

THE EDITOR AND PUBLISHER

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PRESS MAKERS SECURE.

REDUCTION OF SCHEDULE TOO SLIGHT TO GIVE ADVANTAGE TO FOREIGNERS.

Cut of 15 Per Cent. Still Leaves Protective Margin of 15 Per Cent. to American Press and Machinery Manufacturers—Invasion of United States Market Would Be Costly in Absence of Standardization.

That it is impossible to say at this time what the effect of the fifteen per cent reduction in the new tariff on printing machinery will have, and that the advantage gained by foreign manufacturers is too slight to permit them to invade the American market, is the opinion held by the large producers of newspaper printing presses and machinery.

It is pointed out by them that there is still a protective margin of fifteen per cent., and that foreign press makers do not supply at present the machinery to which the American publisher and his mechanics have become accustomed. In addition there is the fact that American presses and other newspaper-producing machinery are at present exported to the very countries that could compete with the American manufacturer—England, Germany and France.

At the office of R. Hoe & Co. the man interviewed by THE EDITOR AND PUBLISHER representative refused to be quoted, but was willing to discuss the situation.

"It is altogether too early to say what the effect of the reduction will be," he said. "Some time must elapse before appreciable results of the new tariff can be gauged. Generally speaking, the American manufacturer should not have much to fear. With the exception of a few presses for lithographic work little printing machinery is imported at present.

COST OF LABOR MAIN FACTOR.

"The presses shipped from Germany and France go generally to South America. They have found little favor in this country because of light construction.

"Since the cost of raw material needed in the construction of a press is only about twenty per cent. of the selling price, the advantage gained by the foreign manufacturer by the reduction of fifteen per cent. is not great in that direction. However, there is the fact that wages abroad are from thirty-three to forty-five per cent. lower than in the United States. But even with that American manufacturers of presses and printing machinery should be able to cope.

"There are no basic patents on printing presses in this country, and this factor of protection is, therefore, not in existence. I am sure that with a little adjustment the contingency can be met by the American producer of printing machinery."

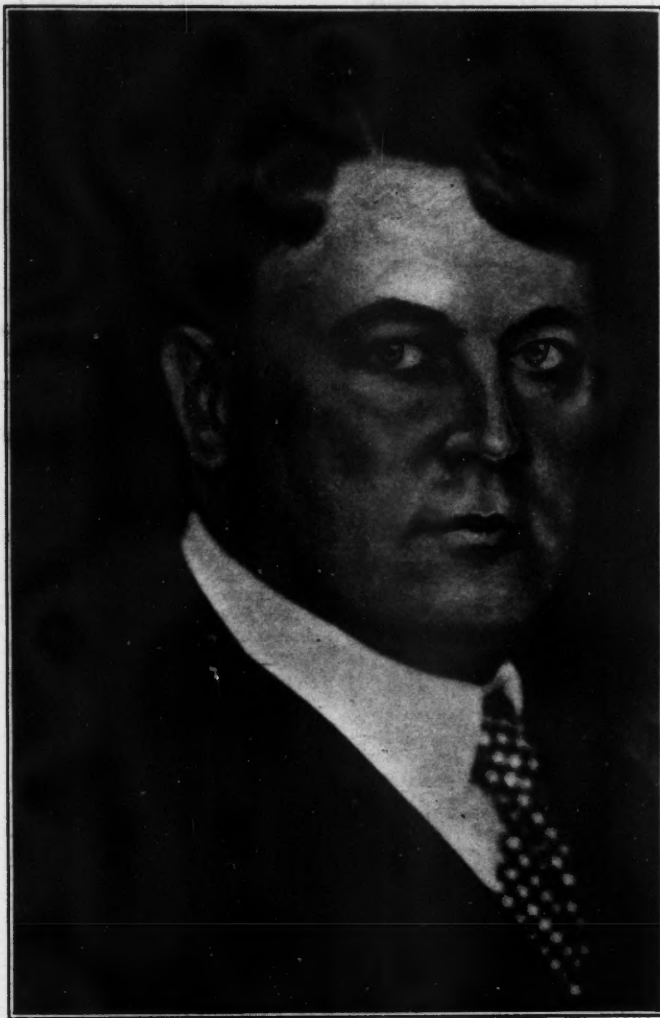
Ralph C. Seymour, of the Goss Printing Press Co., expressed himself similarly.

"There is still a protective margin of fifteen per cent.," he said. "In addition there is the fact that so far no foreign presses are used by American newspaper publishers. The presses manufactured in Germany, France and England are too light as a rule, and while I appreciate the great mechanical skill of the foreign designer and workman, I believe that very little of it has so far been given to the printing press.

INVASION WOULD BE EXPENSIVE.

"That the foreign printing machinery producer might have no difficulty in

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LORD NORTHCLIFFE.

THE LONDON PUBLISHER WHO HAS BEEN IN NEW YORK THE PAST WEEK.

MONTREAL MAIL LAUNCHED.

Independent Morning Paper Stands Firmly for British Connection.

The Montreal Daily Mail, the new morning paper, started publication on Wednesday. A feature in connection with the publication of the Mail was the delivery of the paper by aeroplane to the Governor-General and the Premier at Ottawa, 120 miles west of Montreal.

M. E. Nichols, recently with the Winnipeg Telegram, is president and managing director of the new enterprise, and B. A. McNabb, formerly editor of the Montreal Star, is editor. In its declaration of policy the Mail says it "stands firmly and unalterably for British connection," and believes that Canada's destiny is a nation within the British Empire. In politics the Mail will be independent of all parties.

The initial number contains greetings from W. J. Bryan, John E. Redmond, Sir Edward Carson, the Duke of Connaught, Earl Grey, James Bryce, Sir Charles Tupper and many other distinguished men. The public of Montreal has accorded to the Mail a splendid reception. Its first issue contained almost as much advertising as the old established papers. It is understood its initial paid circulation reached five figures.

To Receive Election Advertising.

The New York newspapers entitled to receive the election advertising for the present year were designated by the Board of Elections on Monday. Under the Levy election law the Board of Elections is empowered to give the election advertising to five Democratic and five Republican newspapers. The papers are: The Sun, Staats-Zeitung, Evening Telegram, Morning Telegraph, Die Wahrheit, Tribune, Evening Mail, Evening Globe, Evening Post and Jewish Daily News.

Seattle Times Has \$75,000 Blaze.

The press room of the Seattle Times was burned out Sunday in a fire that did \$75,000 damage, and injured eight firemen. The loss is covered by insurance. The Times issued on Monday from the presses of the Post-Intelligencer. It is reported that the fire was of incendiary origin. Judge John E. Humphries, whose courtroom for a week had been filled with persons awaiting or receiving sentence for defiance of the court's order against street speaking, sent a long statement to the newspapers Sunday in which he said that in his opinion those persons who signed the resolution of defiance of his court were guilty of the fire in the Seattle Times building.

LOCAL CO-OPERATION.

NEW PLANS THAT PROMISE TO AROUSE INTEREST IN THE WORK.

Executive Committee A. N. P. A. Ad Bureau Seeks to Formulate Newspaper Opinion on How Publishers May Aid Advertisers Through the Dealer—Views of Messrs. MacKay, Rogers and Thomson.

At the meeting of the executive committee of the A. N. P. A. Bureau of Advertising in New York on Friday, last week, reported exclusively in THE EDITOR AND PUBLISHER of October 4, at which the following members of the "committee in charge" were present,—J. F. MacKay, chairman, business manager of the Toronto Globe; Louis Wilcy, business manager of the New York Times; Fleming Newbold, business manager of the Washington Star; Jason Rogers, publisher of the New York Globe, and D. B. Plum, publisher of the Troy Record,—interest centered in the bureau's attempt, under the direction of W. A. Thomson, director, and J. W. Adams, manager, to formulate a newspaper opinion regarding local co-operation, and a report on the results of the bureau's efforts to interest newspapers "in local dealer co-operation was considered with the many communications that have been received by the bureau upon this score.

CIRCULATIONS AND WINDOW DISPLAYS.

"Copies of circulars issued by members in accordance with the request of the bureau and following the lines of the Hartford Times plan were also submitted, together with the photographs of window displays of nationally advertised foodstuffs obtained through the efforts of some of our subscribers.

"The committee expressed its gratification over the progress of this important work. General advertisers were reported enthusiastic on this subject and many communications were in hand from prominent general advertisers indicating widespread interest.

"The committee considered a number of replies from advertising agencies, which showed appreciation of the importance of the bureau's work, and a number of excellent suggestions were received that should be of special benefit to the bureau in working out its advertising development plans."

NEWBOLD'S VIEWS.

"In an effort to formulate newspaper opinion on this important subject, THE EDITOR AND PUBLISHER interviewed several members of the committee, who were asked to express themselves for the information of the fraternity, and we are pleased to herewith present the views of the chairman of the committee, J. F. MacKay, who for more than ten years has taken the floor at annual A. N. P. A. meetings, urging such a forward movement as now under way; Jason Rogers, organizer of the Associated Newspapers, United Newspapers; and Director Thomson.

J. F. MacKay said that:

"In reply to your inquiry as to my personal views on the subject of local co-operation, I have to say that I have always regarded this proposal as embodying possible dangers which might, if neglected, result in a serious embarrassment to publishers. At the same time, I am convinced that if judiciously used it affords a very strong instrument by which daily newspaper publish-

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WASHINGTON TOPICS.

Editor Lattimer Is Heartily Ashamed of Himself—Austin Cunningham to Become a Benedict—George Alfred Townsend Last of the Great War Correspondents—His Career.

(Special Correspondence.)

WASHINGTON, D. C., Oct. 9. The New London (Conn.) Telegraph a short time ago printed an editorial severely criticising Attorney-General McReynolds, for giving gratuitous advice to the State of Connecticut as to its treatment of the officers of the New York, New Haven and Hartford Railroad, and specifically recommending that the latter be indicted for murder and homicide as a measure of their responsibility for the recent wrecks on the road which resulted in the killing of many passengers.

Mr. McReynolds wrote a letter to the editor calling his attention to the fact that the editorial had been based on a news dispatch which was untrue and closed by asking, "What should an honest editor do?" under the circumstances. Later dispatches showed that the Attorney-General had not given gratuitous advice and had been minding his own business.

Frederick P. Lattimer, the editor of the Telegraph, wrote this in reply:

"I am indebted to you for your favor of Oct. 1, relative to the editorial which I wrote upon the basis of a news story which I accepted at its face value.

"An 'honest editor' would tell you that he is heartily ashamed of himself, and he would acknowledge as much in his newspaper.

"I lost my ownership in the Telegraph last week and am no longer connected with the publication. The circumstances were very unhappy for me and my editorial work for some days was pretty wild. If you knew you would readily forgive me.

"I have written a letter to the Telegraph which will speak for itself. A copy will be forwarded to you tomorrow."

When Byron E. Newton relieves Sherman P. Allen of his post as Assistant Secretary of the Treasury the outgoing official will take a much needed rest, after which he will engage in business. Although Mr. Allen was for many years a Washington newspaper correspondent, he will not again enter the field of journalism.

Mr. Allen will spend a week or two at Atlantic City and later will visit his home town, Burlington, Vt., where he will enjoy a month of leisure before buckling down to hard work.

For fourteen months Mr. Allen has been Assistant Secretary of the Treasury. Half of this time he has served under a Republican administration, the other half under President Wilson. Both Mr. Allen and Mr. Newton are not only newspaper men, but are graduates of the same journalistic school.

Born in Alleghany county, N. Y., on property that had been in the possession of his family for many generations, he contributed original verses to the newspapers at Elmira and Niagara Falls while still a youth. He studied at Friendship Academy and Oberlin College. The editor of the Buffalo News, observing his verses in print, sent for Mr. Newton and put him to work. Later Mr. Newton went to Albany to report the legislative proceedings for the Buffalo News. He served nine years at Albany, most of the time with the News.

During the Spanish-American war he was correspondent for the Associated Press.

He remained in the Havana blockade until May 30, going thence to the Santiago blockade, and was with both army and navy until the surrender, going into Santiago.

From Santiago Mr. Newton went to Quebec, where he covered the meeting of the British-American joint high commission and acted as secretary to Senator Fairbanks, chairman of the American Commission. He was on the staff

of the New York Herald from 1902 until he went into the Wilson campaign.

He handled the political correspondence at Seagirt, and when the national Democratic committee was formed in New York last August, he became the first lieutenant of William G. McAdoo in the management of the campaign.

Announcement is made by Mr. and Mrs. J. Benjamin Mattingly, of Washington, of the engagement of their daughter, Clothilde, to Austin Cunningham, secretary of the National Press Club and Washington staff correspondent of the San Antonio Express. The wedding will take place in St. Stephen's



AUSTIN CUNNINGHAM.

Episcopal Church, Washington, D. C., early in November. The bride-to-be is popular in Washington society, especially in Southern circles, for she is a member of one of the oldest Maryland families. The Mattinglys formerly resided in Baltimore.

Fifteen years ago Austin Cunningham, who is the eldest son of Captain and Mrs. William S. Cunningham of San Angelo, Tex., was the office "devil" for what was then the San Angelo Weekly Standard, and received \$2.25 a month, the apprentice printer's wages, for his services. His employer was J. G. Murphy, the present owner and publisher of the San Angelo Standard, a prosperous daily.

When twenty-two years old, Mr. Cunningham was on the legislative staff of the Houston Post and Fort Worth Record at the State capital, Austin. Following his first session of the Legislature he toured old Mexico.

Late in 1907 he was annexed by the San Antonio Express, and after a year of court reporting was made city editor of that paper. He served the Express as a member of its Austin staff during two subsequent sessions of the State Assembly, and traveled over the State for that paper as a staff writer on politics.

The winter of 1909-1910 Mr. Cunningham sojourned in the heart of Alaska.

Rejoining the staff of the Express in the spring of 1910, Mr. Cunningham traveled in the gubernatorial campaign of that year, and in November, 1910, was sent to Washington to be staff correspondent for that paper. His staff letters to the Express and contributions to other papers have attracted wide attention.

"I ran across 'Gath' the other day," said Arthur W. Dunn, who is one of the veteran newspaper men of Washington. "I wonder how many newspaper men in the country remember George Alfred Townsend, whose celebrated 'Gath' letters in the Cincinnati Enquirer were known from one end of the country to the other. Townsend is quite an old man now, and his writing days have long since past, yet within my own time I have seen him at national conventions and on big occasions at the Capitol writing vigorously and swiftly.

"Probably it is the fate of all newspaper writers to sooner or later fall into the 'anecdote' and 'reminiscence stage'

of journalism. That was the trouble with 'Gath' in his later days as a newspaper man.

"By the way, Townsend is about the last of the 'war correspondents' of the Civil War period. I don't recall any others still living, particularly those who made themselves famous. Townsend was a wonder as war correspondent. He rode many miles, did some startling turns with telegraphing in that day, and established himself as a courageous and able newspaper man. More than a decade ago he built a monument to the war correspondents at his country place in Maryland, Gapland. It is on South Mountain, not far from Crampton's Gap, and within a few miles of Antietam battlefield."

NORTHCLIFFE IN NEW YORK.

Puts in a Busy Week Seeing Newspaper Men and the Sights.

Lord Northcliffe, England's foremost journalist, spent several days in New York this week previous to his departure for home on the Adriatic on Thursday.

Lord Northcliffe arrived in Canada several weeks ago and went directly to his big paper mill in Newfoundland, where he inspected the works and made a critical examination of his great forest areas. He went to Chicago last week, and from there came to New York.

During his stay here he was extremely busy inspecting newspaper offices and interviewing publishers. On Tuesday he gave a luncheon to a number of newspaper owners. He visited the Columbia School of Journalism, took in the Aquarium and the Zoo, and saw the Athletics lick the Giants at the Polo Grounds on Tuesday.

INDEX TO ADVERTISEMENTS.

Table listing various advertisements and their page numbers, including Los Angeles Record, Los Angeles Tribune, Louisville Courier-Journal, etc.

NORRIS' FIGHT ENDED.

Passage of the Tariff Bill Marks the Consummation of a Seventeen Years' Campaign for Free Paper and Pulp—Sketch of the A. N. P. A. Paper Committee's Chairman—He Will Go Abroad for a Rest.

The American Newspaper Publishers' Association Committee on Paper, consisting of Don C. Seitz, of the New York World; Herman Ridder, of the New York Staats Zeitung, and John Norris, the Chairman, in a special bulletin sent to the members on Oct. 3, said:

"The Committee on Paper reports that the Tariff Bill signed to-day by President Wilson admits free of duty news print paper and wood pulps from all parts of the world and without qualification of any sort. The purpose of the creation of the Paper Committee has been accomplished. The market for paper buyers has been broadened to the utmost. Retaliation against foreign countries in pulps and paper supplies has been stopped. The days for a tax upon knowledge are gone. The price of \$50 per ton which was demanded by paper makers five years ago has been reduced by a number of paper companies to less than \$41 per ton. New production is continually appearing upon the market. The additional output for the years 1912 and 1913 has been estimated at 1,400 tons per day, or 30 per cent. of the total consumption.

DUTY WIPED OUT.

"The duty of \$6 per ton which prevailed at the outset of the paper struggle has been wiped out. The consumption of news print paper in the United States exceeds 1,500,000 tons per annum, so that the gain to publishers from conditions largely induced by the Paper Committee's activities may be estimated at from nine to twelve million dollars per annum. Publishers are to be congratulated upon the end of the contest. Uncertainty is over. Manufacturers can now calculate upon established conditions."

In a subsequent bulletin announcing the retirement of John Norris, the other members of the committee, Messrs. Seitz and Ridder, expressed their appreciation of the services he had rendered the association as follows:

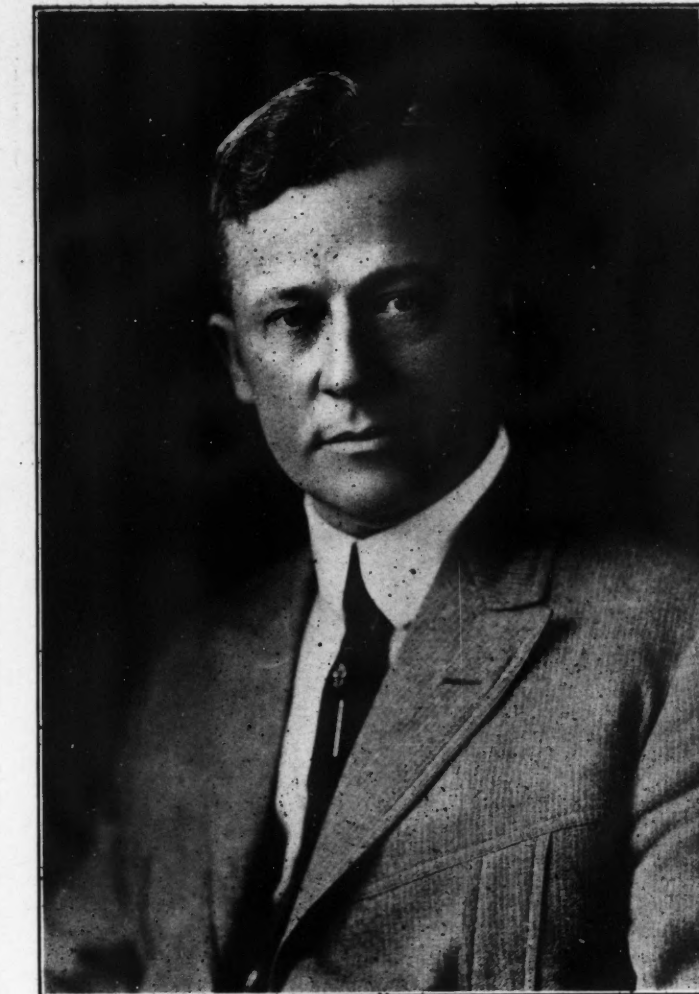
"The members of the committee who have been associated with Mr. Norris through the long and trying period since the association undertook to shake off the oppression of the paper combinations, wish to express their obligations to him. He has been indefatigable, energetic and always on the job. His work has involved long journeys, deep study and continuous application. Above all, his work has been done openly, without a taint of lobbyism, or the use of undue influence. He won our case by the use of tact and facts. We believe that the association will join us in thorough appreciation of Mr. Norris' extraordinary services."

A SEVENTEEN YEAR FIGHT.

John Norris' fight against the Paper Trust began when he was business manager of the World, seventeen years ago. On Dec. 31, 1896, he appeared before the Dingley tariff committee and submitted a statement of fact and argument in support of his contention that the paper manufacturers were holding up the publishers in a most unwarranted manner. Thirteen years later this statement, when read before the Aldrich committee, sounded like a fulfilled prophecy.

One day the World printed on its first page an advertisement in which the paper offered to co-operate with any reputable independent paper manufacturer in the establishment of a plant capable of turning out its supply of paper. It offered to furnish the money to enlarge an existing plant or build a new plant if necessary.

While the World did not then go into the paper manufacturing business its offer aroused much interest among paper manufacturers and shortly afterward a number of new concerns entered into the field and began active competition with the International Paper Co. The World was subsequently



ALBERT W. FELL,

THE NEW BUSINESS MANAGER OF THE WILLIAMSPORT (PA.) SUN.

able to make a favorable contract with the Great Northern Paper Co.

HEADS PAPER COMMITTEE.

In 1908 Mr. Norris prepared matter on the paper situation for the Mann Committee, and on June 11, of that year, he was appointed active chairman of the A. N. P. A. Committee on paper with an office in the Pulitzer building.

During the years that have intervened since Mr. Norris undertook to break the Paper Trust he worked night and day, in season and out of season, to force down the price of paper and remove the duty on pulp and paper.

He was particularly well equipped for the position he filled. He studied paper making until he had mastered all its intricacies. He assembled statistics as to the cost of manufacture, the amount of production of all the mills for a long period of years. He made an investigation of the sources of supply of wood pulp and the forest areas from which it could be drawn. He obtained inside information on all of those subjects of which the largest paper manufacturers were ignorant. He addressed editorial and other newspaper associations whenever opportunity afforded in an endeavor to impress upon the members the necessity of co-operation and aggressive measures to bring about the desired results.

HIS CROWNING ACHIEVEMENT.

The passage of the tariff bill last week providing for the abolition of all import duties on both paper and wood pulp was the crowning achievement of Mr. Norris' seventeen-year fight.

As the result of the strain under which he has been working, Mr. Norris' health has suffered and his retirement from the committee on paper will give him an opportunity to rest and get back his strength. It is his intention to sail for Europe on Saturday if his physician gives his consent.

When asked for his opinion in re-

FELL GOES TO WILLIAMSPORT.

New Haven Times-Leader Manager to Become Business Manager of Sun.

Albert W. Fell, for some time general manager of the New Haven (Conn.) Times-Leader, and personal representative of the publisher, William A. Hendrick, has resigned to become associated with George E. Graff, publisher of the Williamsport (Pa.) Daily Sun, as business manager.

The Sun is the only evening paper in Williamsport and consequently has a considerable circulation—16,000. It occupies a fireproof building, one of the finest business structures in the city, which was specially erected for its accommodation.

In one of the big windows on the street floor is a mechanical register, mounted on a polished oak panel, which records every paper printed on the press below.

Mr. Fell's hobby, outside of the newspaper business, is civic and municipal advancement, to which subject he has given much attention, and because of his good work in their behalf has won much favorable criticism.

g regard to the future of the paper industry Mr. Norris said to a representative of THE EDITOR AND PUBLISHER:

"At present the United States consumes 60 per cent. of the world's output of news print paper or 1,500,000 tons. While we import 150,000 tons we export 50,000 tons annually. Our manufacturers need have no fear of foreign competition in this market, for they can produce paper at a lower cost than foreign paper makers. While some of the foreign mills have cheaper labor than we have here, ours is more efficient. Canada's wood supply costs less than our own, but it is handicapped in other directions. It must bring its coal a long

AFFILIATION AD FEST.

Clubs Meet at Cleveland To-day to Discuss Important Subjects.

The Advertising Affiliation, comprising the advertising clubs of Buffalo, Cleveland, Detroit and Rochester, held its fall ad fest at Cleveland to-day. The Cleveland club, acting as host, has prepared an unusually attractive program, and as its members have an excellent reputation for good fellowship and hospitality, it is probable that the attendance will be in the neighborhood of 300.

The visiting delegates will be met at the depots and steamboat landing by delegations from the Cleveland Advertising Club and escorted to the Hollenden Hotel, where the sessions of the convention are to be held.

The following program will be carried out:

9 a. m. 12—Morning session in Hollenden assembly room, second floor.

Program: "How to Make the Booklet Produce." 1. "What is a Booklet?" Francis R. Morrison, advertising counselor of Cleveland. 2. "The Size, Shape and Typographical Layout of the Booklet," Harry Ford, advertising manager, Chalmers Motor Car Co., Detroit. 3. "Productive Booklet Copy," Ralph M. Barstow, assistant secretary Chamber of Commerce, Rochester. 4. "The Illustration of the Booklet," James Wallen, advertising counselor, Buffalo. 5. "How to Determine the Proper Expenditure for Any Booklet," Wm. A. Shryer, of the Shryer Mercantile Agency, Detroit. 6. "Distribution of the Booklet," Chas. Oswald, advertising manager Joseph & Feiss Co., Cleveland.

12 m.—Assemble for photograph in front of Hollenden.

12:30 p. m.—Luncheon in assembly room, Hollenden.

Afternoon sessions, 2 to 5 o'clock.

Program: "How to Make the Salesman Produce." 1. "As the Sales Manager Would Do It," Jack Speak, Rochester. 2. "As the Salesman Sees It," Harry W. Ford, secretary and assistant general manager of the Chalmers Motor Co., of Detroit. 3. "As the Buyer Looks at It," E. E. Brett, merchandising manager of the Wm. Hangerer Co., Buffalo. 4. "As the Advertising Manager Looks at It," W. P. Werheim, vice-president Buffalo Ad Club and advertising manager Pratten-Lambert Co. 5. "The Boss Comments on the Salesman," J. J. Wood, manager Burrows Bros. Co., Cleveland. 6:30 p. m.—Banquet at Statler Hotel. Songs by Lila Robeson, of the Metropolitan Grand Opera Co., music by Spitalny's orchestra during entire banquet. Address by Gov. James Cox, Frank Alva Parsons, president New York School of Fine and Applied Art; Strickland Gilliland, and others.

Sunday, at 9:30 a. m., guests will be given auto trip over park system to Nela Park, where luncheon will be served by the National Quality Lamp Division of the General Electric Co., thence to Warrensville and return.

The affiliation was founded June 27, 1909, and comprised three clubs, Cleveland, Buffalo and Detroit. The Rochester club was added in 1910. Two ad fests are held each year. Owing to the great interest shown by the affiliated clubs in the meetings, the attendance at the several conventions has been of a most satisfactory character. This has been brought about by the excellence of the programs provided and by good comradeship that invariably marks the gatherings.

The present officers of the affiliation are: President, Charles R. Wiess, of Larkin & Co., Buffalo; vice-president, H. A. Jones, president of the Detroit Ad Club; secretary, Luther B. Elliott, of Rochester; treasurer, Francis R. Morrison, of Cleveland.

distance; supplies are more expensive and freight rates are higher.

"Much has been said about the growing scarcity of wood for paper making. As a matter of fact, there is enough spruce wood in Canada to keep the mills going 200 years, and by that time new forests will be ready for the axe."

John Norris was sixteen years old when he started his career as a newspaper man as a reporter on the Philadelphia Press, in September, 1872. Two years later he was made assistant city editor of the Philadelphia Times. At the age of 20 he was city editor of the Philadelphia Record. In 1892, at the age of thirty-five, he became business manager of the New York World. Eight years later he was appointed business manager of the New York Times, which position he held until he became chairman of the A. N. P. A. Committee on paper, in 1908.

FRENCH IN A NEW ENTERPRISE.

Opens an Office with Charles Stelzle as an Adviser in Publishing, Advertising and Printing.

George French, late business manager of the Independent, has taken an office with Charles Stelzle, at 200 Fifth avenue, where he will specialize as advisor in publishing, advertising and printing. He will be associated with Charles Stelzle and staff in an advisory capacity in the interesting and important work. Mr. Stelzle is carrying on for the Presbyterian Missionary Board, along service, labor and sociological lines.

It is the intention of the new organization to take up efficiency work for churches and other religious societies, charitable and social associations, as well as for business corporations, upon the basis of tested sociological methods and principles. Mr. Stelzle has enlisted the co-operation of a group of the best experts in the several fields of sociology and business, and is prepared to make surveys of conditions, plans for putting his findings into practical operation, and to undertake the execution of those plans if it is desired.

The basic idea of the Stelzle organization is to co-ordinate the human element with the business purposes of those associations, that are working for the welfare of people, and to enable business concerns to get the full benefit of scientific and exact knowledge of those human conditions under which they are obliged to work. This involves sympathetic co-ordination of effort of employers and employes, on the one hand, and a full and accurate sociological knowledge of the people who form the potential customers of business concerns on the other.

Whether the field be for business, for charity, for welfare or social work, for church effort or for reform activities of any nature, the Stelzle organization will make a close survey of that field and develop a plan of work that will be most effective under the conditions revealed by the survey. It will also, in most instances, select, instruct and supervise the work of those who may be put in charge of it. It will, for example, survey the field of a church that may have for some reason become moribund, frame a plan for better work, select and train the workers, and supervise them for a given period. It will go into the field for a business concern, study the people who are to be dealt with, advise as to the treatment that will the most effectually appeal to them, develop advertising campaigns, report upon advertising mediums, advise (if it deems it necessary) regarding the goods to be sold, and in all ways put the selling concern as close to its human problem as modern research methods make possible.

Mr. French hopes to put tested publicity principles into the solution of the problems with which the Stelzle organization will deal. He and Mr. Stelzle are friends of long standing, and have for some time been contemplating the application of sociological and publicity principles to the purposes indicated above. They are both enthusiastic about the new venture, and they have had much substantial encouragement from publicists and men interested in religious and charitable work.

Archbishop Puts Ban on Le Pays.

By a mandament read last week in the Roman Catholic churches Archbishop Bruchesi placed a ban on Le Pays, the French weekly newspaper edited and published by Godfrey Langlois, M.L.A. for St. Louis division, Montreal. Mr. Langlois has been conducting an active campaign for educational reform in Quebec and the attitude of his paper has been regarded as anti-clerical. The ban of the church means the faithful are forbidden to read the paper. Mr. Langlois has issued a statement in which he says the mandament is "an unjustifiable attack on the liberty of the press." He threatens to take legal action.

(Reprinted from the First Page of The Birmingham News of Saturday, October 4th, 1913.)

The Birmingham News' Sworn Statement Made Under the New 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.

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 post-office.

President—Victor H. Hanson, 1320 Iroquois Street, Birmingham, Ala.
Vice-President—Frank P. Glass, 2030 Quinlan Avenue, Birmingham, Ala.
Secretary—Thomas J. Hefflin, Margaret Apartments, Birmingham, Ala.
General Manager—Victor H. Hanson, 1320 Iroquois St., Birmingham, Ala.
Managing Editor—W. M. Clemens, Margaret Apartments, Birmingham, Ala.
Proprietors—Birmingham News Publishing Co., Birmingham, Ala.

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

Victor H. Hanson, 1320 Iroquois St., Birmingham, Ala.
Frank P. Glass, 2030 Quinlan Avenue, Birmingham, Ala.
Thomas J. Hefflin, Margaret Apartments, Birmingham, Ala.
Leon W. Friedman, 1237 South 21st Street, Birmingham, Ala.
James E. Chappell, 1525 Tenth Avenue S., Birmingham, Ala.
Miss Frances White, 1227 Iroquois Street, Birmingham, Ala.
Mrs. J. H. White, Uniontown, Ala.
A. M. Spessard, Uniontown, Ala.
B. G. Snyder, Uniontown, Ala.

In regard to Section 2 of the law, The Birmingham News does not accept payment for any editorial or other reading matter printed as news.

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

Mrs. Margaret S. Rhodes, Rhodes Circle, Birmingham, Ala.

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, 34,845; Sunday, 34,289

And for the last month covered by this statement, Sept. 1913:

Daily, 36,488; Sunday, 35,229

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

Sworn to and subscribed before me this 4th day of October, 1913.
(Seal.) J. C. CLARK, Notary Public.
(My commission expires February 17, 1917.)

PUBLISHERS' GUARANTEE:

The Birmingham News accepts advertising contracts with the distinct and unequivocal guarantee that its net PAID Daily and Sunday Circulation is AT LEAST 30 PER CENT. LARGER than that of any other morning, afternoon or Sunday newspaper published in Alabama.

KELLY SMITH COMPANY

(Foreign Advertising Representatives)

**New York,
220 Fifth Ave.**

**Chicago, Ill.
Lytton Building**

Company to Publish Stratford Papers.

The Times Publishing Co. was organized last week at a meeting held in the office of the Stratford (Conn.) Times. The company is incorporated. The officers are William B. Noyes, Shelton, president and treasurer; Louis C. Peck, Stratford, vice-president and general manager, and C. E. Peck, secretary. The company will publish the Stratford Times, the Shelton Times, the Fairfield Review and La Bandiera, Bridgeport. It is also expected that a paper will be published by this company for Derby. A building is being erected on Main street in Stratford in which the papers will be published, and a large quantity of printing material and machinery is being purchased.

H. E. Booth Heads Salt Lake Herald.

Several changes were made in the directorate of the Salt Lake City (Utah) Herald-Republican at a meeting of the officers of the publishing company last week. The resignation of George E. Hale as general manager, director and secretary of the company was accepted. Mr. Hale is now at the head of interests which have an option on the Telegram. In the rearrangement, H. E. Booth succeeds E. H. Callister as president of the company, and the latter becomes general manager. Rodney T. Badger will take Mr. Hale's place on the board of directors, and Adolph Anderson becomes secretary. E. E. Jenkins is the new treasurer. A. L. Thomas is a member of the executive committee.

GILLILAN DESERTS BALTIMORE.

Humorist Goes to Indianapolis to Write for the Star.

Strickland Gillilan is removing from Baltimore to Indianapolis, after nine years' residence in the city of Poe and oysters.

Gillilan was called from the Los Angeles Herald to the Baltimore American in the early winter of 1902, just after Wilbur D. Nesbit left an unfillable hole on that paper. Gillilan stayed on the job three years, then cut loose his regular newspaper connection because of the larger independence of the lecture field.

Since that time he has had a now-and-then connection with the Chicago Daily News, and was connected with the Baltimore Evening Sun for nine months after the beginning of that paper. When a winter lecture season confronted him he gave up the Daily Sun grist and renewed his free lance work with magazines, syndicates, etc.

Gillilan has written, perhaps, a greater quantity of contemporaneous humor than almost any other man in his constant contributions, signed and unsigned, to the current humorous periodicals, and has done much magazine work in serious verse, prose, essays and stories.

He is now conducting a daily syndicate feature, "Howto," for George Matthew Adams, and when he goes to Indianapolis he is to assume, on Oct. 13, an editorial page column on the Indianapolis Star. This column will appear six times per week with the author's signature.

It was in Richmond, Ind., that Gillilan began his daily newspaper work twenty-one years ago, on Oct. 15, and it was there he wrote "Finnigin," which made both Gillilan and Finnigin famous. His home at Roland Park, Maryland, which he has leased for a term of years, is named "Finnigin Farm."

Gillilan expects to make his home permanently in the Middle West, where, as he says, "he belongs."

Build Modern Paper Mill in China.

A modern paper mill established by Chinese capitalists, including a number of Chinese in the United States, at Kongmun, a city on tidewater in the Pearl River delta, has recently been put into operation. The mill has a capacity of about fifteen tons of paper per week. It is using rags and rice straw for its pulp, and the quality of the output so far is considered very satisfactory. The supply of rags is fair in quantity, while the supply of rice straw is practically without limit. The new mill has the advantage of water transportation for both its raw materials and its output. The establishment is under the management of a Chinese engineer trained in Japan.

Pot of Paint Tumbles on Kellogg.

Daniel F. Kellogg, former financial editor of the New York Sun, and now publicity representative of J. P. Morgan & Co., had a narrow escape from serious injury last week when a quart can of green paint fell from the roof of the Union Trust Co.'s building, 80 Broadway, as the former editor passed by. The can struck the cornice one floor above the street and spilled its entire contents upon Mr. Kellogg. He dodged into the nearest haven and there remained until a fleet-footed office boy brought him another suit of clothes.

Cowboy Assaults Charles A. Munn.

Charles A. Munn, editor of the Scientific American, is in a serious condition at his home in Llewellyn Park, N. J., as the result of an attack made on him last Sunday by M. E. Amonett, a Western cowboy. Mr. Munn went to see Amonett in regard to a bill for boarding polo ponies when, it is claimed, the assault took place. Mr. Munn was rescued by his chauffeur. Amonett is under arrest at West Orange.

FOR 22 YEARS

THE NEW YORK

Staats-Zeitung

HERMAN RIDDER, Publisher

Has been a victim of the

LINOTYPE MONOPOLY

During that time the Staats-Zeitung has spent:—

For Machines, Repairs and Supplies, - - - \$193,969.52

If the Staats-Zeitung had been able to purchase INTER-TYPES and INTERTYPE Supplies, these figures would have been:—

For Machines, Repairs and Supplies, - - - \$130,038.67

Total Net Saving to the Staats-Zeitung

\$63,930.85

This shows why the monopoly has been able to earn about \$3,000,000 on \$5,000,000 yearly business.

The above is a fair example of what the INTERNATIONAL TYPESETTING MACHINE CO. means to publishers.

The Linotype Way Is the Expensive Way

International Typesetting Machine Co.

HERMAN RIDDER, President

FAILURE OF CHURCH PAPERS.

Washington Doctor Points Out the Reasons, One of Which Compliments the Daily Press.

One of the best criticisms of the religious weeklies that has recently appeared was published recently in the New York Evening Post from the pen of the Rev. C. Ernest Smith, rector of St. Thomas' Church, of Washington, D. C. While his strictures apply to other denominational publications, they were confined in the present instance to those of the Protestant Episcopal Church.

After mentioning the fact that there are only three Protestant Episcopal church papers (not one of which is, properly speaking, a success), Mr. Smith gives four reasons for their failure:

First, they are too high priced, the cheapest being \$2 a year, whereas the London Guardian and the Church Times, two ably edited English papers, having large circulations, cost only \$1 a year; second, they do not give sufficient general information about the church itself, and what they do give is fragmentary and unsatisfactory; third, the unwillingness of the editors to deal with the real burning questions of the day and hour; fourth, the daily press covers the ground which the church paper is supposed to cover. Upon this latter point Mr. Smith says:

"There is no great movement in the church to-day that is not heralded in our daily papers, commented on and reviewed far and wide, long before by any possible chance it can be seen in the church journal. These come in ten days or more afterward with what is then practically cold-storage news.

"What is perhaps called for to-day is a church magazine run on the magazine principle, dealing with the live and burning questions of the times. We are inclined to think that, as molders of public opinion, and as educational factors, church magazines run on such lines would be far superior to the church journal as it is now gotten out, a better servant of the church, more helpful in every way.

"In the meantime, the daily press, realizing its great opportunities, should be more and more giving attention to the doings of the religious world. These doings may not interest so many as are interested in the doings, we will say, of the sporting world, but religious people, anxious to know what is being done in that world that mainly interests them, are a very large factor in every community, and it would seem to be a reasonable demand on their part that their desire for news should find recognition in a regular and stated way.

"Then, too, just as specialists are appointed to deal with the sporting fraternity news, or the doings of society, or the musical world, so church news should be dealt with by specialists, too, and not left, as it is too often left, to those who do not know the difference between Unitarian and Vegetarian or Methodist Episcopal and Protestant Episcopal, with the result that their comments are not illuminating, and their information not always reliable."

W. W. Young to Edit Las Americas.

Las Americas is soon to be launched in New York for the purpose of promoting friendly relations between the United States and the Latin American countries. W. W. Young, formerly engaged in responsible positions on the New York World, Chicago American and Chicago Daily Journal, has been made editor of the publication. He was at one time managing editor of Hampton's Magazine, and he has at other times held the editorial management of Good Housekeeping and of the Publishers' Guide. Mr. Young is a brother of Art Young, the cartoonist.

Mary had a sheath skirt.
"Twas cut too short by half.
Who cares a damn for Mary's lamb,
When we can see her calf?
—New York Evening Sun.

C. P. HASBROOK
WALTER H. STORY

HOWARD C. STORY
J. M. BROOKS

Announce their association as

HASBROOK
STORY &
BROOKS

PUBLISHERS' REPRESENTATIVES

Fifth Avenue Building
NEW YORK

People's Gas Building
CHICAGO

Mutual Life Building
PHILADELPHIA

Ownership and Circulation of
The Beaumont Enterprise

As a mirror of the life and progress of its home city there is no stronger evidence of growth, or more frequently consulted guide, than the leading newspaper which daily tells the story of what the community and the people are doing. The Enterprise points to this record, giving evidence that the people appreciate newspaper merit and quality, and when the record of circulation shows a gain of almost 2,000 subscribers, during the last six months, it is especially gratifying to make public that fact.

The following was filed October 1 with the postmaster at Beaumont.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., of The Beaumont Enterprise, published daily at Beaumont, Texas, required by the Act of August 24, 1912.

Name of— Post-Office Address
Editor, W. P. HOBBY, Beaumont, Tex.
Managing Editor, MIKE WELKER, Beaumont, Tex.
Business Manager, J. L. MAPES, Beaumont, Tex.
Publisher, The Enterprise Co., Beaumont, Tex.
Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock)
W. P. Hobby, Beaumont, Tex.
J. L. Mapes, Beaumont, Tex.
W. J. Crawford, Beaumont, Tex.
P. A. Heisig, Beaumont, Tex.
B. Deutscher, Beaumont, Tex.
Edwin Hobby, Dallas, Tex.

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 6 months preceding the date of this statement **12,112**

J. L. MAPES, Business Manager.

Sworn to and subscribed before me this 1st day of October, 1913.

[SEAL] ALEXANDER BONE,
Notary Public, Jefferson Co., Texas.
(My commission expires June 2, 1915.)

A gain of 1,930 copies or practically 2,000 is shown as compared to the previous six months, as follows:

Average October to April	- -	10,182
Average April to October	- -	12,112
Increase	- - -	1,930

This statement does not include the total circulation of The Enterprise, since the law permits only an affidavit of the average number of papers sent to paid subscribers during the period shown. Papers sent to correspondents, advertisers and exchanges are not counted.

The Enterprise has *More Circulation Per Capita in its own territory than any paper in the United States*, and that circulation is growing steadily.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Representatives

NEW YORK

CHICAGO

ST. LOUIS

ITEM SUSPENDS PUBLICATION.

Philadelphia Daily Oldest in City, Forced to Quit.

The Philadelphia Item, one of the oldest afternoon and Sunday papers published in that city, suspended publication Monday. For some time, it is alleged, the publication has been in financial difficulties, and at a recent meeting of the creditors of the estate of Thomas Fitzgerald, the erstwhile publisher, it was announced that no further aid would be given the paper.

The paper was established in 1847 as a weekly by Colonel Thomas Fitzgerald and was turned into a daily in 1852. Colonel Fitzgerald retired in 1890, leaving the management of the paper to his three sons, Riter, Harrington and Hildebrand. He died in London the following year, leaving an estate valued at \$3,000,000.

Following the death of Riter Fitzgerald, several years ago, the paper has been conducted by Harrington Fitzgerald, representing the heirs.

COVERING BASEBALL SERIES.

Press Arrangements at Polo Grounds Break All Records.

Column upon column of newspaper space this week was taken up with accounts of the world's baseball series between the Giants and the Athletics. All records for the press arrangements were broken. It is estimated that more than 320 out-of-town newspaper men were at the Polo Ground to "cover" the first game last Tuesday.

More than 100 telegraph wires were run from the Polo Grounds to points in this country, Canada, and via cable to Cuba. Twenty-three newspapers in Cuba received a detailed description of the game.

Thousands of fans saw the game in miniature on the mechanical "ball-players" in front of the Times, Sun and Herald Buildings. The Herald ship news office at the Battery supplied "fandom" on the sea.

Baseball players under contract to organized clubs were permitted to "write" for the newspapers during the series.

PRESS MAKERS SECURE.

(Continued from front page.)

working up to the American standard is possible, but at the best his start would be late, and an invasion very expensive. The reduction made in the tariff on printing machinery is hardly great enough to warrant the effort he would have to make to become a dangerous competitor to the American manufacturer."

Benjamin Wood, of the Autoplate Co. of America, expressed himself to the effect that his own firm, protected by patents, would not be influenced by the tariff reduction and that the fifteen per cent. margin of protection still maintained would be sufficient to protect the industry. He was inclined to think that whatever competition should arise between American and foreign manufacturers would have a beneficial effect upon the production of printing machinery in this country. The new tariff, he said, would result in an increase of ten per cent. on flong, or about one cent per matrix.

From the Duplex Printing Press Co. no statement could be obtained, other than that at this time it would be impossible to speak of the effects of the new tariff with any degree of certainty.

The impression prevails that the position of the American manufacturer is still secure. It is held that the foreign producer would be obliged to maintain in this country a very expensive base, and that the possibility of future revisions of this schedule is too great to permit him to re-standardize his presses and machinery. At present no parts of foreign make can be used in American presses, and vice versa, a condition, which, it is said, would act as a deterrent to those inclined to save the difference between the foreign and American products.

The Newspaper Situation in New York

as shown by the

Sworn Circulation Statements Made by New York Evening Newspapers to the United States Government

Shrewd advertisers watch circulations closely, for a newspaper can lose circulation and go down rapidly, but it takes a long period of steady growth, of constantly giving the public what it wants in news and news features, to build up a big circulation.

NEW YORK EVENING JOURNAL Net Paid Daily Average Circulation for 6 Months Ending October 1, 1913

725,365

Net Paid Daily Average Circulation Oct. 1, 1912 **707,622**--A Net Average GAIN of 17,743 Every Day Over 1912

The Evening Journal Exceeds the Next Nearest Evening Newspaper by 368,296.
This excess is 48,414 MORE than it was for the same six months a year ago.

Evening World Oct. 1, 1913 **357,069**
Oct. 1, 1912 387,740

Daily Average net LOSS of 30,671.

One advertisement in the Evening Journal is worth 2 in the World.

Evening Telegram Oct. 1, 1913 **172,683**
(Daily Only)

Statement for Oct. 1, 1912, did not separate Daily from Sunday, hence no comparison is possible.

One advt. in the Evening Journal is worth more than 4 in the Telegram.

The Globe Oct. 1, 1913 **148,322**
Oct. 1, 1912 134,041

Daily Average net Gain of 14,281.

One advertisement in the Evening Journal is worth 5 in the Globe.

Evening Mail Oct. 1, 1913 **130,306**
Oct. 1, 1912 132,205

Daily Average net LOSS of 1,899.

One advt. in the Evening Journal is worth more than 5 in the Mail.

Evening Sun Oct. 1, 1913 **105,525**
Oct. 1, 1912 99,170

Daily Average net Gain of 6,355.

One advertisement in the Evening Journal is worth 7 in the Evening Sun.

Evening Post Oct. 1, 1913 **27,316**
Oct. 1, 1912 27,549

Daily Average net LOSS of 233.

One advertisement in the Evening Journal is worth 26 in the Post.

Comparison of Cost of Advertising in the N. Y. Eve. Newspapers

1-Time Run of Paper Advertising-Rate	Circulation
Evening Post.....\$0.20 agate line for	27,316
Evening Sun..... .30 agate line for	105,525
Mail..... .35 agate line for	130,306
Globe..... .35 agate line for	148,322
Telegram (Daily).. .30 agate line for	172,682
Evening World.... .40 agate line for	357,069

Total\$1.90 agate line for 941,221

EVENING JOURNAL 60 agate line for 725,365

Altogether the Other New York Evening Newspapers cost \$1.90 for 941,221 Circulation.

The Evening Journal Costs Only 60c. a Line for 725,365 Circulation.

The Evening Journal

Has the Largest Circulation of Any Newspaper in America and the Lowest Advertising Rate Per Thousand Circulation.

THE NEW YORK EVENING JOURNAL

Net Paid Daily Average Circulation for Sept. 1913

"Nothing Succeeds Like Circulation"

775,923

BALTIMORE CLUB ENTERTAINS.

Newspaper Men and City Officials Attend House Warming.
(Special Correspondence.)

BALTIMORE, Oct. 8.—A galaxy of distinguished men of the city of Baltimore helped to make a housewarming of the Baltimore Press Club a red letter event on Friday night, Oct. 3. The program of "talk, stunts and eats" consumed nearly five hours, and every minute of it was interesting, instructive and entertaining.

The housewarming was the first club night function in celebration of the Press Club's new downtown clubhouse, at 211 East Fayette street.

Among the notable men present, many of whom are associate members of the club, were John Hubert, president second branch of the City Council; Oscar Leser, presiding judge of the Appeal Tax Court; Horace E. Flack, executive head of the Department of Legislative Reference; George A. Sohl, of the City Architectural Commission; Charles J. Koch, superintendent of education; Stephen C. Little, clerk of the Superior Court and of the Supreme Bench; W. O. Atwood, city surveyor; Louis M. Rawlins, superintendent of parcel post; William F. Broening, states attorney; Harry W. Nice, assistant states attorney; J. Henry Baker, president of the Liquor License Board, and scores of other city and State officials and prominent business and professional men of Baltimore and Maryland.

The affair was informal, a night in Bohemia. Short but excellent speeches were made by John Hubert, J. Henry Baker, Charles J. Koch, Dr. Leonard K. Hirshberg, W. O. Atwood, Horace E. Flack, John H. Ferguson, president of the Baltimore Federation of Labor; William J. Ogden and others. The evening's entertainment was contributed to by "Poet" Alexander Geddes, "poet laureate of City Hall," who sang several selections of his own composition; John Barr, who sang and told stories; Herbert Fargeon in character impersonations and recitations, and musical renditions and interpretations by President John Musgiller, of the Baltimore Press Club; B. Conway Taylor, of the Baltimore Sun, and Wilson Morrison, of the Baltimore Star. There was plenty to eat and drink.

After midnight the attendance of members of the club from afternoon papers was reinforced by those working on the morning papers, the Sun and the American, and the festivities lasted until 4 o'clock in the morning.

The clubrooms have become the favorite dropping-in place for many of the best citizens of Baltimore, associate members of the club. It is proposed to have a weekly club night at which refreshments will be served and some kind of feature that will be interesting and make attendance worth while. Special club nights will be held at intervals during the winter.

Miners to Finance London Citizen.

A poll of the members at the annual conference of the Miners' Federation at Scarborough, England, Oct. 7, resulted in the decision that each contribute one shilling a year for three years to finance the labor newspaper, the Daily Citizen. It is estimated that the total will be \$450,000. The conference adopted a resolution authorizing the federation to send \$5,000 a week to Dublin for the relief of the transport workers there until their strike is settled. Newspapers in Dublin have been seriously affected by the lack of transportation facilities.

New York Trade Press to Meet.

The New York Trade Press Association will hold its next meeting at the Hardware Club at 6:30 Friday evening, Oct. 24. The subject for discussion will be "The Results of the Recent Federation Convention," and those who will take part are W. M. Swetland, W. H. Ukers, A. I. Findley, S. E. Clifford and M. C. Robbins. The price of the dinner will be \$1.50.

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

of THE SAN FRANCISCO CALL, published daily except Sunday, at San Francisco, 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 post office.

Editor, F. W. Kellogg, St. Francis Hotel.
Managing Editor, E. D. Coblentz, Family Club.
Business Manager, C. H. Brockhagen, 901 Lake St.
Publisher, F. W. Kellogg, St. Francis Hotel.

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

The Call Publishing Company.
John D. Spreckels, San Diego.
F. W. Kellogg, St. Francis Hotel, San Francisco.

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 month preceding the date of this statement (this information is required from daily newspapers only), 65,681.

C. H. BROCKHAGEN

(Signature of editor, publisher, business manager or owner.)

Sworn to and subscribed before me this 1st day of October, 1913.

[Seal.]

F. T. HESS,

Notary Public.

(My commission expires Feb. 8th, 1917.)

WM. J. MORTON COMPANY

Foreign Advertising Representatives

Fifth Ave. Bldg., New York

Tribune Bldg., Chicago

William Merican, president of the Newsdealers' Association, New York, has written to Mayor Kline asking him to reconsider his veto of the ordinance passed by the Board of Aldermen last summer providing for the stands at subway kiosks. Mr. Merican tells Mayor Kline in his letter that hundreds of families will be prevented from earning a livelihood.

NEW FIRM OF REPRESENTATIVES

Stevens & King, Inc., Enter the Field with Excellent Equipment.

The members of the new firm of publishers representatives, Stevens & King, Inc., with offices at 286 Fifth avenue, New York, and Hearst building, Chicago, have had a wide experience in the newspaper advertising field.

S. C. Stevens was Eastern manager of the Omaha Bee for fourteen years. Since Aug. 1, 1912, he has represented a list of Iowa and Nebraska newspapers. He specialized on these two States for the reason that during the last thirteen years he has visited practically every city and town in them and is thoroughly familiar with the various newspapers and the conditions that obtain in those States.

Mr. King had a long and successful experience in both newspaper and magazine work. He began as a local reporter and soon advanced to an editorial desk, later serving in the circulation development of a big New England daily. From that he turned his attention to local advertising work and has since that time been advertising manager of four big dailies.

For the past nine years he has been with Frank A. Munsey. His first post in the Munsey service was advertising manager of the Boston Journal; one year later he was transferred to the New York office and given the management of the foreign advertising of all the Munsey newspapers, in which capacity he served until five years ago, when he was given charge of the Munsey Magazine in a very large and very important section of the Eastern territory. He has an enviable record of success in all this work.

Mr. Stevens and Mr. King will alternate between New York and Chicago.

DOES THIS APPLY TO YOU?

Everybody Who Helps Produce Free Articles for Papers Gets Paid— Why Not the Newspaper?

D. W. Grandon, editor of the Hillsdale (Mich.) Daily, bought a page of space in the September number of the Michigan Bulletin, published in the interests of the Michigan Press Association, in which to print an appeal urging the editors to stop free advertising. After alluding to the fact that the plate houses are sending out each week whole pages of feature stories about fairs, exhibitions and commercial agencies free, he says:

The man WHO WRITES the dope GETS PAID. The house that makes the plates gets paid. The express company gets paid. The press agent IS NOT WORKING FOR HIS HEALTH.

EVERY MAN WHO TOUCHES this FREE MATTER GETS PAID but the foolish newspaper MAN WHO PRINTS IT "to fill up" without charge.

Why do you do it, boys? It gets you nothing, it hurts the advertising you have, it is not fair to the men who do pay your rates.

There is at least one way to stop it, and I have bought this page and paid for it for no other purpose than to urge this method on the newspaper men of Michigan:

When you get a box of FREE advertising plate matter address it back to the press agent who sent it, and send it to him by express AND LET HIM PAY THE CHARGES.

A few doses of that kind will cut you off the list.

When you get a bunch of FREE ADVERTISING copy by mail, stamp it with these words, "WHY DON'T YOU PAY FOR IT," place it in a plain envelope, address it to the sender, drop it into the postoffice and let him pay the return postage.

A few doses of that kind will cut you off the list—I have gotten rid of a bushel of that kind of "dope" the past year by that method.

These people want advertising, and after they discover it must be PAID FOR in Michigan they may develop into good advertisers.

They never will so long as the newspapers are willing to DONATE space.



INSIDE BASEBALL.

Courtesy N. Y. Evening Sun.

CUBAN PRESS NOTES.

Havana a City of Many Newspapers—El Dia Installs a Duplex Rotary—Herald de Cuba, a New Paper, Backed by English Capital to Be Launched—Publishers Caught by Agency Failure—Change in Price.

(Special Correspondence.)

HAVANA, Sept. 30.—Havana is certainly a great city for newspapers. Hardly a week passes that some newspaper or magazine is not started. The Dario de la Marina, the big Spanish daily of this city, is now publishing a night edition under the name of El Noticero, which sells for two cents and is put out in opposition to the two night papers, La Prensa and La Noche, the latter the night edition of La Lucha.

El Dia, the big morning paper, is now installing a new Duplex rotary press, costing \$40,000. This paper will publish soon a twenty to thirty-page paper daily, under the able administration of Juan Caballero, a well-known newspaper man of Havana, who has been raised in the business and has occupied various posts with La Lucha, La Discussion and is now business manager and managing editor of El Dia.

El Dia has just installed a new photo-engraving plant of the latest improved style, at a cost of \$7,000.

NEW PAPER LAUNCHED.

A new paper called the Herald de Cuba is to be started Oct. 1, backed by English capital. The Spurling House Bankers, of London, are said to be behind it, and it is also being financed by the English railroad corporations of the island and other interests that it will defend, and especially the owners of the bonds and stocks of the late Ports Co., of Havana, which has lately been put out of business by presidential decree.

Two gentlemen, said to represent a United States agency, have been busy during the last week trying to secure the control of these papers. They are said to be backed by a capital of \$100,000, but their plans have not met with the encouragement that they had hoped for, because at this writing they had only got one of the big dailies.

Grafico, the bright weekly, ran a successful puzzle competition, the winner of which, a poor girl, took a trip to Niagara Falls at the paper's expense.

A weekly publication entitled Verde y con Punta is pleasing the sporting men around town with double-meaning jokes and coarse pictures and allusions. A short life is predicted for it.

BEERS ADDS TRIBUNE.

Pay Pay, a handsome illustrated weekly, has made its appearance and is holding its own in spite of the fierce competition.

L. Maclean Beers, whose address is 37 Cuba street, Havana, has been made the official representative of the New York Tribune in Cuba.

The reported failure of the Parry Advertising Agency, of Chicago, has caught a number of the papers for various sums. It is a wonder how some really reputable houses of the North will trust their business in the hands of unreliable agencies for the saving of a few cents, which, later, does them many a dollar's worth of harm.

H. A. Van Herman, owner and editor this month of both the Cuba Magazine and Progressive Cuba, in the last edition of the Cuban Magazine, just off the press, announces that he will combine the two in a new monthly to be called Modern Cuba. It will appear in two editions—English and Spanish. The magazine will cover the agricultural and commercial fields.

To meet the growing competition of the other two-cent periodicals, La Lucha from Oct. 1 will publish two editions at two cents each, in place of the one edition now published daily for five cents a copy.

The Janesville (Wis.) Gazette has purchased the plant of the Recorder, a daily which suspends after thirty-six years.

Statement of the ownership, management, circulation of THE KANSAS CITY STAR, published evening and Sunday morning at Kansas City, Mo., required by the Act of August 24, 1912:

Editor—W. R. Nelson, Kansas City, Mo.
Managing Editor—R. E. Stout, Kansas City, Mo.
Business Manager—Aug. F. Seested, Kansas City, Mo.
Publisher—W. R. Nelson, Kansas City, Mo.
Owner—W. R. Nelson, Kansas City, 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 (this information is required from daily newspapers only), 180,613.

AUG. F. SEESTED, Business Manager.

Sworn to and subscribed before me this 1st day of October, 1913.

PERCY W. SMITH, Notary Public.

My commission expires June 6, 1916.

Circulation of THE KANSAS CITY STAR for the month of September, 1913, as furnished to the United States Government October 1, 1913:

Table with 2 columns: Category (Morning, Evening and Sunday, Weekly) and Circulation (174,849, 178,679, 291,442).

The Detroit Journal's Sworn Statement to the Postoffice Department

Statement of the ownership, management, circulation, etc., of THE DETROIT JOURNAL, published daily at Detroit, Mich., 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—H. P. Hetherington, Detroit, Mich.
Managing Editor—H. P. Hetherington, Detroit, Mich.
Business Manager—William B. Lowe, 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:

Edward D. Stair, Detroit, Mich.
Estate of Henry Stephens, 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 the date of this statement: Daily, 80,760.

WILLIAM B. LOWE, Business Manager.

Sworn to and subscribed before me this 2nd day of October, 1913.

(SEAL.) V. L. McENALLY,

Notary Public, Wayne County, Michigan.

(My commission expires March 8th, 1914.)

Foreign Representatives

VEREE & CONKLIN, INC.

Brunswick Bldg., New York

Steger Bldg., Chicago

PUT BRYAN ON THE MAP.

Ed Smith Was First to Press Agent the "Boy Orator" of the West.

How people forget. Ed. Smith put Bryan on the map. Ed. Smith, one of the best hotel reporters Washington ever knew, is on the Government pay roll and is the confidential clerk of Postmaster-General Burleson. He is from Texas; so is Burleson.

But the Bryan story. Ed. had a job about the House when the Democrats came into power in 1891, and Bryan was there. Bill Springer was chairman of the Committee on Ways and Means and he named as one of his associates a young fellow from Nebraska who broke into Congress on the Democratic landslide. The Democrats passed a number of "popgun" tariff bills that Congress and had a lot of tariff discussion. One day Springer let his young friend in for an hour. The house was almost empty, but soon the cloakrooms and corridors were emptied as members sauntered in to see who possessed that wonderful, ringing voice. A young man stood near the middle aisle making a tariff speech. Members began to crowd closer. The hall filled up. Old stagers on the Republican side began to ask questions. He yielded to every question and came back with a broadside of language which made the Democrats cheer.

"Who is he?" was the question everybody asked. And the answer: "A young fellow named Bryan, from Nebraska; seems to have just broke in."

His hour expired and, by unanimous consent, his time was extended. The House is generous when there is something good to listen to. More questions were asked. More Republicans went down amidst the howls of delight on the Democratic side. Again his hour expired and again it was extended until he was given limit to talk until he had concluded.

He talked more than three hours to a House filled with members of both parties and with galleries packed to overflowing. The press gallery, the best of all critics, remained jammed for three hours, the best tribute that can be paid to a Congressional orator. William J. Bryan had arrived; he had established himself.

Then Ed Smith went down to the Washington Post, the then only morning paper here, and wrote a couple of columns about the young man from out of the West who had created a sensation in the House. All Washington, and that includes men from far and near, became interested, and every time Bryan spoke after that he crowded the House and his name was spread to every corner of the country.

Star Spangled Banner Centennial.

The people of Baltimore are looking forward with much interest to the celebration of the anniversary of the Centennial of the Star Spangled Banner, which will take place in that city Sept. 6 to 13. An attractive program has been arranged so that there will be something doing all the week. Sunday, Sept. 6, will be Patriots' Day; Monday, General Reception and Welcome Day; Tuesday, Independence Day; Wednesday, Fraternal Order Day; Thursday, Civic and Historical Day; Friday, Army and Navy Day; Saturday, Star Spangled Banner Day. There will be night illuminations, a night parade, a Civic Day parade and a big dinner. On Saturday the original "Star Spangled Banner" battleflag will be escorted through the streets of the city to Fort McHenry via Key Highway, where the dedication of the Key Memorial, Fort McHenry National Park and Defenders' Memorial Hall will take place.

The Moultrie (Ga.) Daily Observer, of which C. B. Allen is editor, outdid itself last week by issuing a special Land and Industrial number of twenty pages printed on fine paper.

WOMEN WRITERS OF AMERICAN PRESS.

Miss Grace Van Braam Gray, of the Philadelphia Times.

By A. C. Haeselbarth

I am not sure that it was simply because her name is Gray that "Peggy Van Braam" determined to find fame and fortune in the Quacker City instead of remaining in old, Dutch Albany, N. Y., her birthplace. But I do know that early in her life she went to Philadelphia where was begun her education that was finished mostly abroad and

club and society news, and a woman's, children's and fiction page which are syndicated.

"As far as newspaper work for women is concerned I consider it a field that is only just opening up for us. Like all work it brings success only to the girl with big ambitions, enthusiasm and an endless capacity for hard work. It's



GRACE VAN BRAAM GRAY.

that helped to fit her for newspaper work. Moreover, in a recent outburst of revelations she told me: "It won't be many years, alas, before I will be thirty, and I am set in my ways as becomes an unmarried working woman!"

Miss Grace Van Braam Gray is an honored member of the newspaper fraternity of the City of Brotherly Love. Her successful career is one that may be profitably studied by every young woman who aspires to a place in journalism. For Miss Gray is as practical as she is enthusiastic, and that is what counts. Of what she has thus far accomplished and of what she believes girls may do she said to me a few days ago:

BEGUN ON PHILADELPHIA PRESS.

"I began my work eight years ago on the Philadelphia Press in the inevitable role of 'society reporter.' After a few weeks on the Press I left to go to the Ledger where the shifting process showed me up to the position of society editor. Later I did rewrite and local stuff on the Inquirer, and finally, five years ago, joined the Munsey forces when the Evening Times was started.

"I began as reporter and then was put on the copy desk, and am, I think, one of a very small minority of women who have held such a position. From there I was graduated to rewrite and then took up feature work under the name of Peggy Van Braam. This stuff ran in all the Munsey papers, and I have also used the name on some magazine work. Later I became editor of the Woman's Page, and now my department also includes the theater page, and

not the sort of a job for the girl who only wants to fill in the interim between school and marriage.

WOMEN'S CHANCE IN WRITING.

"For many years the newspaper girl has been looked upon as useful only for society and fashion work, and as the 'Sob Sister,' but now she is, I think, winning a definite place in the newspaper world and will I hope be able to exercise considerable sway. There is so much she can do in the way of writing in both newspaper and magazines that it's too wide a subject to discuss.

"As far as its influence upon the girl herself is concerned it should, I think, give her a wider point of view, quicker sympathies and a deeper understanding of what for want of a better word we call 'Life.' She is brought constantly in contact with all kinds of sin and shame as well as the comedy of life. She must perforce learn to think and decide quickly for others as well as herself, and she inevitably helps or harms hundreds of girls and women who come to her for advice and aid. She learns the needs of her sister women, and of children, on nearly every story she goes out on, and so while she loses what old-fashioned people call the 'bloom' of life she gains far more than she loses if she is eager enough to stick to it.

MAKES OWN LAYOUT.

"Personally I have learned all the branches of newspaper work. I have done many lines of the work; I see to my own layouts, I make up my own pages and I think that all newspaper women should know the mechanical end as well as the writing end."

Not every woman who enters newspaper work is temperamentally fitted to recognize, as Miss Gray obviously does, the serious nature of her tasks, her golden opportunities, and the true inwardness of the things which she sees.

Her interview shows that she differentiates between herself, others and her paper, giving to each a due degree of importance. She recognizes her duty to each, which is something that many trained reporters fail to do. She finds happiness in her work. She knows the evolution of a story from typewriter to press. She offers no apologies for being found in newspaper ranks, for she is proud of the fact. There is, and always will be, room in the newspaper world for just such women as Peggy Van Braam.

NEW PUBLICATIONS.

STARKVILLE, Miss.—A weekly paper called the Reflector has made its initial appearance. The pages brim with news and advertisements. P. S. Sanders is editor-in-chief; J. C. Holton, associate editor; H. S. Stansel, business manager.

YORKVILLE, S. C.—The York News, a semi-weekly, has been launched by the York Publishing Co., with W. A. Fair as editor.

EVERETT, Mass.—The Gazette is a new publication that appeared last Friday. John L. Wells and Elmer E. Spear, Boston newspaper men, are promoting the new enterprise.

MENOMINEE, Wis.—J. T. Flint, formerly advertising manager of the Eau Claire Leader, and M. E. Douglas are planning to publish a new paper here, the name of which has not yet been made public. Mr. Douglas was formerly connected with the Wilwaukee Sentinel and more recently city editor of the St. Paul Dispatch.

LONGVIEW, Tex.—D. E. Coates has established the Leader, a new weekly.

WINDOM, Tex.—The Herald, a new publication appeared this week.

CAMDEN, Tenn.—The first issue of the Benton County Republican came out last week. C. H. Sullivan and A. J. Howe are the owners and it will be published in the office of the Citizen.

WALES, N. D.—The Progress, edited by J. Schoonmaker, will appear this week.

FARGO, N. D.—Fargo is to have another newspaper. Plans for a strong State weekly have been completed and within the next week the Northwest Progressive and Co-operative Farmer will make its appearance under the direction of George L. Nelson, publisher of the Martin Searchlight, who has moved to Fargo and will dispose

of his paper, the Martin Searchlight, to take up the publication of the new paper.

TURBOTVILLE, Pa.—The Times, a new paper, has been launched by Irving Lenker of Milton Pa.

CLEARMONT, Mo.—The News will soon be started by A. P. Skeed, publisher of the Sterling (Kan.) News,

DAILY

Scoop, the Cub Reporter
Wellman's Komik Kolum
Single Comics

1 and 2 col. Puzzles

Weather Reports

Embroidery Patterns

Line Fashions

Half-tone Fashions

Barbara Boyd

Portraits

Check Service of Interest and
let us tell you more about it.

The International Syndicate
BALTIMORE

IF YOU WANT CLEAN FUN

In a Well-Printed

Comic

Send to-day for proofs of our high grade

COMICS

You can have four pages in black or colors—each half or full page a different subject, or we'll sell you the mats to run as your good judgment dictates, as fillers if you like.

World Color Printing Company
ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

Ask About Our Red Letter Service

The Best "Time Copy"

UNITED PRESS

General Offices, World Building, New York

WEEKLY COMIC & CARTOON SERVICE

The Best Feature Service obtainable anywhere. Singles, Doubles, Triples, Illustrated Jokes, Puzzles, Fashion and Sporting Cartoons.

GOING FAST 75 PUBLISHERS
NOW USING IT

Write or wire for Sample Sheets and Terms

UNION SYNDICATE SERVICE

450 FOURTH AVE., NEW YORK.

MOST CONVENIENT

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

CENTRAL PRESS ASSOCIATION, Cleveland

Daily News Mats

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

INTERNATIONAL NEWS SERVICE
200 William Street New York City

All Your Newspaper
Needs to Get and Hold
Circulation Supremacy
Except Local and Telegraph News

WILL BE SUPPLIED BY
Newspaper Feature Service

41 Park Row 147 Nassau St.
NEW YORK CITY
M. KOENIGSBERG, Manager

CHICAGO HAPPENINGS.

Kohlsaas Challenged to Debate— Moore's Assailant Fined \$50—Tribune as Text-book—Incorporate Shoe and Leather Weekly—Dr. Smith Heads New Periodical—Cary Joins Post Staff—Barton Married.
(Special Correspondence.)

CHICAGO, Oct. 8.—H. H. Kohlsaas, of the Inter-Ocean, has been challenged by the Chicago Progressive Club to a joint debate on the principles of the Republican and Progressive platforms.

While on a Western trip recently Edward G. Westlake, of the Evening Post, stopped off at Havre, Mont., for a short time and took a chance at the land raffle. It is now announced he came out high enough up to win a good farm.

Lascar Straus, who assaulted Managing Editor Moore of the Inter-Ocean on a street car one night has been fined \$50 and costs.

The Western Advertising Golfers held their last tournament of the season this week.

Miss Agnes Ryan, one of the leaders of Woman's Journal of Boston, is to address the October meeting of the Chicago Political Equality League.

A daughter was born to Mr. and Mrs. Douglas Malloch on Sept. 27.

The Tribune is being used as a text-book in the Moosheart Vocational School and as such requires one hundred copies a day.

The Shoe and Leather Weekly Co. has been incorporated for \$7,000 by A. H. Lockwood, Charles E. McCormack and James Price, Jr., for the publication of trade journals, periodicals, market reports and books.

Charles J. Gotthart, a Tribune reporter, sued Frederick S. Mordaunt, a publisher, for \$10,000 for slander. Mordaunt was recently arrested on what proved to be false charges by two girls and charged Gotthart with putting them up to it.

Dr. Julia Holmes Smith, President of the Illinois Woman's Democratic League, is to head the new weekly paper to be published by the Woman's Democratic Publishing Co.

Floyd Dell, of the Evening Post, has followed Francis Hackett to New York to further his literary aspirations with independent work. Lucian Cary is now literary editor of the Post.

The Laurentian Publishers are establishing themselves here to specialize in Chicago writers. They announce for the near future books by Wallace Rice, Bert Leston Taylor, Karlton Hackett and Richard Henry Little.

Miss Adelaide Leckie, sister of Miss Katherine Leckie, New York newspaper writer, died last week. Katherine Leckie returned from New York two months ago to be with her sister in her last days.

Bruce Barton, formerly editor of a woman's magazine at New York, now field manager for Collier's, married Miss Esther Randall, of Oak Park, last week.

New Comic Feature Syndicate.

The Union Syndicate is a new concern that at present devotes its attention to a weekly comic and cartoon service in single, double and a triple column. The syndicate has secured the services of Mort M. Burger, an artist, whose work has already made a hit with seventy-five publishers. Berger's work has appeared in the World, Telegram, Sun, Tribune, Brooklyn Eagle, Life, Judge and many other periodicals. The manager is A. Tuchmann, formerly with the New York Times and the Jules P. Storm & Co. Agency, and at present secretary-treasurer and advertising manager of the Kresko Laboratories, manufacturers of Kresko, an eczema ointment, and Kresko soap.

The Greensboro (N. C.) News is installing a new four-deck Goss press, the largest press ever sent to North Carolina.

Statement of Circulation of The New York Press

1913		
*September 1, Monday	89,599	
September 2, Tuesday	104,353	
September 3, Wednesday	103,321	
September 4, Thursday	103,542	
September 5, Friday	103,894	
September 6, Saturday	104,943	
September 8, Monday	104,697	
September 9, Tuesday	104,264	
September 10, Wednesday	104,872	
September 11, Thursday	105,632	
September 12, Friday	105,646	
September 13, Saturday	104,713	
September 15, Monday	105,941	
September 16, Tuesday	105,245	
September 17, Wednesday	105,591	
September 18, Thursday	105,654	
September 19, Friday	105,772	
September 20, Saturday	105,537	
September 22, Monday	106,484	
September 23, Tuesday	106,020	
September 24, Wednesday	105,990	
September 25, Thursday	105,927	
September 26, Friday	105,561	
September 27, Saturday	105,109	
September 29, Monday	106,522	
September 30, Tuesday	105,741	
*Holiday		

Average circulation a day..... 2,720,570
Returns, copies to advertisers, office copies, exchanges and all other complimentary and unsold papers a day 104,937
Net paid average a day..... 100,211

Statement of the ownership, management, circulation, etc., of THE NEW YORK PRESS, published daily and Sunday at New York, 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 post-office.

Editor—Ervin Wardman, 7 Spruce Street.
Managing Editor—J. E. Murphy, 7 Spruce Street.
Business Manager—C. M. Morgan, 7 Spruce Street.
Publisher—New York Press Co., Ltd., 7 Spruce Street.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)
Frank A. Munsey, 175 Fifth Avenue.

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

There are no bonds, mortgages or other securities outstanding against the New York Press Co., Ltd.

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, 96,349; exchanges, returns and other complimentary copies, 4,626; net paid average, 91,723; Sunday, 56,283; exchanges, returns and other complimentary copies, 7,338; net paid average of 48,945.

CHAS. M. MORGAN,
Business Manager.

Sworn to and subscribed before me this 2nd day of October, 1913.
(Seal.) H. D. HALSEY, Notary Public.
(My commission expires March 31st, 1914.)

Post Office Statement

No. 3

On August 24, 1912, Congress passed an act making it necessary for all newspapers in the United States to file with the postmaster certain facts regarding their ownership, management, circulation, etc.

The New Orleans ITEM was the FIRST newspaper in Louisiana to COMPLY with this LAW.

The postmaster has again requested facts of the same nature, and The Item has filed its SWORN statement as follows:

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

of The New Orleans Item, published daily and Sunday, at New Orleans, La., required by the Act of Aug. 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, Marshall Ballard, 210 Camp St.
Managing Editor, Marshall Ballard, 210 Camp St.
Business Manager, Arthur Newmyer, 210 Camp St.
Publisher, James M. Thomson, 210 Camp St.

Owners: (If a corporation give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)
James M. Thomson, 210 Camp St.
Paul J. Thomson, 210 Camp St.
Marshall Ballard, 210 Camp St.
Arthur G. Newmyer, 210 Camp St.

Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities.
1—Minnesota and Ontario Power Co. 2—Goss Printing Press Co. 3—The Interstate Trust and Banking Co. 4—D. C. O'Malley. 5—Chas. M. Palmer. 6—James M. Thomson. 7—Fred I. Thompson.

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. (This information is required from daily newspapers only.)
53,901

JAMES M. THOMSON.
Sworn to and subscribed before me this third day of October, 1913.
JNO. J. WARD,
Notary Public.
(Seal.) (My commission expires Nov. 5, 1913.)

The Daily STATES will probably file its statement today.

The TIMES-DEMOCRAT swore this morning to 25,242.

The PICAYUNE swore to 20,807.

At the time the LAST statement was filed, during APRIL, 1913, THE ITEM SWORE that its circulation for the six months PRECEDING was 48,525.

It will be seen that The ITEM'S circulation for the six months just passed as compared with the period before covered shows an average INCREASE of 5,376 COPIES PER DAY, and that on week-days its sworn average is practically TEN THOUSAND GREATER than the TWO morning papers combined.

TODAY THE ITEM ACCEPTS advertising on a guarantee of MORE THAN 54,000 PAID CIRCULATION daily and Sunday.

PRESS ASSOCIATIONS.

The twenty-second annual meeting of the Northwest Missouri Press Association at St. Joseph last week came to a close with the election of the following officers: C. D. Simons, Worth Tribune, president; R. J. Ball, Gallatin Democrat; S. E. Lee, Savannah Reporter, and S. A. Kallett, King City Democrat, vice-presidents; Mrs. James Watson, Dearborn Democrat, recording secretary; Ben L. Perry, Albany Ledger, corresponding secretary; J. P. Tucker, Parkville Gazette, treasurer. Addresses were made by Mayor Pfeiffer, W. T. Jenkins, of the Platte City Landmark; W. B. Rogers, editor of the Trenton Republican-Tribune, and E. L. McDonald, who spoke on the "Cost System."

and by-laws, to prepare a program and to take up various matters of interest to the editors. The officers are as follows: President, W. F. Schirmer, Bellevue Leader; vice-president, Wade Guenther, Sabula Gazette; secretary, R. G. Grant, Jackson Republican, Maquoketa; treasurer, W. C. Swigart, Jackson Sentinel, Maquoketa.

Arrangements have been completed by the Dallas Press Club for a lecture Nov. 11 by United States Senator Robert M. LaFollette, of Wisconsin. President Blakeslee of the Press Club has named the following committees for the event: Reception, George B. Dealey; entertainment, J. E. Farnsworth; publicity, H. C. Withers; tickets, W. M. Florer; and hall, E. S. Eberlee.

The Jackson County Press Association was organized at Maquoketa, Ia., last week. Officers were chosen and committees appointed to draw up constitution

The Fifth Avenue Coach Co., New York City, is using space in local papers to induce people to ride on the tops of its buses these fine October days. It's good advertising.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

New York, Saturday, October 11, 1913

Whatsoever thy hand findeth to do, do it with thy might; for there is no work, nor advice, nor knowledge, nor wisdom, in the grave, whither thou goest.—Ecclesiastes.

NOTHING THE MATTER WITH KANSAS.

If you want to know the real business conditions that obtain in Kansas you ought to look over the news pages of the Topeka Capital, which is doing a lot to correct the impression that has gone abroad that the drouth of the past summer has put a crimp in the purchasing power of the State's inhabitants or has seriously affected their prosperity.

In a recent issue of that paper was reproduced a report of crop conditions made by the investigators of the Atchison, Topeka & Santa Fe Railroad, from which it appears that intensive and scientific methods have brought good yields in nearly every section of Kansas. Another article shows that in September the bank deposits amounted to \$118,179,478.86 in its 928 State and national banks, or \$6,258,132.50 more than was on deposit June 4. This breaks all records.

At the end of the drouth period Kansans have more cash on hand than ever before in the history of the State. The legal reserve is healthy, 35.8 per cent. The banks are lending money, too; loans and discount accounts show up with \$96,736,774.48, as against \$90,504,623.81 in September, 1912. The wheat crop did it, according to Commissioner Sawyer, aided by the sale of cattle, which but for the drouth would not have been sold until later in the fall.

That hard times have not yet hit Kansas is further shown by the fact that 6,678 automobiles, valued at approximately \$6,500,000, have been purchased since March 1. The record of sales of one of the biggest concerns dealing in agricultural machinery show that they have been the largest in the corporation's history. The Board of Commissioners of Kiowa County, after a conference with prominent citizens, have agreed not to offer for sale an issue of court house bonds to foreign buyers because the residents of the county want to take them up themselves.

All of which goes to prove that national advertisers need have no fear that the buying power of Kansans has been in any way crippled because of weather conditions that prevailed in the State the past summer.

WORTH THINKING ABOUT.

If circularizing constitutes the best advertising for a newspaper, circularizing constitutes the best advertising for a department store.

THE EDITOR AND PUBLISHER approaches this subject in the same spirit in which a newspaper manager discusses it with any one of his local merchants who is addicted to the circularizing habit. We have

no desire to touch "sore spots" on the mental anatomy of any of the good fellows who make the good newspapers of America.

But it is an amazing fact that some of the really big newspapers of the country—made big and prosperous because their local advertisers use newspaper space instead of circulars—still pin their faith to efficacy of circulars.

Every national advertiser receives these circulars from these newspapers—in every mail.

And while they are not often read—taking the shortest route to the nearest waste basket—the fact that they are used makes an unpleasant impression on these National advertisers.

In effect, it says to them: "You have a commodity to sell to the people of our city. You cannot hope to sell it unless you advertise it in this newspaper—for the people of our city are intelligent, and are not influenced by out-of-date methods of advertising. They read this newspaper, and have come to know that the advertising appearing in its columns has a news-value and a purse-interest to them. BUT WHILE YOU COULD NOT SELL YOUR GOODS TO THEM THROUGH THE USE OF CIRCULARS, WE HOPE TO SELL YOU OUR SPACE THROUGH CIRCULARIZING—instead of going to the expense of trade paper advertising."

So we repeat that if circularizing is good advertising for a newspaper, it is equally good advertising for a department store, for a National advertiser, or for any merchant.

EDITORIAL COMMENT.

Several newspapers, including the New York World and the Baltimore News, have reprinted the article on the "Best Film Ad Medium," by Russell E. Smith, that recently appeared in these columns and sent copies of it to every film manufacturer in the country with a view of arousing their interest in the possibilities of newspaper advertising for increasing their business. Doubtless the article will bring to the papers making good use of it a new field of advertisers. This is one example of the way THE EDITOR AND PUBLISHER aids its readers in advertising and newspaper fields. Every copy of the paper contains something that will help get business or assist the managers of newspapers in making their organizations or mechanical plants more efficient. The only men THE EDITOR AND PUBLISHER cannot help are those who believe that they have a corner on knowledge of the business or those who are too lazy to make use of the experiences of others.

It is something unusual for the business men of one big city to advertise in the newspapers of another big city eight hundred of miles distant. This, however, is what has just happened in the South. The jobbers, wholesalers and railroads of Louisville, Ky., last week employed four pages of space in two issues of the New Orleans Item to exploit the city as a business center and to call attention to some of its chief products. The advertising is preliminary to a trade excursion which is to be run from Louisville to a number of the important cities of the South, including the Crescent City. Whether the New Orleans Item was selected because of its recent decision to exclude from its columns as objectionable many classes of advertising, or whether it was because of its large circulation and high standing in the community, has not been publicly declared. Nevertheless, the Item is to be congratulated upon this signal recognition of its merits.

The publishers of Dr. Frederick A. Cook's book, "My Attainment of the Pole," are offering it to newspapers at forty-six cents a volume for premium purposes. In their circular containing their proposition they state that "over 100 leading papers of the country are using Dr. Cook's book as a premium," and that "practically every explorer and scientist of the entire world has now examined Dr. Cook's material and indorsed his claim." The names of only three of the "leading papers of the country" are given. They are the Oakland Tribune, the Sacra-

mento Union and the Helena (Mont.) Record. It must require considerable courage on the part of a newspaper publisher to offer Dr. Cook's book as a premium for subscriptions. It is a good deal like offering "How to Make Gold Bricks" or "The Tale of a Scientific Fraud."

The need of Cost Congresses for the benefit of those engaged in the printing industry is made apparent by some figures recently published by the government. The annual output is valued at about \$750,000,000, an increase of thirty-three and a third per cent. over the amount reported ten years ago, and the capital invested is \$145,000,000. There are only 415 firms having a commercial rating of \$10,000, while 26,000 have no rating at all. There must be something radically wrong in such an important industry when so many of those engaged in it do not make enough money to be given a rating. It seems to be clearly shown by dependable statistics that the real reason is failure to figure costs correctly.

The rejuvenated, or reborn St. Louis Star, which made its appearance in that city Wednesday, Oct. 1, is brand new from column rules to headline and is so much brighter and better looking that the old readers of the old Star didn't recognize it when they saw it for the first time. It contains more feature and special articles, more pictures and cartoons, employs more reporters and editors, gives better reports of news events at home and abroad, and is, in fact, a real, modern, up-to-date newspaper—the kind, we believe, that the citizens of St. Louis will like. Edward S. Lewis and his associates have our best wishes for a distinguished and helpful career for the Star.

Credit should be given to the Niagara Falls Journal for a fifteen-page advertisement of a local firm which appeared in its issue of Sept. 23. Fifteen-page ads are not picked up once a year even in metropolitan cities. The Journal's ad manager must have been unusually active and persuasive to secure such a big ad in such a small city and thus smash all county records.

John Norris, who has just retired from the chairmanship of the A. N. P. A. Committee on Paper, deserves the gratitude of every newspaper publisher in America for the splendid work he has done in fighting the Paper Trust and in inducing Congress to place news paper and wood pulp on the free list. It was a long, hard fight, for he began it in 1896, and required constant vigilance and persistence, ability to meet and overcome the opposition of skilled opponents, and generalship of a high order. The future historian of the journalism of our day may not record the fact that John Norris was once business manager of the World or the Times, but he will not fail to give him the credit of freeing the publishers from a menacing paper monopoly and saving them millions of dollars.

The Newspaper and the Magazine.

"The difference between THE EDITOR AND PUBLISHER and those of our trade papers which devote much space to discussing the ethical questions of the profession," says C. Ironmonger, of the C. Ironmonger Advertising Agency, 20 Vesey street, New York, "is the difference between the newspaper and the general magazine. Each is excellent in its line, but the man who wishes to keep posted on the down-to-the-minute news must read his trade newspaper. I have no doubt but that there are many people in the advertising and publishing fields who depend on THE EDITOR AND PUBLISHER as I depend upon it for the real news of the profession in which I am engaged."

We will be glad to receive from our readers an expression of their views on local co-operation for national advertisers. The subject is one that should interest all newspaper publishers.

PERSONALS.

Victor F. Lawson, publisher of the Chicago Daily News, and Mrs. Lawson are now in Berlin, after a motor tour through the Goethe and Schiller country around Weimar and Eisenbach.

Luther Harrison, editor of the We-woka (Okl.) Democrat, for many sessions reading clerk of the House of Representatives, is a candidate for Lieutenant-Governor of Oklahoma.

William Butler, business manager of the Detroit Saturday Night, has resigned to enter the general accounting field.

Frank Knox, publisher of the Manchester (N. H.) Union, is in New York this week.

Ogden Mills Reid, editor of the New York Tribune, has returned from a month's vacation in the Adirondacks.

Robert Cade Wilson, the recently appointed general manager of the Philadelphia Public Ledger, has been elected a director of the Public Ledger Co.

J. H. Newton, editor of the Newark (N. J.) Advocate, has been named for the Newark post office after a long political battle. He has been an editor for thirty-three years.

Charles Mortimer Peck, the well-known editor and newspaper manager, is now associated with W. R. Fairfield in the management of the Philadelphia Telegraph.

George V. Sheridan has severed his connection with the Columbus Dispatch to become editor-in-chief of the Ohio Medical Journal.

H. B. Reilley, who has been editor and manager of the Waynesboro (Pa.) Evening Herald for several years, and previously editor of the Trenton (N. J.) True American, is to become editor of the Morning Record, the new paper at Uniontown, Pa.

J. O. Fox, editor of the Cleveland County Enterprise at Norman, Okla., is an applicant for appointment as Printer General for the Philippine Islands.

Edward Gans, circulation manager of the Johnstown (N. Y.) Leader, has been promoted to business manager, succeeding Frank Leake, who is now employed by a local concern.

Edgar G. Baldwin, editor of the Peoria (Ill.) Star, made a plea for the "old-school ideas" in place of the "new-fangled educational notions," at a recent meeting of the old Milwaukee University alumni in that city.

Harold Child, editor of the Literary Supplement of the London Times, is on a tour of Canada.

GENERAL STAFF PERSONALS.

Harry B. Stitt, managing editor of the Grand Rapids (Mich.) Evening Press, is in the sanitarium at Battle Creek for a month's treatment.

Charles W. Holman, of Farm and Ranch, Dallas, Tex., has been placed in charge of the press bureau of the University of Wisconsin.

F. A. Philbrick, of the Marion (O.) Tribune, has joined the staff of the Columbus Dispatch.

R. Howard McGargle, formerly of Big Rapids and Ann Arbor, has joined the editorial staff of the Grand Rapids (Mich.) News.

Mrs. Maude Murray Miller, of the Columbus Dispatch staff, has been appointed a member of the State moving picture censorship board.

John P. Dwyer, of the Philadelphia Record, was given a farewell dinner last week by his associates on that paper. Mr. Dwyer goes as one of President Wilson's three commissioners to Central and South America in the interest of the Panama-Pacific Exposition.

John D. Montross, formerly with the Mergenthaler Linotype Company, is now traveling through New England representing Walter Scott & Co., printing press manufacturers, of Plainfield, N. J.

George P. Jacobs has completed a quarter century of service on the Tacoma (Wash.) Daily News and is enjoying a vacation in New York.

Guy Phillips, of the Baltimore American, is spending a two weeks' vacation near Pen-Nar in the Blue Ridge Mountains.

IN NEW YORK TOWN.

Frederick Young, of the Globe, has deserted Manhattan Island for Cedar Grove, N. J.

Edward Klauber, of the World staff, has returned from a month's vacation spent in Kentucky.

R. W. McCulloch has changed from criminal court assignments to the rewrite desk of the Mail.

Shepard Morgan, of the Sun, is chairman of the Gregory I. Humes memorial fund that is being raised by the Association of City Hall Reporters to found a hospital bed for active city newspaper men.

William A. Thayer, night city editor of the World, has been ill for the last few days.

H. H. Van Loan is one of the new additions to the staff of the Evening World.

H. Robinson and Stephen O'Grady are two new copy readers on the Evening World.

Van Ness Harwood, of the World staff, is on a leave of absence.

Roy L. McCardell, of the Sunday World, is on a belated vacation.

Fred Stone, circulation manager of the Brooklyn Citizen, was recently appointed chairman of the entertainment committee of the Brooklyn Press Club, by President Francis H. Deane.

VISITORS IN NEW YORK.

Colonel William Capps, owner of the Fort Worth (Tex.) Record, and family. Charles Levy, proprietor of the Charles Levy Circulating Co., of Chicago.

John L. Foley, Chicago. Milo W. Whittaker, business manager of the Jackson (Mich.) Patriot.

A. L. Fish, business manager, Portland (Ore.) Daily Journal.

WEDDING BELLS.

Thomas V. Bowen, editor of the Mahaffey (Pa.) Times, and Miss M. E. Rodkey were recently married in that city.

Dudley A. Siddall, State editor of the Grand Rapids (Mich.) Evening Press, and Miss Ruth Somerville, of Manistee, who were married Sept. 16, have taken up housekeeping after a two weeks' honeymoon.

The marriage of Edward L. Freeland, owner of the Beaver (Pa.) Times, and Miss Ethel F. Gailey took place at Washington, Pa., Oct. 1.

Chester E. Wofford, editor of the Roundup (Mont.) Tribune, and Miss Urso Nahon, of Wilmore, Kan., were married in Butte last week by the Rev.

Thomas C. Brockway, minister of the First Unitarian Church.

WASHINGTON PERSONALS.

James D. Preston, the efficient superintendent of the Senate Press Gallery, is enjoying a two weeks' fishing trip on the eastern shore of Maryland.

Arthur B. Krock, chief of the Louisville Courier Journal Bureau, and Mrs. Krock, are visiting the Panama Canal.

Bernard Endres, the popular steward of the National Press Club, has gone to Bermuda for three weeks.

Lawrence Todd, of the United Press, who has left for a bicycle tour of the New England States, will shortly sever his connection with the United Press.

Charles S. Albert, of the New York World, and Mrs. Albert, have returned from an enjoyable stay at Atlantic City.

Frank P. Glass, the well-known editor from Alabama, is in Washington for a few days.

Mrs. George F. Richards, for many years the only woman correspondent in the Press Galleries of Congress, representing the Manchester Union and other New England papers, is on vacation in New Hampshire.

Leroy T. Vernon, of the Chicago Daily News and member of the standing committee of correspondents, is away on a vacation.

W. Sinkler Manning, of the New York Times, who has been covering the banking and currency hearings, is enjoying a short vacation.

S. M. Christie, of the Passaic, N. J. Herald, New Brunswick Home News and Perth Amboy News, is one of the new Washington correspondents.

George Hewitt Myers is now associated with Joseph P. Annis in representing the Washington Herald in the Press Galleries of Congress.

George Willard Wood, publisher of the Lewiston (Me.) Daily Sun, was in Washington for a few days recently.

Ralph Stout, of the Kansas City Star and Times, is enjoying a short vacation in the National Capital.

H. Hamilton Eyfe, of the London Daily Mail, stopped off in Washington a few days ago en route to Mexico, where he is to report the conditions existing there.

William P. Spurgeon, managing editor of the Washington Post, has been appointed one of the commissioners of the State Department to interest foreign Governments in the Panama Exposition.

Preston McGoodwin, managing editor of the Oklahoman, Oklahoma City, who has recently been appointed Envoy Extraordinary and Minister Plenipotentiary to Venezuela, was the guests of honor at a dinner given by Senor Don P. Ezequiel Rojas, Minister to the United States from Venezuela, last Tuesday evening.

The Interstate Commerce Commission at Washington has suspended until April 3, 1914, an increase in the freight rates on paper in carloads from Milwaukee to destinations west.

PUBLISHER'S NOTICE.

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

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

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.

Brooklyn—Frank Williamson, Borough Hall, Washington, D. C.—Bert E. Trenis, 511 14th street, N. W.

Chicago—Morris Book Shop, 71 East Adams street.

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

ADVERTISING MEDIA

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

COUNTRY WEEKLY

without competition in excellent field. Returned owner in 1912 for personal effort and investment \$3,821.18. Will be sold for \$9,000. An excellent investment for a practical printer-publisher willing to live in an eastern village. Proposition I. C.

G. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

SITUATIONS WANTED

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

NEWSPAPER WOMAN of 12 years' experience wishes column or department work. Verse, humor, prechlet, features, interviews. Best references. Headquarters can be at home. Address "D., 1101," care THE EDITOR AND PUBLISHER.

I WANT

to correspond with big Eastern dailies who have no Chicago representative, or who may be dissatisfied; also list representatives with view to taking interest in the business. Have been in Chicago 20 years and managed branch office of one publisher for eight years. Want larger opportunities. Popular with clients and successful. Plenty references, but best one is past record and ability. Address, with particulars, 918 Hearst Building, Chicago.

STEREOTYPE FOREMAN.

Of proven ability and dependability, for years with large afternoon daily, familiar with all branches of the trade; interview and opportunity to demonstrate solicited. Address "P. C.," care THE EDITOR AND PUBLISHER.

WANTED.—Position as editorial writer by experienced, successful newspaper man. Address "X. Y. Z.," care THE EDITOR AND PUBLISHER.

YOUNG MAN (23), 8 years' experience in the subscription and circulation department of the Dry Goods Economist. Capable of taking charge. Am compelled to seek another position on account changes in this department; unquestionable references. N. RAUCH, 78 Ridge street, New York.

MISCELLANEOUS

TYPEWRITING.

Including one carbon copy, 50 cents per 1,000 words. Promptness and neatness assured. Address Mrs. R. A. Logan, Brockwayville, Pa.

DAILY NEWS

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

LINOTYPE MACHINES

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

KICH & McLEAN, New York
61 Cliff St.

\$3,000 YEARLY BUSINESS OF YOUR OWN; mail order; success sure; honest, legitimate; small capital; original methods. Write M. CLEMENT MOORE, Specialist, New Egypt, N. J.

TYPEWRITING neatly and correctly done. Fifty cents per thousand words, including carbon copy. Address "D., 1102," care THE EDITOR AND PUBLISHER.

BUSINESS OPPORTUNITY

ANYONE INTERESTED in establishing a newspaper plate or ready-print plate west of the Mississippi or Southern territory can hear something to their advantage by addressing PLATE, care THE EDITOR AND PUBLISHER.

BUSINESS OPPORTUNITY—\$12,000 will buy controlling stock in evening daily and weekly newspaper and job plant in live Indiana city of 10,000 population. Value of business \$22,000. Company capitalized at \$25,000. An excellent opportunity for one or two newspaper men. Address "W. L.," care THE EDITOR AND PUBLISHER.

FOR SALE

A WEEKLY PUBLICATION in the amusement field can be bought for \$30,000. The paper is more than 20 years old, has always been considered the first among its competitors. Yearly income about \$6,000 a month. A good newspaper man should own it. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

PRESSES FOR SALE.

For Sale.—One 3-deck Duplex Tubular Press, prints 4—6—8—10—12 pages. Taken in trade for one of our Straightline Presses. Tubular press will be sold at a bargain. GOSS PRINTING PRESS CO., 16th St., and Ashland Ave., Chicago; 1 Madison Ave., New York City.

HANDLING NEWSPAPER MAIL.

How the Chicago Record-Herald Saves \$129 a Week in Salaries.

By ERNEST A. SCHOLZ, Business Manager of the Chicago Record-Herald.

The most important progress in efficiency made recently by the Chicago Record-Herald has been in handling the mails. Four years ago we discarded the familiar Dick mailer and adopted automatic mailing machines manufactured by the Cox Multi-Mailer Co., of Chicago. They have made as valuable a revolution



ERNEST A. SCHOLZ.

in the mailing department as have the linotype in the composing room and the auto-plate in the stereotype room.

These machines, of which we own four and nightly operate three, have more than cut in two our galley room and mailing room cost, reduced the space occupied one-half, cut in two the type metal used, reduced our mailing time, and lowered misdeliveries to a nominal amount.

Before installing them our daily mail amounted to 34,000 and our galley and mailing room cost to \$291 per week. We are now mailing 55,000 and our cost is \$162. With the machines, therefore, we are doing seventy per cent. more work at forty-five per cent. less cost.

While these machines are adapted to address with metal plates, stencils or linotypes, ours use the slugs. Instead of the familiar nine-em length of the Dick, these slugs are of the standard thirteen-em length, which allows us to set ninety per cent. of addresses on one line. No spacing slugs are used. The result has been a saving of more than half our type metal tied up, a saving of nearly two tons. It has also cut in two the composing room cost of changes and has so reduced the galley room work of changing and proving that, while we employed two men to do this work on 34,000 names, now one man does it on 55,000.

In the mailing room, besides the foreman, we employed twenty-one men to run the mail of 34,000, including the preparatory work of pulling and pasting the Dick slips and stamping singles. With the machines there is no preparatory work, and three operators, four mailers and four helpers mail 55,000, both clubs and single wraps.

The space occupied now in the mailing room is less than half as much as before. That in the galley room is eliminated entirely, since the mail slugs are kept in locked cabinets in the mailing room beside the machines, and the changing and proving are done there.

Our three machines run above 30,000 papers per hour, the singles at 9,000 and the clubs at 11,000, and at times in case of a late start this speed is increased by

The Times' Third Statement Under the Newspaper Law

The Scranton (Pa.) Times, in compliance with the provisions of a law passed at the recent session of Congress, delivered on October 1st, to Hon. John E. Barrett, postmaster of Scranton, a statement of its ownership and management, and also a statement of the average number of each issue sold or distributed, through the mails or otherwise, to paid subscribers during the six months ended September 30.

The following is a verbatim copy and closely approximates a facsimile of the statement as filed:

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.

of *The Scranton Times*, published *daily*, at *Scranton, Pa.*
(Insert title of publication.) (State frequency of issue.) (Name of postoffice.)
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.

NAME OF	POSTOFFICE ADDRESS.
Editor, <i>Edward J. Lynett</i>	<i>Scranton, Pa.</i>
Associate Editor, <i>Alfred Twining</i> ...	<i>Scranton, Pa.</i>
Managing Editor, <i>John D. Keator</i> ..	<i>Scranton, Pa.</i>
Business Manager, <i>John B. Bradley</i> .	<i>Scranton, Pa.</i>
Publisher, <i>Edward L. Lynett</i>	<i>Scranton, Pa.</i>

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

Edward J. Lynett. Scranton, Pa.

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

(If additional space is needed, a sheet of paper may be attached to this form.)

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..

35,711

(This information is required from daily newspapers only.)
John E. Bradley, Manager.

(Signature of editor, publisher, business manager or owner.)
Sworn to and subscribed before me this *First* day of *October*, 1913.

[Seal.] *E. J. Coleman, Alderman.*
(My commission expires first Monday of January, 1914.)

one or two thousand. Our mail time was formerly two hours. Now it is one hour and three-quarters, and we frequently finish five or ten minutes earlier.

But aside from all of these matters, which pertain chiefly to cost, we consider that the machines would be a profitable investment for two other reasons alone. (1) The addressing is far more accurate. With the Dick, labels were frequently cut in two, mutilated or given insufficient paste, in which cases the subscribers lost their papers. With the Cox machine this is impossible. Automatic stops prevent a paper going through without an address, or an address without a paper. The address is printed on the paper itself and cannot come off. Without extra cost or labor we carry the town name on every address, which insures that every paper will reach its destination even though the wrapper tear or the bundle open. Under the old system we received as high as twenty complaints of misdeliveries a day. Now, with nearly double the list, our complaints average only one or two a day, and these are usually due to carelessness in changing the list. (2) With the Dick the labels were invariably pasted on a cartoon or an important news paragraph to the great annoyance of the reader. The machine prints on the blank upper border.

While the Record-Herald was a pioneer in adopting the Cox machines, during the past two years the Tribune, News, Inter-Ocean, Journal and Post have followed suit, and all have experienced the same gratifying results.

While, because of our large daily list and the short mailing time allowed, we drive the machines at high speed and use eleven men, two men can, with one machine, mail 6,000 or 7,000 clubs or singles per hour.

fore, would seem to be as valuable for a small list as for a large one.

Our experience of four years in our own office, and our observation of the experience of our neighbors, confirms my belief that this machine has completely and finally solved the remaining mechanical problem of the newspaper.

CHANGES IN INTEREST.

BREHAM, Tex.—George Tucker, for the past fifteen years owner of the Daily and Weekly Press, has disposed of his interests to the publishers of the Banner, who have reorganized with a capital of \$20,000, and will continue the publication as an afternoon paper under the name of Banner-Press. The Banner was established in 1866 by John G. Rankin.

CORDELE, Ga.—J. D. Mathews, formerly of the Forest Blade, Swainsboro, Ga., has purchased an interest in the Rambler and has taken active charge of the business management.

NEWVILLE, Pa.—The Valley Times has been sold by C. C. Rashore to William Killian and George D. Frey.

YUBA CITY, Cal.—W. C. Hawkins, of Tucumcari, N. M., has purchased the Sutter Independent from the Sutter Publishing Co., J. C. Phipps, manager.

CHAMPAIGN, Ill.—Frank C. McIlvain has sold his interest in the Courier-Herald to his partner, A. T. Burrows.

St. JOSEPH, Mo.—Ewing Herbert, of Hiawatha, Kan., editor of the Brown County World, has assumed the management of the Stockyards Daily Journal, having purchased the interests of William E. Warwick, who had been in charge of the paper since its first issue, sixteen years ago.

ADEL, Ia.—The Dallas County Record has been sold by George Tracy to L. M. Wood, of Toledo, Ill., who takes charge immediately.

MIDDLESBORO, Tenn.—J. L. Smith, formerly on the staff of the Louisville Courier-Journal, has assumed control of the News-Record.

The Editor's Child.

John L. O'Toole, was was, perhaps, the best known city editor in New Jersey when he worked at the newspaper trade, was putting his little boy to sleep one night. The youngster asked for a story.

"How much of a story do you want?" asked John.

"Oh, about two sticks," said the boy.—

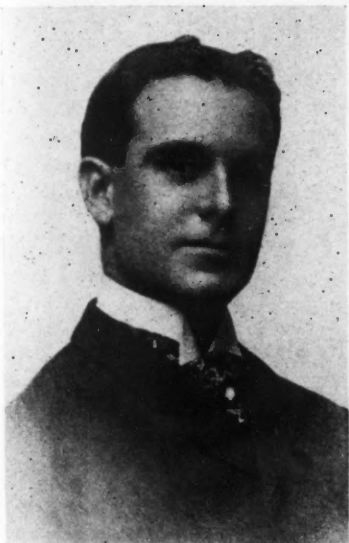
**ITALY A PRESS HEAVEN
UNDER ITS LAWS JOURNALISTS
RECEIVE SIX MONTHS' PAY
IF FIRED FROM PAPER.**

In Addition He Is Paid a Month's Salary for Each Year of Service—Whenever Paper Changes Its Policy All Staff Members Resign—Newspaper Men Secure Big Reduction in Telephone and Railway Charges.

By HENRY WOOD,
Rome Correspondent of the United Press Association.

(Special Correspondence.)

ROME, Oct. 1.—Italy, at least from a legal standpoint, is the newspaper man's paradise. There is perhaps no other country in the world in which, in the past as well as the present, it has been so easy for a newspaper man to be elected to Parliament. With a solidarity



HENRY WOOD.

worthy of the phalanx of the ancient Greek or the legionaries of Rome, this ever-increasing newspaper "block" in Parliament has stood together until it has succeeded in enacting a bunch of laws for the protection of the newspaper man, the mere discovery of which would make the stock of any American trust go up fifty per cent.

To a rank outsider, especially to one who might have any unnecessarily developed sensibility on the question of constitutionality and class legislation, it must be confessed that some of these laws might prove a little disconcerting. On the other hand, they are in full harmony and spirit with the great bulk of modern Italian laws, and far be it from any newspaper man of any outside nation whatsoever to be the first to throw a stone. Jealousy alone could be attributed for the motive.

THREE MONTHS' TRIAL.

Under these laws, when a man is employed by a newspaper, the first three months are considered merely as trial. If he is retained after that he is legally considered as a permanent employe of the paper, and can invoke on his behalf all of the rest of the laws favoring the craft.

Of these, the most important is that when a newspaper man is discharged he must be paid six months' salary in advance and an additional month's salary for every year which he has been with the paper. This applies to the rank and file of newspaper men. For an editor-in-chief his paper must pay him a year's salary in advance, together with a month's salary for every year of his service.

Another law enacted especially for the benefit of Rome correspondents of provincial papers—of which the number is legion—entitles them to nine months' salary, with the additional monthly compensation for every year of their employment.

The New York Times

NEW YORK, THURSDAY, OCT. 2, 1913.

THE FIGURES THE LAW REQUIRES

From the circulation figures which, in obedience to the laws of our country, we publish this morning, readers of THE TIMES will learn that the great family of which they are members is still growing, having yesterday passed the quarter-million mark.

The average net paid daily circulation of THE TIMES for the six months ended Oct. 1, 1912, was 209,751. The average net paid daily circulation for the six months ended yesterday, Oct. 1, 1913, was 230,360. The year's gain is 20,609.

The figures published in April last, showing average daily circulation for the six months from Oct. 1, 1912, to April 1, 1913, was 228,534. The average for the past six months, which includes the Summer season when newspaper circulation is at its lowest point, shows a gain of 1,826. THE TIMES is in a position to make the somewhat unusual boast that during the Summer months from April to September it loses more city circulation than all the other morning papers together. This is due to the fact that so many of its readers betake themselves to country homes or go abroad. For the most part they do not thereby forfeit the privilege of reading THE TIMES, which follows them to their Summer homes. The loss in city circulation is, therefore, largely made up by the increase in the figures of the country distribution, but not entirely, inasmuch that Summer is not a period of increase for newspapers.

The figures of THE TIMES's circulation yesterday, Oct. 1, were 250,504, showing that, as is the case with the weekly bank statement, the actual figures, as compared with the average, reflect the rapid rise at the end of the period. There is no other newspaper in the world of the character of THE TIMES that has a circulation of 250,000 copies daily.

are in the United States, because the number of them is very limited. A newspaper man finding himself out of a job could hardly hope to get back into the game inside of a year. As his previous salary would hardly have permitted him to get a penny ahead, he and his family would likely starve in the meantime.

In the second place, as a general proposition a newspaper man in Italy loses his position only because of a change in political policy. Italy has more political parties than ruins of antiquity, and there are more of these than in any other country in the world.

MERELY A MATTER OF PROTECTION.

It was largely for this reason—for the giving of a little just protection to the newspaper man who was obliged to work under these conditions—that the newspaper "block" in Parliament proposed the law requiring the six months' to one year's payment of salary for the discharge of an employe.

The other members of Parliament, however, whose votes helped to enact the law, might, possibly, have had in mind that this financial stipulation might make it practically impossible for the average newspaper to change its faith more than once in a decade, and so keep the newspapers which their respective parties had lined up at the time from backsliding as frequently in the future as they had in the past.

Be that as it may, the law has helped materially to place the newspaper profession in Italy on a firmer and more respected basis than it previously enjoyed. Incidentally, several cases are on record in which the law has worked out in a rather amusing manner. Within the past eighteen months alone there are at least two cases where a newspaper man has become the proprietor of his own paper as the result.

EFFECT OF CHANGED POLICY.

In each of these cases the man, after long years of service with his paper, was obliged to resign as a result of a change in policy. Each drew the equivalent of nearly two years' salary and each was fortunate in getting another position almost immediately. Within a very short time, however, their new paper changed faith and they were again without a position, but with six months' salary paid in advance. Again they found new places almost immediately; again they lost them and again they drew their six months' pay. For the fourth time the same thing happened, and then each of them having drawn so much money in advance from the various papers, they found themselves with enough capital on hand to start papers of their own, and have now permanently graduated into the publishers' class.

To the credit of Italian newspaper men, it must also be said that the great bulk of publishers come from the rank and file of the editorial class, yet there has never been a case on record where this change having taken place the publisher has sought to evade the laws affecting his employes. On the other hand, there would be little use of his doing so, for the Italian courts have upheld test cases on each of the newspaper laws, and a refusal to "come across" with the six months' salary for all employes discharged would mean the sale of the paper by the courts and the payment out of the proceeds.

REDUCED TELEPHONE CHARGES.

Other laws enacted within the past few years by the "newspaper" block in Parliament give newspaper men a fifty per cent. reduction for telephones, which are controlled by the State, a seventy-five per cent. reduction on the State railways and a fifty per cent. reduction for the wives of newspaper men.

As a consequence, the Italian newspaper man, while drawing less actual pay than perhaps the average newspaper man in other countries, succeeds in getting just about as much enjoyment out of life as his brothers, and perhaps loses a great deal less sleep than they do over the question of what would happen to him if he lost his job.

**RESULTS OF CO-OPERATION
Bulletin #2**

Manufacturers should know the result during the past months of our co-operation with four Manufacturers.

We have obtained satisfactory connections for thorough distribution in Washington for a Cigar Manufacturer 1,000 miles from Washington and also for a Macaroni Manufacturer still further off. Both of these were strangers to us, but are now friends although we have never seen them.

The other two manufacturers have been placed in communication with the proper local people, but their arrangements have not yet been completed.

We would like to hear from any Manufacturer or his agent who wants to enter their field and tell him what we can do for him.

Address at once, Advertising Manager

**THE EVENING STAR
Washington, D.C.**

Western Representative:
W. Y. PERRY,
First National Bank Bldg., Chicago.

Eastern Representative:
DAN A. CARROLL,
Tribune Bldg., New York.

In the passing of these laws the newspaper profession, In paper deputies had in mind two conditions peculiar to Italy which affect greatly the newspaper profession. In the first place, newspaper jobs in Italy are not the easily found things they

OUR OWN TRADE ORGANIZATIONS.

Some Interesting Comparisons Between Them and Those of a Similar Character in Germany.

By Henry W. Cherouny.

COMPULSION TO PROVIDE COMMON WANTS.

It is evident that the German Mechanics' Guild is the organization of the Government to educate the "men behind the gun," wherewith to conquer the markets of the world. Guild membership therefore requires great sacrifices of time and money. These compulsory organizations are needed because experience has shown, even in America, that public spirit alone cannot be relied on to provide the means for an educational system which is to embrace the whole people. The Germans understand that the continuation school must continue the tuition of the common school and at the same time supplement the school of life, that is, the tuition which the workshop, store or farm can give. To accomplish this end, the employer must co-operate with the unionized employes as well as with the municipalities. Nowhere in the world is public spirit more liberal than in America. Its endowments ought to make our nation a home of reason and virtue. But nowhere is the apprentice, that is the boy in the age of puberty, more neglected than in America, because the employers and unions, with few exceptions, do not co-operate, and the State does not care. It deems "manual training schools" sufficient! Is there no Andrew Carnegie willing to endow the New York attempt of Union No. 6 and the Employers' League, to begin the schooling of boys in the right way?

On the other hand the German Mechanics' Guild can do little to benefit its members financially.

Sec. 100 ordains: "The guild cannot restrain its member in the fixing

of prices for goods and services, or in the acceptance of customers. Contrary resolutions are invalid."

But official decisions declare that the limitation of the last paragraph concerning "contrary resolution" does not refer to voluntary agreements on the terms of labor contracts and prices of goods entered into by free associations. Naturally, however, there is in every guild a tacit understanding on fair prices and wages. (For free associations, either of independent mechanics or employers, I shall use the word "trade-union," in distinction from the "guild," which performs Governmental functions.

FREEDOM TO SECURE LIVING WAGES.

Germany is full of free associations to advance the economic interests of all classes of tradesmen. Sec. 152 ordains: "1. All prohibitory laws against tradesmen, assistants, craftsmen, or factory workers concerning agreements and combinations for the purpose of getting fair wages and work conditions, especially by means of strikes or dismissals of employes, are hereby revoked. 2. Every participant is at liberty to retire from such combination and agreements, and no one can sue or be sued on that account."

Sec. 81. "Those who carry on an independent business can form a trade-union for the furtherance of their common business interests." According to Sec. 88, 1., free trade associations are not forbidden to fix prices for goods or services, or to limit the acceptance of customers. But resolutions on this score are only so far binding as the civil law recognizes such agreements as valid.

In other words, associations of tradesmen and workmen can bring about or preserve living prices and wages. Resolutions to that effect are valid if they are in accordance with the provisions of the Civil Code. Invalid are resolutions to limit competition in order to extort unreasonable prices and wages. The use of immoral means to gain lawful or unlawful advantages is punishable under the provisions of the criminal code. (Decisions of the Imperial Court, Feb. 4, '97, 38, 155, and Nov. 6, '02, 53, 19; also Oct. 6, '90, 21, 114.) Abuse of competition is punished according to law on unsound (*unlautere, impure*) competition.

GERMAN SYNDICATES OR KARTELLE.

Although the writer had the intention to confine the present composition to the trade union life of German handicrafts, he deems it useful to describe at least the legal form of the German syndicates or *Kartelle* in comparison with the American trusts. Because it is at present a most interesting question, how to treat them in law.

There are three different forms of syndicates. One rests on a contractual obligation of several plant owners to limit their individual liberty in regard to the buying of labor and raw material as well as to the fixing of the prices of their products and the territorial division of the markets. The independence of each establishment remains intact, and non-compliance with common rules is actionable in the form of indemnity suits—always provided that the common rule be "reasonable" in the eyes of the German Civil law. The contractual relations of the members of the syndicate to outsiders are not touched.

Another form of syndicates establishes a common business organization to take charge of a part of the business of each member. For example, to buy raw material or labor for all; to open up and supply markets on common accounts, etc. Several syndicates of related trades can enter into pacts or passing contractual relations with one

another, as the coal syndicates with the iron workers and both with railroads, etc. However, personal independence and responsibility of each establishment are under all circumstances preserved.

A third form of syndicates transfers production and sale of products upon a separate organization, leaving for the individual plant owners nothing but their share of common profits—and the legal responsibility for the action of the body. An individual member unwilling to share in the responsibility can at any time withdraw according to Sec. 152, 11.

AMERICAN TRUSTS.

It will be seen at a glance that the American trust differs from the German syndicate on a vital point. The trust is a perfect consolidation of several businesses while the syndicate is a contractual self-limitation of a number of businessmen.

(To be concluded.)

LOCAL CO-OPERATION.

Fleming Newbold Points the Way to Helpful Service.

The very latest thing in the "local co-operation" movement is a four-page circular, newspaper size, from the presses of, and carrying the title heading, "The Evening Star, Washington, D. C., September, 1913." It is evidently intended for dealer distribution in the Star territory. In a large box on the front page appears an open letter to Mr. Grocer. Surrounding the letter are reproduced advertisements from the campaigns of Wilbur's Cocoa, Sunshine Vanilla Wafers, Campbell's Soups, Wrigley's Spearmint Gum, National Biscuit, Walter Baker and Van Houten's Cocoa.

The letter to the Grocer reads in part as follows:

"Mr. Grocer: These are the goods that are being advertised in the Star. Hundreds of live grocers in Washington are watching the Star every day to see what goods are being advertised. This advertising doesn't cost the grocer a cent, but by giving prominent display to these lines of goods the grocer gets all the benefit of the advertising. Now, Mr. Grocer, if you are alive—if you would progress and grow—you should keep track of the high-grade advertised products and display them prominently, etc., etc."

The second page is devoted to ads, with this heading: "The Star brings customers to your store for these goods. It is up to you, Mr. Grocer, to have them on display so your customers can buy them. If they don't buy them from you, they'll buy them from some other grocer—that's your loss, isn't it?"

The third page carries more ads, and this head: "Make a big window display of all these goods now being advertised in the Star and reap the benefit of hundreds of dollars' worth of advertising without any expense to yourself."

The last page is headed with this streamer: "Nine out of ten of your customers read the Star—they want these goods that are advertised in the Star. Let them know you have the goods, and you'll add greatly to your yearly business."

Under these headings appear the advertisements of 28 national advertisers, Armour's Grape Juice, Hires' Root Beer, Royal Baking Powder, Moxie, Coca-Cola, Juno Mate, "the new health drink," and others.

It is reported that the forces under the direction of Mr. Fleming Newbold, business manager of the Star, have been doing a good deal of missionary work with dealers, and have been instrumental in arranging attractive window displays in leading grocery stores over each of which hangs a placard worded something like this: "Standard Goods Advertised in Daily Newspapers."

It is said that photos of these window displays were shown to the executive committee of the Bureau of Advertising and to national advertisers by Mr. Newbold and his Eastern representative, Dan A. Carrall, a pioneer in co-operative work, and that national advertisers are intensely interested.

\$8,500.00 in Cash

will buy a substantial interest in an Evening Daily newspaper located in a good, live city in one of the Middle Atlantic States, carrying with it the position of Business Manager with salary and share of earnings amounting to around \$3,000.00 net per annum. This price includes an option on all of the stock of the company.

HARWELL, CANNON & MCCARTHY

Brokers in Newspaper and Magazine Properties

200 FIFTH AVENUE NEW YORK

TURNER'S BULLETIN

Highest testimonials have been awarded

C. Godwin Turner

on

Efficiency of Press Room, Paper, Circulation and Delivery.

Address

THE DATA CIR. AUDIT CO.,
286 Fifth Ave., New York

STOP THE LOSS BY FIRE

THE statutes of New York and other States and the rules and requirements of Insurance Underwriters are such that inflammables must be provided with a receptacle and the danger from gasoline, benzene and naphtha must be minimized. These objects are attained by using a fireproof Steel Paper Baler, costing \$22, \$24, \$38 or \$50, according to size, which easily, quickly and safely bales the vast accumulations of waste paper in your place, thus converting danger, cost and waste into profit, since the old stuff sells on the spot for thirty to fifty cents per 100 lbs.; also by using the Justrite Oily Waste Can (\$2 and \$3) and the Justrite Safety Benzene Can (\$2, \$4 and \$5). Carried and sold by

Barnhart Brothers & Spindler

(who also furnish everything a printer needs)
Chicago New York Washington, St. Louis
Dallas Kansas City Omaha St. Paul Seattle

We can increase your business—if 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

CHARLES HEMSTREET, Manager

60 and 62 Warren Street, New York City

Established a Quarter of a Century

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

SEND FOR SAMPLE

F. E. OKIE CO.

Manufacturers Fine Printing Inks
PHILADELPHIA, PA.

We Are Authorized

to offer a controlling interest in a daily newspaper in large Eastern city for

One Hundred and Twenty Thousand Dollars.

We shall be glad to furnish details to responsible party.

AMERICAN NEWSPAPER EXCHANGE
Rand-McNally Building Chicago, Ill.

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.

Live News

From the Northwest mailed daily

WRITE FOR FREE CIRCULAR

Western Press Clipping Exchange
912 Lumber
MINNEAPOLIS, MINN.

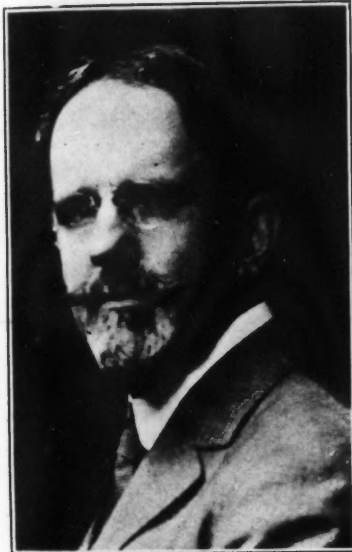
NEW VIEW OF PULITZER.

Alleyne Ireland, One of His Secretaries, Gives Intimate Impressions of the Great Editor—Sketch of the Writer.

Nothing heretofore published about him approaches in gripping interest the pen portraits of the late Joseph Pulitzer, by Alleyne Ireland, in the October Metropolitan. In the first instalment of Mr. Ireland's "Reminiscences of a Secretary" he relates with striking vividness and in minute detail his experiences with Mr. Pulitzer, of whose personal staff he was a member.

The "Reminiscences" will run for about six months in the Metropolitan, after which they will be published in book form by Mitchell Kennerley. This intimate and fascinating description of one of the most remarkable men who ever emigrated to the United States is a human document which will appeal with great force to that large class of readers which is interested in the problem of personality and achievement.

Mr. Ireland says that as the character of his "Reminiscences" has been deliberately misrepresented, he is anxious to have it known that they are in



ALLEYNE IRELAND.

no sense a life-story of Joseph Pulitzer—a task which has been assigned to other and more competent hands—but merely an account of the author's experiences and observations as one of Mr. Pulitzer's secretaries during the last few months of the great journalist's life.

MR. IRELAND'S CAREER.

Newspaper folk especially are talking about these articles and the man who wrote them. To those who know him, Mr. Ireland is a never-failing source of information acquired by study, wide travel and much observation. He is not of the sort who have eyes but see not and ears but hear not. When he talks or writes he is telling what he knows, not trusting, as some do, to his imagination for his facts. He is a traveler, lecturer, historian, author and newspaper man; an all-around, bully good fellow who is a kind of two-legged university capable of imparting an excellent general education to those who associate much with him.

Mr. Ireland, who is a Fellow of the Royal Geographical Society, was born in Manchester, England, forty-two years ago. His early education was acquired in private schools and the Manchester grammar school. When he was sixteen he ran away to sea and worked as a "boy" and later as seaman in sailing vessels engaged in the deep-sea trade and in the Australia coasting trade. He abandoned the sea as a career in 1891, having risen to the rating of able seaman. During the next three years he was overseer on sugar plantations in the West Indies.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.

of The Daily News published Daily, except Sunday at
McKeesport, Penna. required by the Act of August 24, 1912.
NAME POSTOFFICE ADDRESS
Editor, Jess E. Long, 508 Walnut St., McKeesport, Pa.
Business Manager, Jess E. Long, 508 Walnut St., McKeesport, Pa.
Publisher, The Daily News Publishing Company, E. W. Pitts, Sec'y & Treas.
J. D. O'Neil, President; Jess E. Long, V. Pres.;
Owners: (If a corporation, give names and addresses of stockholders.)

STOCKHOLDERS OF THE DAILY NEWS PUBLISHING COMPANY.

- J. D. O'Neil, 140 Seventh avenue, McKeesport, Pa.
 - E. W. Pitts, Fifth avenue and Walnut street, McKeesport, Pa.
 - J. W. Painter, 637 Shaw avenue, McKeesport, Pa.
 - J. D. O'Neil, trustee.
 - R. C. Painter, 637 Shaw avenue, McKeesport, Pa.
 - Jess E. Long, 909 South Evans avenue, McKeesport, Pa.
 - T. C. Reed, 412 Fifth avenue, McKeesport, Pa.
 - R. E. Stone, Market street, McKeesport, Pa.
 - F. O. Reed, 306 Fifth avenue, McKeesport, Pa.
 - Mrs. Mary Cox, 131 Seventh avenue, McKeesport, Pa.
 - Mrs. Fannie O'Neil, 220 Sixth avenue, McKeesport, Pa.
 - Mrs. Mary Neel, 220 Sixth avenue, McKeesport, Pa.
 - Ernest Gamble, 619 Petty street, McKeesport, Pa.
 - Mary Pitts, 520 Sixth avenue, McKeesport, Pa.
 - Lillian E. Pitts, 520 Sixth avenue, McKeesport, Pa.
 - Jeannette Ross, 927 North avenue, Wilkinsburg, Pa.
 - L. J. Haber, Fifth avenue and Market street, McKeesport, Pa.
 - Edward Haber, Fifth avenue and Market street, McKeesport, Pa.
 - J. J. Bedell, 136 Fifth avenue, McKeesport, Pa.
 - G. F. Myer, Fifth avenue and Market street, McKeesport, Pa.
 - Henry Friedman, 426 Ninth avenue, McKeesport, Pa.
 - T. D. Gardner, 521 Walnut street, McKeesport, Pa.
 - Bertha Bachman, 710 Market street, McKeesport, Pa.
 - L. E. Wells, 113 Carson street, McKeesport, Pa.
 - D. A. Foster, Walnut street, McKeesport, Pa.
 - Guy Gamble, 619 Petty street, McKeesport, Pa.
 - William Helman, 647 Sixth avenue, McKeesport, Pa.
 - R. M. Beldridge, 413 Marshall avenue, McKeesport, Pa.
 - Mrs. Tillie Lloyd, 606 North Park street, McKeesport, Pa.
- Known bondholders, mortgages, and other security holders, holding one 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. (This information is required from daily newspapers only.) The Daily News has but three free subscribers in the city of McKeesport, all others pay for papers delivered, making the circulation net,

9,195

JESS E. LONG, Business Manager.

Sworn to and subscribed before me this 1st day of October, 1913.
(Seal) EDWARD C. KEARNEY, Notary Public.
My commission expires April 30, 1915.

COMPARISON OF CIRCULATION.

Six Months Ending Oct. 1, 1912, was.....	8,931
Six Months Ending April 1, 1913, was.....	9,776
Six Months Ending Oct. 1, 1913, was.....	9,195

For six months ending Oct. 1, 1912, the average daily circulation was 8,931.

For the six months ending April 1, 1913, the average daily circulation was 9,776.

For the six months ending Oct. 1, 1913, the average daily circulation was 9,195.

*The statement issued April 1, 1913, included the 2,860 paid-in-advance special 6 weeks mail subscriptions during the revival of Billy Sunday, and the world's series and election extra editions of October and November, 1912.

Statement of Ownership, Management, Etc.

Below appears the semi-annual statement made to the Government by **The Terre Haute Tribune** in compliance with the federal publicity law enacted by the last Congress:

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., of THE TERRE HAUTE TRIBUNE, published Daily, Evening and Sunday morning, at Terre Haute, Ind., required by the Act of August 24, 1912.

Editor, WILLIAM F. CRONIN, 101 South 13th street, Terre Haute, Ind.

Managing Editor, WM. F. CRONIN, 101 South 13th street, Terre Haute, Ind.

Business Manager, A. C. KEIFER, 1 Walden Apartments.

Publisher, THE TRIBUNE PUBLISHING CO.

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

CRAWFORD FAIRBANKS, Terre Haute, Ind.

G. A. GAGG, Terre Haute, Ind.

ANDREW C. KEIFER, Terre Haute, Ind.

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. (This information is required from daily newspapers only).....**14,720**

THE TRIBUNE PUBLISHING CO.,

ANDREW C. KEIFER, Treasurer.

In regard to Section 2 of the law, **The Tribune** does not accept payment for any editorial or other reading matter printed as news.

Sworn to and subscribed before me this 1st day of October, 1913.
CYRUS HUNT, Notary Public.

[Seal.] (My commission expires June 18, 1917.)

LIVED IN WEST INDIES.

In 1895 he went to Germany and studied for a year at the University of Berlin. He then returned to the West Indies and to sugar planting for a year. He entered newspaper work in 1897 on a paper in Georgetown, British Guiana. In the same year he published his first book, a volume of essays on West Indian topics, and came to the United States.

From 1898 to 1901 Mr. Ireland traveled much in this country, east of Chicago, lecturing at universities, clubs and other institutions on subjects connected with the control and development of tropical dependencies. He spent 1902, 1903 and 1904 in the Far East and adjacent countries. In 1905 he published "The Far Eastern Tropics," studies in the administration of tropical dependencies. Two years later he brought out "The Province of Burma," in two volumes. In 1908 he traveled in Canada and through the West Indies, and the following year went around Cape Horn from Seattle to Liverpool in a sailing vessel, being 156 days at sea without sighting land. In 1910 he traveled in England, Wales, Germany and Denmark. The following year he joined the personal staff of the late Joseph Pulitzer and in 1912 became a member of the editorial staff of the World.

VISITED MANY LANDS.

In his wanderings Mr. Ireland has visited fifty different countries. Many leading publications both in this country and in Europe have given complimentary notices of "The Far Eastern Tropics." Mr. Ireland also has highly complimentary expressions from ex-President Taft, His Highness Sir Charles Brooke, Rajah of Sarawak; Sir Charles Lucas, Under-Secretary of State for the Colonies, London, and others.

Among the learned societies before which Mr. Ireland has delivered addresses are the Lowell Institute, the British Association for the Advancement of Science, the Royal Colonial Institute, the American Academy of Political and Social Science, the American Social Science Association, the American Historical Association and the Universities of Chicago, Cornell and Pennsylvania.

Mr. Ireland has contributed to many well-known publications, including the London Times, London Spectator, Chambers' Journal, Edinburgh; the Atlantic Monthly, North American Review, Popular Science Monthly, McClure's Magazine, the American Magazine and others. The New York World has printed many of his interviews with big public men during the past year.

Mr. Ireland's published works include "Demeriana," 1897; "Tropical Colonization," 1899; "The Anglo-Boer Conflict," 1900; "The Far Eastern Tropics," 1905; "The Province of Burma," two volumes, 1907.

The publication of the Pulitzer reminiscences is bringing to Mr. Ireland a flood of letters, many of them from strangers, expressing the writers' appreciation of his fascinating story.

A. C. HAESELBARTH.

Cooksey's New Job.

A newspaper man, George R. Cooksey, for fifteen years with the Associated Press, is to be private secretary to the Secretary of the Treasury, succeeding Byron R. Newton, just elevated to be an Assistant Secretary of the Treasury. Mr. Cooksey will be sworn in and take up his duties Oct. 6.

The desk of the private secretary to the Secretary of the Treasury has been filled for many years by a succession of newspaper men. Mr. Newton, who came from the New York Herald, was successor to Francis W. Taylor, who had experience on Chicago newspapers. Robert O. Bailey was Mr. Taylor's predecessor, and was another Associated Press graduate.

Mr. Bailey and Mr. Taylor served Secretary MacVeagh. Mr. Bailey and Mr. Newton were both advanced to become assistant secretaries of the Treasury. The post of private secretary pays \$2,500 a year.

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

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

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

The Circulation of
THE BOSTON AMERICAN
IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

Detroit Saturday Night

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

Foreign Advertising Representatives

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

THE HERALD

HAS THE
LARGEST MORNING CIRCULATION
IN
WASHINGTON

JOHN W. HUNTER, Publisher.

Representatives:

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

YOU MUST USE THE LOS ANGELES EXAMINER

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

MONTREAL'S NEW CLUB

Baltimore Convention Stirs Up the Live Wires Who Get Advertising Men Together in a Representative Organization—Honorary President Is D. L. McGibbon, Head of Several Big Enterprises in Canada.

(Special Correspondence)

MONTREAL, Oct. 3.—The gratifying success which awarded the efforts of the Toronto Ad Club at the Baltimore convention has succeeded in arousing latent enthusiasm of Montreal advertising men to such a pitch that Canada's largest and wealthiest city is to have a new ad club which promises to be even more successful than that of Toronto.

The old Publicity Association of Montreal, which has been in existence for about two years, did not, in any way, meet the requirements of Montreal advertising men. Shortly after it was organized it was felt that it was not getting adequate support, and must eventually die a natural death. No effort was made to interest the commercial men of the city in its welfare and, as a consequence, the membership was really composed of men representing trade papers and magazines, rather than advertising men and sales managers.

The new club, known as the Montreal Ad Club, will have a membership of 150 to commence with, and a well-equipped clubhouse situated on one of the principal residential streets of the city. Its constitution is modeled upon that of the Cleveland club, and its membership already includes some of the most prominent advertising men, sales managers, printers, engravers and financial men of the city.

OFFICERS ALL BIG MEN.

The honorary presidency of the new club will be accepted by D. Lorne McGibbon, who has a national reputation as a promoter of successful enterprises, and is now president of the Canadian Consolidated Rubber Co. Ltd.; Messrs. Ames Holden McCreadv. Ltd.; and Goodwins', Ltd., as well as several other concerns.

The first vice-president of the club will be R. R. Charlton, advertising manager of the Grand Trunk Railway, and George Ham, of the Canadian Pacific Railway, has accepted the second vice-presidency. The directors of the new club are all actively engaged in advertising, and represent the largest business houses in Montreal.

The purpose of the Montreal Ad Club is to promote greater efficiency in advertising and merchandising. It is expected that the course of lectures to be given, starting in September, will have a wide appeal to every man engaged in business, irrespective of his position.

The social side of the new ad club will be developed along conservative lines at first, as it has been found by experience that the tendency among clubs of this character is to limit their usefulness by giving too many entertainments.

INITIAL MEMBERSHIP OF 150.

Up to the present several very enthusiastic meetings have been held, and widespread interest has been aroused in the project. Very little difficulty was met with in securing an initial membership of 150, despite the fact that the dues are \$50 per year.

It is the intention of the directors to secure the services of the best lecturers on advertising and merchandising problems in the United States and Canada, lectures being given twice a week beginning Sept. 15.

The club rooms will be open at all times for the use of the members, and satisfactory arrangements have been made to furnish restaurant service at reasonable prices. For the amusement of the members billiard room, smoking room and writing rooms are being fitted up in luxurious style, and there is no doubt that the majority of the members will find it sufficiently attractive to make it a regular meeting place at all times.

It is also the intention of the directors to approach the mayor and city council of Montreal upon the subject of municipal publicity and, if possible, to secure an appropriation for this purpose, the work to be undertaken and carried out by the Montreal Ad Club without expense to the city.

TORONTO CONVENTION PLANS.

Plans are already being made to send a large delegation of members to the 1914 convention at Toronto, and no efforts will be spared to secure the convention for Montreal in 1917 or 1918.

Folders and follow-up literature will be used to increase the membership when that is found desirable, and it is hoped that by this means the ad club will become a provincial rather than a local institution.

The fact that a large percentage of the population of the Province of Quebec is of French extraction will hinder the development of the club to a certain extent, but it is felt that even this disadvantage can be overcome by obtaining the enthusiastic co-operation of the large English manufacturers at present doing business in the Province of Quebec.

J. A. HOLLAND.

THE NEW ST. LOUIS STAR.

Something About the Changes That Have Been Made in It.

Under the new arrangement and re-organized management of the St. Louis Star, which became the New St. Louis Star, Oct. 1, the Sunday edition of the paper has been discontinued, its circulation having been sold to the St. Louis Republic. The comic and magazine sections of the Sunday edition will be issued as part of the Saturday edition, which sells for one cent.

Charles Van Dyke Hill, who has been widely known as part owner with his brothers of the street railway advertising privileges in St. Louis and Kansas City, is the new director of advertising of the New St. Louis Star. Edward S. Lewis is the president and general manager and Frederic B. Warren the editorial director. John C. Roberts and these three executives of the newspaper are the owners of the New Star.

In company with his partners in the New Star Mr. Roberts has devoted months to a clinical analysis of the newspaper field and the New Star is the result of this careful study. The new paper has been heartily welcomed by all of the business and social interests of St. Louis. Virtually a doubling of the amount of advertising carried by the Star is shown in the first seven issues produced daily since the changes went into effect.

Frederic B. Warren, editorial director of the New Star, had this to say about the changes made in the paper:

What we have done with the St. Louis Star, when fully understood, will be regarded as a new step in American journalism and one that will be widely copied. Before we dropped our Sunday edition there were four Sunday newspapers in St. Louis. Three of these had large circulations, and our Sunday edition had a much smaller circulation than the three competitors.

We had made for a year a great Sunday pictorial newspaper, with three or more half-tone supplements in black and white or four colors. Every line and picture of it, except our comic section, was manufactured by our own men. Our Sunday issue cost us a great deal in excess of \$100,000 a year. To have made it the active competitor of at least two of the three other Sunday papers would have cost us \$100,000 or more for circulation campaigns.

Consequently we decided to take the money that we were spending for a Sunday paper, at a loss, and use not only all of it but as much more money as may be necessary in the production of a great six-day afternoon newspaper. We have done that. Our first Saturday issue under the new order consisted of a twenty-two-page main sheet, an eight-page feature magazine section in four colors and an eight-page comic in four colors—thirty-eight pages for a penny. In other words, a Sunday newspaper issued on Saturday for a penny with a circulation of more than 100,000 copies.

The Seattle Times

STILL MAKING HISTORY

During 1913 the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines. The foreign business amounted to 1,086,000 lines. Gain in foreign business was 288,000 agate lines over 1911.

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

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

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

Buffalo News

EDWARD H. BUTLER
Editor and Proprietor

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

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

Circulation of News League papers for six months ending Sept. 30, 1913:

Dayton News (net paid) 30548
(Total circulation 32,307.)

Springfield News (net paid) 11220
(Total circulation 12,201.)

These figures have been furnished the Post-office Department, and were published in accordance with law, on Oct. 2, 1913.
Combination rate, 6 cents per line.

NEWS LEAGUE OF OHIO

Home Office, Dayton, Ohio

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

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

THE DAILY ADVOCATE

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

If you have anything to sell you can sell it through the *Advocate*. It has a 5,000 circulation in Stamford and surrounding towns.

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

The typographical style of our newspaper has been changed. Publishers who may not have seen the paper in its new dress may know what it is like by saying that we dropped the physical characteristics of the Hearst afternoon papers and that we now bear a very close resemblance to the Philadelphia North American, a morning paper.

We are making, besides a great and clean newspaper, a splendid home newspaper, well departmentized in finance, civic industries, women's organizations, commercial activities and the various other lines that go to make up a sound, constructive newspaper property.

In the circulation department of the New St. Louis Star Robert J. Corrigan is organizing thoroughly with ample money resources.

SECOND PATENT SUIT

Linotype vs. Intertype

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

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

<p>O. Mergenthaler No. 614,229 J. R. Rogers Reissue 13,489</p>	<p>O. Mergenthaler No. 614,230</p>
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Mergenthaler Linotype Company
 TRIBUNE BUILDING NEW YORK

LOCAL CO-OPERATION.

(Continued from first page.)

ers may pry loose some national advertising that has not hitherto appeared in daily papers. The efforts so far put forth by the directors of the A. N. P. A. Bureau of Advertising along the lines of inducing publishers to co-operate with their local dealers have been considered with the utmost care, and appear to follow lines which are least likely to bring trouble to the publisher. I think that we as publishers are fortunate in now having a body constituted which can direct, and to a certain extent control, such movements as that of local co-operation, and it is the desire of the bureau to take advantage to the utmost of its power, whatever opportunities that may present themselves.

"In this connection, I feel I speak with utmost confidence when I say that the publishers of the country are under a debt of gratitude to THE EDITOR AND PUBLISHER for its generous and painstaking work in behalf of daily newspaper advertising."

Jason Rogers said that: Newspaper co-operation with the general advertisers is a function that is, I think, destined to prove the most important future development in advertising. Effective co-operation conducted within carefully defined lines which give the new advertiser the utmost efficiency at a time when he needs it, without unfairly discriminating against old customers, will completely relegate so-called national medium advertising to about ten per cent. of its present volume.

So far as I can understand, the feeling of leading newspaper publishers of the country is that, except in the cases of certain of the very largest cities, they are willing to co-operate up to the point where they might be expected to sell goods or take orders in anticipation of an advertising campaign. Through the Bureau of Advertising of the A. N. P. A. broad general lines for co-operation are being planned and carried out which very shortly will commence to bear fruit.

Newspapers, through affiliations such as the Bureau of Advertising, can by unifying methods easily produce a mass of valuable information which will save

dollars a year now spent in more or less useless duplication. Mr. Thomson, the director of the bureau, is a man thoroughly in touch with the situation, and by reason of his training, first as an upstairs man and then as an advertising agent, may be safely depended upon to get results.

In the case of big cities it is hardly fair for any single advertiser to expect one paper to gather masses of information or do the entire work of circularizing a trade or such. A fair and equitable rule would be for the advertiser to pay actual cost for postage or service in such circumstances. In a small town a newspaper can easily render service which would be practically prohibitive in a city of over 100,000.

In the organization of the "Gilt Edge List," which is now in progress, the basic idea is to effectually separate the newspapers which believe advertisers are entitled to full information regarding circulation and stand for verification from those who do not. This in itself is a co-operative movement of very great value to advertisers in itself. Up to the present moment we have well over 120 papers lined up, which naturally include nearly all of the worth-while mediums.

The "Gilt Edge List" is entirely independent of the Bureau of Advertising for the reason that it would be impossible to insist on the "known circulation" principle being accepted by members of an old organization. Within the past week I have received assurances from three large national advertisers that they will make the "Gilt Edge List" the basis of their future campaigns.

W. A. Thomson, director of the Bureau of Advertising, to a representative of THE EDITOR AND PUBLISHER, said:

We are devoting most of our time at present to the important question of bringing about closer co-operation between local dealers who handle nationally distributed articles and local newspapers that carry copy advertising these products.

I have always been of the opinion that the newspapers of North America, working as a whole to develop general business, could establish their claims most quickly with general advertisers by demonstrating the type of service which they alone were in a position to give.

When this bureau began its work we made a careful investigation to find a

line of best endeavor and least resistance. We were not without advice and suggestions on all sides, but before very long we found that the one big problem confronting every national advertiser was the local dealer. The demand created through advertising frequently stopped at the dealer's door, simply because the dealer had never been shown, in a conclusive way, that it was to his profit to welcome into his establishment the customers created by the manufacturer whose product the dealer handled.

As I have remarked before to THE EDITOR AND PUBLISHER, I have always thought that the utter "localness" of the daily newspaper was at once its chief strength and its chief weakness. On the one hand, it is the only advertising medium that can be relied upon to send consumers direct to merchants every day in the year. On the other hand, its isolation, its local traditions and its limited field make it difficult to find common ground upon which it can meet its neighbors in serving an advertiser who had a nation-wide problem on his hands.

It struck me that the right thing to do was to "cash in" on that "localness" of the daily newspaper, working on the theory that the local dealer could best be influenced by local education, and that the newspaper was the medium through which that local education should be administered.

We started our plan of having the newspapers serve as a means of local education through our "Advertising Talks," which are printed daily in the columns of over 300 newspapers throughout the United States and Canada. These advertising talks had been addressed principally to the readers of newspapers, with a view to arousing the further interest of these readers in newspaper advertisements.

We began to vary this appeal and included in these advertising talks a number addressed to local storekeepers, urging upon them the advantage of helping the manufacturer who was trying to help them by advertising his products that the dealer sold, in the local newspapers.

We heard about this line of work from national advertisers and we were commended on all sides. Then we went a trifle farther. The Hartford Times, one of the live subscribers to the bureau, in response to several requests from advertisers of food products, had issued a cir-

cular to the grocers of Hartford, reproducing in the circular the copy of the manufacturers of foodstuffs who were using the columns of the Times, and urging the grocers to see that the proper window and counter displays were given these products. The Times also asked the grocers to instruct their sales force as to the merits of the products in question, and in very simple, forceful English tried to impress upon the mind of the storekeeper the thought of increased profits that would follow this sort of effort.

The circular created a great deal of favorable comment among such advertisers as the H-O Company, and we decided to ask all our subscribers to undertake a campaign of this sort. Through the courtesy of the Hartford Times, the bureau was supplied with copies of the circular, and all of our subscribers received a proof to indicate what we had in mind.

The bureau made the further suggestion that the newspapers follow this circular campaign up with personal calls by their solicitors upon dealers wherever possible, urging the idea of a general window display, to be repeated at intervals, this display to carry a card, furnished by the newspaper, and containing the words: "Standard articles of national distribution advertised in leading local newspapers."

It was also suggested that in some instances, where the newspaper was very close to the dealer, it would be possible to include the name of the newspaper on the sign referred to.

The response to these requests of ours was immediate, and we are receiving a steady stream of letters from our subscribers assuring us of their desire to co-operate in every way with general advertisers who are using, or should use, copy in their newspapers.

Armed with these pledges of co-operation, we began a campaign on our lists of general advertisers, drawing attention to the fact that the newspapers of the country were ready to be of tremendous service to national manufacturers. We are receiving letters from big advertisers on all sides, commending our work in every instance, and in many cases suggesting specifically how our members may be of help in communities where the advertisers are planning to place copy. In

(Continued on page 336.)

The Manchester (N. H.) Mirror and American has installed this fall a new twelve-page Cox Duplex press; also two new No. 8 Mergenthaler linotypes. The Mirror has now nine linotypes, the largest battery in New Hampshire.

Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation in August, 1913 - - - **33,277**

Net Average in Topeka in August, 1913 - **9,434**

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

Only 7-day-a-week paper in Kansas.

Arthur Capper
TOPEKA, KAN. Publisher

W. T. Laing, Flairon Bldg., New York
J. C. Feeley, Mallers Bldg., Chicago

Paid Circulation is the circulation that pays advertisers

The Hartford Times.

HARTFORD, CONN.

Has a paid circulation that exceeds the gross circulation of any other Connecticut daily by many thousands. THE TIMES is a 3c. paper—and every seventh individual in Hartford buys it.

KELLY-SMITH CO., Representatives

New York, 220 Fifth Ave. Chicago, Lytton Bldg.

American Advertisers' Association 1913 Findings

Paid City Circulation

Detroit News . . . 104,066
Nearest Competitor . 44,995

I. A. KLEIN, Metropolitan Tower, NEW YORK, N.Y.	JOHN GLASS, Peoples Gas Bldg., CHICAGO, ILL.
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The Catholic Tribune, the Katholischer Westen, and the Luxemburger Gazette circulate amongst the Catholics of Iowa, Illinois, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North and South Dakota, Oklahoma, Texas, Montana, Washington and Oregon—the richest and most prosperous agricultural districts in the United States.

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

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

CATHOLIC PRINTING CO.
Dubuque, Iowa

THE NEW ORLEANS ITEM

As They Told It to Uncle Sam
3D U. S. P. O. STATEMENT

The New Orleans Item	53,901
The Daily States	32,532
The Times-Democrat	25,242
The Picayune	20,837

That's why The Item every week in the year carried more paid advertising of any and all kinds.

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

BROOKLYN PERSONALS.

Joseph J. Early, political man of the Standard Union, who has been very ill, arose from his sick bed Tuesday despite doctor's orders and hurried to Albany to be in at the finish of the impeachment trial.

John Elliott, of the Times, has been called from Albany to look after the local political campaign.

Allan W. Gordon, of the Standard Union, is to be married Oct. 14.

John Anderson, who has been covering the Brownsville section for the Eagle, has been transferred to Borough Hall work.

Ralph Robinson, who for several years read copy on the Standard Union, and then embarked in the real estate business, has returned to the fold, and is now on the copy desk of the Evening World.

Fred Slack is keeping his weather eye on Brooklyn for the Evening Mail.

James Wood, the police headquarters man of the Eagle, who has performed a lot of Sherlock Holmes stunts during his long career, this week celebrated the forty-first anniversary of his entry into the newspaper game. Jim is still hustling, looks young and is as spry as ever.

Kent B. Stiles, formerly with the Eagle, and now with the A. P., has just returned from vacation. He does a little Brooklyn news on the side for a Manhattan afternoon sheet.

Jim Rooney drops in at Borough Hall now and again to see the boys and talk over old times with the veterans. Jim has toiled on the old Star-Journal, Eagle and other papers. He is a G. A. R. man, and is now chief clerk of the Bureau of Complaints of the Building Department.

Wilbur Palmer, who once edited the Eagle almanac, and who was secretary to a couple of mayors of the old city of Brooklyn, is now doing editorial work on the Standard Union.

John Lewis, of the editorial staff of the Standard Union, was born under a lucky star. Every Saturday afternoon the boys of the S. U. chip in, buy a box of expensive candy and draw lots for it. John has won the candy now for six successive weeks and is still in fine form.

Otto Crnell, formerly Albany man of the Freie Press, is toiling for the city under the editorship of Comptroller Prendergast. Otto is happy, for he has no night assignments and runs no danger of being scooped.

James Hennessey, of the Standard Union, received a shock a few days ago when news came into the office that Plymouth Church was on fire. Jim owns a house next to the church, but it was not damaged.

James Adamson, who left the Eagle five years ago to work on a Chicago paper, has returned to Brooklyn, and will get in harness again after he rests up a bit.

AD FIELD NOTES.

Allen & Ward publishers' representatives, Chicago, have been appointed special representatives East and West for the Richmond (Ind.) Evening Item. F. S. Dodd, long associated with the Morning Herald Decatur, Ill., who bought the Item last spring, has made many changes and is building up the property.

George B. David Co., 225 Fifth avenue, New York City, and 957 Monadnock Block, Chicago, Ill., has been appointed Eastern and Western representative of the Montgomery (Ala.) Daily Times and Montgomery (Ala.) Weekly Times.

Harrisburg News Turns Progressive.

Harrisburg, Pa., now has an official Progressive paper. George E. Sheaffer, who publishes the News, issued once a week, has converted it into the Progressive News. Officials of the Washington party have formally indorsed the paper as the party organ. John Handboe is the managing editor of the publication.

LOCAL CO-OPERATION.

(Continued from page 335.)

fact, we are at the point where we can announce that we are developing new business on the strength of this co-operative movement, and, while there is still some slight difference of opinion as to the extent of the proposed co-operative campaigns, it is safe to say that the bureau will be able to assist any legitimate advertiser who wants help in any part of the United States or Canada.

It is interesting to note one incident in passing. While we have never asked general advertisers to use the newspapers subscribing to this bureau as a special list, and have emphasized the fact that we were working for all the daily press, one advertiser writes us for the names of our members, so that he may check these up and make sure that none has been omitted from his 1914 list. He, no doubt, takes the ground that we are arousing the interest of the liveliest and most enterprising publishers, and that those who are willing to work with us in this direction should receive first consideration when it comes to placing a contract.

We have taken the ground that, in addition to interesting general advertisers by this co-operative work, a newspaper will be brought in contact with a large number of storekeepers who do not advertise locally.

In these days of fierce local competition the average solicitor has little time to develop new business, and the larger percentage of his time at least is put in following the beaten paths.

I am sure that the newspapers who get after local dealers in nationally advertised products, no matter whether they are local advertisers or not, are sure to turn up more local business.

I should like to quote a letter received from one of our members, as I think it sums up the value of local co-operation in this connection most effectively. This member says:

Of more than ordinary interest to us have been your recent bulletins relating to the subject of local co-operation.

Two years ago we organized, in connection with our advertising department, a service of co-operation, having for its object the development of keener interest among local dealers and in promoting the sale of advertised goods, which special department has fully justified its existence from the very outset.

Not only has this work of local co-operation commended itself to our general advertisers, but the work which we are doing has served to demonstrate to local dealers, who previously were non-advertisers, the results to be obtained from newspaper advertising.

To illustrate: We receive copy to commence an advertising campaign for a new line of chocolates. We make a canvass of local dealers who should be handling this line to show them the attractive series of advertisements to appear and endeavor to give a special window or counter display to work in conjunction with the opening advertisement.

When the advertising appears, the local dealer, his interest already having been aroused, sees a response in the demand created, with the result that he is in a more receptive frame of mind afterward to consider advertising on his own account.

Since the inauguration of your bureau, we have received a number of suggestions which we can make use of locally in increasing the scope and efficiency of our promotion department.

I think it is important to say that the Bureau of Advertising's co-operative plan does not include anything that remotely suggests selling goods for manufacturers. We think we should draw the line before we come to that. But I feel, and my belief is based on the experiences we have had, that the future development of general advertising for the daily press as a whole must rest upon the strong foundation of substantial local co-operation such as the daily newspapers alone, of all ad mediums, is in a position to furnish.

Art Society Bans Ugly Billboards.

The Municipal Art Society at its annual meeting, held at the National Arts Club, Gramercy Park, on Wednesday evening, announced the inauguration of a vigorous campaign against the so-called "billboard misance." In this connection an address delivered by James P. Haney, director of art in the New York high schools, on "Artistic Advertising in Europe" was pertinent and interesting. Dr. Haney, who has but recently returned from an extended trip through Germany and Austria-Hungary, lamented the inferiority of our advertising in the posted and billboard fields, as compared with European achievements in the countries named. He pointed out that posters and billboards have become nuisances primarily because of a lack of good taste.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

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

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

Best Nine Months

In nine months of 1913, THE NEW YORK TIMES published 6,837,573 lines of advertisements, compared with 6,366,409 lines in the corresponding period of 1912, a gain of 471,164 lines—the best nine months in its history. The gain of THE TIMES is 443,519 lines more than the COMBINED net gains of FOUR other New York morning newspapers leading in volume of advertising.

It's the Productive



MINING CAMP THAT ATTRACTS THE GOLD DIGGERS.

It's the productive advertising field that brings quickest returns.

The Pittsburgh Sun
(Every Afternoon except Sunday)

goes into the homes of the prosperous people in a productive territory.

EMIL M. SCHOLE, General Manager,
CONE, LORENZEN & WOODMAN,
Foreign Advertising Representatives,
NEW YORK. DETROIT. CHICAGO.

GET THE BEST ALWAYS

The Pittsburgh Dispatch

Greater Pittsburg's Greatest Newspaper

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

THE PEORIA JOURNAL

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

THE LARGEST CIRCULATION. NET PAID

H. M. PINDELL, Proprietor.
CHARLES H. EDDY, Representative
1 Madison Avenue, NEW YORK

ABANDON THE MAGAZINES.

Corset Manufacturers Turn to the Newspapers for Reaching Public.

The advertising manager of one of the largest corset houses in the country expressed the opinion recently that, as advertising mediums, the general magazines have "struck twelve." To a certain extent his opinion is borne out by facts. With the exception of one magazine published in New York City and circulating throughout the better class, the women's magazines of America have suffered somewhat of a setback during the past few seasons. Many big important accounts which five years ago consumed an enormous amount of space are rarely found now in the general magazines. The corset manufacturers themselves are eschewing the general publication. The newspapers seem to be preferred. Localized advertising, backed up by the co-operation of the dealer, has been found on the whole to produce the most satisfactory results.

This fall, for instance, the most important of the corset advertisements appeared almost wholly in the newspapers. From one end of the country to the other the same general announcement of one of the largest houses appeared in all the local papers, the advertisement emphasizing the importance of commencing to buy on a certain date. The intimate relation which this character of advertising bears to the local trade can easily be appreciated, and the results are always more readily traceable. It was stated some time ago by the advertising manager of one of the large Eastern department stores that magazine advertising did not direct business into the retail stores to any appreciable degree, quoting, by way of example, several specific instances of magazine advertising campaigns which under careful analysis failed absolutely to justify the retailer to stocking them to the exclusion of non-advertised brands.

It has been said that, like matters of religion, advertising must be taken on a basis of faith. Where, however, appropriations run into two, three and five hundred thousand dollars, those who supply the money for these enormous campaigns are naturally anxious to reduce the element of faith to the minimum. They therefore use the newspapers, which apparently are far more direct in their action.—*Corset and Underwear Review.*

OPPORTUNITIES IN TRADE FIELD.

Publisher Complains of Lack of Competent Young Men.

A trade paper publisher of long experience in chatting with a representative of THE EDITOR AND PUBLISHER the other day said:

"One of the great difficulties with which we have always met in our business has been the scarcity of trained young men—men who appreciate the fundamental principles of trade journalism, and who understand the business of reporting, news gathering, make-up and advertising soliciting.

"It has always seemed to me that there is a splendid field for any man sufficiently trained along these lines to appreciate both the difficulties of the work and the results which application must surely bring to talent coupled with endeavor.

"I have had as my assistants graduates of the largest universities in the country—men who served their apprenticeship on the various college publications, yet when they were put up against some of the simplest problems of trade journalism they fell down miserably. If to-day I wanted a live man for a position in our office I would not know where to look for him, simply because the supply is negligible and almost impossible to locate."

The San Jose (Cal.) Mercury-Herald offices suffered \$200 damages in a fire last week.

AGAIN THE LIGHT OF PUBLICITY

Shows the remarkable circulation growth of



For a period of Six Months ended with September 30th, 1913, as certified in report to P. O. Department, as required by law. Here are the figures:

148,322

Is the average net paid daily GLOBE sales; papers delivered and sold to actual readers of New York's leading high-class evening newspaper.

These figures, as compared with the record of last year (1912) for the same period, show a gain of 14,281 copies daily.

These figures do not represent the usual brand of circulation claims, but are provable GLOBE circulation Facts, papers actually sold to readers for cash.

Compare, if You Please, THE GLOBE'S Six Months' Record (as ended Sept. 30, 1913) With Our Contemporaries in the evening field, as shown by statements to P. O. Department, and note these figures:

THE GLOBE.....	148,322
The Evening Mail.....	130,306
The Evening Sun.....	105,525
The Evening Post.....	27,316

For the year ended Sept. 30th, 1913, the NET paid daily average circulation of THE GLOBE was

139,509

For the month of September, 1913, the NET paid daily average circulation of THE GLOBE was

156,318

Newspapers sold for Cash each day of its publication.

The Globe Is Bought and Read for Its News

That is why it LEADS ALL THE REST in the evening field as the better class Home Newspaper. That is why advertisers who use The Globe regularly are getting such excellent results and at a lower rate per line per thousand than quoted by any other high-class evening newspaper.



NEW YORK

O'MARA & ORMSBEE

Foreign Advertising Representatives

**Brunswick Building
NEW YORK**

**Tribune Building
CHICAGO**

BRISBANE GETS HIS.

Arthur Brisbane, the famous editor of the Hearst chain of newspapers and the highest paid publicity man in the world, says he once sold Thomas A. Edison a five page advertisement in the New York Evening Journal for \$5,000 and then charged him \$5,000 more for writing the advertisement to fill the space.

Brisbane says he arrived at his enormous salary by asking for it and then earning it by producing results.

"I told Mr. Hearst one day," he says, "that \$8,000 a year was ridiculous and I wanted to make \$100,000 a year.

"Mr. Hearst was astonished at first, but finally offered me \$1,000 raise for every 1,000 increase I brought to the circulation.

"From that time I earned \$1,000 raise every month for a long time."—Clear Signal.

Wins \$7,500 Verdict for Libel.

John F. O'Malley was awarded \$7,500 damages in the verdict of a jury before Judge Mangan in the Circuit Court at Chicago last week, in a \$100,000 libel suit against the Chicago Examiner. A story published Nov. 24, 1911, was the basis for the suit. A motion for a new trial was immediately made after the clerk of the court had finished reading the verdict.

ALONG THE ROW.

"Who is that?" remarked a rural visitor from the interior of New Jersey, who was walking with a friend through Spruce street, as he pointed to one of the bronze statues in front of the Staats-Zeitung Building.

"That," replied the friend, "is Gutenberg."

"Oh," said the visitor, "the fellow who started the race track over in my State years ago? Say, what does a Dutch newspaper want of him anyway?"

SPEAKING OF LUCK.

"Yes," said the copy reader, standing by the bridge entrance. "I'm out—made a mistake in a headline the other night and lost my job, and the copy desk I worked at was shaped like a horse-shoe, too."

CONSTANT READERS.

The New York fans certainly read the Sun's baseball news, at least from its bulletin boards.

QUICK WORK.

"It's remarkable when you come to think of it," said the old timer as he looked at scenes at the Polo Grounds published an hour or so after the opening game of the world's series on Tuesday, "with what rapidity pictures are prepared and printed nowadays. Gracious, what a change there has been

in the line of daily newspaper illustration! I forget how many years ago it was that the Daily Graphic, published in Park place, was the pioneer illustrated daily. It was a crude affair as far as pictures went, but it was considered a wonder in those days, with its reproduction of charcoal drawings of big fires and accidents of the day before. That was considered great speed then. Makes one smile now, doesn't it, when the illustration of an accident or any big event in town is published almost within an hour after it happened."

STRANGE.

Seems strange how baseball stars and actresses with a past can develop into newspaper writers overnight, without any training or schools of journalism or things like that.

TOLD BY A "BIG SIX" MAN.

Some dirt got on the galley and when the printer pulled a proof of a brief for a Park Row lawyer the type cut through the paper. Whereupon the lawyer sent back the proof with a ring marked around the puncture and the following written on the margin: "This type is too long—take it out and file it down."

Experiment with Paper from Bamboo.

If an inexpensive bleach can be found, the manufacture of paper pulp from bamboo in the Far East may be put on a commercial basis, according to U. S. Consul-General George E. Anderson, at Hong Kong, British China. Mr. Anderson reports as the latest developments in the enterprise the establishment of pulp factories in Siam, Burma and India, but asserts that the experience of other companies actually engaged in the undertaking seems not to have been altogether encouraging. Mr. Anderson, in a recent consular report, describes the most conspicuous attempts made in that quarter to produce a commercially desirable pulp from bamboo.

OBITUARY NOTES.

J. STODDARD JOHNSTON, eighty years old, formerly associate editor of the Louisville Courier-Journal, died Oct. 5, at the home of his son, Harris H. Johnston, in Clayton, Mo. Mr. Johnston was the Democratic nominee for Governor of Kentucky in 1875, but was defeated. He was Secretary of State of Kentucky from 1875 to 1879.

MRS. FANNY B. WARD, writer and lecturer, died at the home of her daughter, in Washington, D. C., Oct. 4. Mrs. Ward, who was seventy years old, was a contributor to a number of papers thirty years ago, and later wrote of her travels through Mexico, Central and South America. She was the first American correspondent to enter Cuba in 1898, and was there when the battleship Maine was destroyed. The body was taken to Ravenna, O., for interment.

ROBERT GREIG BENTON, thirty-five years associate editor of the Scottish-American, died at his home, in New York, Oct. 1, at the age of seventy-six years. He was for a time on the N. Y. Sun.

CORTLANDT C. PARKER, aged eighty years and editor of the Nonpareil of Drain, Col., died at Yoncalla, Col., of heart disease, recently. He spent the greater part of his life in New Jersey and New York, and was once a member of the New York Stock Exchange.

THOMAS B. PRICE, lawyer and newspaperman, died suddenly in St. Joseph's Hospital, Philadelphia, Oct. 3. When he was nineteen years old, he occupied an editorial position on the Philadelphia Press and later became identified with the old Morning Times of that city.

MORRICE C. RUSSELL, familiarly known as "Uncle Dudley," a pioneer newspaper publisher and editor of Minnesota, died at Lake City, Minn., Oct. 3, aged seventy-six years. After serving in the Civil War he engaged in the newspaper business at Nashville, Tenn., later establishing a newspaper at Brainerd, Minn. For many years he was editor of the Lake City Republican and took an active part in state and national politics.

TIPS FOR THE AD MANAGER.

E. E. Vreeland, 350 West Thirty-eighth street, New York City, is placing 80 inch. 6 t. orders with a few large papers for the Crown Corset Co., "Rengo Belt Corsets," 170 Fifth avenue, New York City.

Hays Advertising Agency, 196 Main street, Burlington, Vt., is forwarding 34 l. 3 t. orders to a small list of Eastern papers for the Vermont Publicity Association, Burlington, Vt.

H. E. James Advertising Agency, Stephen Girard building, Philadelphia, is making contracts with a large list of papers for Dr. Sloan's Liniment Co., Boston, Mass.

Taylor-Critchfield Co., Brooks building, Chicago, is issuing 5,000 l. contracts to a few Pennsylvania papers for the Pincus Medicine Co., 622 West Ninth street, Los Angeles, Cal.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is sending out contracts to papers in cities where Schloss Bros. & Co., "Schloss Fine Clothing," 500 West Baltimore street, Baltimore, Md., have stores.

Amsterdam Advertising Agency, 1178 Broadway, New York City, is handling the advertising account of Alex D. Shaw & Co., 76 Broad street, New York City.

George L. Dyer Co., 42 Broadway, New York City, is renewing copy with a large list of papers for the United Shirt & Collar Co., "Lion Brand," Troy, N. Y.

Williams & Cunningham, 59 East Madison street, Chicago, Ill., are placing contracts with a selected list of papers for the Vassar Swiss Underwear Co., "Vassar Union Suits," Chicago, Ill.

Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, is forwarding 7 in. t. f. orders to papers in Delaware and Pennsylvania, for Walters' Furs, Eleventh and Arch streets, Philadelphia, Pa. It is also placing contracts with Delaware and Pennsylvania papers for Marcus Bacharach & Co., Men's Furnishings, Philadelphia, Pa.

Ernest J. Goulston Advertising Agency, 18 Tremont street, Boston, Mass., is making contracts with a few Western papers for the Great Western Knitting Co., Milwaukee, Wis., and 366 Broadway, New York City.

F. H. Bennett Biscuit Co., 139 Avenue D, New York City, is issuing 42 l. 3 t. orders direct to some New York State papers.

Van Cleve Co., 1790 Broadway, New York City, is sending out 100 l. 13 t. orders to a few large city papers for the Tobacco Products Corporation, Studebaker building, Broadway and Forty-eighth street, New York City.

Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, is handling the advertising account with New England papers for Bryant & Greenwood, Florida Real Estate.

J. W. Morton, Jr., 21 Irving place, New York City, is renewing one time orders generally for Kops Brothers, "Nemo Corsets," 120 East Sixteenth street, New York City.

Humphrey's Homeopathic Medicine Co., "Humphrey's 77," 156 William street, New York City, is placing copy on contracts.

Blackman-Ross Co., 95 Madison avenue, New York City, is issuing contracts to the same papers that were on the old list of the H. O. Co., of Buffalo, N. Y.

Eddy Advertising Service, White building, Buffalo, N. Y., is forwarding 29 l. t. f. orders to a selected list of papers for Williams Sanitive Co., Buffalo, N. Y.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is making 10,000 schedules to be used in a selected list of papers for the Olds Motor Works, Lansing, Mich.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York City, is sending out 28 l. 13 t. orders to large city papers for Van Zandt, Jacobs & Co., Collars, Troy, N. Y.

New Orleans States

Sworn Net Paid Circulation for 6 Months Ending October 4, 1913

32,532 DAILY Per P. O. Statement

Carrier circulation averages over 10,000 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

Morse International Agency, Fourth avenue and Thirtieth street, New York City, is placing 5,000 l. contracts with Sunday papers that have poultry sections for the Pratt Food Co., 130 Walnut street, Philadelphia, Pa.

The Hudson Navigation Co., Pier 32 N. R., New York City, is forwarding direct 84 l. 12 t. orders to papers in the vicinity of Albany, N. Y.

Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is issuing orders to papers having large circulation for the Colonial Art Co., Photogravure Pictures.

Rowland Read & Co., Aeolian Hall, New York City, are inserting half pages in tobacco magazines generally; for Mathews Bros., Inc., 619 Madison avenue, manufacturers of Tubarette, a new straw-quit cigarette. A magazine and local newspaper campaign is in course of preparation.

The Stewart-Davis Advertising Agency, 1402 Kesner building, Chicago, is considering a more extended use of newspapers in the advertising of Wrigley's Spearmint Chewing Gum, and to that end is seeking information as to rates and circulation. During 1914 20,000 l. contracts with newspapers will be made.

Promfield & Field, Inc., 1780 Broadway, New York City, are making contracts of 1,000 l. or more with leading dailies on account of the Fisk Rubber Co., Chicopee Falls, Mass. Initial orders call for 375 l. 1 t.

Charles H. Touzalin, Kesner building, Chicago, Ill., is sending out 41 l. 156 t. 1 yr. contracts to Pacific Coast papers for the Anchor Line.

O. J. Koch Advertising Agency, University building, Milwaukee, Wis., is making 5,000 l. 1 yr. contracts with Western papers for F. Mayer Boot & Shoe Co.

Snitzler Advertising Co., Hearst building, Chicago, Ill., is forwarding 5,000 l. 1 yr. contracts to Mississippi papers for Mme. Ise' Bells Toilet Manufacturing Co.

T. B. Browne, 27 West Forty-second street, New York City, is placing 10 in. 13 t. orders with Pacific Coast papers for Wolfe Schnapps.

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, is issuing 1,500 l. 1 yr. contracts to Middle West papers for the Chennell Chemical Co. It is also placing 10 in. 2 t. orders with Sunday papers for Dr. L. A. Grains Co.

Nelson Chesman & Co., 1127 Pine street, St. Louis, Mo., are sending out 80 l. t. f. contracts to Sunday papers for J. C. Hutzell.

M. Wineburgh & Co., 576 Fifth avenue, New York City, are sending out contracts for the Omega Chemical Co. of New York.

Frank Seaman, 116 West Thirty-second street, New York City, is forwarding 5,000 l. 1 yr. contracts to Pacific Coast papers for Liebig's Extract of Beef.

The Beers Advertising Agency, Havana and New York, is placing renewals for the D. D. D. Remedy Co. of Chicago in five leading Spanish papers, 3 and 3 1-3 in. s. c., t. a. w., for fall and winter advertising.

The Augusta (Ga.) Chronicle has just announced a Panama Canal Trip Contest. The Chronicle will take thirty people on a three weeks' trip to the Canal Zone, Costa Rica, Key West and other points. The contest will run for about nine weeks and is being managed by J. L. Boeshans, circulation manager of the Chronicle.

NEW INCORPORATIONS.

DECATUR, Ala.—Daily Telegram Publishing Co.; to conduct and publish a daily newspaper; capital stock, \$10,000; incorporated by J. D. Wyker and others.

OKLAHOMA CITY, Okla.—Capital City Printing Co.; capital, \$5,000; to print newspapers; incorporated by W. C. Marble, Parl-L., and Jessie M. Payn.

AMBOY, Ill.—The News-Journal Co.; capital stock, \$4,000; publishing and printing business; G. L. Carpenter, Andrew Aschenbrenner, John H. Canaran and W. L. Eddys, incorporators.

ST. LOUIS, Mo.—Invincible Publishing Co.; newspapers and periodicals; capital stock, fully paid, \$25,000; incorporated by Anita C. Bourgeoise and Adolph Bourgeoise.

NEVADA, Ia.—Boone County Democrat Publishing Co.; capital, \$15,000; to publish newspaper; incorporated by John R. Herron and John Menton.

ELMIRA, N. Y.—Herald Publishing Co.; printing and publishing; capital, \$30,000; incorporators: Daniel Sheehan, William Leffingwell, John J. Crowley.

ROLL OF HONOR

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

ARIZONA. GAZETTE—Av. Cir. July 6,355....Phoenix	MONTANA. MINERButte
CALIFORNIA. ENTERPRISEChico RECORDLos Angeles TRIBUNELos Angeles To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper. INDEPENDENTSanta Barbara BULLETINSan Francisco CALLSan Francisco RECORDStockton Only newspaper in Stockton that will tell its circulation.	NEBRASKA FREIE PRESSE (Cir. 128,384)....Lincoln NEW JERSEY. PRESSAsbury Park JOURNALElizabeth COURIER-NEWSPlainfield NEW YORK. KNICKERBOCKER PRESS.....Albany BUFFALO EVENING NEWS....Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York STANDARD PRESS.....Troy
GEORGIA. ATLANTA JOURNAL(Cir.54989)Atlanta CONSTITUTIONAtlanta CHRONICLEAugusta LEDGERColumbus	OHIO. PLAIN DEALER.....Cleveland Circulation for Sept., 1913. Daily 120,276 Sunday 145,855 VINDICATORYoungstown
ILLINOIS. POLISH DAILY ZGODA.....Chicago SKANDINAVENChicago HERALDJoliet NEWS.....Joliet HERALD-TRANSCRIPTPeoria JOURNALPeoria STAR (Circulation 21,589).....Peoria	PENNSYLVANIA. TIMESChester DAILY DEMOCRAT.....Johnstown DISPATCHPittsburgh PRESSPittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADERWilkes-Barre GAZETTEYork
INDIANA. THE AVE MARIA.....Notre Dame	SOUTH CAROLINA. DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. June, 1913. D. 21,733; S. 21,960)
IOWA. REGISTER & LEADER.....Des Moines THE TIMES-JOURNAL.....Dubuque	TENNESSEE. NEWS-SCIMITARMemphis BANNERNashville
KANSAS CAPITALTopeka	TEXAS. STAR-TELEGRAMFort Worth Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers. CHRONICLEHouston The Chronicle guarantees a circulation of 35- 000 daily and 42,000 Sunday. Increase in advertising rates effective January 1, 1913.
KENTUCKY. COURIER-JOURNALLouisville TIMESLouisville	WASHINGTON. POST-INTELLIGENCERSeattle WISCONSIN. EVENING WISCONSIN.....Milwaukee
LOUISIANA. DAILY STATES.....New Orleans ITEMNew Orleans TIMES-DEMOCRATNew Orleans	CANADA. ALBERTA. HERALDCalgary BRITISH COLUMBIA. WORLDVancouver ONTARIO. FREE PRESS.....London QUEBEC. LA PATRIE.....Montreal LA PRESSE Ave. Cir. for 1912, 114,371 Montreal
MARYLAND. THE SUN.....Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	
MICHIGAN. PATRIOT (Morning).....Jackson Daily (Except Monday) Average, Year of 1912 Daily..... 10,589 Sunday..... 11,629	
MINNESOTA. TRIBUNE, Morn. & Eve....Minneapolis MISSOURI. POST-DISPATCHSt. Louis	

AD FIELD PERSONALS

D. W. Fleisher, advertising manager of the Japan Advertiser, one of the two English newspapers printed in Tokio, arrived in New York this week. The paper is owned by an American. Mr. Fleisher will spend a month in this country, during which he will endeavor to bring the business opportunities of Japan to the attention of general advertisers.

Frank M. Ball, who has been associated with the Crowell Publishing Co., of New York City, the past two years, has purchased an interest in the business of S. Blake Willden, newspaper and advertising specialties, Heyworth building, Chicago.

William Wolfe, of Reading, Pa., has been appointed manager of local advertising of the York (Pa.) Dispatch and York Daily.

G. P. Talbot has succeeded J. Bernard Lyon as advertising manager of the Augusta (Ga.) Chronicle. Mr. Lyon has taken a responsible position with the Birmingham Ledger.

Melville A. Pollock, who for the past four years has been advertising manager of the Taylor Instrument Co., Rochester, N. Y., has become manager of the advertising department of the Locomobile Company of America, with headquarters at Bridgeport, Conn.

W. R. Hotchkin, for three years advertising director of Gimbel Bros., will join the Cheltenham advertising Service on Nov. 1.

W. H. Jeffries, advertising manager of the Birmingham (Ala.) Age-Herald, returned home this week, after several weeks in the foreign advertising field, calling on the agencies. Mr. Jeffries closed up 160,000 agate lines of advertising, and says everything is booming in Alabama.

An English Ad Club Association.

C. F. Higham, the London advertising agent, who attended the Dallas convention of the A. A. C. A. last year, is at the head of a movement to organize the "Associated Advertising Clubs of Great Britain." He is opening a discussion on the subject at the Aldwych Club, London, this month. If the organization is perfected the English members will endeavor to secure the A. A. C. A. convention of 1917.

EMBRYO AD MEN ORGANIZE.

Lectures, Discussions and Free Employment Bureau Among Activities.

A new movement in advertising is seen in the recent organization of a young men's ad club, known as the Board of Advertising of New York, with headquarters at 150 Nassau street, New York. The organizer, Charles E. Boughner, Eastern advertising manager for the Page-Davis Co., told a representative of THE EDITOR AND PUBLISHER that the growing membership of the Board consists of students and graduates of advertising.

The educational work of the Board up to the present has been confined to get-together meetings for open discussions, debates and lectures. Other plans are under way.

J. W. Ferguson and Elmer Helms, of the New York Tribune; Burton Emmett, of the Frank Seaman Agency, and Glen E. Fontaine, of Popular Mechanics, are some of the advertising men who have given well-appreciated addresses before the Board. A free employment bureau and a club organ, to be known as Splinters from the Board, are new features being worked out.

The officers are: President, G. Tyler Mairs; vice-president, J. W. Giaccaglia; financial secretary, C. E. Boughner; recording secretary, M. J. Wiemer; and corresponding secretary, L. M. Bookbinder.

Origin of the Word "Sterling."

James Wallen, of Buffalo, in a talk before the Cleveland Ad Club, gave the origin of the word sterling, as applied to silver, as follows:

"The word 'Sterling,' as applied to silver, came from 'Easterling.' The Easterlings were a family of traders and silversmiths from the Baltic who visited London in the middle ages. They worked in pure silver. They did not know the secret of mixing metals or plating. Even if they had they probably would have preferred to use only the pure metal."

LIVE AD CLUB NEWS.

The Advertising Club of Springfield, O., was organized Oct. 2 with sixty-two charter members. H. S. McSavane, of the Elwood Myers Co., was elected president of the new organization, and Wilbur M. Faulkner, of the Springfield Commercial Club, secretary. The other officers are George Cugley, vice-president; John A. Albin, treasurer; H. E. Gorsuch, W. J. Neville, Roy McGregor, F. B. Hutchinson and J. E. North, members of the Executive Committee.

"Honest advertising is the world's greatest index," said J. F. Wildman, of Toronto, a member of the Vigilance Committee of the Associated Advertising Clubs of America, in the course of his talk on "The Appeal of Advertising," to 150 members of the Edmonton (Alta.) Ad Club at their luncheon Oct. 2. "Truth is the keynote to all good advertising," he added. "That is the only kind of advertising worth the while." Mr. Wildman said that the value of an advertising club to a community can hardly be estimated in dollars and cents. It enables the representative business men of the town to get together as often as they desire and talk over possibilities and accomplishments and exchange ideas to mutual advantage.

The subject taken up by the Dayton (O.) Ad Club last Monday was "The Ends of Advertising." T. W. Kennedy and H. S. Shelton led the discussion. On Oct. 14 the leader of the meeting will be W. H. Wonfer, advertising manager of the Egly Register Co., who will talk on "Advertising Psychology."

William Woodhead, president of the Associated Ad Clubs of America, in an address before the Denver Ad Club last week declared the stigma placed on untruthful, illegitimate advertising in the past will be entirely obliterated in a few years through the moral wave that has swept the country in the last decade for the clean, legitimate, honest and believable variety. Comprehensive plans for bettering the organization and extending influence were outlined by Mr. Woodhead and resolutions were passed by the local ad men expressing concurrence and pledging support.

"Advertising, the key that opens the door of possibilities" was the subject of a talk by J. Rowe Stewart before the Walnut Street Business Association, Philadelphia, at the Pen and Pencil Club last week. "Newspaper advertising," Mr. Stewart showed, "is the greatest factor in the business world, and it is a curious fact," he continued, "that the non-advertiser really bears the cost of the advertising done by his rivals." Colonel J. Warner Hutchins presided.

The feature of the Duluth (Minn.) Ad Club weekly meeting was the address of Elbert Hubbard on the various phases of advertising. He declared that advertising, like education in general, was no exact science, that any one could write ad copy, but the greatest advertiser, according to Fra Elbertus, is the man who can write ads that everyone will read.

The history of some of the biggest advertising campaigns of the day was narrated by Robert Tinsman, director of the Federal Advertising Agency of New York who spoke to the members of

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

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

Advertising Agents

- AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.
115 Broadway, New York
Tel. 4280 Rector
- BRICKA, GEORGE W., Adv. Agent.
114-116 East 28th St., New York
Tel. 9101-9102 Mad. Sq.
- FRANK, ALBERT & CO.
26-28 Beaver St., New York
Tel. Broad 3831
- HOWLAND, H. S., ADV. AGCY., Inc.
20 Broad St., New York
Tel. Rector 2573
- LEE-JONES, Inc.,
General Advertising Agents,
Republic Building, Chicago
- MEYEN, C., & CO.
Tribune Bldg., New York
Tel. Beekman 1914
- ANKRUM ADVERTISING AGENCY
Classified Specialists
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY
Clearing House For All Agencies
Karpen Bldg., Chicago.
- GUENTHER-BRADFORD & CO.,
Chicago, Ill.
- THE BEERS ADV. AGENCY
Lat.-Am.Of., 37 Cuba St., Havana, Cuba
N. Y. Office, 1111 Flatiron Bldg.
- THE EXPORT ADV. AGENCY
Specialists on Export Advertising
Chicago, Ill.

the Baltimore Advertising Club at their weekly luncheon. Mr. Tinsman declared that advertising will sell railroad bridges or pins and needles with equal facility. "Only find out the right plan," he said, "then go ahead and stick to it until you win out. Then when you get through you will have something real. The proper sort of advertising is an investment and not a speculation."

The second annual meeting of the Lynchburg (Va.) Ad Club was held last week, with thirty-five members in attendance. The election of officers for the ensuing year resulted as follows: R. Winston Harvey, president; E. H. Crutchfield, first vice-president; J. E. Wood, second vice-president; Clyde Jennings, secretary and treasurer. Directors: G. H. Miller, C. H. Almond and Sidney Hirsch. Mr. Harvey and Edgar Sydenstricker, managing editor of the Advance, made addresses.

L. B. Fahy won the loving cup offered by the Atlanta (Ga.) Ad Club to the member who has the best memory. The unique contest was conducted by the aid of a stereopticon. The lights were turned out and pictures of adver-

tisements setting forth the merits of goods with a national sale were thrown on the screen. The lettering had been removed. All of the ads had appeared before time and again in current periodicals. The object of the contest was to guess what article the ad represented and what firm that product was sold by. Mr. Fahy named correctly twenty advertisements out of a possible thirty-five.

"Reliability of the Daily Newspapers" was the subject of an address delivered by H. D. Burrill, publisher of the Syracuse (N. Y.) Journal, before the weekly meeting of the Ad Men's Club. Mr. Burrill declared that the press is "the mirror of the daily life of the world, but it performs the very highest duty in selecting what it should reflect. Publishers to-day more and more realize the grave responsibility that rests upon them in that respect. They know full well that to gain and hold confidence they must be truthful, fearless and independent."

Fire and water recently wrecked the newspaper of the Peoria (Ill.) daily, Die Sonne, a German publication.

At the Third Quarter

The New York newspaper printing the largest amount of advertising for that city always points with justifiable pride to the size of its advertising patronage and its lead over its competitors.

The population of New York is just about twice as great as that of Chicago.

But—Chicago's leading newspaper prints more advertising than the New York paper with the largest volume for that city. Here are the figures for the first eight months of this year:

<i>The Chicago Tribune . . .</i>	<i>8,576,457</i>	<i>agate lines</i>		
<i>The First New York Paper . . .</i>	<i>8,094,245</i>		“	“
<i>The Chicago Tribune's lead</i>	<i>482,212</i>		“	“

The Chicago Tribune.

THE WORLD'S GREATEST NEWSPAPER

(TRADE-MARK REGISTERED)

EASTERN ADVERTISING OFFICE: 1207 Croisic Building, 220 FIFTH AVENUE, NEW YORK CITY

