached to the staff of the general management of the Hearst newspapers.

John Burkhart, city editor of the Denison (O.) Paragraph, has been appointed editor of the West Salem (O.) Reporter.

Norman Walker, chief editorial writer of the New Orleans Times-Picayune, was a visitor to New York this week.

Harry Malloy, for five years West Side advertising representative of the Cleveland Plain Dealer, has joined the advertising staff of the Cleveland Leader and the News.

John C. Martin, formerly with the Waynesboro (Pa.) Herald, and recently connected with the Martinsburg (W. Va.) World, has become circulation manager of the Gettysburg (Pa.) Star and Sentinel.

Charles A. Booth, for forty years with the Milwaukee Evening Wisconsin, has resigned as circulation manager of that paper.

Harris G. Eames, for thirteen years a member of the Brooklyn Eagle staff, has resigned to enter the law profession.

John J. O'Connor, formerly a Chicago newspaper man, is now a director of the American Red Cross Society in charge of the headquarters of the new central division at Chicago.

John A. Kern, formerly with the Cleveland Press and Plain Dealer, has joined the advertising staff of the Cleveland Leader and the News.

Stanley G. Swanberg, for several years on the Moline (Ill.) Dispatch, has been appointed advertising manager of the M. & K. Store of Rock Island.

Edward P. Duffy, who has resigned as assistant city editor of the Newark (N. J.) Evening Star to enter other business, was tendered a farewell banquet upon his retirement.

Lawrence P. Stanton, of the editorial staff of the Beverly (Mass.) Evening Times, and correspondent for the Boston Herald, left on Tuesday for Savannah, Ga., Jacksonville and St. Augustine, Fla., where he will spend a well-earned vacation.

Henry Sum, in the business office of the St. Louis Star, resigned on October 3. Mr. Sum has been with the Star in various capacities under several managements through the circulation department and business office.

**IN NEW YORK TOWN.**

C. F. King, formerly advertising manager of the Chicago Herald, has joined the advertising staff of the Evening Post.

Acton Davies, for nearly twenty-five years a member of the staff of the Evening Sun and most of that time its dramatic critic, who resigned a few months ago to become dramatic critic of the New York Tribune, has resigned that position. It is understood he will devote himself to writing for the stage, particularly motion picture scenarios.

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

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

**WHERE THE GOLD COMES FROM!**

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

**LEGAL NOTICE.**

The Annual Meeting of the Stockholders of the Dahl Manufacturing Company will be held at the Company's factory, 518 East 133d Street, in the Borough of the Bronx, New York City, on the 13th day of October, 1914, at 8 o'clock P. M., for the election of Directors and Inspectors of Election for the ensuing year.  
CARL M. NICHOLSON, Secretary.

Bide Dudley, who has been writing interesting paragraphs for the Morning Telegraph, has transferred his services to the Evening Journal.

**PUBLISHER'S NOTICE.**

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

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

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

The columns are 13 picas.

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

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

Liberal discounts are allowed on either time or space contracts.

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

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

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

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

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

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

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

**FOR SALE**

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

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

**MONOTYPE TO EXCHANGE FOR LINO-TYPE.**—In first-class condition, low quad attachments, and all parts for casting display type. Model D Keyboard. 6, 8, 10 (2 faces), 12-point matrices and molds, and display molds. Running daily, but costs too much to operate for our grade of work. Exchange for 3, 3 or 5 Linotype in good running order. Will sell for \$1400 cash. Machine at Lakewood, N. J. Write L. R. Fort, Daily Press, Plainfield, N. J.

**BUSINESS OPPORTUNITIES**

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

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

**IS YOUR NEWSPAPER LOSING MONEY? PERHAPS I CAN HELP YOU.**

One of the best trained and well known executives in the country with a record for high efficiency is available for the publisher who is not getting returns on investment. Salary not important, but an interest in the property is vital. It is a case of putting brains, ability and hard work against a reasonable share of future profits. Some owner in a large city is looking right now for a manager who is a REAL newspaperman; one who has the rare editorial knack that makes the popular publication; one who can get the greatest efficiency out of mechanical departments on minimum operating expense; one who has made good as business manager; one who can get advertising; one who can build solid circulation. The publisher looking for such a combination can get a \$10,000 man on favorable terms by addressing Ability, Care The Editor and Publisher.

**SITUATION WANTED WITH INVESTMENT!**

Young Man, 26, married, desires executive position on daily paper in city of 20,000 or over. College education, five years in advertising department of best paper in city of 25,000. Can invest up to \$9,000 in proposition of proven responsibility. References. Address D 1318, Care The Editor and Publisher.

**PACIFIC COAST NEWS CORRESPONDENT**

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

**LEADING DAILY**

Newspaper Property of Northwestern City. Annual volume of business \$80,000. Can be bought for about \$60,000. Return to owner for personal effort and investment in past year over \$9,000. Proposition K. N.

**C. M. PALMER**

Newspaper Properties  
225 Fifth Ave., New York

**A BUSINESS MANAGER WITH \$25,000**

cash can buy an interest in a big net earning daily newspaper that has a practical monopoly in its field and draw a satisfactory salary for services.

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

**SITUATIONS WANTED**

*Advertisements under this classification one cent per word each insertion.*

**EDITORIAL WRITER** of six years' experience wants to make a change. Style is short, forceful and to the point. Can give best of references before securing place and best of satisfaction afterwards. Address G. R., Care Editor and Publisher.

**WANTED**—To get in touch publisher evening daily 12,000 to 30,000 town, who is dissatisfied showing paper making, who wants general manager property. Willing to take it, tackle it all, on moderate salary and commission basis on goods delivered, with optional right purchase control if desired. Have had ten years' experience as managing editor, business manager and owner, and made study of economical production of daily paper. Address T. W., Care The Editor and Publisher.

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

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

Wanted position as cartoonist or in art department. Can work in any medium or on chalk plates. Address "Cartoonist," 201 West 20th Street, Erie, Pa.

Advertising Solicitor and Manager, 31 years old, ten years with same paper—now drawing good salary, but want larger field. Best references and bond. Can take charge of entire advertising department or Classified Department and produce results. Can install new system for getting more Want-Ads, now being used successfully on several large newspapers. Address D 1317, Care Editor and Publisher.

Live, capable reporter, nine years' experience, wishes immediate engagement on daily or weekly; can come on receipt of wire; three years last place; salary \$18. E. Haley, 44 Pacific Street, Newark, N. J.

Experienced in the resultful efficient management of large news departments; skilled in dressing a paper modernly; thoroughly practical in developing features; hard and conscientious worker, energetic and resourceful; above-the-average ability, coupled with twelve years' metropolitan and country experience—strictly high-class young man, wants position as managing or city editor. Address EDITORIAL EXECUTIVE, care The Editor and Publisher.

**NEWSPAPER ADVERTISING MAN**, eight years' experience as manager, solicitor, copywriter, now on evening daily city of 70,000, seeks permanent connection in middle or northwest city. Married and total abstainer. Address D 1319, care The Editor and Publisher.

**MISCELLANEOUS**

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

**DAILY NEWS REPORTS.**

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



GROUP OF DELEGATES IN ATTENDANCE AT THE CONVENTION OF THE ADV...

**AFFILIATION MEETING.**

(Continued from front page.)

recognized what advertising was doing for Kansas and the West, and became a great and persistent advertiser.

"George H. Daniels, general passenger agent for the New York Central, was the first advertising man to name trains. Through his efforts the Empire State Express and engine 999 became known all over the world. Later the Twentieth Century Express was named, and through its advertising was able to charge extra fares and thus secure direct returns—all in the face of an unadvertised train on a competitive road which actually made better time between New York and Chicago than the Twentieth Century. Phoebe Snow

changed the Lackawana from a coal to a passenger road, and increased its passenger traffic 20 to 40 per cent.

"Railroad advertising is worth nothing without service to back it up. Luxurious diners, parlor cars, great terminals, etc., are all closely connected with advertising, and are to be charged up partially to it. The advertising department is the offensive weapon of the railroad, and to realize its full possibilities must sit in the inner councils and have free reign to capitalize its abilities to the utmost."

**MR. BROWN TALKS OPTIMISM.**

An address by James Wright Brown, publisher of THE EDITOR AND PUBLISHER, New York, on "Clean Cut Advertising Copy" followed. Mr. Brown's address will be found elsewhere in this issue.

**EASTMAN ON THE SQUARE DEAL.**

The third speaker of the session was R. O. Eastman, of the Kellogg toasted corn flake fame, who explained the Kellogg "square deal" policy.

"The Kellogg plan of one price to all should be followed in advertising also, said Mr. Eastman. Only by this can the square deal be given the small advertiser. A publication should not sell space cheaply to a large advertiser or allow another publication with which it has exchanged space to use it to advertise competitive articles.

"A cut price on an advertised brand is usually a bait to sell an unknown brand at an extra profit. The only solution is one price to everybody. Advertising discovers customers, not creates them. A preferred price clogs the system, and it is suicidal for a national advertiser who wants national distribution to allow it. The quantity discount is the sole source of the development of the chain store and merchandising monopoly. When the chain store gets control, it will dictate to the manufacturer. The chain store is the natural competitor of the national advertiser, and if fostered by quantity price will eventually destroy him."

**DUTY OF ADVERTISING MEN.**

Stanley Clague of Chicago followed Mr. Eastman with a short talk on "Advertising Opportunities." "It is the duty, of every man to prevent depression," he said. "There is no doubt of the future prosperity of America; the only question is how soon we will allow it to come. Calamity talk as to how terrible will be the effect of the war is bound to have an evil effect, and just as surely, optimistic speech and action will be beneficial. The judgment and advice of advertising men will extend the opportunity of America. The war situation gives us a great opportunity, in the United States, in Canada, in South America and in Europe. Let us advertise in every way our opportunity, and grasp each one as it comes up."

C. W. Mears, advertising manager of the Winton Motor Car Co., read a paper on "The Mystery of Advertising Copy," which brought the convention to its feet in a rising vote of appreciation. Literature was classified broadly as advertising literature and general literature, and the differences between the two were pointed out.

"General literature is bought by the reader for itself; advertising literature is bought by the manufacturer and given away. General literature brings fame to the author; in advertising literature the author can't even bring in his own name. In general literature the author's responsibility ends when it is accepted by the publisher; in advertising literature the author has the responsibility to the end, and must determine when, where and how it is presented to the public. The reader can buy general literature cheaply, because advertising lit-

erature pays the freight, and in fact supports it and makes it possible.

**MISSION OF AD COPY.**

"Most important of all, general literature exists only to entertain, instruct, or inform, and when it accomplishes that, its purpose is accomplished; advertising literature, on the other hand, must obtain tangible results, these and other factors being merely incidental. Thus general literature is sufficient unto itself, while advertising literature is only the means to an end.

"Thus it is evident that advertising copy must embody some element foreign to all other literature. The reader doesn't buy logically. The intellect does not cause action, but merely directs it. Therefore, since man doesn't act from his intellect it is foolish to embody the intellectual appeal in copy. Human nature is what gives copy its pull, not intellect, and human nature is the basis of all successful advertising. Adam knew intellectually he was forbidden to eat the apple, yet he ate it. Human nature is the same no matter how much it is changed in degree, and human nature is the only thing which advertising literature must know and reach."

Saturday night was devoted to an entertainment provided by the Detroit Club. Early in the evening a midway performance was given where Judge Rumhauser held court, Ta-Too, the tattooed lady, decorated with a number of well-known trade marks, displayed her charms, and a number of "Fatuous Fatima Girls" gave a popular interpretation of Oriental dances. Then followed the much heralded performance of the "Wizard of Adz." The big act was a conference of Detroit's automobile builders, impersonated by Detroit advertising men. The performance was concluded by the introduction of the Gold Dust Twins, the Fairy Soap Girl, the Cream of Wheat Negro, and other famous advertising creations.

**"THE BULL RING SESSION."**

Saturday morning a "bull ring session," presided over by Harry C. Goodwin of Rochester, was held in which a number of ten minute talks were given on practical subjects with a space allowed between each talk for discussion.

C. H. Lemperley of Cleveland, the first speaker, spoke on "Motion Picture Advertising." "Motion pictures have a wide use in advertising, and for certain purposes have no equal. In small town work they are very good. They are admirably adapted for convention work. Salesmen can be taken through the factory by their aid at a great saving in time and bother, and are coming to have an important use in taking the place of salesmen's samples on the road.

"Circulation is important. It is best to show films in towns where you have distribution, and arrange details through your local dealer. Sending out tickets has been found an excellent method of advertising the films."

**Statement of the ownership, management, circulation, etc., of**

**The Detroit Free Press**

published daily at Detroit, Michigan, required by the act of August 24, 1912.

NOTE.—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster-General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice.

Editor and Managing Editor—PHIL J. REID, Detroit, Mich.  
Business Manager—W. H. PETTIBONE, Detroit, Mich.  
Publishers—THE DETROIT FREE PRESS, Detroit, Mich.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding date of this statement (October 1st, 1914):

Week Days .....	75,859
Sundays .....	111,816

WILLIAM H. PETTIBONE, Business Manager.  
Sworn to and subscribed before me this 1st day of October, 1914.

CHARLES H. BASSETT

(SEAL) Notary Public in and for County of Wayne, Mich.  
(My commission expires October 13, 1916.)

The circulation figures given above are for the period from April 1, 1914, to September 30, 1914.

The average actual circulation for the last two months is:

WEEK DAYS.....	94,719
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The Sunday circulation for September, 1914, was as follows:

September 6.....	122,047
September 13.....	121,249
September 20.....	121,321
September 27.....	121,546

**The Free Press Circulation Report**

The circulation report which The Free Press prints today shows even more than the normal gain the paper has recorded steadily in its history. Where last year at this time the average for six months was 70,597, it is 75,859 paid subscribers for the six months just ended.

The Sunday edition, it will be seen, has had even a larger increase than the daily, having advanced from 96,477 last year to the fine average of 111,816 paid subscribers for the last six months, a gain of over 13,000 a Sunday.

This statement excludes all copies spoiled in printing, samples, exchanges, papers used in the office or for files or left on hand, and all returns from newsdealers and agents.

The public will probably be more interested in knowing the effects of the war on newspaper circulation, and as to this we may add to the published figures that the average circulation of The Free Press, week day edition, has been 94,719 during August and September, while the Sunday circulation for the same months has averaged 121,105.



THE ADVERTISING AFFILIATION AT DETROIT, MICH., OCTOBER 2 AND 3.

W. A. Shryer, of Detroit, who has just returned from abroad, spoke briefly on foreign advertising. England is a good field, he said, but it is behind America in methods. France is alive to its opportunity. Italy has little advertising and that of mediocre quality, while Greece, Turkey, Syria and Egypt are scarcely to be considered.

The topic, "Good Business Letters," handled by Dr. John F. Forbes, of Rochester, caused an animated discussion. "A letter is a message from a human being to a human being," said Mr. Forbes. "It should be simple, direct, sincere and adequate. It should always be courteous, no matter what the provocation, and should respect the personality of the reader. Courtesy will have its reaction in bringing courtesy. Don't omit the salutation, 'dear sir' or the closing, 'yours truly,'"

#### THE LETTER'S MESSAGE.

Charles R. Wiers of Buffalo took exception to the last statement, holding that these salutations were stiff, formal and antiquated, and that the success of the letter depended on the message. "Put warmth into the letters, and take everything else out." An animated discussion followed.

Carl J. Balliett, of Buffalo, made a strong defense of the field of proprietary medicine as legitimate and honorable advertising. He stated that, regardless of all that has been said concerning medical advertising, a great deal of it was highly reputable and should not be excluded from publications because certain other medical advertising was objectionable. One hundred and sixty million dollars worth of patent medicines are sold in America yearly, and this business depends for success on repeat orders as much as any other advertised product. The papers that have barred all medical advertising are insincere, as they have not tried to differentiate the good from the bad. Mr. Balliett made a strong appeal and handled his difficult subject in a way which won the appreciation of the convention.

E. A. Walton, of Detroit, was unable to attend, and his paper on "The Advertising Value of a House Organ" was read by Myron Townsend.

#### VALUE OF HOUSE ORGAN.

"The value of a house organ depends on many things," said Mr. Walton. "A house organ to the salesman has little advertising value, but one to the prospect it should have a great deal. The mailing list is very important. Send the house organ at regular intervals and write it in the style the readers want. Get the interest of the reader at the start, and make the house organ of real use to him. Good pictures are very effective. Hitch the text up to men, not methods, and give the readers what they want in the way they want it."

Leon F. Hussey of Cleveland discussed "The Advertising Department as a Clearing House for Complaints."

He contended that the advertising department must work in conjunction with the other departments, both in self-defense and for the good of the business. A complaint is an opportunity, if the customer is at fault, to explain the use of the article more fully and sell it over again, or, if he is right, to win his future good will by fair and considerate treatment. Whatever the nature of the complaint, it presents an opportunity for the house to sell itself for the future by courtesy, and drive home the merits of its goods and its business policy.

"Complaints should be centralized, and handled by one man or a group of men who have made a study of them and diplomatic ways of handling them. Preferably this should be the advertising department."

#### WHEN TO ADVERTISE PRICES.

Alexander F. Osborne closed the session with a discussion on whether or not there were certain articles of merit which could be advertised successfully only on a price basis. He brought out the point that some articles must be bought on faith or on their reputation, such as an Ostemoor mattress, while others, such as an iron bed, have an intrinsic value which can be readily seen by the purchaser. In the former class known quality forms the appeal, and price does not enter into the advertising materially, while in the latter class, where the buyer can readily determine the quality for herself, it is doubtful whether the situation is not reversed, and price forms the strongest talking point.

#### ANDERSON ELECTED PRESIDENT.

The fourth session was called to order by William G. Rose, president of the Cleveland Advertising Club, who announced that the following officers had been elected for the coming year: Lee Anderson, president of the Detroit Adcraft Club, president; Clarence W. Campbell of Rochester, vice-president; Thomas W. Garvin, of Cleveland, secretary, and O. C. Moore of Buffalo, treasurer. The next affiliation is to be held at Rochester in October, 1915.

(Continued on page 335.)

#### R. H. Durbin Heads Poor Richards.

Robert H. Durbin, advertising manager for Strawbridge & Clothier, was elected president of the Poor Richard Club, Philadelphia, last week. The other officers elected were: Vice-presidents, Louis J. Kolb, Edwin Moore, M. F. Hanson, William F. Fell and W. Atlee Burpee; secretary, Theodore E. Ash; treasurer, George C. Allen; directors, Thomas Martindale, William J. Eldridge, H. A. Gatchel, C. H. Graves, Jarvis A. Wood, George Nowland, George W. Jacobs, Thomas R. Elcock, Jr., and Rowe Stewart. The committee on fraudulent advertising reported that, through the co-operation of the local newspapers very few complaints of this character had been received.

#### Ten-Year-Old Boy Is Editor.

At Evansville, Ind., Malcolm Koch, aged 10, is editing a newspaper, the Grandview Post, which appeared for the first time a few days ago. The paper will appear weekly, and will be devoted to news of the Grandview addition, which was formerly the old cotton mill field. The news is first written on a typewriter and then as many copies as are needed are made on a mimeograph. The paper is well arranged and is replete with Grandview news.

The Waco (Tex.) Semi-Weekly Tribune has moved into its new building at Washington street.

The Bemidji (Minn.) Independent, a Socialist paper, has suspended publication.

#### Commendable New Paper in Atlanta.

J. Bernard Lyon and William F. Parkhurst are to be congratulated on the first issue of the Atlanta Saturday Night, which made its appearance September 19. It is a high-class twelve-page paper, abundantly illustrated, and carries a wealth of interesting and helpful reading matter, as well as a generous amount of advertising.

Associated with Messrs. Lyon and Parkhurst are Julian B. Tutweiler, secretary and treasurer; R. N. Berrien, Jr., financial editor; Tarleton Collier, managing editor; H. E. Harman, contributing literary editor, and Frank L. Stanton, Jr., staff artist. Charles Seested, 4 Park Row, New York, and F. S. Kelly, People's Gas Building, Chicago, are the foreign representatives for this new paper.

#### Statement of the ownership, management, circulation, etc., of

## THE DETROIT JOURNAL

published daily, except Sunday, at Detroit, Michigan, required by the act of August 24, 1912.

NOTE—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice.

President—Edward D. Stair, Detroit, Mich.  
Vice-President and Editor—H. P. Hetherington, Detroit, Mich.  
Business Manager and Treasurer—William B. Lowe, Detroit, Mich.

Secretary—Charles L. Palms, Detroit, Mich.  
Publisher—THE DETROIT JOURNAL CO., Detroit, Mich.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)

Edward D. Stair, Detroit, Mich.  
Henry P. Hetherington, Detroit, Mich.  
William B. Lowe, Detroit, Mich.  
Charles L. Palms, Detroit, Mich.  
Frederick H. Britton, St. Louis, Mo.

Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities:

None.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement, 88,301.

WILLIAM B. LOWE, Business Manager.

Sworn to and subscribed before me this 3rd day of October, 1914.  
(SEAL)

V. L. McENALLY,  
Notary Public, Wayne County, Michigan.  
(My commission expires February 1st, 1918.)

The Detroit Journal's net paid circulation shows an average daily gain of 7,541 for the past six months. The average circulation for the six months ending October 1, 1913, was 89,760. For the corresponding six months in 1914 it was 88,301.

The average daily net paid circulation for September, this year, was 96,674, a gain over the same month last year of 16,644.

The Journal has steadily gained, month by month, week by week, day by day, in circulation the past year, more than 90 per cent. of the gain being within the city of Detroit.

**LANDIS SUSPENDS PLAIN TALK.**

**Versatile Houseboat Hermit of Manhasset Bay Ends Unique Bi-Weekly.**

A newspaper that has not lost a single paid subscriber throughout its whole life is the unique record of Plain Talk, Port Washington, N. Y., a bi-weekly which has just completed three years of service. It was founded September 16, 1911, by Harry K. Landis for the militant purpose of freeing the town from a group of politicians known locally as the Royal Family, and for securing much needed improvements for



HARRY K. LANDIS.

the town. With this work done, Mr. Landis has just stopped the publication of the paper with the warning that it will again be started when occasion demands; and the indications are that this will be very soon.

Plain Talk is a striking example of the power that may be exercised and the results that may be achieved by a small newspaper capably, fearlessly and honestly administered. Following the example of the great metropolitan dailies, Plain Talk has taken the initiative in inaugurating local improvements. In fact from his houseboat in Manhasset Bay Mr. Landis, the editor and publisher, by the power of his pen, has virtually ruled the town.

Not only has the paper entirely discredited the Royal Family but in its three years of life it has induced a gas company to locate in the town and secured an equitable franchise; organized a business men's association; started a free public library; obtained free mail delivery; organized an athletic association and caused the erection of a gymnasium; secured needed improvements to the railroad service; and perhaps greatest of all has secured for the town a \$125,000 sewer system, a project now well under way. In addition to these public improvements and to its news features, Plain Talk has blazed a trail for other small newspapers by pointing out the virtue of simple living and the sanctity of the home. Each issue, by cartoons (always supplied by local talent) by photographs, by humorous and serious poetry, by satire or by straight-from-the-shoulder argument, has sought to drive this message home to the 3,500 inhabitants of the town.

Plain Talk's picturesque editor is unmarried and lives alone in his houseboat in Manhasset Bay. Like so many other small newspaper editors he is a man of versatile talent. He was graduated in 1890 from Lehigh University where he took two degrees. Subsequently he was a professor of mining and metallurgy in the University of Missouri and later was editor of the Engineering and Mining Journal and Progressive Age. He is a musician, an artist, and holder of several cups won in athletic contests.

Statement of the Ownership, Management, Circulation, etc., of the

**New York American**

SEPTEMBER 30, 1914

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, etc., of THE NEW YORK AMERICAN, as required by the Act of Congress of August 24, 1912.

Published daily and Sunday at New York.

Owner—STAR COMPANY, 238 William Street, New York City.

Stockholder—The Star Company, 15 Exchange Place, Jersey City, N. J.

Stockholders in the Star Company holding 1 per cent. or more of the total amount of stock:

W. R. Hearst, 238 William Street, New York City.

Known bondholders, mortgagees and other security holders holding 1 per cent. or more of the total amount of bonds, mortgages or other securities:

Columbia-Knickerbocker Trust Co., 60 Broadway, New York City.

Night Managing Editor—T. V. Ranck, 238 William Street, New York City.

Business Manager—Howard Davis, Broadway and Park Place, New York City.

Publisher—Star Company, 238 William Street, New York City.

Average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers, during the six months ending September 30, 1914, **361,709.**

Average of the daily Morning Edition (excluding Sundays), **299,354**; average of the Sunday American, **738,238.**

STAR COMPANY,  
By Bradford Merrill, Treasurer.

Sworn to and subscribed before me this 30th day of September, 1914.

WILLIAM A. HAYES,  
Notary Public, Bronx County

Certificate Filed N. Y. County.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., OF

**The Knickerbocker Press**

Published at the city of Albany, State of New York, required by the Act of Congress of August 24th, 1912.

Editor, FRANK W. CLARK, 22 Beaver St., Albany, N. Y.  
Managing Editor, FRANK W. CLARK, 22 Beaver St., Albany, N. Y.  
Business Manager, LYNN J. ARNOLD, 22 Beaver St., Albany, N. Y.  
Publisher, THE PRESS COMPANY, 22 Beaver St., Albany, N. Y.

Owners of one per cent. or more of the total amount of stock:  
LYNN J. ARNOLD, 22 Beaver St., Albany, N. Y.  
EDWARD S. CLARK, Cooperstown, N. Y.  
STEPHEN C. CLARK, Cooperstown, N. Y.

Known Bondholders, Mortgagees and other Security Holders, holding one per cent. or more of total amount of bonds, mortgages or other securities:

The Albany Trust Company, Albany, N. Y.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding October 1, 1914:

1914	Daily	Sunday
April .....	37,866	29,409
May .....	34,155	29,728
June .....	34,526	27,907
July .....	37,346	31,689
August .....	44,890	34,915
September .....	42,288	33,193
Total .....	231,071	186,841
Average paid..	38,511	31,140
Average unpaid.	1,851	982
Average net circulation.....	40,362	32,122

LYNN J. ARNOLD,  
President of The Press Company.

Sworn to and subscribed before me this 1st day of October, 1914.  
MARY P. ADAMS,  
Notary Public, Albany County.

**WASHINGTON TOPICS**

(Continued from front page.)

and yet, being a newspaper man myself, I am quite sure that the press gallery is alert. I know that it has a man in charge who is continually on the lookout for news that may be of importance, and I also know that if we should undertake to establish a storeroom in the press headquarters for all the documents that are issued we would furnish an enormous supply, and we would soon have a request from the newspaper men not to send such a superfluous number of documents to them. They would need a library to take care of them. In many instances these documents are very valuable.

"The newspaper men have access to these reports, and they are Johnny-on-the-Spot fellows always. They have access to these reports when they are printed, and if they want to make reference to them they have the privilege of doing so. At least they may have an early print. There are many publications which would amount to a great many volumes in the aggregate, too many for the newspaper men to use in their business.

"In conversation with the representatives of the press it was thought best that unless they asked for these documents that there be sent to them only such as they might require."

The provision, as reported to the House, was agreed to. Mr. Mann failed in trying to amend it.

expressions on the European war situation has attracted wide attention. The part of his speech in the Senate addressed to the editors and publishers reads in part as follows:

Another thing to which I desire to call especial attention and emphasize is the partisan attitude being assumed by many of the great publication of this country. Knowing how potent these publications can be in creating public opinion and in fomenting factional strife, it is natural that those upon whom the responsibilities of government are cast should look upon this particular phase of partisanship with deep solicitude and apprehension. The managers of these great publications, even far more than individual citizens in more private walks, should be very mindful of the patriotic duty they owe their own country in this great emergency. It is a source of profound regret that so many influential journals and periodicals are beginning to take sides in this mighty contest, and are beginning not only to express their sympathies for the one side or the other, but to indulge in harsh criticism and sometimes in denunciations of the governments and the armies of those with whom they are not in accord.

**SIX POINT LEAGUE LUNCHEON.**

**C. F. Alward Delivers Interesting Talk on Newspaper Ads.**

The Six Point League gave its first luncheon this season at the Aldine Club, 200 Fifth avenue, last Thursday. President St. John Richards, of the St. Louis Globe-Democrat, presided. C. F. Alward, advertising manager of the H. O. Company, Buffalo, gave a very interesting talk on "Newspaper Advertising." This address which was splendidly optimistic, will be published in next week's issue of THE EDITOR AND PUBLISHER.

Among those present were: Dan. A. Carroll, I. A. Klein, Fred Kimball and J. Frank Duffy, of the John Budd Company; Louis Gilman and R. J. Sylvia, of the Philadelphia Press; Ralph Mulligan, J. P. McKinney; M. D. Hunton, of Hearst's Morning Examiners; Warren C. Klein, of the Christian Science Monitor; Wilbur Bates, of the N. M. Sheffield Special Agency; George F. Frost, of the Plainfield Courier-News; Hyman Lazarus, of the Bayonne (N. J.) Evening Times; T. F. Flynn, U. S. G. Welsh, Charles T. Logan and Porter Carruthers, of the S. C. Beckwith Special Agency; E. A. Binoeder, Dan. A. Carroll's office; George T. Hopewell, Williams, Lawrence & Cresmer Co.; Mr. Ross, of the Blackman-Ross Advertising Agency; H. E. Lewis, of the Ward, Lewis, Williams Special Agency; C. H. Eddy; W. S. Bird, J. B. Woodward's office; R. W. Palmer, of Printers' Ink; Fremont Spicer, of the Fourth Estate; G. P. Leffer, of THE EDITOR AND PUBLISHER.

**DINNER TO W. J. BARRETT.**

**Associates and Friends Help Celebrate His Long Service on Brooklyn Times.**

A dinner was given at the Assembly on Fulton street, Brooklyn, N. Y., last week in honor of William J. Barrett, for thirty-two years with the Brooklyn Times, by the members of the staff and a large number of his personal friends. Walter S. Funnell, Long Island editor of the Times, was the toastmaster. He introduced as speakers John N. Harman, vice-president of the Times; Thomas P. Peters, the former editor of the Times; Mortimer D. Bryant, John L. Matthews, William W. Richards, Victor A. Lersner, Thomas Reilly, J. Fred Geis, Fred M. Knowles, Martin C. Ready.

In behalf of the diners, William C. Stevenson presented the guest with a beautiful watch fob and diamond charm. "Billy" responded and told his friends he appreciated their kindness very much. He was quite embarrassed under the shower of compliments poured upon him by the speakers.

Among those present were:

Richard B. Adams, New York World; Claude R. Abell, Linden Dickey and Martin C. Ready, the New York American; M. D. Bryant, John W. Collins, John H. Elliott, John F. McKeon, Walter S. Funnell and John W. Harmon, Brooklyn Times; F. J. Byrne and R. W. Sykes, Jr., Brooklyn Citizen; James F. Haigney, R. F. R. Huntsman and R. J. O'Donnell, Brooklyn Standard Union; F. M. Knowles, Evening Mail; John Matthews, Paterson (N. J.) Press Service; John E. O'Mara, special representative; E. O. Peterson, O'Flaherty's Suburban List; Joseph Platt, "Department Store"; Frank Pascal, Das Morgen Journal; Chas. Powell, German Herold; Jerome Spanier, Special Agency; Thomas J. Walsh, American Newspaper Publishers' Association; William Crompton, New York Journal of Commerce; A. Kornfelder, Hoboken (N. J.) Observer.

**MRS. VICTOR F. LAWSON DEAD.**

Jessie Bradley Lawson, wife of Victor F. Lawson, editor and publisher of the Chicago Daily News, died October 2 at the family residence, 1500 Lake Shore Drive, after a protracted illness. Her health had been impaired for some years. She was in Italy last winter and spring and returned to America early in the summer without having received the benefit hoped for.

Her health was taxed severely by a stormy voyage, and during the succeeding weeks, passed at her summer home, Green Lake, Wis., she made no improvement. In the late summer she became dangerously ill, her condition becoming steadily worse until death came.

The funeral was held on Monday at the New England Church, Dearborn avenue and Delaware Place.

Mrs. Lawson was the daughter of the late William H. Bradley, for many years a leading citizen of Chicago. Born in Galena, Ill., in 1851, she was brought to Chicago by her parents in early childhood and was a resident of the city the rest of her life. Educated in Vassar College, she was from her youth active in church and social service work.

Throughout her life she was interested in helping children and young people, her unusual executive ability having been of notable service in organizing and directing educational activities beneficial to working girls and in aiding nursing homes and similar institutions.

Though in recent years her delicate health prevented her from taking an active part in social affairs of this city, her interest in all movements for the good of the community was uniformly keen. Descended from ancestors who for generations had been prominent in public life, she was noted among her friends for her quick intelligence and her wide information in many fields of knowledge.

She was married to Victor F. Lawson in 1880. Besides her husband, her nearest surviving relatives are her sister, Miss Anna Bradley, of Chicago, and her brother, William Harrison Bradley,

**JEWISH DAILY IN NEW HOME.**

**N. Y. Morning Journal Occupies Model Plant in Six-Story Structure.**

In line with its rapid strides as one of the leading foreign language newspapers of the country, the New York Jewish Morning Journal, founded thirteen years ago by the late Jacob Saphirstein, has moved into a six-story, fire-proof structure at 77 Bowery, directly at the corner of the Manhattan Bridge Plaza. The Journal is the only Yiddish morning paper in the metropolis and swears to a circulation of upward of 111,000 copies.

The location of the new home is ideal for a live Jewish paper. It is at the entrance to the Manhattan Bridge, on the line of the Third avenue elevated and surface transportation systems, a few blocks from the East and West Side subways and is within a stone's throw of Park Row.

In its new building the Journal has an up-to-date plant which is the last word in newspaper-making efficiency and includes a Hoe Improved Lightning Sextuple press of the patented pattern design, having a capacity of 72,000 twelve-page papers per hour. It has also installed a Hoe Automatic plate finisher, having a capacity of six completely finished stereotype plates per minute.

The composing room will compare favorably with that of any in the metropolitan newspaper plants. All the linotypers have a double keyboard, for both Yiddish and English, and the machines are the latest models.

The Jewish Morning Journal was founded by the late Jacob Saphirstein, in 1901. The paper grew so rapidly that its mechanical equipment could not keep pace with it. It was compelled to change its presses and stereotyping plant no less than five times and to move its offices three times to meet its demand for more adequate quarters.

In the new building the management has found a home large enough to house all the departments of the paper, and so

situated that it will be in the centre of the Jewish population.

Unfortunately, the founder of the paper did not live to see the opening of its latest home, he having died but a few months before. He had, however, planned the new building and its equipment to the last detail. He is succeeded as head of the paper by Israel Friedkin.

**JOURNALISTIC CHRONOLOGY.**

**Anniversaries of Interest to Newspaper Folk During the Week.**

- OCT. 10. Joseph Pulitzer, Jr., then four years old, now head of St. Louis Post-Dispatch, laid the corner stone of the Pulitzer Building, New York, home of the New York World and of the EDITOR AND PUBLISHER. (1889)
- OCT. 10. The New York Evening World was first issued. (1887)
- OCT. 10. Walter Aiden Dyer, editor of Country Life in America, since 1896, born in Boston, Mass. (1878)
- OCT. 10. Arthur Turner Vance, editor-in-chief of the Pictorial Review, born at Scranton, Pa. (1872)
- OCT. 10. Hezekiah Niles, founder of Niles' Register, born in East Bradford, Pa. (1777)
- OCT. 10. Junius Henri Brown, war correspondent for New York Tribune, later on New York Times' editorial staff, born at Seneca Falls, N. Y. (1833)
- OCT. 13. Thomas B. J. Connery, of Collier's Weekly staff, born in Ireland. (1835)
- OCT. 14. Houston (Tex.) Daily Chronicle established. (1901)
- OCT. 15. Thomas Oakes Conant, dean of the editorial staff of The Examiner, New York, born at Hamilton, N. Y. (1838)
- OCT. 15. Francis Whiting Halsey, editor and author, long with New York Tribune and New York Times, now literary adviser to Funk & Wagnalls Co., born at Unadilla, N. Y. (1851)
- OCT. 15. Samuel Bowles, third, publisher and editor-in-chief of Springfield (Mass.) Republican, born at Springfield. (1851)
- OCT. 16. James Richard Joy, assistant editor of the Christian Advocate since 1904, born at Groton, Mass. (1863)
- OCT. 16. Horace E. Scudder, long editor of Atlantic Monthly, born at Boston, Mass. (1838)
- OCT. 16. Noah Webster, lexicographer, born at West Hartford, Conn. (1757) He died in 1843.
- OCT. 17. Arthur Howard Bunnell, editor and proprietor of Fort Edward, N. Y., Advertiser, born at Unadilla, N. Y. (1852)

**Mr. Publisher: I Can Increase Your Bank Account**

**TWELVE THOUSAND DOLLARS  
IN CLEAN NEW BUSINESS**

**THE STATE, COLUMBIA, S. C.**

In its issue of Saturday, Oct. 3rd, 1914, The State, South Carolina's leading daily newspaper, published its "Columbia and South Carolina in 1914 Edition" with over \$12,000 worth of new, clean business, breaking all records for South Carolina for the amount of new business carried. The high standing and its enormous circulation were important factors in making this edition such a success. But, Mr. Publisher, to put \$12,000 new business at the present

**WAR TIMES**

takes some organization. That I have, in a clean staff of advertising solicitors. No strong arm methods, no booze fighters employed. Simply selling space on the merits of your paper.

**READ MY RECORD BELOW**

Showing my record for the past 12 months. Write any of these papers. See what they think of my work.

THE HERALD, AUGUSTA, GA.....	\$13,500	THE TIMES-UNION, JACKSONVILLE, FLA.....	\$18,500
THE JOURNAL, MONTGOMERY, ALA.....	8,500	THE PUBLIC LEDGER, PHILADELPHIA, PA.....	20,000
THE NEWS, READING, PA.....	9,000	THE STATE, COLUMBIA, S. C.....	12,000

I can take two more high class papers for editions for 1915. Write me.

**WILL N. HUDIBURG**

CHATTANOOGA, TENN.

Room 1119, WORLD BLDG., NEW YORK CITY

AFFILIATION DELEGATES.

List of Those Who Attended the Detroit Convention.

BUFFALO. Brown, W. C. Manager Buffalo Carey Co. Bigelow, Walter S., Real Estate Development. Balliett, Carl J., Asst. Treas. and Adv. Mgr. Foster Milburn Co. Barker, H. W., Bus. Mgr. Dick's Patent Maller. Billings, G. W., Adv. Mgr. New York Telephone Co. Beach, Herbert L., Mgr. Geo. Kissan & Co. (Street Car Adv.) Boughton, W. E., American Litho. Co. DeForest, C. W., Asst. Mgr. Sowers Mfg. Co. Greene, F. H., Matthews-Northrup. Gray, A. J., Member Firm Falling Optical Co. Hutter, Albert, Pres't The Scott Sign Co. Keller, Wm. J., Sales Mgr. R. H. Connor & Co. Keller, Neil H., Keller Office Furniture Co. Lee, James H., Mgr. American Press Ass'n-Buffalo Office. McFarland, M. F., Pres't The Art Work Shop McGrath, Frank L., Adv. Mgr. Buffalo Times. Miller, John F., Buffalo Times. Mooney, J. W., Exec. Secy. Buffalo Ad Club. Moore, O. C., Pillsbury Flour Mills. Osborn, Alex F., Service Mgr. E. P. Remington Agency. Oliver, Walter T., W. W. Oliver Mfg. Co. Ruskiewicz, J. C., Adv. Mgr. Polish Everybody's Daily. Rosenberg, Wm. J., Treas. Good-Speed Printing Co.

Randolph, John, Adv. Mgr. Ray H. Bennett Lbr. Co., Inc. Scheeler, John C., Sec'y Buffalo Wire Works Co. Wallen, James, James Wallen Advertising. Wiers, Chas. R., Mgr. Corres. Dept., Larkin Co.

CLEVELAND.

Coburn, A. C., Adv. Mgr. Cleveland Twist Drill Co. Amsden, N. E., Amsden & Felituer. Anderson, Martin, Associated Bill Posters Pro. Co. Bradley, G. F., The Templin, Crockett & Bradley Co. Burrows, H. B., Mgr. Life Dept., Cleveland Life Ins. Co. Browne, B. N., Great Western Oil Co. Conner, F. D., Adv. Mgr. Guardian S. & F. Co. Clark, Raymond E., Editorial Dept. Cleveland Leader, Cleveland Company. Cummer, Karl H., Kummer Products Co. Coate, M. D., M. D. Coate. Cole, Roland, Adv. Mgr. Ferro Machine & Foundry Co. Crockett, P. J., Leedsman, Templin-Crockett-Bradley Co. Coleman, David A., Sales and Adv. Mgr. Modart Corset Co. (Saginaw, Mich.) Demmons, R. E., Pres't Automobile Builders. Dorn, Albert A., Dorn Shoe Co. Dorn, O. K., Sales Mgr. Ground Gripper Shoe Co. & Pure Protection Life. Englander, A. L., R. A. Davis Motor Co. Fischer, C. T., International Sign Co. Faunce, W. V., Mgr. Interstate Auto Co., Youngstown, O. Felgenbaum, Saul, Propr. Saul Felgenbaum & Co. Forbes, E. C., Prest. & Mgr. Letter Specialty Co. Fiseber, E. A., Prest. Boehmke Co. Forbes, B. P., Prest. Benjamin P. Forbes Co. Garvin, T. W., Secy. Cleveland Adv. Club. Gottdiner, D., Victor Tea Company. Hatcher, T. H., Mgr. Cluett Peabody & Co. Humberstone, F. B., Vice Prest. & Gen. Mgr. The Tissue Co. Honeywell, L. E., Adv. Mgr. National-Acme Mfg. Co. Hirschert, R. W., Vice Prest. Wugler Engraving Co. Haserodt, P. M., Vice Prest. Widlar Co. Horton, D. T., Gen. Mgr. Thyogen Co. Hyde, W. H., Secy. & Treas. Abner Royce Co. Hussey, Leon F., National Acme Mfg. Co. Johnson, Stuart E., Sales Mgr. Exline Co. Jones, E. W., Schuermann Jones Co. Kinney, Geo. W., Prest. Kinney & Levan Co. Kerr, J. A., J. A. Kerr Co. Kyle, W. F., Mgr. Develop. Dept. The Cleveland Trust Co. Lewis, S. A., Dept. Mgr. Morgan Lithograph Co. Lemperly, Charles Mitebell, Adv. Mgr. The Sherwin-Williams Co. Lloyd, C. V., Sales Promotion & Asst. Mgr. Osborn Mfg. Co. Lamb, T. K., Cummer Products Co. Lamb, H. J., Supt. Roger Williams Press. Manheim, S. W., Pres't S. W. Manheim & Co. Madigan, A. H., Secy. W. N. Gates Advertising Co. Matthews, Walter M., Sales Mgr. Schmitz-Horning Co. Martin, Frank W., Real Estate, A. B. Martin's Sons. North, H. D., Secy. Ferry Cap & Set Screw Co. Nance, F. H., Mgr. Ohio Farmer. Pierce, Stephen L., S. L. Pierce & Co., Shoe Mfgs. Paddock, Harold, Mgr. Flexible Star Needle Co. Putnam, C. V., Secy. Reliance Electric & Eng. Co. Radde, C. A., Proprietor C. A. Radde. Radatz, W. J., Pres't & Sales Mgr. The Stratford Press Co. Roach, Harry J., Representative New York Life Ins. Co. Rosen, William Gannon, Author & Civic Expert. Rice, Harry C., Gen. Mgr. General Electric Co. Rosenbaum, Sidney B., Traveling Rep. Connecticut Mutual Life. Reynolds, M. P., Sales Mgr. W. S. Tyler Co. Sugarman, Daniel, S. W. Manheim Co. Shenton, R. W., National Lamp Works. Swartz, H. C., Adv. Mgr. Cleveland Trust Co. Sbupe, A. P., Secy. Cleveland Toilet Supply Co. Schaff, Geo. M., Adv. Mgr. S. L. Pierce & Co. Stevens, C. A., Matthews-Northrup Works. Stewart, W. J., Asst. Supt. A. J. Watt Ptg. Co. Tarnutzer, Wm., Pres't & Gen. Mgr. Imperial Steel Range Co. Vail, Geo. I., Garfield Savings Bank. Walker, C. R., Gen. Agt. Penn Mutual Life, Hatfield, Murray & Walker. Weale, H. H., Secy. Weale Pbytos Co. Williamson, Sam. B., Flexible Star Needle Co. Williams, C. A., Asst. Secy. Abner Royce Co. ROCHESTER. Beck, Albert L., J. C. Goss Co. Beltip, Raymond M. Auto. Sales Mabbett Beltip Motor Car Co. Buelte, Chas. F., Automobiles, S. Strong Crittenden Co. Ball, Lloyd B., Real Estate, Ball-Corris & Burke Co. Bausch, Geo. R., Pres't & Treas. E. E. Bausch & Son Co. Bramley, H. W., Adv. Mgr. Libby-Lindsay & Curr Co. Brown, F. E., Peerless Check Protecting Co. Campbell, Clarence W., Adv. Mgr. McFarlin Clothing Co. Cushman, Frank L., Secy. Treas. Art Print Shop. Case, S. W., Grain, S. W. Case Co. Crocker, E. P., Adv. Asst. Sales Mgr. Peerless Check Protecting Co. Campbell, W. H., Secy. Duffy Powers Co.

Dugan, Wm. E., Pres't Dugan Hudson Co. Forbes, John F., Rochester Business Institute. Fish, Clinton G., Commercial Artist. Foulkes, L. S., Sec. Rochester Stamping Co. Fuller, Geo. R., Pres't Rochester Telephone Co. Greene, M. H., Sec. & Adv. Mgr. Green's Nursery Co. Goodwin, H. C., Adv. & Sales Plan (owns firm). Hooker, Horace, C. M. Hooker & Sons. Halley, Eben, Treasurer American Clay & Cement Co. Lyman, C. G., Proprietor Lyman's Letter Shop. Moore, Albert J., Adv. Mgr. General Railway Signal Co. Milham, J. B., Adv. & Pur. Agt. Hubbard Eldredge & Miller. Mason, Davey R., Adv. Mgr. Mechanics Industrial Co. Martin, J. B., Gen. Agt. New York Central Lines. Morris, Edw. C., Pres. Multipost Co. Nyant, H. C., Nyant, Simpson Co. Northrup, Theo. G., Ford. Agency Theo. J. Northrup. Ernest A. Paviour, Member firm Robert S. Paviour. Perry, Wm. P., Sales & Adv. Mgr. Rochester Button Co. Richmond, Lee. Headley, A. B., Partner, Foote, Headley & Carpenter. Stahlbrodt, Edw. A., Manager Rochester Bill Posting Co. Seark, Bertram L., Cashier Nat'l Bank of Commerce. Schweizer, W. L., Gen. Mgr. Treas. Multipost Co. Sperry, H. W., Sales Mgr. General Railway Signal Co. Tbayer, Geo. W., President Rochester Chamber of Commerce. Tbmason, John W., Treas. Vacuo-Static Carbon Co. Tessell, N. O., Asst. Adv. & Sales Mgr. Mubbett Betty Motor Co. Van Hee, Daniel L., Sam'l Sloane & Co. Van Vleet, M. S., Adv. Mgr. Stromberg-Carlson Tel. Mfg. Co. Woodward, E. B., Secy. Rochester Chamber of Commerce. Wilson, L. H., Sales Mgr. Rochester Re-Opening Works. Willems, Peter F., President Perry Nursery Co. Wallace, Jas. F., Adv. Mgr. American Laundry Mabb Co.

DETROIT.

Alexander, Milton M., Adv. Mgr. Summerfield & Hecht. Amerim, C. C., Great Western Oil Co. Adams, Melvin J.; Carl M. Green Co. Butler, A. E. Bell, R. E., West. Sales Mgr. Frederick Stearns & Co. Battelle, C. C., Dist. Mgr. H. A. Jones Real Estate Co. Berkey, Chas., Chas. H. Berkey Co. Brand, C. R., Sales Mgr. Lewis G. Gorton Co. Bassett, Engineer Studebaker Corporation. Bailey, Inkerman, E. G. Swift Pub. Co. Barfoot, J. H., Salesman Safe Cabinet Co. Cosgrove, C. W., Free Press. Cohn, Richard. Campbell, Harvey, Dimmer Mfg. Co. Collins, W. M. Gordon, Jas. R., Ballantine Co. Craig, Ernest D., Adv. Mgr. Windsor Record. Cryden, J. L., Long Mfg. Co. Doolittle, Albert H. (own advertising agency) Van Drenton, L. M., Detroit Princess Mfg. Co. Davies, Frank, Detroit City Gas Co. Handy, R. J., Manager J. A. Handy & Son. Despard, H. L., Sales Mgr. Aircraft Lithographing Co. Downend, R. W., Birmingham-Seaman Patrick Co. Drey, A. W., Diamond State Fibre Co. Evans, C. R., Fuller & Smith. Ellis, Griffith Ogden, The Sprague Pub. Co. (The American Boy). Ewald, S. H., Campbell-Ewald Co. Ellis, Francis A., Adv. Mgr. Russell Wheel & Foundry Co. Estey, F. L., Chicago Examiner. Finck, Wm. W., W. M. Finck & Co. Fanning, G. W., McEwen, Needham & Weldon. Fowler, Richard, Detroit City Gas Co. Fry, Stephen D., Adv. Mgr. J. B. Ford Co. Fernald, A. R., Secy. Mathews, Kayo, Mann & Co. Gagner, E. A. Glerston, Elmer P., Sprague Pub. Co. (The American Boy). Gagnier, W. F., Secy. Gagnier-Steel Fdry. Green, C. W., C. W. Green Co. Glenn, H. D., Adv. Mgr. Detroit Stove Wks. Glasscock, A. J., Manager Safe Cabinet Co. Grace, Edward R., V. P. & Bus. Mgr. Michigan Manufacturer & Financial Record. Hurley, P. M., Pres. & Treas. P. M. Hurley & Co. House, A. T., Adv. Mgr. & Buyer Union Paper & Twine Co. Heywood, E. J., Herpelde Co. Hughes, Chas. S., Secy. D. & C. Boat Co. Horton, Clyde E., Fuller & Smith Adv. Agency. Hobill, W. E., Sales Mgr. & Treas. Franklin Press. Heavenrich, Sidney T., Investment Broker. Himelboch, Z., Himelboch Bros. Himelboch, M., Himelboch Bros. Hughes, Chas., Secy. D. & C. Huetter, W. G., Mich. Electrotpe Co. Hoperalt, G. J., Mark Printing House. Irish, P. G., Adv. Mgr. J. L. Hudson Co. Jackson, A. F., Chief Acct. Michigan Malleable Iron Co. Jacob, Emil, German American Bank. Kelland, Clarence B., Editor Sprague Pub. Co. Koehn, Chas. J., Hudson Motor Car Co. Kurtz, Karl F., Display Advertising. (Continued on page 336.)

Executive Position

on a daily paper in a city of 35,000. Circulation 15,000, is offered to a young man of ability who can make an investment of \$10,000. This proposition is positively one of the best in the newspaper field for an able newspaper man who can show ability by past results, and who can make the investment.

Are You the Man?

Write at once concerning yourself and we will treat all confidentially. Proposition D.-350. AMERICAN NEWSPAPER EXCHANGE, Rand McNally Building, Chicago.

FOR SALE.

Duplex, Twelve Page, Flat Bed Perfecting Press

prints four, six, eight, ten and twelve pages from type; speed, 4500 per hour; length of page, 22 1/4"; folds to half and quarter page size. Press is in good condition and can be shipped quickly.

WALTER SCOTT & CO. Plainfield, N. J.

We can increase your business - you want it increased.

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

BURRELLE

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

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager We furnish everything that looks like a press clipping from all over the world.

Our Motto-RESULTS COUNT

218 East 42nd Street New York

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

We cover every foot of Canada and Newfoundland at our head office. 74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO POWERS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH ON TIME ALL THE TIME POWERS PHOTO ENGRAVING CO. 64 Nassau St. N.Y. Tel. 4904-4 Bostham

Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS Average Net Daily Total Circulation in August, 1914 - 35,478 Net Average in Topeka in August, 1914 - 9,623

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

Only 7-day-a-week paper in Kansas

Arthur Capper Publisher

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

Connecticut's Biggest and Best Daily Newspaper

The Hartford Times

Hartford, Conn.

THE TIMES' circulation is 3c. circulation Home circulation

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

KELLY-SMITH COMPANY Representatives

220 Fifth Ave. New York Lytton Bldg. Chicago

THE HERALD

HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

C. T. BRAINARD, President.

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

IN Colorado Springs IT'S THE TELEGRAPH

J. P. MCKINNEY & SON New York Chicago

**NATIONALISTIC BUSINESS LOYALTY.**

**James Keeley, in a Ringing Address Before the Affiliation Convention at Detroit, Declares That While the Sword Has Opened the Markets of the World to America the Real Opportunity Is Right Here at Home.**

When the history of the commercial development of the last twenty-five years in American history is written the advertising business will occupy a prominent place in the roll of forces that helped in the marvelous strides this country has made. Broadly speaking, business cannot exist or prosper without advertising.

We are all advertisers, whether we are in business or not. The impression one man has of another is based on the goods displayed in that man's show window—his manner, his appearance, his speech, his disposition, and his dress. And you can put that in the feminine gender, too. Consciously or unconsciously we are walking advertisements. Some of us are good copy and some of us are bad copy.

Nations are advertisers as well as individuals. America is known through the advertising of its characteristics as inventive, alert, pushing, ingenious, acquisitive, shrewd, almost in some cases, I might say, over-shrewd, even cunning, and to a certain extent, somewhat dictatorial and pledged in its methods of doing business.

England's "copy" has exploited its stolidity, conservatism, doggedness and love of power. France is known as artistic, volatile, a lover of the good things of life, and a creative genius in all that appeals to the eye and the other sense centers. Germany—the profound, scientific, thorough, efficient nation.

**OUR NATIONAL TRAITS.**

All these impressions and characteristics are accepted the world over as correct diagnoses of national traits and are the results of hundreds of years of cumulative unconscious advertising. You may meet individuals of any of these nations who do not follow these specifications, but the exceptions only go to prove the rule and do not change the universal point of view as to the accuracy of the general characterization of the nation.

Today, pregnant with death and desolation in Europe, is alive with opportunity for America. What effect will the advertising America has been doing have on our chance to secure some of the business which belonged to nations no longer able at this time to deliver the goods? Have we got to live down an impression that the dominating thought of American business has been immensity and mediocrity? Is there any justice in the claim that excellence of product has been subordinated to volume of business? What about the thought frequently expressed in the Orient that the American business man has thought "seconds" were good enough for export trade? Is there food for rumination in the generally accepted view that the American merchant was so "sot" in his own ways and thought his own methods were so far superior to those of any other nation that he would not pack the goods as customers wanted them packed; that he would not make the goods in the style and shape which had been standard for scores of years in foreign lands?

The sword has opened the doors of many markets the world over to America. I am not an advocate of taking what belongs to the other fellow when he isn't looking, but if he will go to war he must expect to take the consequences, and we in America would be foolish if we did not seize the opportunity.

During the Napoleonic wars we had much the same situation as we have now—all Europe fighting and America at peace. In fifteen years of those wars our foreign trade increased more than 450%, and the tonnage shipped in American bottoms increased over 500%.

**OUR FOREIGN COMMERCE.**

In fiscal year ended June 30, 1914, the total foreign commerce of this country—imports and exports—was \$4,256,000,000. The imports and exports in general classification were. For fiscal year ended June 30:

IMPORTS.	
Crude material for use in manufacture	\$634,000,000
Food stuffs, crude and food animal	247,000,000
Other foodstuffs	227,000,000
Manufactures for further use in manufacturing	320,000,000
Manufactures ready for consumption	448,000,000
Miscellaneous	17,000,000
	\$1,893,000,000
EXPORTS.	
Crude material for manufacture	\$793,000,000
Foodstuffs, crude and food animal	137,000,000
Other foodstuffs	293,000,000
Manufactures for use in further manufacturing	375,000,000
Manufactures ready for consumption	725,000,000
Miscellaneous	7,000,000
	\$2,330,000,000
Imports and exports	\$4,223,000,000

Of our imports about \$250,000,000 came from England; \$190,000,000 from Germany; \$140,000,000 from France. It looks now as if each of those countries would be busy this fiscal year in pursuits that are not peaceable and we will have to get the goods

we have been taking from there somewhere else. make them ourselves, or go without. The best plan appears to be to make them ourselves and the spur of necessity with which we will be pricked by this war in Europe ought to drive us into new lines of manufacture and to extend the lines in which we are now engaged.

There is nothing like war and necessity to open up new lines and new methods of business. For instance, before the civil war in this country the shoemakers down in Lynn and the other places in Massachusetts where shoes come from, all worked by hand. When the shoemakers went to war—and a lot of them did—there were not shoes enough to go 'round. So somebody invented a machine to make shoes and one man did the work of a hundred.

**VALUE OF AMERICAN FIELD.**

That problem isn't ahead of us now, but we have many very much like it. And that brings me to this thought: Isn't America a pretty good field for exploitation at this time? In the last two months the business eyes of this country have roamed afield possibly because the picture at home was not altogether alluring. But I never knew a "castle in Spain" to have a tenant.

Isn't it possible that the real work, the real opportunity of today, is at home? Wouldn't it be well to cease gazing through a telescope and take a look around our own immediate neighborhood? Certainly within the next five years the per capita buying power of a man in America will be infinitely greater than that of his prototype in England, France, Germany, or even in South America, about which, incidentally, there has been a lot of bunk written and uttered in the last few weeks. The roving shepherd of the west only whistles to his dog and moves on when the pasture is exhausted. Is America exhausted as a pasture? Have all the greenbacks been devoured? Is it necessary to import so much fodder into this sheepfold? Do we take enough pride in using things we make ourselves? A community without local pride is a dead one and a country without genuine enthusiasm for and pride in its own products is not as alive as it should be.

Is not the home consumption of home products in preference to foreign goods the big problem for American business men of today? Is it not the psychological time for the ingenious American to put his brain to work and place his country in a position where wars and rumors of wars will no longer lay a paralyzing hand on industry because something or the other cannot be brought across the sea? Is it not about time, incidentally, to do something to our outrageously restricted patent laws which circumscribe, constrict and strangle certain phases of business life in a way which few realized until Austria started to chastise Serbia?

Have we had the national pride in American made goods that has not only animated Germany, but has been a vital factor in that nation's campaign for commercial supremacy? "Made in Germany" for years has been a slogan of incalculable value to the Prussian manufacturer and nation. It has been a trade mark of excellence also. Someone told me the other day that the Kaiser, about a year ago, in discussing England's antipathy, said that the trouble with England was "M. I. G.," which, being translated, or expanded, simply is "Made in Germany."

**HOW ENGLAND DOES IT.**

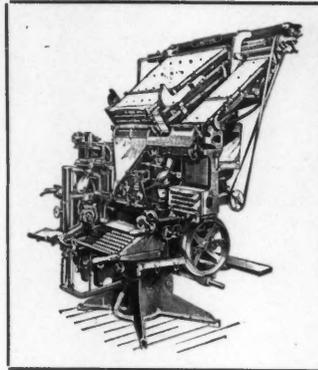
Today in England read any paper and you will see that "Not Made in Germany" is the battle cry of every advertiser. The columns of the English papers are filled with advertisements of all sorts of concerns stating in black-faced type, some of them in stud-horse type, that the officers and directors of these institutions are true Britons who never, never shall be slaves! that their goods are made in England of English materials; are sold by English men and women; and that any one buying goods even remotely Germanic are traitors to the King and are lending aid and comfort to the enemy.

One big concern in the same line of business as Sir Thomas Lipton went into court and secured an injunction prohibiting Sir Thomas, or any of his employees and agents, from writing, saying, or in any way circulating, statements that it was German or had any German affiliation of any kind. In the report of the legal proceeding it stated that the Judge granted the writ instantly.

I received a letter the other day from a friend who is one of the big newspaper publishers in England. One significant paragraph therein was this: "We are conducting a very vigorous and profitable campaign against German trade. All sorts of businesses have come our way. I hope the Americans will butt in. They have not been very vigorous so far. There are lots to be had, but it is necessary to carefully study the markets and to realize that export is quite different from internal trade."

England, called by Napoleon a nation of shopkeepers, is capitalizing the war and creating a great nationalistic business loyalty wherever the English flag flies. That is the thought—"Nationalistic Business Loyalty"—that I want to drive home tonight. I am not an advocate of racial likes and dislikes in doing business with the other fellow, but I believe the time has come and is here now

**NEWS FROM THE FRONT**



**FIRST MODEL 14 AN INSTANT SUCCESS**

**A Boon to the Typographical Art**

**Simple, Speedy, Smooth, Economic**

Mergenthaler Linotype Company, Tribune Building, New York.

Lebanon, Pa., September 1, 1914.

Gentlemen:

Enclosed find check in full for our Model 14 Linotype with auxiliary magazine. While this remittance, some days in advance of contract specifications, should convey an adequate idea of our supreme satisfaction with the new machine, we deem it but a deserved tribute to your invention to add that it more than makes good on the promises which preceded it.

An operator who previously worked entirely on a No. 5, has already become expert on the Model 14, showing that its increase in efficiency was not procured at high cost in intricate mechanism.

It is simple, economic, speedy, versatile, smooth. It is a time-saving device of wonderful power, and we are sure it will prove to be a real boon to the typographical art.

With best wishes,  
LEBANON NEWS PUBLISHING CO.,  
A. B. Schropp, President.

**Mergenthaler Linotype Company**  
Tribune Building, New York

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

to build up a racial pride in our own products and the place to start is not in South America or Germany or Borneo, but at home. Foreign trade will come, must come, but expansion of business will come more easily and more cheaply in the States. I believe in seeing America first, and I also believe in buying in America first. I am not a believer in substitution. There is nothing so inherently bad as "just as good." But I do believe in something just a little bit better—better because it is made of home materials, at home, by fellow-citizens. The word "imported" should no longer be a badge of pride. It should be a mark of dishonor. It is a fetish anyway—an idol before which fools have bowed—and I am in (Continued on page 334.)

**BUILD YOUR CLASSIFIED MEDIUM RIGHT**

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

**THE BASIL L. SMITH SYSTEM**

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

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

**Daily Sale 40 Copies vs. \$100.**

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

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

Write—Phone—Wire

**DUHAN BROTHERS**

Newspaper Distributors Who Have Made Good Since 1892.

TRIBUNE BUILDING Phone: 3584 Beekman NEW YORK CITY

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

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**742 Market Street**  
**SAN FRANCISCO**

**Buffalo News**  
EDWARD H. BUTLER  
Editor and Publisher

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

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

**MINNEAPOLIS DAILY NEWS**  
**70,672**  
(August Daily Average)  
Rate increased to 8 cents per line  
Nov. 1, 1914  
Most Striking Newspaper  
Success of Recent Years.  
C. D. BERTOLET  
1110 Boyce Bldg., Chicago  
New York Representative:  
A. K. Hammond, 366 Fifth Ave.

THE  
**Detroit Saturday Night**  
guarantees the reliability of every advertisement appearing in its columns.  
Whiskey, Beer, Cigarette and Patent Medicine advertising is tabooed.  
The publishers reserve the right to reject any advertising which in their opinion is undesirable or does not conform to the general policy of the paper.  
Foreign Advertising Representatives  
**CHAS. SEESTED F. STANLEY KELLEY**  
41 Park Row Peoples Gas Bldg.  
New York City Chicago, Ill.

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

**BUSINESS LOYALTY**  
(Continued from page 333.)

favor of lynching the graven image at the earliest possible moment.  
With a climate that ranges from the temperate to the sub-tropic and with possessions that complete the climatic and crop-producing gamut (and I use "crop" in its broadest possible sense), with every element that nature has hidden in the earth contained within its boundaries, with the most acute minds of any nation on earth, with all the advantages that come from freedom of life, America certainly is an ideal storehouse containing everything necessary to the existence of the human family. What we have to do is to delve, and develop, and supply.

LAND OF ETERNAL SUNSHINE.  
One nation in Europe wanted a "place in the sun." The sun may never set on the English dominion, but America is and will be the land of eternal sunrise.  
With the development of what might be called "pocketbook patriotism," this land will move forward as it hasn't moved since the day the prow of the Mayflower touched its rocky shore. There will be more work for you; there will be more work for me, and while we love our labor no one of us, I fear, works solely for love. Teach Americans to buy American-made goods, but be sure you are selling them the very best article that is made anywhere in the world. Destroy the legend that because a thing has come through a custom house it is better than something that has not paid duty.  
When this leaven of Nationalistic Business Loyalty starts to work it will mean more factories and more full dinner pails. Enterprises will multiply and grow. It will mean more capital from abroad, for the American security, even though it has been kicked around like a hound dog in our own land, still is regarded with favorable eyes across the seas. It will mean more advertising campaigns and publicity battles, and I don't mind admitting that I glory in such strife. It will mean that we are establishing ourselves on a foundation so firm that nothing but a cataclysm of nature can hurt us. It will mean peace, because it is hard to rend asunder peace and prosperity.  
As Gladstone said, "The mint is the only business that can make money without advertising," but without advertising the mints would be working only on half time. Start this new line of copy about American business—"American goods for American people," and the mints will be working overtime.

**The Seattle Times**  
"THE BEST THAT MONEY CAN BUY"  
Circulation for June, 1914—  
**Daily, 69,152 Sunday, 89,318**  
**47,000—In Seattle—50,000**  
Largest circulation of any daily or Sunday paper on the North Pacific Coast.  
During June, 1914, The Times gained 1,480 inches, leading nearest paper by 23,400 inches—Total space 64,138 inches. The foreign advertising gained 364 inches over June, 1913.  
LARGEST QUANTITY—  
BEST QUALITY CIRCULATION  
Buy the best and you will be content  
The S. C. BECKWITH SPECIAL AGENCY  
Sole Foreign Representatives  
NEW YORK CHICAGO ST. LOUIS

**Los Angeles Examiner**  
Sells at 5c. per copy or \$9.00 a year

Circulation } Week Days, 69,560 Net  
                  } Sundays, 144,979 Net

The only non-returnable newspaper in Los Angeles. Over 90% delivered by carrier into the homes. Reaches 78 1/4% of families listed in Blue Book of Los Angeles.  
M. D. HUNTON W. H. WILSON  
220 Fifth Ave., New York Hearst Bldg., Chicago

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

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

**The Shaffer Group**

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

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

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

**A GAIN OF 15,104**  
*Almost Entirely Within the Metropolitan Area*  
The Average Daily Circulation of  
**The New York Press**  
for the Six Months Ending September 30, 1914, was  
**109,985**  
of which 106,827 was net paid.  
For the corresponding period of last year the average net paid circulation was 91,723,  
**AN INCREASE IN NET PAID CIRCULATION OF**  
**16 4-10%**

DISTRIBUTION OF NET PAID CIRCULATION		
	1913.	1914.
Within 25 miles of New York.....	80,228	94,884
Country .....	7,948	8,463
Mail subscription .....	3,547	3,480
Totals—average net paid daily circulation.....	91,723	106,827
<b>NET GAIN WITHIN 25 MILES, 14,656</b>		

These figures show that more than 97% of the total handsome gain in net paid circulation is within the Metropolitan District, and that more than 88 and 8-10ths per cent. of the total net paid circulation of The Press is within 25 miles of City Hall Square—a region directly tributary to New York shopping centres.

**AFFILIATION MEETING.**

(Continued from page 329.)

Mr. Anderson's remarks were brief, predicting bigger things for the Affiliation, and a bigger, better meeting at Rochester in 1915. Louis Wiley, business manager of the New York Times, was then introduced. A portion of Mr. Wiley's address will be found elsewhere in this issue.

**ADS AS SHOP WINDOWS.**

The subject of Mr. Wallen's address was "Retail Ads That Are Shop Windows," and he likened advertisements and the pages of a newspaper to shop windows and the different streets and districts of a city. "Just as you would not put jewelry and cooking utensils, hardware and lozenges, walking and party dresses in one window," said Mr. Wallen, "it is wrong to put them in one

advertisement. An advertisement for a department store isn't written merely to sell the one article you advertise; but advertising that one article suggests the tone of the store. The shop window creates the atmosphere of the entire establishment. No woman talks as interestingly as she can look; no advertisement looks as interesting as it can talk. Breathe into artistic arrangement the breath of life. Simplification and humanization are the cure for inefficient advertising."

J. B. Dignam, of Chicago, gave an address on "Some Advertising Cuts." He emphasized the value of farm journals as an advertising medium and the immense importance of the rural trade. "You laugh at the farmer for purchasing for \$100 a gold brick which is not worth that many cents; but, if you examined the transaction a little more closely, you would notice that he peeled the bill from the top of a large roll made by boarding you city fellows last summer, feeding you mush and milk, and charging you \$12 a week for it.

**WEALTH OF THE FARMERS.**

"The enormous wealth in the rural districts adds to the willingness of the farmer to buy what he needs, and his ability to pay for it, and pay cash, makes him a desirable prospect to reach. The farmer is not a tightwad. He wants good goods, and when you consider the enormous buying power of the rural districts he wants a lot of them. Once prove to him by advertising that your products are sound and your treatment fair and he is your customer for life and gives you the most desirable class of trade you can obtain."

Mr. Dignam brought ancient, medieval and modern history to bear on his subject, and gave his audience a pleasant relief from the more serious thought which characterized most of the addresses of the convention. He backed up his arguments with statistics and made a strong appeal.

C. D. Frey closed the session with an address under the subject of "Advertising Art," and made a plea for the consideration of art and the artist in advertising. "No one factor so greatly assists an advertisement as correct and skilful art work, and, on the other hand, nothing will so easily ruin it as slipshod or inartistic treatment." Advertisers should give their art work every consideration. An average of ten per cent. of the expense of an advertisement should be allowed for this feature. The artist should be given full co-operation and as full information as possible as to what is required to work on, as only then can he work intelligently and do himself and the work justice."

Mr. Frey emphasized the value of using the same drawings for newspaper work as in the magazine campaign so as to tie the two closely together, and illustrated his talk with stereopticon views.

**FEATURES OF THE BANQUET.**

**Speeches Gay and Speeches Serious Interest a Large Audience.**

On Saturday night the business of the convention closed with a brilliant banquet, held in the auditorium of the Detroit Board of Commerce. At each place was a flour sack containing a number of advertising novelties, samples and souvenirs of various kinds. A band was in evidence, and throughout the dinner the different clubs manifested good-natured rivalry in singing their club songs and extolling in various ways the excellence of their respective cities.

J. U. Hinboham, of Detroit, well known as "J. U. H." in contributions to "Life" and other publications, presided as toastmaster, and after a short speech in his humorous style introduced James Keeley, owner and editor of the Chicago Record, as the first speaker. Mr. Keeley's address will be found elsewhere in this issue.

Douglas Malloch, of Chicago, followed Mr. Keeley, and with a speech in somewhat lighter vein emphasized again the trade possibilities in America,

"This war," he said, "is an opportunity to introduce American goods, not into South America, but into North America. It is an opportunity to sell goods not to Peru, South America, but to Peru, Indiana; not to Bolivia, but to Buffalo; not to Dutch Guiana or French Guiana, but to the 'ginneys' right here in Detroit; not to Lima, South America, but to Lima, Ohio; not to the United States of Colombia, but to the United States of America.

"I feel competent to talk to you about South America. I have been considerable of a traveler. I have never been in South America, however; so I am not hampered by any facts. But I have seen in the last few years 100,000 miles of the United States and have had ample opportunity to study the country, because I did much of it on the Erie and Wabash. And between the two kidney-shaped continents—since this same great United States granted them a divorce at Panama—as I say, between the South America I have not seen and the North America I have seen I choose Rochester—and Buffalo—and Cleveland—and Detroit.

**SOUTH AMERICAN TRADE.**

"If there is any man here following that *ignis fatuus* called South American trade, I want to say a word to him: Rome was not builded in a day. Neither are markets made in a minute. The house that expects suddenly to begin shipping to Rio de Janeiro or is going to open a great, big market in South America may do so, but he is not going to do it for himself, but for his posterity; and he is going to have so much grief doing it that maybe he never will have the posterity."

Mr. Malloch, instead of quoting statistics and facts to drive his points home, told a number of stories and recited some original verse which had been inspired by the war and American business conditions.

Mark Sullivan, editor of Collier's, was the next speaker, and with an address on "The Editor and Advertiser" brought the meeting back more closely to advertising problems.

"There is sometimes a misunderstanding in the minds of the public concerning the relations between the publisher and the advertiser," said Mr. Sullivan. "Since the revenue of a publication is approximately in the ratio of one cent from the reader to six cents from the advertiser, they are afraid that the character of the publication may be influenced by the advertising considerations. This is not true. The advertising value of the publication depends wholly on its standing with its readers, and the advertising can influence the editorial columns only so far as the economic and social system of the community will allow.

"On the other hand, the paper must not go to the extreme in separating news from advertising. Publicity that is news and of interest and value to the public should be printed, whether it has advertising value or not. The public is

entitled to know what is going on in their community and in the world, and no paper can rightfully exclude such information. The advertiser buys circulation, and this is dependent upon the sort of material the publisher gives his subscriber. If the editorial matter is true, devoted to the interest of the many, independent and sincere, that publication enjoys the confidence of the reader and is the one which the advertiser can best use."

Mr. Sullivan spoke against the tendency of the government to regulate and supervise big business. "Business," he

(Continued on page 337.)

**WAR NEWS**  
and  
**PICTURES**

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

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

As a newspaper man you know the telling effect of the  
**Human Interest Story**

SKETCHES FROM LIFE are pen pictures of life as it really is—"chock" full of "heart throb" and "kick."

It is a daily feature of six three column mats per week—and the cost?—Well it's attractively low.

**World Color Printing Co.**

ST. LOUIS, MO.  
Established 1900 R. S. Grable, Mgr

USE  
**UNITED PRESS**

FOR  
**Afternoon Papers**

General Offices, World Bldg., New York

**THE TEST**

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

**NEWSPAPER FEATURE SERVICE**

M. Koenigsberg, Manager.  
41 PARK ROW, NEW YORK

**WAR NEWS. AUTHENTIC WAR NEWS.**

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

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

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

**Weekly Home Circle Page**  
Contains Sedgwick's House Plans, fashion sketches by Ethel Demarest, articles by Elizabeth Lee, Louise Goodloe Falconer, Ned Padgett, etc.  
**The International Syndicate**  
Features for Newspapers, Baltimore, Md.

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

The Times Star of Cincinnati says:  
**"The Winthrop Coin Card**  
is a mighty force as a Selling Agent for it usually  
**Comes Back with the Coin.**  
We have been using these cards for quite a while and are very well pleased with the service rendered."  
Are you profiting by the use of Winthrop Coin Cards? If not, we'll gladly explain how you can—at very little cost.  
Write today for samples and details.  
**THE WINTHROP PRESS**  
141 East 25th Street New York City

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

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

# THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

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

There is no Duplication or Substitution in

## Pittsburg Leader Circulation

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

VERREE & CONKLIN  
Foreign Representatives  
Steger Building, Chicago  
Brunswick Bldg., New York

One priceless aid to advertisers is given by this paper. It is the FAITH of its readers.

## THE PITTSBURGH SUN

CONE, LORENZEN & WOODMAN  
Foreign Representatives  
New York, Kansas City, Chicago

## Get the Best Always

### The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

New Jersey's  
Leading 7 Day Paper

## Trenton Times

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

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

## The Peoria Journal

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

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

## PRESS ASSOCIATIONS.

The forty-eighth annual meeting of the Missouri Press Association, held in St. Louis recently, was one of the largest ever held in the state. The first day was spent in social intercourse and renewal of acquaintances. The business session consisted of an address of welcome by Henry W. Keil, mayor of St. Louis, followed by a general discussion of subjects of interest to the publishers and an illustrated lecture on the Panama Exposition by J. W. Booth, of the Missouri Pacific Railway Company. Then followed a boat ride to Jefferson barracks, where the editors witnessed a dress parade and drill and took supper with the soldiers. The next day was devoted to discussions of needed legislation, reports of committees and election of officers. The new officers for the coming year are: H. S. Sturgiss, Neosho Times, president; L. M. White, Mexico Ledger, first vice-president; Harry S. Jacks, Columbia Herald-Statesman, second vice-president; Jack Blanton, Paris Appeal, corresponding secretary; E. E. Swayne, Kirksville Express, recording secretary; J. P. Tucker, Parkville Gazette, treasurer.

At the meeting of the Northeast Texas Press Association in Botham, last week, the following officers were elected to serve for the ensuing year: Sherwood Spotts, Bonham Favorite, president; Henry Ellis, Denison Herald, vice-president; John D. Moyer, Honey Grove Citizen, second vice-president; John Green, Leonard Graphic, re-elected secretary-treasurer. It was unanimously voted to hold the next session of the association at Greenville in January, 1915. On motion of J. A. Thomas of Mineola the association voted to purchase a bale of cotton at 10 cents a pound, and authorized Will H. Evans, president of the Bonham Board of Trade, to make the purchase.

Starting off with a membership of 60, the State Publishers' Association of West Virginia was organized at Parkersburg Saturday. The officers are: President, C. E. Meredith, Salem Herald; vice-president, John J. Cornwell, Romney Review; secretary, Boyd B. Sutler, Grantsville News; treasurer, Presley W. Morris, Parkersburg State Journal; poet, R. L. Pemberton, St. Mary's Oracle; historian, S. A. Simmons, Spencer Times-Record. Several committees were named, with a view to perfecting the organization and obtaining new members, and adjournment was taken until January 6, 1915, at Charleston, when the next state legislature convenes.

At the concluding business session of the Northern Indiana Editorial Association's forty-fifth convention at Fort Wayne, last week, the following officers were elected to serve during the ensuing year: President, Chester A. McCormick, North Judson News; first vice-president, George D. Lindsey, Marion Chronicle; second vice-president, C. B. Hamilton, Garrett Clipper; secretary, Ross Woodring, Peru Journal; treasurer, G. N. Murray, Nappanee News. Delegates to the National Editorial Association convention in San Francisco are Harry B. Darling, Laporte; John M. Wickser, Argos; B. F. McKee, Lebanon; C. O. Merca, Kendallville; Frank B. Tolan, Fort Wayne. Kokomo was selected as the place for the 1915 meeting.

### A Novel Double Cover.

Cartoons Magazine for November establishes a precedent in coming out with two cover pages. The cover originally selected was a striking design by Nelson Harding, cartoonist of the Brooklyn Eagle. As an afterthought, H. H. Windsor, the editor, decided on another cover, displaying a table of contents. Mr. Harding's cartoon, however, seemed too good to be discarded, so the problem was solved by dressing the magazine in two cover pages, leaving it to the newsdealers to display the magazine either way.

## Newspaper Window Display Week.

The Schenectady Union Star is taking an active interest in National Newspaper Window Display Week. It has sent letters to both foreign and local advertisers urging them to cooperate in the matter. It has printed a list of nationally advertised goods—and it's a long one—which it will distribute among the people of Schenectady. It has printed poster strips for free use by merchants announcing that "We sell these standard products—all advertised in the daily newspapers," for posting in the windows in which advertised goods are displayed. Work of this kind counts a lot.

## AFFILIATION DELEGATES

(Continued from page 332.)

- Lewis, Geo. Andrew, Founder and Prin. Lewis School for Stammerers.
  - Laughaar, J. N., Asst. Office Mgr. Hudson Motor Car Co.
  - Leonard, E. S., Adv. Specialties, E. S. Leonard Co.
  - Lewis, William T., Mgr. Sales Corres., Grinnell Bros.
  - Legg, Walter F., Mgr. Repair Dept. Detroit Engine Co.
  - Luscombe, Jr., T. L., Luscombe Shoe Co.
  - Limbocker, C. C., Adver. Tell Co.
  - McHenry, Frank, Salesman Peninsular Eng. Co.
  - Marcy, F. L., Asst. Foreign Mgr. Frederick Stearns & Co.
  - McKeown, Will H., Adv. Solicitor Detroit Times.
  - Miller, M. T., Detroit Color Type Co.
  - Mack, Jos., Pres. Jos. Mack Printing House.
  - Michel, E. H., Manager Sales Coates Green Co.
  - Martin, F. V., Banker-Martin Co.
  - Meek, Park, Sales Manager Eureka Vacuum Cleaner Co.
  - McCarthy, H. J., For. Adv. Dept. Frederick Stearns & Co.
  - Morse, Otis, Adv. Mgr. Free Press.
  - Marymont, David J., Vice-Pres. Globe House Furnishing Co.
  - Meadon, Jos., Gen. Mgr. Franklin Press.
  - MacEdward, G. K., Adv. Dept. Chalmers Motor Co.
  - Munns, C. K., Secy. American Col. Service.
  - McZealons, W. J., Salesman American Art Works.
  - Nagelvoort, Floris, Com. Agt. Frederick Stearns & Co.
  - Orr, W. R., Editor Detroit Saturday Night.
  - Ohlmacher, H. W., Ad. Writer Detroit City Gas Co.
  - Perles, Manier, For. Adv. & Service Bu. Porter, DeForest, Adv. Mgr. Hamlin's Inc.
  - Pettibone, Bus. Mgr. Detroit Free Press.
  - Ferry, F. E., Manager National Ad. Co.
  - Pratt, L. A., L. A. Pratt Adv. Co.
  - Rogers, J. W., Wayne Publishing Co.
  - Randall, F. M., Taylor Critchfield Co.
  - Roberts, E. H., Publicity Mgr. Maxwell Motor Co.
  - Reading, R. W., Bus. Mgr. Detroit Times.
  - Robson, Geo. A., Jos. Mack Printing Co.
  - Stebbins, C. E., Asst. Sales Mgr. Maxwell Motor Co.
  - Schloss, Murray, Ed. Pub. Writer.
  - Saunders, J. C., Secy. & Treas. Topping Co.
  - Strashury, James, Adv. Director American Elec. Heater Co.
  - Steele, C. M., C. M. Green Co.
  - Strobe, Geo., Detroit Photo Eng. Co.
  - Smith, Hal C., Secy. Carl M. Green Co.
  - Sigwalt, H. P., Adv. Mgr. Federal Motor Truck Co.
  - Scharfenberg, H. F., Manager Voelker & Scharfenberg.
  - Sanderson, E. L., Adv. Sol. Associated Sunday Magazines.
  - Stringer, Chas. B., Adv. Litho. American Litho. Co.
  - Sanderson, Ed., Foreign Rep. Detroit Free Press.
  - Saunders, J. M., Local Agt. Bronnor-Bigelow.
  - Slocum, Geo. M., Secy. & Treas. Glaaner.
  - Taylor, N. I., Adv. Mgr. Nyal Company.
  - Thiel, L. F., Coate-Green Co.
  - Turnill, E. B., Carl M. Green Co.
  - Tucker, Verne W., J. Walter Thompson Co.
  - Thorson, J. A., Pres. Thorson-Seelye, Inc.
  - Tight, M. J., Supt. M. J. Tight Real Estate.
  - Vorhees, C. H., Whitehead & Hoag Co.
  - Van Riper, L. M., Sprague Publishing Co.
  - Vogel, Lewis G., Pres. Light Car Pub. Co.
  - Walsh, Robert T., Adv. Mgr. Maxwell Motor Co.
  - Weed, J. C., C. M. Green Co.
  - Woolley, Bronson, Mathews, Kaye, Mann & Co.
  - Werder, K. F., Store Mgr. Eureka Vacuum Cleaner Co.
  - Welcher, G. D., Salesman Franklin Press.
  - Wbalen, H. E., Self.
  - Wehry, C. G., Mgr. Whitehead & Hoag Co.
- MISCELLANEOUS.
- Barnes, Frank H., Oils, Great Western Oil Co., Grand Rapids, Mich.
  - Irring, H. S., Representative Mahin Advertising Agency, Chicago, Ill.
  - Frey, Charles D., Charles Daniel Frey Company, Chicago, Ill.
  - Conant, Henry J., New York.
  - Hart, W. M., Western Adv. Mgr., Town & Country, Chicago, Ill.
  - Hungerford, Edward, Adv. Mgr. Wells Fargo Express Co., New York.
  - Clague, Stanley, Clague Agency, Chicago.
  - Brown, James W., Editor & Publisher Co., New York.
  - Roberts, Wm. L., Associate Editor Advertising & Selling Magazine, New York.
  - Bayless, W. N., Advertising Manager, Conklin Pen Mfg. Co., Toledo, Ohio.
  - Banghart, Robert M., Western Rep. Nat'l Geographics Mag. & Theatre Mag., Gods & Banghart, Chicago, Ill.
  - Eastman, R. D., Adv. Mgr., Kellogg's Toasted Corn Flake Co., Battle Creek, Mich.

## IN WESTERN PENNSYLVANIA

You will make no mistake by using

## The Johnstown Leader

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

S. G. LINDENSTEIN, INC.  
Special Representative

118 East 26th Street New York City

## The Augusta Herald

AUGUSTA, GA.

October 1st, 1913 ..... 9,653  
April 4th, 1914 ..... 9,906  
October 2nd, 1914 ..... 11,179

The Augusta Herald guarantees a circulation in Augusta approximately twice as large as that of any other newspaper. Advertisers and agencies are invited to test the accuracy of these figures in comparison with the claims of any other Augusta newspaper.

Foreign Representative  
BENJAMIN & KENTNOR CO.  
New York Chicago

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

## NEW YORK TRIBUNE

and be fully assured of Satisfactory Response.

## The Globe

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

Net paid circulation for year ending Sept. 30, 1914

165,423

Net paid circulation for Sept. 30, 1914

205,069

## SUCCESS

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

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

The Evening Mail combines quantity with quality in circulation.

## The Evening Mail

New York's Great Home Paper.

## THE NEW ORLEANS ITEM

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

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

**POPULAR DETROIT INSTITUTION**

**Some Impressions Concerning W. R. Orr, Its Publisher and Main Spring.**

Over in Detroit last week I had a splendid opportunity to judge of the capacity and ability of W. R. Orr, the publisher of the Detroit Saturday Night. He was one of the most popular men at the convention. I saw him at work and at play, as chairman of the reception committee of the Advertising Affiliation, the host of James Keeley and Mark Sullivan and other guests. I was impressed with his genial good nature and tireless energy.

Mr. Orr is the vice-president and a director of the Detroit Board of Commerce, and a member of practically all of Detroit's social and fraternal organizations. A little over seven years ago, when Orr was the advertising manager of a Detroit newspaper, a paper he had served in various capacities for twenty years, and when he was receiving a salary of \$125 a week, he conceived the notion that advertisers would liberally support a weekly publication run on high-toned, dignified lines, free from "fake copy." The more he thought about the idea the more it grew upon him, until finally he mentioned the matter to H. M. Nimmo, a reporter on the same paper.

After many conferences, the Detroit Saturday Night was born. The first issue appeared on November 2, 1907. It was a twelve-page affair and was issued from a "two-by-four" office in an old frame building at 71 West Fort street. My, how that publication has grown, and how the influence of the Saturday Night has spread! It was only the other day that the Atlanta Saturday Night was born. It was fathered by J. Bernard Lyon, formerly advertising manager of the Augusta Chronicle, who thinks he sees a great chance in Atlanta, just the same opportunity in Atlanta that Orr visualized in Detroit. But, that is another story.

The Detroit Saturday Night has developed in seven years to a point where

**THE DETROIT SATURDAY NIGHTS  
NEW HOME  
AND ITS  
FOUNDER & EDITOR**



it is now occupying its own building at 154-160 Fort street West. The investment at present represents pretty close on to \$200,000, and the volume of business this year of the Detroit Saturday Night and the Saturday Night Press will approximate over \$300,000.

Orr was particularly fortunate in his choice of an editor. H. M. Nimmo, who presides over the editorial sanctum of the Detroit Saturday Night, the only editor the paper has ever had, is widely quoted by such influential publications as the New York Sun, the Literary Digest, the St. Louis Post-Dispatch, the New York Evening Post, Collier's, Harper's, and other publications. Some day the story of the Detroit Saturday Night will be written and then all the facts concerning the struggles of these two young men in achieving their ideals in the days of almost insurmountable obstacles in the panic of 1907 will be told. It is sufficient now to say that the Detroit Saturday Night looks like a mighty prosperous institution. The paper is artistically typed and embellished and printed on a highly glazed paper. Every page denotes refinement, elegance, character and force; moreover, every page is marked by what many consider of even greater importance—high ideals.

If you would like to see some interior views of the Saturday Night's new home—if you would like to read of the trials and triumphs of the Detroit Saturday Night—send for the Saturday Night of September 5. It will tell you all about it.

When one studies the columns of the Detroit Saturday Night he is not surprised to learn that the publication last year carried a volume of automobile advertising larger than appeared in many newspapers. Orr says, "We guarantee the reliability of every advertisement in our columns. We refuse whiskey, beer, cigarette and patent medicine advertising, and we are making our dreams come true. Our business is to serve the reader and the advertiser and we find in this service our greatest degree of satisfaction and a profit."

PHILIP LONGWORTH.

**Newspaper 75 Years in One Family.**

The Palmyra (Mo.) Spectator published its seventy-fifth anniversary edition on September 9. The Spectator was founded August 3, 1839, by Jacob

Sosey, the father of present editors, F. H. and H. M. Sosey. The history of the Spectator is unique in the fact that it has never been out of the "Sosey family." Combined with this edition was a "home comers" section.

**FEATURES OF THE BANQUET.**

(Continued from page 335.)

said, "should be so conducted that it is free of the breath of suspicion. When a publication or a business is suspected of shady practices, then develops a tendency on the part of the public to protect itself."

**FOLLOWING THE WAR.**

Mr. Sullivan, at the close of his address, touched briefly on the conditions brought on by the war. "A great wave of immigration will follow the war, just as it followed the Franco-Prussian war, forty-five years ago. Germany needs room for expansion. She has lost her colonies, which in the past have absorbed much of her overflow popula-

tion. Business and economic conditions throughout Europe have suffered an upheaval. Soldiers will return home to find their homes destroyed and their occupation gone. These men will seek new homes in America, and we will enjoy an influx of population which knows no equal in the history of the country."

Edgar A. Guest, of the Detroit Free Press, was the last speaker. His address was humorous, but with a strong undercurrent of sound common sense, and he read a number of his recent verses and stories, rich in a wholesome philosophy of life.

A brief address by the new president, Lee Anderson, concluded the banquet.

On Sunday morning the visiting members were taken on an automobile ride through the city, and the convention closed.

The London Daily Mail receives for publication at space rates letters sent to friends or relatives in England, by soldiers serving their country at the front.

**The Courier  
Citizen**

Circulation for six months ending Sept. 30

**16,603 Daily**

Reaches the entire population of 150,000 whose interests are in

**Lowell, Mass.**

The people are prosperous. The manufacturers are busy. The employees' wages are over \$16,000,000 per year.

Courier-Citizen advertising service brings results.

**SALARIED REPRESENTATIVES**

**Bryant, Griffith, & Fredricks**  
New York—Chicago—Boston

Advertising Agencies and Advertising Managers planning campaigns in New York City can be supplied with interesting statistics which will perhaps be beneficial in making up advertising campaigns.

The New York Evening Post maintains a statistical bureau, compiling reliable and authentic statistics for all the New York City Papers.

**Statistical Department of  
New York Evening Post**  
20 Vesey Street New York

**UNINTERRUPTED GROWTH**

5th U. S. Post Office Statement

**Net Paid Circulation 56,465**

P. O. STATEMENT No. 1	October 5, 1912—Item Net Paid 44,752
P. O. STATEMENT No. 2	April 2, 1913—Item Net Paid 48,325
P. O. STATEMENT No. 3	OCTOBER 3, 1913—ITEM NET PAID 53,901
P. O. STATEMENT No. 4	APRIL 2, 1914—ITEM NET PAID 51,329
P. O. STATEMENT No. 5	Oct. 3, 1914, Item Net Paid 56,465

**The New Orleans Item**

"Nothing Succeeds Like Circulation and SERVICE"

**TIPS FOR THE AD MANAGER.**

Collin Armstrong, Inc., is making 5,000-line contracts with Connecticut papers for the Texas Company, 17 Battery Place, New York City. Other New England papers will be used later.

Charles H. Touzalin Agency, Kesner Building, Chicago, Ill., is placing orders with some Eastern papers for Wilson Ear Drum Company, Todd Building, Louisville, Ky.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing orders with papers that have poultry sections for Drs. Hess & Clark, "Panacea," Ashland, O.

Esser-Wright Company, Utica and Buffalo, N. Y., is issuing orders to Pennsylvania papers for Granger & Co., Inc., "Royal Blend Coffee," 35 Broadway, Buffalo, N. Y.

Fenton & Gardiner, 286 Fifth avenue, New York City, are forwarding orders to Western cities for Piel Brothers, "Piel Beer," Brooklyn, N. Y., where they have distribution.

Blackman-Ross Company, 95 Madison avenue, New York City, is sending orders and contracts to practically the same list of papers as the H. O. Company, of Buffalo, N. Y., used last year.

Lord & Thomas, Maller's Building, Chicago, Ill., are making contracts with a selected list of papers for the Reserve Remedy Company, Olive Tablets Company, Cleveland, O.

Fred N. Sommer, 810 Broad street, Newark, N. J., has charge of the advertising account of the Trommer Brewing Company, "Trommer's Beer," Brooklyn, N. Y.

Frank Seaman, 116 West 32d street, New York City, is issuing copy on contracts for the Bauer Chemical Company, "Formamint," 30 Irving Place, New York City.

W. W. Sharpe & Company, 99 Nassau street, New York City, are resuming the fall advertising for E. Fougere & Co., 90 Beekman street, New York City.

Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is placing orders with Pennsylvania papers for the Parkway Auto Exchange, Philadelphia, Pa.

Nelson Chesman & Co., 1127 Pine street, St. Louis, Mo., are forwarding orders to Western weeklies for R. M. Rose Co., whiskey, Chattanooga, Tenn.

Dauchy Company, 9 Murray street, New York City, is handling the advertising account of the Wheatena Company, Wheatenville, Rahway, N. J., with a few large Western papers.

The Federal Advertising Agency, 231 West 39th street, New York City, is asking papers in large cities for co-operation and later will place orders for the Utica Knitting Mills, "Body-guard Fleeced Lined Underwear," "Springtex Underwear," Utica, N. Y.

Albert Frank & Company, 26 Beaver street, New York City, are issuing orders to Eastern papers for the Savannah Line, Pier 35, N. R., New York City.

Moss Chase Company, 110 Franklin street, Buffalo, N. Y., is sending out orders to New York state papers for the Standard Stain Shingle Company, North Tonawanda, N. Y.

Charles L. Doughty, 519 Main street, Cincinnati, O., is making contracts with Western weeklies for Dr. Beaty, Cincinnati, O.

Myers Advertising Agency, Rochester, N. Y., is forwarding orders to a selected list of papers for the Veo Chemical Company, of Rochester, N. Y.

J. Walter Thompson Company, 44 East 23d street, New York City, is again placing orders with some large Eastern papers for the American Bankers' Association, "A. B. A. Cheques," New York City.

Mallory, Mitchell & Faust, Security Building, Chicago, Ill., are handling a few orders with Western papers for the Vassar Swiss Underwear Co., "Vassar Union Suits," Chicago, Ill.

Siegfried Company, 50 Church street, New York City, is forwarding orders to some large city papers for George W. Jacobs & Co., publishers, 208 West Washington street, Philadelphia, Pa.

A. W. Ellis Company, 10 High street, Boston, Mass., will place orders the latter part of this month with New England papers; also with papers within fifty miles of New York City, for the Hub Rubber Company, "Hub Mark Rubbers," Boston, Mass.

J. Walter Thompson Company, 44 East 23d street, New York City, is issuing orders to papers in New York City and vicinity for the London Feather Company, 21 West 34th street, New York City.

Dunlap-Ward Advertising Company, 123 West Madison street, Chicago, Ill., is making 5,000 line one year contracts with western papers for the Chandler Motor Car Company.

Robert M. McMullen Company, Cambridge Building, New York City, is issuing 5,000 line, one year, contracts to a selected list for Huylers Company.

Charles H. Fuller Company, 523 South Wabash avenue, Chicago, Ill., is forwarding copy ten times to Southern papers for E. W. Rose Medical Co., of St. Louis, Mo.

Nelson Chesman & Co., Goddard Building, Chicago, Ill., are sending out 220 line one time orders to a selected list of mail order papers for the Schuiling Rupture Institute.

Morse International Agency, Dodd-Mead Building, New York City, is handling the advertising account for the Pratt Food Company.

Alfred Gratz, 1001 Chestnut street, Philadelphia, Pa., is placing 2,000 lines for one year with a selected list of papers for the Welsbach Company.

**Some Mail Order Figures.**

Sears, Roebuck & Co., of Chicago, Illinois, a mail-order concern, consists of a number of people who have united their resources into a corporation which has a capital of \$58,000,000. In 1913 it did a business of \$91,357,000. In the first four months of this year its business increased from \$39,359,000 to \$41,808,000, an increase of \$2,449,000, or for 1913 of \$39,725,000. Where has that business come from? It has come from the small storekeepers and people engaged in moderate-sized business all over the United States.

**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.

<b>ARIZONA.</b> GAZETTE—Av.Cir.Apr.7,001..Phoenix	<b>NEW JERSEY.</b> PRESS .....Asbury Park JOURNAL .....Elizabeth COURIER-NEWS .....Plainfield
<b>CALIFORNIA.</b> THE NEWS.....Santa Barbara BULLETIN .....San Francisco	<b>NEW YORK.</b> BUFFALO EVENING NEWS..Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York
<b>GEORGIA.</b> ATLANTA JOURNAL (Cir. 57,531) Atlanta CHRONICLE .....Augusta LEDGER .....Columbus	<b>OHIO.</b> PLAIN DEALER.....Cleveland Circulation for August, 1914. Daily .....129,595 Sunday .....154,992 VINDICATOR .....Youngstown
<b>ILLINOIS.</b> POLISH DAILY ZGODA.....Chicago SKANDINAVEN .....Chicago HERALD .....Joliet HERALD-TRANSCRIPT ....Peoria JOURNAL .....Peoria STAR (Circulation 21,589) ....Peoria	<b>PENNSYLVANIA.</b> TIMES .....Chester DAILY DEMOCRAT.....Johnstown DISPATCH .....Pittsburgh PRESS .....Pittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADER .....Wilkes-Barre GAZETTE .....York
<b>INDIANA.</b> THE AVE MARIA.....Notre Dame	<b>SOUTH CAROLINA.</b> DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
<b>IOWA.</b> REGISTER & LEADER...Des Moines THE TIMES-JOURNAL....Dubuque	<b>TENNESSEE.</b> NEWS-SCIMITAR .....Memphis BANNER .....Nashville
<b>KANSAS.</b> CAPITAL .....Topeka	<b>TEXAS.</b> STAR-TELEGRAM .....Fort Worth Sworn circulation over 80,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
<b>KENTUCKY.</b> COURIER-JOURNAL .....Louisville TIMES .....Louisville	<b>WASHINGTON.</b> POST-INTELLIGENCER ....Seattle
<b>LOUISIANA.</b> DAILY STATES.....New Orleans ITEM .....New Orleans TIMES-PICAYUNE ....New Orleans	<b>WYOMING.</b> LEADER .....Cheyenne
<b>MARYLAND.</b> THE SUN .....Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	<b>CANADA.</b> <b>BRITISH COLUMBIA.</b> WORLD .....Vancouver
<b>MICHIGAN.</b> PATRIOT (No Monday Issue) Jackson Average 1st qu. 1914: Daily 10,965; Sunday 12,864. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	<b>ONTARIO.</b> FREE PRESS.....London <b>QUEBEC.</b> LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722
<b>MINNESOTA.</b> TRIBUNE, Mon. & Eve....Minneapolis	
<b>MISSOURI.</b> POST-DISPATCH .....St. Louis	
<b>MONTANA.</b> MINER .....Butte	
<b>NEBRASKA.</b> FREIE PRESSE (Cir. 128,384).Lincoln	

**Women See Convention Movies.**

The motion picture films on the Toronto Advertising Convention furnished by the Essanay Company, Chicago, were shown last Friday evening to the advertising women of New York who were not able to attend the convention, through the courtesy of Mrs. Katherine

Carter's educational Motion Picture Service Bureau, 171 Madison avenue. The first dinner meeting of the League of Advertising Women is to be held October 20. Many speakers of prominence will be present. Men are invited to attend. The affair promises to be unusually attractive.

**New Orleans States**

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

28,427 DAILY

Per P. O. Statement

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

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

**AD FIELD PERSONALS.**

William Woodhead, president of the Associated Advertising Clubs of the World, and owner of the Sunset Magazine, will speak before the fifth annual convention of the Associated Ad Clubs of Iowa at Cedar Rapids, October 22-24.

E. H. Montgomery, office manager of the Richard A. Foley Advertising Agency, Inc., of Philadelphia, has been appointed assistant to L. E. Hood, the vice president of the company.

E. LeRoy Pelletier and W. H. Tripp have joined forces as advertising counselors with headquarters in Detroit. Mr. Tripp was formerly with the advertising department of the Class Journal Company, and later a partner in the Thompson-Carroll-Tripp Company, of Cleveland.

C. P. Henderson and R. P. Henderson have rejoined the Cole Motor Car Company, of Indianapolis, to be in charge of sales and advertising. During the past year C. P. Henderson has been vice-president of the Regal Motor Car Company, of Detroit, in charge of sales and advertising, and R. P. Henderson has been vice-president of the Canadian Regal Motors, Limited, of Berlin, Ontario, also in charge of sales and advertising for that company.

Earl J. Moon, who for the last year has been Eastern sales manager of the Moon Motor Car Company, St. Louis, has been appointed advertising manager and city sales manager for the company. Moon is a son of Joseph W. Moon, president of the company.

Alex R. Howell, until recently sales and advertising manager for the Manhattan Shirt Company, is now associated with George Batten Company.

Arthur Story, until recently on the advertising staff of the Philadelphia Evening Telegraph, is now connected with the advertising department of the Evening Ledger, of that city.

**ADVERTISING AGENCY NEWS.**

The Blaker Advertising Agency, 41 Park Row, which is handling the advertising of the Combusto Devices Corporation, 250 West 54th street, has adopted the plan of placing its guarantee of the statements made at the bottom of each advertisement. The New York Herald carried one of these ads, four columns wide and depth of page, in last Sunday's issue. H. Spencer Lewis is directing the campaign.

The Limeburner-Schomaker Co., special agents, with offices in the Westminster building, Chicago, and 116 Nassau street, New York, have just been appointed Eastern and Western representatives for the Burlington (Ia.) Gazette and Western representatives for the Troy (N. Y.) Standard Press.

**The Jewish Morning Journal**  
NEW YORK CITY

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

**Deutsches Journal**

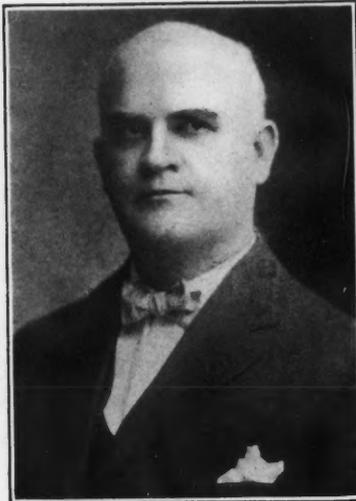
The N. Y. German Journal is America's Greatest German Newspaper

**R. H. MACY'S NEW AD MANAGER.**

**W. C. Cozier Has Had a Varied and Successful Career in the Newspaper Field.**

That a thorough newspaper training equips a man to a point where he is fitted to take up almost any line of business and carry it to a successful issue is again proven by the selection of R. H. Macy & Co. in appointing William C. Cozier as advertising manager of their vast establishment.

Mr. Cozier graduated from the "cub" ranks years ago, and his record shows a rare versatility and grasp of affairs.



WILLIAM C. COZIER.

He brings to the Macy organization a sagacity obtainable only through years of experience among men of affairs.

Mr. Cozier entered the employ of Macy's two years ago, and has steadily forged to the front. He started in the newspaper business in 1877, as a reporter on the Troy (N. Y.) Standard. Mr. Cozier eventually became city editor and then editor of the Standard, to which he added the duties of representative for northern New York state for the Boston Globe, New York Tribune, Chicago News and St. Louis Democrat. These many duties called for reporting of the legislature, and he covered in all seventeen sessions, gaining a wide acquaintance among state and national politicians, that placed him in close personal relations with many men who have since achieved fame.

In 1888 he purchased the Troy Telegram. This paper he conducted until he sold it in 1891. Later he came to New York, and at the solicitation of John A. Hennessy, now aggressive in state politics, entered the service of the old Mail and Express under Colonel Elliot F. Shepard. Mr. Hennessy was then turf editor of the paper, while Foster Coates was managing editor, supported by George Fleming, city editor. In 1902 he succeeded Mr. Hennessy as turf editor, and combined city hall work with the position, as well as local and state politics. In the winter he was assigned to the legislature at Albany.

In the meantime William A. Deering had left the Mail to take charge of the advertising department of the Sun, and Mr. Cozier entered the business department with him. Here he remained until 1906, when Mayor McClellan appointed him Deputy Water Commissioner for Brooklyn.

In 1911 he entered the advertising business and served several water companies satisfactorily in the handling of their advertising, and upon the termination of this work became associated with R. H. Macy & Co., where, after two years' service, he was recently appointed advertising manager.

**Alcorn and Henkle Consolidate.**

Franklin P. Alcorn, publisher's representative, 33 West 34th street, New York, has taken over the New York office of Frank W. Henkel, People's

**Directory of Advertisers Aids.**

**Publishers' Representatives**

- ALLEN & WARD**  
Brunswick Bldg., New York  
Advertising Bldg., Chicago
- ANDERSON, C. J., SPECIAL AGENCY**  
Marquette Bldg., Chicago, Ill.  
Tel. Cent. 1112
- JOHN M. BRANHAM CO.**  
Brunswick Bldg., N. Y., Mallers Bldg., Chic.; Chemical Bldg., St. Louis.
- BROOKE, WALLACE G. & SON,**  
225 Fifth Ave., New York City.  
Tel. 4955 Madison Sq.
- BUDD, THE JOHN, COMPANY**  
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis.
- CARPENTER-SCHEERER-SULLIVAN SP. AGENCY**  
Fifth Ave. Bldg., New York.  
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN**  
Brunswick Bldg., N. Y.; Advtg. Bldg. Chic.; Gumbel Bldg., Kansas City.
- DE CLERQUE, HENRY,**  
Chicago Office, 5 S. Wabash Ave.  
New York Office, 1 W. 34th St.
- HENKEL, F. W.**  
People's Gas Bldg., Chicago  
Metropolitan Bdg., New York
- KEATOR, A. R.**  
601 Hartford Bldg., Chicago, Ill.  
Tel. Randolph 6065.  
171 Madison Av., New York.
- NORTHROP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042.
- O'FLAHERTY'S N. Y. SUBURB LIST**  
22 North William St., New York  
Tel. Beekman 3636
- PAYNE, G. LOGAN, CO.**  
747-8 Marquette Bldg., Chicago; 200 Fifth Ave., New York; 40 Bromfield St., Boston.
- VERREE & CONKLIN, Inc.**  
225 Fifth Avenue, New York  
Tel. Madison Sq. 962

**Advertising Agents**

- AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095
- COLLIN ARMSTRONG**  
Advertising & Sales Service  
115 Broadway, New York
- BRICKA, GEORGE W., Adv. Agent**  
114-116 East 28th St., New York  
Tel. 9101-9102 Mad. Sq.
- FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 3831
- HOWLAND, H. S. ADV. AGCY., Inc.**  
20 Broad St., New York  
Tel. Rector 2573
- GJENTHER-BRADFORD & CO.,**  
Chicago, Ill.
- THE BEERS ADV. AGENCY,**  
Latin-American "Specialists."  
Main Offices, Havana, Club.  
N. Y. Office, Flatiron Bldg.
- THE EXPORT ADV. AGENCY**  
Specialists on Exp. Advertising  
Chicago, Ill.

Gas Building, Chicago. The consolidation will be known as Alcorn-Henkel, publisher's representatives, New York and Chicago, and all papers formerly represented by Mr. Henkel's New York office will be handled by Mr. Alcorn in the East, Mr. Henkle devoting his entire attention to the Chicago office. Through the consolidation of these organizations, closer co-operation will be possible in handling the interests of their publishers, thereby increasing the efficiency of their service to the publications they represent. Both Mr. Alcorn and Mr. Henkel have had a number of years' experience in the newspaper and advertising field, and have successfully represented daily newspapers for several years past.

**NEW AD INCORPORATIONS.**

**BUFFALO, N. Y.**—The McNamara-Burns Advertising Agency; general advertising business; capital, \$50,000; incorporators: W. V. McNamara, J. D. Burns and E. D. Burns.  
**CHICAGO, ILL.**—Hopkins & Shayne; capital, \$2,500; publishing and advertising business; incorporators: Glenn Thompson, Gilbert Noxon, F. O. Mason.  
**ROCHESTER, N. Y.**—International Advertising Agency; incorporated by Luigi F. Ronca and Luis B. Cintron.

The Boyne City (Mich.) Evening Journal has suspended publication.

**Good Cuts For Newspapers**

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

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

**Atlas Engraving Company**  
205 West 40th Street New York

# FIFTH GOVERNMENT STATEMENT

OF

# The Chicago Tribune

The net paid circulation of The Chicago Tribune for the current period provided by the Postal Laws was as follows:

Period Covered	Week Day Average	Sunday Average
Six months ending September 30, 1914.....	303,316	459,728

THE TRIBUNE COMPANY,  
By Robert R. McCormick, President.  
Sworn to and subscribed before me this First day of October, 1914.  
ALFRED T. WARD, Notary Public.

The net paid circulation of The Chicago Tribune as reported under oath to the United States Government under the Newspaper Publicity Law since its enactment appears below:

Period Covered	Week Day Average	Sunday Average
Six months ending September 30, 1912.....	220,500	304,325
" " " March 31, 1913.....	245,449	363,119
" " " September 30, 1913.....	253,212	366,918
" " " March 31, 1914.....	261,278	406,556
" " " September 30, 1914.....	303,316	459,728

For the benefit of its advertisers, The Tribune desires to state that its present net paid daily city circulation is greater than the **combined** net paid daily city circulation of the other Chicago morning papers.

The Tribune's present net paid city Sunday circulation is nearly three times as large as that of one of the other Chicago Sunday papers and at least 15 per cent. greater than that of the other one.

In total net paid circulation The Tribune, both daily and Sunday, is far in excess of either of the other Chicago morning papers.

As a result of this circulation supremacy, The Tribune prints nearly as much advertising as the other Chicago morning papers **combined**. Here is the official record for the month of September, 1914:

<b>Advertising printed by the Chicago morning papers for September, 1914:</b>	
The Tribune - - - - -	3,349.28 columns
The other Chicago morning papers combined, -	3,531.79 columns

# The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

*Member Audit Bureau of Circulations*

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

Pacific Coast Advertising Office: 742 Market Street, San Francisco

