

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## POPE'S DEATH A BEAT?

ASSOCIATED PRESS CONTENTS  
UNITED PRESS' DISPATCH,  
WEDNESDAY, WAS FALSE.

Evening Sun and Evening World Only  
Newspapers Printing the Cable-  
gram—U. P. Claims Pontiff Died  
Several Hours Before Public An-  
nouncement Was Made—Credit for  
Beat Given to Henry Wood.

When did the Pope die? This is the question that afternoon newspaper publishers are anxious to have authoritatively answered, in order to determine whether or not the announcement sent to the clients of the United Press Association Wednesday afternoon was true or a fake.

The death of Pope Pius was announced in the Wall Street Edition of the New York Evening Sun; this was at five minutes of three. The information was received from the United Press and was credited to it. With the exception of the Evening World, which received it from the same source, no other afternoon paper printed the information that the Pope was dead.

At ten minutes of nine, New York time, the Sun's bureau in London cabled a brief bulletin that the Pope was dead, and the news was sent to all the Sun's clients.

It was not until near midnight that the Associated Press sent out its bulletin that the Pope had passed away.

On Thursday the Associated Press sent to its clients this statement:

"NEW YORK.—Pope Pius died at 1:20 o'clock, Rome time, this (Thursday) morning, as announced in last night's despatches of the Associated Press. There is six hours' difference in time between New York and Rome, so that the hour of his death, New York time, was 7:20 p. m.

"At 2:29 p. m., New York time (8:29 p. m. Rome time), Wednesday, or four hours and fifty-one minutes before the Pontiff actually passed away, the United Press Association distributed throughout the country a formal announcement that the Pope was dead. As will be seen, the announcement was false."

The United Press Association also issued a statement in reply as follows:

"The Associated Press 'defence' fails, however, to state when that organization received the news that the Pope 'officially' had been pronounced dead. The absurd statement that the United Press' announcement was false is obviously based merely upon the contention that the official proclamation had not been issued at that hour.

"When Leo XIII died there was a long interval between the actual death and the official announcement of the news. The Vatican held back announcement of the news of the death of Pope Pius IX for twenty hours.

"Henry Wood, the United Press correspondent at Rome, arranged to get the death of Pius X so soon as the doctors informed the Vatican officials, and before the Italian government closed the telegraph wires. He succeeded. He sent two code messages announcing the death to different New York addresses and they were the only newspaper telegrams that got out of Italy before the government stopped all despatches.

"The fact that immediately after Wood's telegrams were filed the Italian government refused to allow any other telegrams of any kind to leave Rome is in itself conclusive proof that the Pope was dead when Wood filed them."

## America's Great Business Opportunity

THE EDITOR AND PUBLISHER this morning brings a message of good cheer to its readers. Look at the Tips for the Ad Manager on page 198 and see what the general advertisers are doing. If the advertising business is going to the dogs this fall there is nothing in that column to indicate it.

The items it contains were gathered the past week from the most authentic sources, and are therefore reliable. From them you can see that the American Tobacco Co. is resuming its advertising; that the Pacific Coast Borax Co. is placing contracts with New York State papers and, later, with New England papers; that the McClure Company will in September make 50,000 line contracts with papers east of the Mississippi and north of Mason and Dixon's line; and that 10,000 line contracts are going out to western papers for Van Houton's Cocoa. These are only sample cases.

It is quite natural that there was, with the sudden advent of the war, some fear that everything was going to smash, but now that business men have had time to consider the situation they realize that their fears were groundless, and that the United States never faced a better opportunity for extending its commerce than at present. For the first time we have a chance to win our way into the great markets of the rich continent of South America which have hitherto been monopolized by the Germans and the English.

Within a few days Congress will undoubtedly make an appropriation of \$25,000,000 for the purchase of ships in which to send our goods to these and other countries that need them.

Moreover it should be remembered that the absence of foreign competition in our home market is going to have a wonderfully stimulating effect upon our own industries. With no goods being imported, our factories will have to work overtime to meet the demands of our hundred million population. Undoubtedly many new enterprises will be established all over the country.

Millions of men in Europe have been withdrawn from industrial, agricultural and commercial pursuits, to fight in the field. The stores of foodstuffs and other supplies needed for their maintenance will soon be exhausted, if the war is long continued. To what country must the belligerents then turn for enormous quantities of these things? To the United States. We have enormous crops, well filled warehouses, thousands of well equipped factories and great armies of willing workers ready to meet whatever demands may be made upon us.

This is the advertisers' opportunity. Instead of cutting down their space they will soon be crying for more space, in their eagerness to profit from the situation. What the newspapers need to do now is to preach the optimism of good times. The country has money enough to finance all the new business that can be obtained. We have the organization, we have the equipment, and, unless all indications fail, we are bound to have a period of prosperity such as was never known before in this country.

Therefore take heart. Get ready for the onrush of business that is sure to be ours during the next two years, and thank God that you are American citizens.

## NO CLEVELAND SCHOOL

HANNA WITHDRAWS SUPPORT  
OF THE WESTERN RESERVE  
UNIVERSITY'S PROJECT.

Cleveland Editor Changes His Mind  
About Contributing \$10,000 a Year  
for Ten Years to Carry It On—Many  
Students Disappointed—Several  
Teachers Who Were Engaged as  
Instructors Out of Fall Positions.

(Special Correspondence.)

CLEVELAND, O., Aug. 18.—The trustees of the Western Reserve University have announced that the establishing of the proposed School of Journalism in connection with that institution has been "temporarily postponed."

Those who are more intimately acquainted with the situation declare that there is little likelihood that such a school will ever be established at the Western Reserve, unless someone is found to take the place of Dan R. Hanna, owner of the Leader and the News, who had promised to contribute \$10,000 a year to its support.

The reason why the plan has been indefinitely postponed is that Mr. Hanna has declined to put up the money. Your representative of THE EDITOR AND PUBLISHER has endeavored to get in touch with Mr. Hanna in order to ascertain the grounds for his refusal to make good his reported promise to President Charles F. Thwing to contribute the \$10,000 a year for the purpose, as above stated, but without success.

From inquiries made among those who are supposed to be acquainted with the facts it appears that Mr. Hanna had declined to make good his promise because of the refusal of the officers of the Western Reserve University to allow him to control the staff of the school and its policies.

THE EDITOR AND PUBLISHER, in its issue of March 14, contained an article announcing the appointment of Prof. H. F. Harrington, of the Department of English at the Ohio State University at Columbus, and, incidentally, in charge of the Journalism course in that institution, as dean of the School of Journalism to be established here at the Western Reserve University.

During the next few weeks plans were perfected for establishing the school, and T. T. Frankenberg, of the Columbus State Journal, was invited to become associated with Prof. Harrington in its conduct.

The school, it was announced, was to be a graduate institution, and the courses were to cover one year, at the conclusion of which a degree was to be given.

It was intended that the school should be opened this fall. The abandoning of the plan through Mr. Hanna's withdrawal from the project, is a great disappointment to a large number of young men who intended to enter the institution this fall. It is especially disappointing to Prof. Harrington, who had given the most of his time during the last few months to the arrangement of the courses to be presented and the other details connected with the school.

Friends of the institution regret the sudden abandonment of the plan and express the hope that in the near future arrangements may be made for its revival.

A prominent journalist of Cleveland criticises the institution for going ahead with the scheme of establishing the school without having first secured from Mr. Hanna the first year's contribution for its maintenance.

## PACIFIC COAST NEWS

**Mr. and Mrs. Hearst and Mrs. Glynn on Tour of Canadian Rockies—Pinkham Returns from Hawaii—Newspaper Men in Politics—Call and Post Move Into New Home—Personals from Golden Gate District**

(Special Correspondence.)

SAN FRANCISCO, Aug. 14.—Mr. and Mrs. William R. Hearst spent the last three weeks in San Francisco, following a tour of the Canadian Rockies, during which they entertained a party of guests, including Mrs. Glynn, wife of the Governor of New York. While in San Francisco the party was entertained by officials of the P. P. I. Exposition. Mrs. Hearst is a member of the New York State Commission to the Exposition and has played a prominent part in the activities of that State in connection with the fair.

Advertising Manager J. B. Pinkham, of the San Francisco Examiner, has returned from a several weeks' pleasure trip to Hawaii, where he was entertained by Governor Pinkham.

Chester H. Rowell, publisher of a well-known newspaper at Fresno, Cal., is making a hard fight for election to the United States Senate, at the coming elections. Friend Richardson, another newspaper man well known throughout the State, owner of a Berkeley newspaper and, at present, State Printer, will try for the office of State Treasurer. A third aspirant for political honors and a newspaper owner is F. J. O'Brien, of Chico, Cal., who hopes to become Secretary of State of California.

Frank Wisner is the name of the new city editor of the San Francisco Call and Post. Tom Bellew, the former occupant of the "chair" is now doing special rewrite stuff. The change was made as a result of the abundance of war news, Wisner being extremely proficient in handling this class of stuff.

R. Doppler, is the new head of the advertising department of the San Francisco Chronicle. He held a similar position on the Daily News, prior to the recent change.

W. H. Fowler, the new business manager of the Chronicle, was appointed to this high post through sheer ability; nothing less. He was given the position upon the recent death of Charles De Young, the former manager and son of publisher De Young, being taken from the ranks of advertising solicitors, where he made a splendid record.

The Call and Post has moved into its new home, at New Montgomery and Jessie streets, one of the finest newspaper buildings in the United States. The building cost a half million dollars and is equipped with all the most up-to-date newspaper appliances. The architects designed and built the plant for speed and efficiency. The composing room contains a battery of 21 modern linotypes. In the press room are installed one octuple press and one sextuple press, with the foundation laid for a second octuple that is now on the way. These presses have a capacity of 40,000 printed, folded and counted papers an hour. The building is ventilated by a big 36-inch fan, capable of carrying 50,000 cubic feet of air per minute.

The only German paper in Alameda County, the Oakland Journal, is about to issue a special edition, featuring the bay section East of San Francisco, and will be unique in that it will carry no display advertisements. Over 150,000 copies of this edition will be issued, and will be circulated throughout the East and abroad.

Wade & Houston, is an aggressive and progressive advertising firm with offices in Los Angeles and San Francisco. They handle the advertising of James H. Barry's Star, a San Francisco publication devoted to politics, the Monitor, a Catholic paper of the same city, and the Tidings, of Los Angeles, the latter owned by the Catholic Archbishop of Southern California.

J. Sherman MacDowell, one of the owners of the Alameda (Cal.), Times-

## CLAY GOES TO CHICAGO.

**Leaves Indiana Daily Times to Work on Blade and Ledger.**

Thomas W. Clay, for the last sixteen months circulation manager of the Indianapolis Daily Sun, which recently came under the sole control of the W. D. Boyce Company of Chicago and is now published as the Indiana Daily Times, has resigned to accept a place with the Boyce organization on the Chicago Blade and Ledger. E. W. Short, formerly assistant circulation manager of the Sun under Mr. Clay, has been made circulation manager of the Indiana Daily Times.

When Mr. Clay was called from the Kansas City Daily Post to take charge of the Sun's circulation in Indianapolis, the latter paper had 32,000 circulation. The first of July, 1914, showed a circulation of more than 53,000, a gain of more than 21,000. This increase was put on without the aid of circulation schemes or premiums of any description. Prior to his affiliation with the Sun Mr. Clay had worked the circulation of the Kansas City Post from about 45,000 to 110,000. Mr. Clay is a product of the Kansas City Star, having been with that paper eight years.

Star, a San Francisco Bay paper, was recently honored by his fellow townsmen, who elected him President of the Chamber of Commerce.

The California Writer's Club, an organization composed of persons who have earned remuneration through their writings, is planning the erection of a handsome club house in North Berkeley, Cal. The site will command an excellent view of San Francisco bay and vicinity. Mrs. Hester Dickenson is an active member of the committee in charge of the building plans.

The new home of the Los Angeles Examiner is just about completed, and will be occupied shortly. It is one of the largest structures, devoted exclusively to the making of a newspaper in the West. The building occupies a square block and is unique in its Spanish architecture. It will be surrounded by parked enclosures, giving the appearance more of a school or library, than the home of a big newspaper. It is one of the finest appearing structures in California.

Herbert Bashford, for a number of years in charge of the book review department of the San Francisco Bulletin, is well known East and West and a poet and playwright of note. A dramatic sketch by Bashford was recently staged at the Orpheum, meeting with considerable success. He is also in charge of dramatic section of the California Writers' Club.

**Mack Arrives in London.**

Norman E. Mack, owner of the Buffalo Times, is among the refugees from Aix-les-Bains now in London. In an interview cabled to the New York papers he condemned the French railway management. Mr. Mack has organized a relief committee to aid stranded tourists. Mortimer Schiff, Daniel Guggenheim, Col. Colt and others are associated with him.

**Editor's Fight for Big Claim.**

Editor L. B. Green, of Patchogue, N. Y., will proceed with his suit against the Suffolk County Board of Supervisors for \$54,000, which he claims he is entitled to for printing a tax sale a year ago. The Appellate Division has just handed down a decision granting Marvin Shiebler and Harry L. Kenyon, both members of the Suffolk County Taxpayers' Association, the right to intervene in the mandamus suit of Editor Green against the supervisors. Both Mr. Green's paper, the Patchogue Argus, and H. Williamson's Riverhead News were refused the amount of their bills for tax sale advertising, approximating \$110,000, by County Treasurer Fitz. Mr. Green has been contesting the right of the taxpayers' association to aid the supervisors in fighting his mandamus suit.

## SUNDAY 'WAR EXTRAS.'

**Their Issuance Does Not Indicate That the Sunday Afternoon Paper Has Necessarily Come to Stay, According to the Views of Some Leading Newspaper Men as Expressed to The Editor and Publisher.**

When the European war now raging shocked the civilized world by the suddenness of its beginning many daily newspapers in the United States commenced issuing Sunday extras. In New York City alone on the first Sunday there were six, not counting the Evening Telegram, which has for some time been a Sunday fixture in metropolitan journalism. On the second and succeeding Sundays the Telegram and a German paper held the field, the others having dropped out. Similar experiences have been reported from other cities.

To ascertain the attitude of editors and publishers toward the Sunday extras and possibilities of the aftermath of the present situation, THE EDITOR AND PUBLISHER put this query to several well-known newspaper men:

"What is your opinion as to whether several months' continuance of the issue of war extras on Sunday by many six day evening papers in the large cities will arouse such public interest in Sunday evening papers that the issuing of such papers will necessarily be made permanent? In brief, have an increased number of Sunday afternoon papers come to stay after the war is over?"

## A NUISANCE AND AN EXPENSE.

Among the replies are the following: From Adolph S. Ochs, of the New York Times: "War extras on Sunday are perhaps a necessity, but Sunday afternoon newspapers *per se* are issued in violation of the Sunday laws, and are a nuisance and a needless expense. You can judge from this that in my opinion Sunday afternoon newspapers have not 'come to stay.'"

From Henry L. Stoddard, editor of the New York Evening Mail: "I do not believe that the experience thus far of such of the six evening newspapers as have indulged in war extras on Sunday will encourage them to continue publication on that day or lead others to follow their experiment."

"As a matter of fact, two New York City newspapers that published 'war extras' on Sunday, August 2, failed to print extras on Sunday, August 9, despite their publicly announced intention to do so.

"It is idle to speculate about what may or may not happen during such a tremendous conflict as the one now in progress in Europe, but there surely is no reason to assume at this writing that the evening newspapers of this city, or of the country, are going to experiment with Sunday 'war extras' on the costly basis on which such a project must necessarily be carried on."

## MUST WAIT FOR TIME TO SHOW.

From Oswald Garrison Villard, president of the New York Evening Post: "While we issued a Sunday edition of the Evening Post on August 2, we did not publish on the ninth and shall not in accordance with our historic custom, except when the war news warrants. Frankly, I hope that it will not be necessary as a result of this emergency practice to continue the publication of Sunday evening newspapers, but time alone will show whether the experiment now being tried will develop a genuine public demand for such a departure."

From R. C. Wilson, general manager of the Philadelphia (Pa.) Public Ledger: "Our editorial announcement covers the situation. The Public Ledger, in discharge of a duty it owes its constituents, began on August 11 issuing 4 p. m. and 7 p. m. war extras and will continue them each day as long as the war emergency lasts. The difference in time between Central Europe and the United States is six hours. The chief European war events develop for us purposes between 6 a. m. and 6 p. m., which is midnight to noon c. t. time;

hence to give the war news from the scene of action fresh as it occurs, it is necessary to issue afternoon extras. These editions will be merely later editions of the Public Ledger; should the exigencies require, other editions will be issued."

## HELD FOR ALLEGED FRAUDS.

**Shopper Publishing Company Men Arrested by Federal Authorities.**

William H. England and George F. Williams, who are said to run a dove-tailed enterprise known as "The Shopper" and the "Equitable Trading Company," have been arraigned in New York before United States Commissioner Clarence S. Houghton, charged with using the mails to defraud. Postoffice Inspector Hugh McQuillan and Frank A. O'Brien made the arrests. Commissioner Houghton set the examination for September 23, and put England under \$3,500 bail and Williams under \$2,500.

It was charged in the complaint that many letters were sent out in pursuance of the scheme for the purpose of defrauding advertisers out of goods and money. The specific case against the two men was brought on a letter posted at the Hudson Terminal Station April 14 addressed to Samuel Bernstein, doing business as the Reliable Household Specialty Company of New York.

Mr. Bernstein has made the following statement to THE EDITOR AND PUBLISHER:

"On April 24 we signed an alleged contract with Mr. William H. England of the Shopper Publishing Company for a three inch double column advertisement for the 'Shopper' at the rate of \$84 per monthly issue, to be paid in merchandise, he claiming that the circulation was over 350,000. This merchandise was to be paid in the following manner: The Shopper Publishing Company were to sell our goods to department stores (only) on the strength of our advertisement in their magazine and they were to keep the entire proceeds of the sales until the limit of the contract, \$1,008, was reached.

"With the aid of Assistant United States Attorney Julian P. Hartridge, we discovered that their circulation was not more than 40,000 and that the goods were obtained under false pretenses, for with the assistance of some buyers the goods which we shipped to department stores on the 'Shopper's' orders were returned to the 'Shopper' and sold here in New York at ridiculously low prices, thereby underselling the manufacturers."

## THE I. T. U. IS GROWING.

**Annual Reports Show That the Union Has a Large Surplus.**

The Typographical Journal for August carries a supplement containing detailed statements by officers and representatives of the International Typographical Union, the American Federation of Labor and the Union Printers Home. The reports show that 128 separate jurisdictions obtained betterments, an unusual record considering the general slump in all lines of business.

The treasury of the German Typographical Union is shown to have a balance of over \$22,000, or a per capita in excess of \$25.

Receipts from all sources were \$982,429 and disbursements were \$850,021. The old age pension fund has been increased by \$55,586 and now totals \$612,645. The cash balance in all funds at the close of the fiscal year was \$929,356.

## Editor Spanks Irate Debtor.

William Abbott, editor of the St. Paul (Minn.) Enterprise, paid \$10 in police court last week for giving Victor Swanson what the editor called "a grandfather's spanking." Mr. Abbott was charged with assault and battery, said to have been committed in his office June 16, when Swanson called to stave off the collection of a \$5 bill. Mr. Abbott admitted that he struck Swanson three times. Swanson was a candidate for justice of the peace.

**CENSORSHIP OCTOPUS.**

**It Spreads Its Tentacles All Over the World—Strong Protest Against National Ban on Certain Cables Sent from the United States—Communication is Badly Crippled by Sharp Espionage All Over Europe.**

The proposal on the part of the United States Government to place a censorship upon cable messages similar to that now existing in the case of wireless messages is meeting with disfavor, accompanied by storms of protest.

It has been pointed out that such a censorship would prohibit the British, French or other belligerent governments from sending cipher messages by cable direct from New York. Unless a censorship was established for more far-reaching than anything yet contemplated, however, and which should apply to messages relayed via Canada, Germany would be at a disadvantage when in competition with the British, French and Russians.

A simultaneous censorship over wireless, cables and telegraph would establish what would virtually be an embargo over rapid communication, and the effect of such a censorship would become almost, if not quite, intolerable, both to the business and commercial world. There is, for this reason, a hesitancy on the part of the executive branch of the United States Government to extend the contemplated censorship zone.

A very general protest on the part of cable men is causing the government to mark time, pending further developments. The absence of precedence is also exercising a negative influence regarding direct action as to censorship.

Direct intimations on the part of England, France and Russia that such an espionage over telegraphic messages, whether by wire or wireless, is unnecessary has also had a restraining influence on governmental action.

Protests regarding wireless messages emanating from the Telefunken station at Sayville, Long Island, in the German code have again been filed.

**EUROPEAN CENSORSHIP RIGID.**

European censorship continues to be extremely rigid, and all war news from the war theatre has to pass nine censors, all of which makes for delay and the so-called "coloring" of news. It is in point of fact the most rigid supervision in the history of electrical communication ever exercised by warring governments to forestall guarded secrets from reaching enemies.

In Germany the Kaiser regulates press and war news. The Berlin papers are not permitted to publish supplements touching upon even the great events of the Teutonic campaign. The number of the daily editions is not allowed to exceed those of normal times. The regulation and standardization even applies to the headings and are rigorous in the extreme.

All war news has been cut off from Bermuda, in consequence of the application of the censorship of the wireless messages.

Cable communication no longer exists between Florida and Nassau. Because of the government censor at Miami, Fla., where a powerful wireless station now exists, the Bermudians are completely out of touch with the war situation. The governor has voiced a vigorous protest regarding this matter.

The Chamber of German-American Commerce has established a press bureau in New York for the dissemination of "correct" news from Germany.

**Bostonians Made Welcome.**

Twenty of the leading representatives of the editorial and business departments of the Boston newspapers were tendered a "time of their lives" at a midnight banquet given in their honor at Rector's in New York on Tuesday night. They were the guests of the officials of the New York, Westchester & Boston Railroad, who had the Rector management arrange a special midnight performance of their all-star cabaret for their especial benefit.



**WILLIAM P. HOBBY**

(See page 188.)

EDITOR BEAUMONT ENTERPRISE, NOMINATED FOR LIEUTENANT-GOVERNOR OF TEXAS.

**WRITERS CANNOT SEE FIGHTS.**

**War Correspondents With French Armies Are Badly Muzzled.**

The French government has issued regulations governing war correspondents with the French armies. All correspondents must be French or citizens of one of the allied nations. They must have a perfect knowledge of the French language.

A French correspondent will be permitted to represent a newspaper of England or Russia. Each correspondent must submit certificates of character and physical fitness for the field with three photographs, to be kept by the military authorities. He must sign a pledge to abide by the regulations.

The correspondent will wear a white armband with his name, nationality and the name of the newspaper in black letters. He will not be permitted to go about the theatre of war unless accompanied by a specially detailed officer. He must not leave his quarters without a special permit. This permit will not be issued at advance posts.

The censor at stated times each day will give out the news which the commander thinks he is justified in making public. All code messages are of course forbidden, and the correspondents must write their dispatches in French.

Correspondents will be lodged and transported at the expense of the government and they will be entitled to medical service free.

All newspapers which send correspondents to the front must send copies each day to the Ministry of War. Only one correspondent will be accepted from each newspaper.

The Gleason (Tenn.) Herald, edited by M. E. Fanning, suspended last week for lack of support.

**Thought the Editor Was a Burglar.**

To be mistaken for a burglar and arrested in his own place of business was the experience of W. V. Uttley, editor of the Berlin (Ont.) News-Record, Friday night. Before quitting his office he made an inspection of his establishment to ascertain whether all the doors and windows were safely locked. A new policeman was making the rounds of the rear of business premises on King street, and, seeing Mr. Uttley in the dark, was certain he had caught a burglar red-handed. The newspaper man suspected he had caught a burglar in the policeman and sent out a call for the police. Two more policemen responded. Two of them placed Mr. Uttley under arrest, and not till a reporter on the staff assured them that they had arrested the boss was he released. Apologies followed.

**Found Guilty of Libel.**

A. M. and G. E. Morrison, editors of the Mankato (Minn.) Journal, have been declared guilty of libel in a suit brought about by E. M. Lawless, editor of the Waterville Sentinel. The Journal published an article accusing Mr. Lawless of treason to the United States by joining the Knights of Columbus and taking the "oath of allegiance" in that order. The case will be appealed.

**Newspaper Celebrates Birthday.**

The Washington Reporter, one of the oldest daily newspapers in western Pennsylvania, last week celebrated its one hundred and sixth birthday by publishing an extra edition, largely devoted to the war situation in Europe. Published first as a weekly, and then as a daily for over fifty years, the paper has never missed an issue. This record is one of which the editor is proud.

**WASHINGTON TOPICS.**

**Blue Tag System to be Extended—Magazines to be Sent by Freight in All Parts of the Country—Arthur W. Dunn's Gridiron Articles—Col. E. M. Johnson of the Infantry Journal to Join Vera Cruz Regiment.**

(Special Correspondence.)

WASHINGTON, Aug. 19.—In the postal bill, relating mainly to railway mail pay, which recently passed the House, provision is made for the extension of the blue tag system. This means that magazines, designated by the Postmaster General, are to be carried by freight in all sections of the country wherever he believes it will prove advantageous. After the blue tag had been established several years ago there was considerable complaint about it, and finally the Senate inserted a provision in a post-office appropriation bill limiting the blue tag to the two mail weighing sections where it was then in use. The effort is now to secure an extension of this system.

The Senate has not been very favorable to the extension of the blue tag system, and it is possible that the provision will be eliminated when the bill finally passes the Senate. There is not much hope of the bill passing the Senate at this session.

While the bill was considered in the House, Congressman Finley, of South Carolina, devoted considerable time to the discussion of the second-class mail proposition and showed that the demand for an increase of second-class rates was based almost wholly upon the effort to secure one-cent postage for first-class mail. He said that if the second-class rates were largely increased and that the free mailing privileges of the government were decreased, one-cent postage might be possible.

Mr. Finley said that he did not call the second-class rates a subsidy. He told about the action of the Hughes commission in recommending that second-class rates on newspapers and periodicals be doubled, and adding that Congress had not seen fit to adopt that recommendation, "and in all probability never will." At the same time there is quite a demand for the increase of second-class rates, brought about almost entirely by the organization which is trying to secure the one-cent rate for first-class postage.

A series of Gridiron articles prepared by Arthur W. Dunn will shortly begin to appear in many papers. These articles are now practically completed and they develop growing interest toward the close of the series, particularly as the Roosevelt administration is reviewed. Mr. Dunn says that an interesting fact connected with the series of articles is the manner in which Roosevelt figured in the history of the country and the way the Gridiron Club treated the various features of his administration.

In this connection he says that the newspaper men showed their wonderful gift in sizing up what is likely to happen by predicting in their different skits the break between Taft and Roosevelt and the fact that Roosevelt would be a candidate in 1912.

"We not only recorded history in an imperishable manner at our Gridiron dinners," said Mr. Dunn, "but we forecasted many of the principal events which afterwards took place in politics." The Washington correspondents claim as much for their ability in predicting what will happen in the future as in recording the events that take place at the present time.

Col. Evan M. Johnson, who was formerly editor of the Infantry Journal, is going to join his regiment in Vera Cruz. Col. Johnson was quite a success in the sanatorium, and while editor of the Journal did a lot to build up interest in the infantry. But he is a soldier and under orders is going to his regiment in Mexico. Col. William P. Evans, who succeeded Col. Johnson as editor of the Infantry Journal, has, in addition to his work on that magazine, written for different newspapers.

## CANADA COURAGEOUS.

**Dominion Newspapers Unite in Special "Good Cheer" Campaign to Fortify Public Confidence in Business Conditions—Press Association Furnishes Optimistic Ads and News Service to Boom the Cause.**

The newspapers of Canada are making an extensive and united effort to maintain public confidence in Canadian business conditions, to check the tendency among general advertisers to cancel their advertising, and to encourage the manufacturers of Canada to take advantage of the unprecedented opportunity for extension in many industries as a result of the war in Europe.

The immediate result in Canada of the breaking out of the war was a great uncertainty regarding its effect on Canadian business conditions. Indeed that uncertainty might almost be described as a fairly general fear that it would play havoc with business conditions throughout Canada and that it would materially affect business credits also. Many of the leading general advertisers immediately cancelled their contracts and scores of the smaller advertisers followed their example. There was serious danger of panic.

Thus the newspapers of Canada a few days after the breaking out of hostilities were face to face with a serious situation. Their cost of production was going up at a tremendous rate through their efforts to give the public the news as frequently and fully as possible; their revenue was going down at a tremendous rate through the canceling of general advertising; and there existed a sentiment which if allowed to develop would shortly have produced the hard times that many feared were coming.

### SPECIAL "GOOD CHEER" CAMPAIGN.

At this juncture the Canadian Press Association decided to put advertising to a new purpose; to use it to restore, maintain and fortify public confidence in Canadian business conditions.

There was prepared a series of advertisements directing the attention of the Canadian public to the bright side—to the preparedness of Canada to meet the present situation, to the prosperity of her basic industry, agriculture, and to the beneficial effect of the war upon that industry, to the unprecedented opportunity for expansion in that home market that was offered to many industries owing to the shutting off of imports from Europe, to the duty of Canada to supply many of the needs of the Mother Country and Europe at this time and the stimulus many industries would receive in the discharge of that duty, and to the need of courage and aggressiveness rather than fear possessing the people of Canada at this time. It was pointed out in the advertisements that the question of whether Canada is to have good times or bad times as a result of the war is to be settled to a large degree by the attitude of her people. There will be depression and hard times if the people think and talk hard times and there will be prosperity if the people keep their heads and go after business in the right spirit of aggressiveness.

There were five 300-line advertisements in this series and they have appeared during the past week in 75 per cent of the daily newspapers of Canada. Several hundred semi-weekly, weekly and monthly publications used one or more of the series according as frequency of publication afforded opportunity. The advertisements in this series have attracted considerable atten-

tion on the part of advertisers, advertising agencies and the public generally.

### ADVERTISING GOOD FROM EVIL.

Following the insertion of the five advertisements in the "Good Cheer" campaign there will commence in the newspapers of Canada on the 24th inst. another series of special advertisements giving good and sufficient reasons why national advertisers should continue their advertising during the war and why manufacturers in certain lines have an unprecedented opportunity for extending their business at this time. These advertisements will range in size from 300 lines to 600 lines and will run daily in the daily newspapers and as frequently as publication affords opportunity in the semi-weeklies, weeklies and monthlies.

The advertisements in the "Good Cheer" campaign have prepared the way for the advertisements in this second series by tending to restore and strengthen the courage and confidence of both advertisers and the public generally.

### WORKING AMONG MANUFACTURERS.

As soon as proofs of the advertisements in the "Good Cheer" campaign were ready sets were sent to all the manufacturers of Canada with a letter explaining that these advertisements would appear in the newspapers from coast to coast and would have a good effect in restoring and strengthening public confidence in Canadian conditions. The circular also gave some reasons why manufacturers should continue their advertising at this time and referred to the opportunities for the extension of business in various lines. The object of this letter was to prevent further cancellations of advertising before the advertisements would appear in the newspapers and their effect upon public sentiment became evident.

### SPECIAL OPTIMISTIC NEWS SERVICE.

Several Canadian manufacturers, in common with many in United States, have been severely hit by the outbreak of war and in some cases have been forced to close their plants. In each case the knowledge of the decision to close quickly spread throughout the country and tended to make the pessimists even more pessimistic. Although the closing down of these factories was generally known it was not generally known that many other factories were working overtime and double shifts in order to take advantage of the opportunities for the extension of their business that were afforded by existing conditions. The Canadian Press Association is now furnishing its members with a series of articles each dealing with an instance in which a Canadian manufacturer has been compelled to increase his staff as a result of special conditions created by the war. These articles will be featured on the front page or in other prominent positions in Canadian newspapers and will more than offset the additional pessimism created by the shutting down of a few factories, demonstrating to the Canadian public that the war conditions, which many of them feared would paralyze Canadian business, are having exactly the opposite effect in many cases.

### Will Occupy New Quarters.

The Portland (Me.) Argus is making preparations to move into a new home. It has taken over the Printers' Exchange Building which is now being adapted to the needs of the paper. Another story is to be added to the building, in which will be housed the composing room.

## E. ST. ELMO LEWIS RESIGNS.

### Ad Manager for Burroughs Goes to Art Metal Construction Co.

E. St. Elmo Lewis, the well-known and aggressive advertising manager of the Burroughs Adding Machine Company, Detroit, Mich., has tendered his resignation, to become effective on September 1.

On that date Mr. Lewis will become vice-president and general manager of the Art Metal Construction Company, of Jamestown, N. Y.

His successor with the Burroughs company will be J. R. Harrison, who will have charge of the advertising department but without an appointment as advertising manager.

Mr. Lewis joined the Burroughs organization in 1905 and built up a department that now numbers one hundred and seventy people. It is the largest department dealing with advertising publicity supported by any manufacturing concern in the world. The annual appropriation for service has grown from \$14,000 to \$200,000.

Mr. Lewis is one of the most popular speakers on advertising in this country. He has personal magnetism, an easy flow of language and an original way of putting his ideas that people like.

## VACATION DAYS.

H. H. Baldwin has a temporary appointment on the city room staff of the New York Evening Post.

Henry T. Finck, the musical critic for the New York Evening Post, is enjoying his vacation at North Bethel, Me.

D. Fabian Franklin, editorial writer for the New York Evening Post, is spending a few days at First Conn Lake, New Hampshire.

Hamilton Owens, formerly dramatic editor of the New York Press, has been made acting Sunday editor of the paper, in the place of George W. Stearns, who resigned. In the meantime Mr. Stearns has gone on a fishing trip to Wisconsin. His future plans have not been announced.

Charles R. Brown, financial editor of the Journal of Commerce and Commercial Bulletin, is spending his vacation in the Great Lakes region. During his absence M. A. Dowdall is acting financial editor.

Ervin Wardman, publisher of the New York Press, has returned from a trip to Canada on Wednesday.

R. F. T. Huntsman, treasurer of the Sphinx Club and advertising manager of the Brooklyn Standard-Union, left for Poland Springs, Me., on Wednesday. He will be away a couple of weeks.

Joseph Edgar Chamberlain, the literary and art editor of the Evening Mail, will leave New York for New England to take his vacation next week.

Ranken Towse, dramatic critic for the New York Evening Post, who has been marooned in Europe is expected back from England next week.

Louis Blumenberg, of the Musical Courier, has reached London with his sisters. He hopes to get passage to New York in the near future.

## HOBBY, CHOICE OF DEMOCRATS.

### Editor Beaumont Enterprise Nominated for Lieutenant-Governor of Texas.

William P. Hobby, editor of the Beaumont (Tex.) Enterprise, recently received the Democratic nomination for Lieutenant-Governor of Texas by a majority of about 12,000 votes over his opponent. The nomination by the Democrats in Texas is equivalent to election, and next November Mr. Hobby will add to the rapidly growing list of newspaper men holding high positions of public trust.

Mr. Hobby was born in Polk County, Tex., March 26, 1878. His father was Judge Edwin Hobby who sat on the district court bench for many years and was widely known throughout East Texas. Early in life Mr. Hobby began his newspaper career as a correspondent for the Houston Post. Afterwards he became a reporter and staff writer and was subsequently managing editor of the Post, which position he retained until he moved to Beaumont and aided in the reorganization of the Enterprise company. He has been manager and editor of the Enterprise for about six years and is the largest stockholder.

He has always taken a deep interest in public matters, both local, state, and national. He served one term as secretary of the State Executive Committee and has always been a consistent Democrat and an earnest worker for the party. Since going to southeast Texas he has devoted his energy and the influence of his newspaper to upbuilding Beaumont and all southeast Texas.

He served a year as president of the Beaumont Chamber of Commerce and has been intimately identified with all movements looking to the development of the State's resources and the prospering of all commercial and business enterprises. Prosperity of business, vigorous development of the State's resources and industrial progress are dominating factors in his life and in his campaign for Lieutenant-Governor.

## IN NEW YORK CITY.

Russell Henderson, cartoonist on the Chicago Herald, is spending a few days in New York on a business trip.

R. W. Lardner, the new find of the Philadelphia Saturday Evening Post, and who has a sport column on the Chicago Tribune, was among the business visitors to New York last week.

Clare A. Briggs, the sport cartoonist on the Tribune, is going to Chicago, where it is cool for a couple of weeks. This is the first trip back undertaken by Mr. Briggs since he left Chicago.

Jason Rogers of the New York Globe is away for a brief vacation.

Bob Moran is up state on leave of absence. He is subject to instant recall as is the case with most newspaper men at present.

Allan Dawson, chief editorial writer for the New York Globe, who has recently been abroad, arrived home this week on La France. Pitts Sanborn, musical critic for the Globe, was on the same steamer.

Ethel R. Pyson and Evangeline Cole have resigned from the Woman's Department of the Mail.

# INTERTYPE

THE ACME OF HIGH QUALITY

## ADAPTABILITY

The Intertype magazine can be removed from the rear in twenty seconds. There is no complicated mechanism to get out of order.

Changes from one magazine to the other are made on the Model B Two-Magazine machine in a second.

The Intertype is very popular in newspaper composing rooms where changes such as from agate to minion are frequently made and where delays must not occur.

International Typesetting Machine Co.  
World Building, New York



## THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



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

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Aug. 22, 1914

### UNFAIR CRITICISM OF GOOD WORK.

There is some justification for the tinge of resentment which is running through the editorials all over the country, explaining to hypercritical readers why all war news printed at this time is more or less dubious as to absolute accuracy. Editors everywhere feel that the impatient public is unfair in accusing the newspapers of faking or of resorting to other questionable methods to insure sensational headlines.

Never before has war news been so difficult to obtain as it is today. So strict is the censorship that every letter of even private and commercial messages is subjected to the keenest scrutiny. The capitals of Europe, outside of the war offices, are no better informed than are the people of the United States. Whatever is made public there quickly reaches the United States and is given instant publicity. The trained men sent by American newspapers to Europe are sitting in comparative idleness because they cannot put on the cables the stories they wish to tell. Even communications of a business nature to and from the home offices suffer vexatious scrutiny and delay at the hands of the suspicious censors.

The papers want the news and are trying hard to get it. Enormous additional expenses have been incurred by all the big offices, and the endurance of newspaper men in every branch of the work is being strained to the utmost. Under the circumstances it is little short of amazing that the American press, despite mailed fists and the stern opposition of the warring nations to publicity, have been able to print as much real news as they have published.

In addition to this they have given all rumors, unconfirmed and unofficial statements as such and instead of misleading readers they have warned the public that some so-called news has been colored by governmental decree abroad.

If newspaper readers could witness the earnest battle now being waged in editorial rooms to insure all possible accuracy and to present all news impartially there would be fewer criticisms by the uninformed and fewer such fool questions as those which newspaper men now hear; such, for instance, as "Do you people write your war news in your office, or does it really come by cable?"

The Chicago Evening Post, in a remarkably clever manner, is telling tales out of school regarding the jealousies that rankle these days in certain editorial hearts because the telegraph editors are grabbing

all the space in the papers. In its own columns the Post is letting its city editor and sporting editor and other editors lambast the telegraph editor, who opened the internal warfare by gloating over his triumph. It looks as if a battle royal of bright wits is on in the Post office. We commend a perusal of these uncensored reports of conflict to all newspaper men. They show that even under the stress of gruelling work "the boys" find time to be deliciously funny.

### CANADA SEES HER CHANCE.

Elsewhere in this issue, under the caption "Canada Courageous," is the story of how our Dominion friends in newspaper work, especially those who are represented by the Canadian Press Association, are meeting the danger of business depression. Instead of repining they are printing throughout Canada a series of appealing, optimistic ads. In these they call upon all Canada to prosper by the shutting of imports from Continental Europe and to utilize for immense and immediate development the unexampled opportunity afforded to Canada's home industries.

One of these ads says, in part: "Truly, it is an ill-wind that blows nobody good. One Continent's 'down' is another Continent's 'up.' The industries of Europe are, generally speaking, at a standstill, and matters will be worse before they can be better. The whole world is looking to the North American Continent—to Canada and the United States—for much of its provisions, machinery, textiles, boots and shoes, beverages, vehicles, cement, brick, earthenware, fancy goods, furs, glass, garments, paper, soap, tobacco, wood products, and much else. Canada must get ready to meet the demand made upon her. We have continued prosperity ahead of us if our manufacturers and merchants rise quickly to take advantage of their opportunity. It is a time for business helpfulness not for business gloom."

The Canadian Press Association, splendidly loyal to Canadian interests, deserves the thanks of the Dominion Government. Similar co-operation by the newspapers of the United States might bring wonderful prosperity to this country. In serving their home cause the Canadians have given Americans a very valuable tip. What's the answer?

A number of German-American societies have adopted resolutions calling upon the American press to print the news of the European war fairly and, therefore, without prejudice. It is needless to say that the newspapers will do that very thing without urging. If there is any one thing in the present crisis that the press is trying to do it is to print the news just as nearly correct as possible. With all of the belligerents censoring the dispatches forwarded by correspondents it is almost impossible to know whether the news received in this country is correct.

"You gentlemen who are engaged in the advertising business know that you are the pioneers, the hewers, the sappers of business, the advance agents, the John the Baptists crying in the wilderness, the prophets of profits, the creators of dividends, and the saline solution injected in the veins of moribund enterprise." That is the way Editor James Kelley, of the Chicago Herald, talked to the Advertising Association of that city. Continuing, he said: "I could spend half an hour reciting the things you do; but why tell you what you already know? It would be like the old reporter on a German newspaper who was criticised for not turning in his story of a big fire. He retorted, 'What for? Everybody was there and saw it.'"

The old German was wrong, of course, because what is everybody's business is nobody's business, and because, undoubtedly, everybody was not at the fire; nor did those who were there look through trained eyes and grasp the facts at a glance.

As will be seen from an article appearing elsewhere in this issue of THE EDITOR AND PUBLISHER, the project for establishing a School of Journalism

at the Western Reserve University, at Cleveland, has been abandoned. The reason given is that Dan R. Hanna, of the Leader and News, who had promised to contribute \$10,000 a year for ten years, had withdrawn his support. Until Mr. Hanna makes a statement the public will be inclined to criticise him for his failure to make good his promise. As Mr. Hanna was to be the chief contributor to the support of the school, his withdrawal at this time puts an end to the project. Whether the state of Ohio needed another school of instruction in journalism or not is not a matter we desire to discuss at this time. The fact that Mr. Hanna, one of the leading newspaper owners of the state, thought that there was room for such a school and was willing to back it is significant. It is quite possible that he has become convinced that he was mistaken in his assumption and has concluded to withdraw his financial support from it. In any event, Prof. Harrington and the other teachers who had been engaged to carry on the work the first year are left in the lurch.

### JOTTINGS BY THE WAY.

There is something about this Rotary Clubs' movement that inspires one to investigate. At Toronto, I met Allen D. Albert, of the Minneapolis Tribune, who was just bubbling over with enthusiasm for Rotary Clubs and Rotarians. To hear Mr. Albert tell it, it is the only worth-while organization on earth. Shortly after my return home I met W. B. Bryant, general manager of the Press-Chronicle of Paterson, N. J., who had just returned from Houston, Texas, where he attended the fifth annual convention of International Rotary Clubs. Mr. Bryant had on a hat and a pair of shoes and a brand new suit, every article of which he had purchased from a Rotarian. It appears that the Rotary Club consists of an important man in every line. When he joins the club his last name is forgotten and all during his membership he is known by his first name, so it is all first named talk when Rotarians get together. These men have a serious purpose in life.

\* \* \* \*

I am glad that the New York World's Bureau of Accuracy and Fair Play has issued in pamphlet form Isaac Deforest White's "Freedom of the Press and Its Limitations." Every newspaper man in America should read this product of the pen of the head of the World's bureau mentioned. This address, prepared at the request of Merle Thorpe, Professor of Journalism at the University of Kansas, was read by him, in the absence of Mr. White, at the National Newspaper Conference, conducted under the auspices of the university at Lawrence, Kansas, March 11-14 last. The paper has been amplified and revised since the reading. Supplementary notes review the progress of the press toward freedom from the fifteenth century until today. The workings of the Sedition Act from 1798 to date is another subject treated. The act of 1909, codifying, revising and amending the Penal Laws of the United States and interpreting the Federal guarantee of freedom of the press as not being intended to permit the use of the mails for the circulation of newspapers and other publications containing lottery advertisements or prize lists, obscene writings or pictures, or advertisements of articles designed for indecent or immoral purposes, is also discussed by Mr. White. Attention is also given to the Bourne act, or so-called newspaper publicity law, enacted as a rider to the Post-Office Appropriation act of August 24, 1912. I have no doubt that Mr. White will gladly send to any editor who requests him to do so, free of charge, while the supply lasts, a copy of the pamphlet. But I suggest that a postage stamp should accompany the request.

### That Solicitor's Hour.

CHICAGO, August 10, 1914.

THE EDITOR AND PUBLISHER:

In your issue of Saturday, August 1, you publish a letter signed H. W. L. Gardiner, vice-president of the Curtis-Newhall Company, which in my judgment is an insult to the advertising craft from coast to coast. When an agency expresses themselves this way, it would seem time for them to back out. "The business hour of the day (4 to 5 p. m.) is generally conceded to be the least efficient of the whole day so far as brain work is concerned and therefore, can be devoted to no better purpose than the interviewing of solicitors."

There are too many upstarts like this in the business and they are a great detriment to legitimate advertising men and publications.

WILL M. HIGHT.



# Each of the Newspapers On This List

It has been published there for many years and has the respect and confidence of the local dealer is a capital guide for the national advertiser. It is fair to say

his own money will bring the best results.

An Argument by William

One Million Five Hundred and Thirty-two

As a young newspaper solicitor of advertising, many years ago, I well remember my first assignment to the New England territory.

I knew what I had to do to make the right sort of an impression for I had been taught by a Connecticut father that New England people had to be shown before they would do business with anybody—that it was necessary to tell them the truth, and then, all things being equal, I would get my share of their trade.

New Englanders investigate everything and everybody. If the investigation results satisfactorily, then they stand by you through thick and thin.

Any manufacturer wanting a careful and critical, cold judgment of his product can get it straight from the shoulder by advertising it to New Englanders through the newspapers listed on this page.

If he will tell his story so that it accurately represents his own confidence in his products, New England people will take him at his word and then if he makes good on his word, their trade is his for all time.

If he should attempt to foist on them something that appeared to be all right and did not prove up, then he need not ever again ask for their trade.

The article that a manufacturer wants to introduce will receive quick endorsement or rejection in the New England territory, and he can make the test without spending a fortune.

That is the advantage of advertising in a given territory first, before going into a general campaign, which is usually very costly and not adequately productive.

The cost of testing the New England territory is not great, as you will note by the combined rate of the newspapers listed on this page.

A sales force can be put in this territory at a minimum of cost and distribution can be arranged very easily, for two reasons:

1. Local dealers believe in the power of their home newspapers, and
2. They realize that they get cooperation from their home newspapers.

CONNECTICUT.

Paper	Circulation	2,500 l.	10,000 l.
Bridgeport Farmer (E).....	12,508	.0285	.0175
Bridgeport Post (E).....	*12,735	.035	.025
Bridgeport Post (S).....	7,000	.025	.02
Bridgeport Standard (E).....	*7,422	.03	.015
†Bridgeport Telegram (M).....	11,394	.02	.02
Danbury News (E).....	6,168	.0118	.0118
Hartford Courant (M).....	16,535	.06	.035
Hartford Courant (S).....	16,000	.06	.035
Hartford Post (E).....	15,856	.025	.02
Hartford Post (S).....	5,000	.025	.02
Hartford Times (E).....	*22,085	.06	.04
†Meriden Journal (E).....	†7,000	.03	.015
Meriden Record (M).....	*7,000	.0357	.015
†New Haven Journal-Courier (M)...	12,727	.03	.025
New Haven Union (E).....	**16,913	.05	.03
New Haven Union (S).....	8,821	.0285	.02
New London Day (E).....	*7,783	.0285	.0157
†Norwich Bulletin (M).....	8,771	.04	.018
Waterbury American (E).....	7,300	.0357	.0215
Waterbury Republican (M).....	8,385	.0285	.02
Population 1,114,756.			

MAINE.

†Portland Argus (M).....	7,389	.0178	.0143
Portland Express (E).....	*17,849	.0535	.0375
Portland Telegram (S).....	12,220	.0393	.0321
†Portland Press (M).....	11,740	.025	.02
Portland Press (S).....	5,500	.0393	.0321
Waterville Sentinel (M).....	7,000	.0285	.0143
Population 742,371.			

MASSACHUSETTS.

Boston Globe (ME).....	259,000	.30	.30
Boston Globe (S).....	318,783	.30	.30
Boston Herald-Traveler (ME)....	*155,777	.28	.25
Boston Herald-Traveler (S).....	*60,663	.23	.20
†Boston Journal (M).....	80,000	.16	.125
†Boston Post (M).....	404,927	.35	.35
†Boston Post (S).....	342,712	.35	.35
†Boston Transcript (E).....	31,404	.15	.15
Gloucester Times (E).....	7,500	.0214	.015
Haverhill Gazette (E).....	10,800	.0214	.0185
Haverhill Herald (E).....	*9,490	.02	.0171
Lynn Item (E).....	18,338	.0535	.0357
Lynn News (E).....	8,560	.0357	.0207

21 Leading Magazines Charge \$6.29 a Line for 1,339,006 Times the Rate of the Above Listed Newspapers for New

General advertisers seeking further light in respect to the New England territory, and the degree to which the important newspaper operation," are requested to communicate with THE EDITOR Advocate, Suite 1117 World Building, New



# List Is An Institution In Its Home City

and confidence of its readers, as well as that of the local dealer. The local fair to suppose that the mediums in which the local dealer spends the best returns to those manufacturers.

by William C. Freeman

Thirty-two Thousand at \$2.37 per Line

## MASSACHUSETTS—(Continued).

Paper	Circulation	2,500 l.	10,000
New Bedford Standard and Mercury (ME)	*19,458	.03	.03
New Bedford Standard and Mercury (S)	*13,839	.03	.03
Newburyport News (E)	5,601	.0178	.0125
†Northampton Gazette (E)	5,411	.021	.014
*Pittsfield Eagle (E)	*11,874	.02	.0157
Salem News (E)	19,198	.042	.03
†Springfield Republican (M)	17,008	.075	.0625
†Springfield Republican (S)	18,463	.075	.0625
Springfield Union (ME)	28,430	.075	.06
Springfield Union (S)	18,576	.075	.06
Taunton Herald-News (E)	5,404	.025	.0178
†Taunton Gazette (E)	6,044	.0215	.015
Worcester Gazette (E)	*20,661	.0425	.032
Worcester Telegram (M)	28,275	.05	.05
Worcester Telegram (S)	31,726	.05	.05
†Worcester Post (E)	13,135	.0285	.0221

Population 3,336,416.

## NEW HAMPSHIRE.

†Manchester Union & Leader (ME)	25,000	.08	.05
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Population 430,572.

## RHODE ISLAND.

Providence Bulletin (E)	††47,620	.09	.09
Providence Journal (M)	††19,002	.07	.07
Providence Journal (S)	††30,567	.08	.08
Westerly Sun (E)	5,630	.0178	.0128
Woonsocket Call & Reporter (E)	12,183	.0357	.0214

Population 542,610.

## VERMONT.

†Barre Times (E)	6,210	.0215	.015
Burlington Free Press (M)	9,418	.025	.0157
Burlington News (E)	5,976	.0214	.0171
Rutland Herald (M)	5,475	.0214	.0171

Population 355,956.

Total for New England..... 1,532,635 \$2.8788 \$2.371

\*Net paid figures supplied by publisher.

†Government Report.

\*\*Net paid figures certified by A. A. A. auditor.

†Publishers' signed statement of average gross figures on file in this office.

††Net paid averages for 1913 attested by N. W. Ayer & Son.

Other circulation ratings are from Nelson Chesman's Rate Book for 1913 and 1914.

Population New England, 6,552,681.

Dealers also know that there is quick response to advertising in home newspapers. They are certain that their customers will ask them about the article which they have consented to sell because there is confidence between dealer and consumer in New England towns.

The people expect their store keepers to walk a straight line, too, just as they expect every manufacturer to tell them facts about the articles he wants to sell.

The advertiser who takes up a territory or section at a time, developing his business by gradual process, testing the market thoroughly, getting complete distribution in one place instead of indifferent distribution in many places—is approaching advertising on a sound basis.

There are many clever men representing general media, who have worked out successes for many advertisers, but success by the general route is not obtained as quickly or as economically as it is by CONCENTRATION in a State, or Section or Territory.

Horse sense in advertising is to make each step pay as you take it.

Many pieces of bread thrown into a jar of butter wont all get buttered—most of them wont get any butter at all—but each piece taken separately can be buttered in the quantity desired.

Who wants to eat bread not properly buttered—who wants only a smattering of butter?

Spread each piece of advertising with the butter (trade) of a State, a Section or a Territory. Then take up new territory as you succeed.

Advertising in newspapers in a section is a powerful field gun. Any other kind is bird shot. Until newspapers have obtained thorough distribution for an article by territorial development, general publicity is a "reminder," that's all.

Don't you like the "seller" better than the "reminder"? The newspaper in a community is the "seller." The general media is the "reminder."

Sales have to be effected through local dealers.

or 1,338,066 Circulation in New England, Over Two and One Half Newspapers for Nearly Two Hundred Thousand Less Circulation.

respect marketing conditions and distribution facilities in the New important newspapers listed above will aid and assist with "local co- THE EDITOR AND PUBLISHER AND JOURNALIST, The Newspaper Building New York. Phone, Beekman 4330.

# The Globe

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

Net paid circulation for year ending July 31, 1914

155,602

Net paid circulation for July 30, 1914

169,194

# THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

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

There is no Duplication or Substitution in

## Pittsburg Leader Circulation

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

VERREE & CONKLIN  
Foreign Representatives

Steger Building, Chicago  
Brunswick Bldg., New York

Here you buy neither duplicate nor water circulation, for Post readers know no other morning paper.

THE PITTSBURGH POST  
(Morning)

THE PITTSBURGH SUN  
(Afternoon)  
CONE, LORENZEN & WOODMAN

## Get the Best Always

# The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

## THE NEW ORLEANS ITEM

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

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

## PANGBORN'S CAREER.

**Life of the Old-Time Journalist Was Filled With Unusual Experiences—Worked on Newspapers in New York and Kansas—Won Fame as Railroad Man, Globe-Trotter and Man of Affairs—A Good Friend.**

The death of Major Joseph Gladding Pangborn, special representative of President Daniel Willard, of the Baltimore and Ohio railroad, and chairman of the company's General Safety Committee, brought to a close the career of one of the most interesting Baltimoreans of the last twenty-five years.

The career of Major Pangborn as a soldier, journalist, railroad official, author, globe trotter, friend of royalty, welfare worker and man of affairs was tinged with all of the romance of fiction, and few Americans have had more varied experiences crowded into life.

Major Pangborn, who was 70 years old, was born at Albany, N. Y. At the outbreak of the Civil War, Major Pangborn, while attending a public school of Albany, enlisted in the Forty-fourth New York Volunteer Infantry as a drummer boy and served throughout the war with distinction. Toward the close of the war Major Pangborn was transferred to the cavalry division of the army and was mustered out of service at San Antonio, Texas. His father was also in the Forty-fourth New York and was killed during the first Bull Run engagement, fighting in the ranks beside his son. The first trip Major Pangborn made over the Baltimore and Ohio railroad, the company with which he later became prominently identified, was while taking his father's body home for burial.

After leaving the army, Major Pangborn came to New York City and became a newspaper reporter on the staff of the Times, and was later a reporter on the Tribune. It was while in the employ of the Times that Major Pangborn formed an acquaintanceship with Henry Chadwick, an Englishman who was a reporter on the Tribune and styled "the father of baseball." Chadwick being an Englishman, he and Major Pangborn wrote the sporting news for their respective papers, Major Pangborn "covering" the baseball games and Chadwick the cricket games, so that it was the exchange of articles written by Major Pangborn which introduced Chadwick to the American game.

### STIRRING DAYS IN KANSAS.

Leaving New York, Major Pangborn went west to continue his work as a journalist. He joined the staff of the Kansas City Times and won a name as a writer of political news in the turbulent days of Missouri and Kansas which is still fresh in the memory of the older readers of the Kansas City Times. "Pang" was the nom de plume under which Major Pangborn wrote. His experiences in reporting the Kansas Legislature were exciting. At one time the Kansas Legislature passed a resolution barring Major Pangborn from the State House because of the resentment of the political bosses who objected to the complexion of his reports. While this action was being taken by the Legislature the newspaper reporter was hidden under a bench in the gallery and wrote a caustic story which caused the law makers to remove the ban which they had placed. At the same time the Governor of Kansas was opposed to the Kansas City Times' policy and undertook to prevent the newspaper from securing a copy of his message. Major Pangborn secured this message by strategy, however, and smuggled it to his paper in Kansas City by paying a locomotive fireman to seclude it in the tank of the engine tender.

Major Pangborn next became the editor of the Times and formed the friendship of Eugene Field, who was on the staff and publishing many of the poet's famous verses of child life. William Elroy Curtis, who until his death was the Washington Correspondent of the

Chicago Record-Herald, and F. J. V. Skiff, director of the Field Columbian Museum, of Chicago, were on the paper with Major Pangborn. As the editor of the Times Major Pangborn became acquainted with the James brothers and the Youngers, Missouri desperadoes, who were friendly to the paper. The newspaper editor was on board at the time of the Blue Cut train robbery, and when passing along the line of terrified passengers to relieve them of their valuables Jesse James recognized Major Pangborn and ordered that his personal belongings be not disturbed.

Prior to resigning from the Times, Major Pangborn was sent to the Black Hills to prepare an article about the border badman, "Wild Bill" Hickock, and was nearby when this character was shot while playing cards. Major Pangborn said that the shooting was the act of a coward, who aimed through a tent at the shadow of Hickock cast by the lantern used by the gamblers.

Resigning from the newspaper, Major Pangborn entered the employ of the Atchison, Topeka and Santa Fe Railroad and began his successful railroad career in securing the right of way through the Grand Canyon of the Colorado. He joined the Baltimore and Ohio railroad forces in May, 1880, as general advertising agent of the Baltimore company.

For a while Major Pangborn was out of railroad work and was engaged in the advertising business with a Baltimore company which manufactured a patent remedy. He next organized a syndicate and published a newspaper supplement for Sunday papers, having been the originator of the Sunday Magazine section of the newspapers.

Returning to the Baltimore and Ohio, Major Pangborn gathered the historical collection of old railroad engines, cars and appliances in their original form and reproductions and was in charge of the exhibit made at the World's Fair in Chicago, in 1893. At the close of the World's Fair the exhibit was loaned to the Field Columbian Museum and Major Pangborn started on a nine-year tour of the world as the director of the Commission of the World's Railway.

### Winners in Press Golf Tournament.

J. H. Williams and Harry A. Haines were the winners Monday in a best ball competition which the members of the New York Newspaper Golf Club held over the links of the Dunwoodie Country Club. There was a tie for second place between C. F. Laux and P. L. Campbell and F. Benzing and F. J. Pope. These two pairs turned in a card of 59 net. The scores follow: J. H. Williams and H. A. Haines, 82-25-57; C. F. Laux and P. L. Campbell, 92-33-59; F. Benzing and F. J. Pope, 93-34-59; W. A. Darcey and J. C. Flinn, 91-26-65; F. T. Pope and James M. Crowell, 91-25-66; C. L. Fletcher and A. J. Gifford, 86-20-66.

### AMONG THE NEW BOOKS.

THE PREPARATION AND CARE OF MAILING LISTS. By W. K. Page. 62 pp. Published by Addressograph Company, Chicago.

Into this working manual has been crowded much that is of value to merchants who are using mailing lists. When it is remembered that over six hundred millions of dollars are spent annually in the United States for various forms of advertising it is evident that if the advertising done through the agency of lists can be made efficient, a book such as the one now made available, is very helpful.

A mailing list may be very valuable or it may be worthless. The present book explains how to make up the right kind of a list and how to keep it up to date.

### Boston Printers Win Ball Trophy.

Chicago eliminated St. Louis in a farcical contest by a score of 13 to 0, but could not repeat in the second game, and Boston won the championship and the Garry Herrmann trophy in the Union Printers' National Baseball League tournament at Cincinnati.

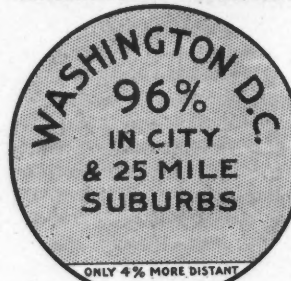
New Jersey's  
Leading 7 Day Paper

# Trenton Times

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

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

### CONCENTRATED CIRCULATION



96% of the Evening Star's circulation is in Washington, D. C., or within 25 miles of the national capital.

## THE NEW YORK EVENING MAIL

carried more advertising during July than any other New York evening paper in its class. It has held this enviable position for several years.

The Evening Mail goes into the homes of over 140,000 well-to-do people every day and its readers believe in it.

It pays to advertise in

The EVENING MAIL

## Buffalo News

EDWARD H. BUTLER  
Editor and Publisher

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

Foreign Advertising Representatives  
KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK  
Lytton Building CHICAGO

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

# NEW YORK TRIBUNE

and be fully assured of Satisfactory Response.

## The Peoria Journal

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

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

**Executive Position**

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

**Are You the Man?**

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

AMERICAN NEWSPAPER EXCHANGE  
Rand McNally Building, Chicago.

**FOR SALE**

Four Hoe Matrix Rolling Machines in good condition. Can ship same quickly.

**WALTER SCOTT & CO.**

Plainfield, N. J.

**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.

We can increase your business— you want it increased.

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

**BURRELLE**

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

Most Far Reaching Newspaper Reading Concern in Existence

**ATLAS PRESS CLIPPING BUREAU**

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

TAKE IT TO  
**POWERS**  
OPEN THE FASTEST  
24 HOURS ENGRAVERS  
OUT OF 24 ON EARTH  
ON TIME ALL THE TIME  
**POWERS PHOTO ENGRAVING CO.**  
54 Nassau St. N.Y. Tel. 4900-4 Beekman

**OBITUARY NOTES.**

J. G. K. HILLIS, literary editor of the Newark (N. J.) Evening Star, died at his home in that city August 16. He was 58 years old, and for nearly twenty years was employed on the New York Herald, most of the time as foreign editor. His wife survives him.

THOMAS H. NAPIER, formerly telegraph editor of the Dallas (Tex.) Times-Herald, died recently at Texas City. He was 43 years old. He served two terms in the State Legislature and was appointed State printer by Governor Colquitt, but resigned after eighteen months and returned to the Times-Herald.

N. E. CALMS, editor and publisher of the Lyon County (Ky.) Herald, died recently at his home in Eddyville.

FRANCIS ELIE JULES LEMAITRE, the French dramatic critic, died on August 7 at Paris at the age of 61 years. He held the post of professor successively at Havre and Algiers and in the universities of Besancon and Grenoble. At the time of his death he was dramatic critic of the Journal des Debats and the Revue des Deux Mondes.

ROBERT BOYD WINTHROP, a pioneer editor of Wisconsin, died at Portage, in his 87th year, August 10. At Juneau he founded the Dodge County Gazette in 1850. It was the first newspaper printed in that county. Later he became the owner of the Independent at Portage, which afterwards became known as the portage City Record. After four years he sold out and turned his attention to the grain business, in which he was very successful.

W. H. ROBERTSON, editor and proprietor of the Petersburg (Ont.) Morning Times, is dead of a paralytic stroke.

CHARLES FRANCIS BOURKE, for five years editor of Collier's Weekly, but more recently engaged in literary work, died August 15 in New York City, in his 52nd year.

C. EDWARD DEJONGE, a director of Louis Dejonge & Co. of 71 Duane street, New York, paper manufacturers, died in Elizabeth, August 15. His death is ascribed to the recent death of his wife. He was a member of the Staten Island Chamber of Commerce, the Royal Arcanum and the German Club.

**NEW PUBLICATIONS.**

ROOSEVELT, MINN.—Andrew Lind, who has been editor and manager of the Badger Herald-Hustler, expects to establish a newspaper in this place in the near future.

SALEM, OHIO.—A new monthly, to be known as the Tri-County Farmer, a four-column, sixteen page periodical devoted exclusively to the rural interests of Stark, Mahoning and Columbiana counties, will be shortly launched in this place.

BRUNSWICK, MD.—William and R. E. Delaplaine, of Frederick, Md., will launch a new weekly paper, to be known as the Brunswick Times. The first issue will appear Sept. 3. G. Roy Hess will be the editor.

BALTIMORE, MD.—A new labor paper, known as the Union Advocate, has made its appearance in this city. It is issued on Saturdays and is published by the Union Publishing Company, 202 North Calvert street. Charles W. Lemkuhl is the editor and business manager.

SACRAMENTO, CAL.—The Official Gazette, issued by the city government, has made its first appearance. It will be published every Monday and will carry all the city official news. The editor is Mike Desmond, the city clerk.

TEAGUE, TEX.—The Enterprise is a new weekly publication that courts public favor.

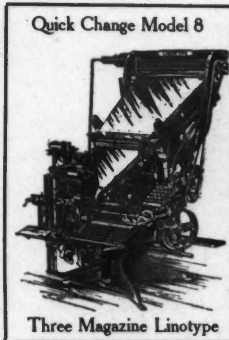
LAURINBURG, N. C.—The News, published on Tuesdays, and edited by Edward J. Tillman, has made its appearance. It is a six column folio.

**New Name for Peoria (Ill.) Paper.**

The Peoria (Ill.) Herald-Transcript has dropped its hyphen and appears under the title of the Peoria Transcript, this being the title under which it was founded in 1855. The price also is reduced to 1 cent, or 7 cents a week, daily and Sunday. The Transcript is the only morning newspaper in Peoria.

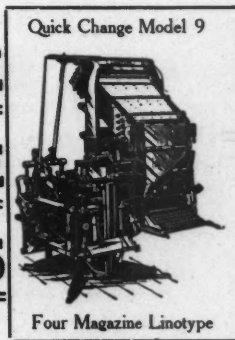
**WAR NEWS**

Can be handled to the best advantage by the use of



Three Magazine Linotype

**MULTIPLE  
MAGAZINE  
LINTYPES**



Four Magazine Linotype

One or more of the magazines can be equipped with large, bold type for first-page display.  
Send for Specimen Sheets of 18-Point Faces.

**THE MULTIPLE LINTYPE WAY IS THE MODERN WAY**

**Mergenthaler Linotype Company**

Tribune Building, New York

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

**BUILD YOUR CLASSIFIED MEDIUM RIGHT**

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

**THE BASIL L. SMITH SYSTEM**

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

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

**LIFTING THE LID**

(By Our Veteran Hickey Carrier)

No. 1

**"WHAT'RE YER GONNA DO WID 'EM?"**

Yer think yer 're gettin' away wid it when yer think yer ain't payin' nothin' fer cerculashun and distrebushun, but how about dem returns and freight bills dey run up wid der magazine guy? Yer call it cerculashun and distrebushun and yer think yer makin' money. Yer think 'cause the junkie gives yer money fer der painted stul dat yer not in wrong.

Don't fool yerself. The junkie don't pay sixty a hundred copies or six cents for a ten-cent magazine—nevah—He's jest payin' yer erbout one-tenth wat yer would get if yer backed up yer distrebushun wid a canvass dat the Duhan staff furnishes. Twenty-two years in the newspaper distrebushun game wid a live wire organizashun is wat counts if yer want sales insted of big returns fer der junkie. Tell the boss yer want ter talk bizness wid him.

**DUHAN BROTHERS**

Newspaper distributors who have made good since 1892.

TRIBUNE BUILDING Telephone: 3584 Beekman NEW YORK

The following officers were elected at ter B. McAdams, secretary-treasurer; the annual meeting of the Dallas Press Club last week. J. C. Cole, sergeant-at-arms; directors, M. W. Florer, president; H. E. Mills, H. G. Stephenson, B. B. dent; A. L. Harper, first vice-president; Hogue, E. A. Vaughan and E. R. Ham-J. T. Mann, second vice-president; Wal-brick are hold-over directors.

**CHICAGO HAPPENINGS.**

**Bar Association Prohibits Ads in Newspapers—War Board at Press Club—Keeley Addresses Ad Association on Merchant Marine Opportunity—Newspaper Men on German Reservist List—Golf Tournament.**

(Special Correspondence.)

CHICAGO, Aug. 15.—Members of the bar association have been prohibited from inserting business cards in newspapers and from furnishing the press with information which will inspire laudatory comment. It is a violation of professional ethics.

F. E. Marley, of the Batavia Herald, entertained his fellow editors of the Eleventh Congressional District Editorial Association at dinner at the Briggs House Saturday afternoon.

Members of the Press Club who have served with foreign armies as soldiers or war correspondents, are keeping track of military and naval operations by means of a war board giving positions of the armies and navies. The Herald has a big map in its show window for the information of the public.

**CALL FOR GERMAN RESERVISTS.**

Several local newspaper men on foreign papers may go to their native land to fight, being members of their country's reserves. Five members of the Staats-Zeitung's staff are included in the reserve call. W. R. Knuopfer, musical critic, who is in Germany, will not return.

Members of the Chicago Advertising Association were addressed last week

Friday by James Keeley, editor of the Herald. George M. Reynolds and John J. Arnold, local bankers, all said the war opened America's opportunity to embark in foreign trade on a grand scale and urged that it be at once taken advantage of.

**FLORIST'S CUT-PRICE AD.**

A local florist had an ad of funeral flowers at lowest prices among the war news the other day. Some who noticed it wondered if he bought the position or if it was a mere "run of paper" incident.

Nathan Meissler, a newspaper photographer, married Miss Mildred Rothschild the other day.

The Western Advertising Golfers' Association held its fourth tournament at the Westward-Ho Golf Club on Tuesday.

Mrs. D. Harry Hommer is an enthusiastic collector of cartoons of Uncle Sam and is especially busy these days when new ones are constantly appearing in papers all over the world. Her collection includes the work of every well-known cartoonist in America and Europe.

Frederick W. Lawrence, city editor of the Examiner, has returned with his wife and daughter from a trip to Europe.

Mme. Qui Vive, the Herald's Beauty Editor, is seriously ill. She was stricken suddenly and taken to a hospital where she was operated upon. She will be laid up for several weeks and meantime her department is suspended.

Harry T. Evans won the monthly tournament of the Western Advertising Golfers' Association held at the Westward Ho Golf Club. He defeated C. C. Fogarty by 1 up.

Chicago dailies are not given to bulletining the news as much as papers in some other cities. Only the morning papers are bulletining war news to any extent.

Fred L. Letty, editor of the Farm and Home, is visiting in Iowa and Nebraska.

The Daily News has called Junius B. Wood home from Mexico where he has been reporting the war.

Max Annenberg, circulation manager of the Tribune, who has just returned from Europe, believes Germany to be in the right and predicts that it will win out in the big war.

The Chicago Press Club nominated the following officers to be voted on at the annual election September 3: President, Roy R. Atkinson; first vice-president, Perley H. Boone; second vice president, Frank Comerford; treasurer, Charles E. Schluyster; financial secretary, Edwin F. Chapin; recording secretary, P. F. Lowder.

Karlton Hackett, local musical critic, is caught in war excited France and with friends has been having unpleasant experiences there.

Some local papers will put a big head on an improbable foreign war dispatch which they follow with an editors note explaining how it is improbable of belief.

**WASHINGTON AND IDAHO.**

(Special Correspondence.)

SPokane, WASH., Aug. 15.—The Kellogg News and the Wardner News have been consolidated, and the combined paper, which retains the News title, is being issued from the Kellogg plant. Kellogg and Wardner, the Twin Cities of Idaho, are in the heart of the famous Coeur d'Alene mining district, 80 miles east of Spokane. The Wardner News, Shoshone County's oldest newspaper, is 28 years old and 34 weeks old, and has never missed an issue in that time. Adam Aulbach founded the paper in 1886. The Kellogg News has been published for over three years.

Claude E. Starling has resigned as editor of the Spirit Lake (Ida.) Herald, of which he has had charge three years. His successor has not been announced.

The plant of the Hancock County Courier, East Liverpool, O., was destroyed by fire on July 31.

**NEW CIRCULATION MANAGERS.**

**J. M. Ragan and A. B. McBride Now on Cleveland Leader and the News.**

James M. Ragan has been appointed circulation manager of the Cleveland Leader, and Arthur B. McBride circulation manager of the Cleveland News, in the reorganization of the circulation department of the two newspapers consequent upon the return to Chicago



JAMES M. RAGAN.

of H. L. Starkey, former circulation manager of the two newspapers.

The circulation department has been divided under the present system, Mr. Ragan taking charge of the Leader in the morning and Sunday and Mr. McBride of the News in the afternoon.

Mr. Ragan and Mr. McBride have had charge of their departments for the past eighteen months under Mr. Starkey's supervision, and each is now given the circulation managership of his respective paper.

Mr. McBride has been through all the branches of the circulation depart-



ARTHUR B. MCBRIDE.

**One of Many Such Letters**

July 17th, 1914.

World Color Printing Co., St. Louis, Mo.

Dear Sirs: Can you give me the address of a paper that publishes your patterns weekly, or do you have a catalogue of your patterns?

I have use for new patterns all of the time in my work.

I bought the El Paso Herald as long as they had patterns. I also have the Los Angeles Times every week.

Everyone can get the "L. H. J. Pats," the Delineator, May Manton, P. R. etc., but I want something new and different.

Thanking you in advance, I remain,  
HELEN S. TRUMAN,  
820 N. 2nd St., Phoenix, Ariz.

The World Color Printing Company will send sample mat, half page Embroidery Pattern Service to any paper on request. This feature will positively get circulation for you. The Service costs little; accomplishes much.

WORLD COLOR PRINTING CO.  
St. Louis, Mo.  
Est. 1900. R. S. Grable, Mgr.

**USE**

**UNITED PRESS**

**FOR**

**Afternoon Papers**

General Offices, World Bldg., New York

**THE TEST**

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

**NEWSPAPER FEATURE SERVICE**

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

**WAR NEWS and PICTURES**

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

INTERNATIONAL NEWS SERVICE  
238 William Street New York City

**Daily Line Fashions**

1 and 2 col. sizes

A service which carries the strongest kind of endorsement.

The International Syndicate  
Features for Newspapers, Baltimore, Md.

**MOST CONVENIENT**

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

Central Press Association, Cleveland

Many of  
**YOUR CLIENTS**  
are sending out circulars from time to time asking for a small remittance.  
**WINTHROP COIN CARDS INCREASE RETURNS**  
from 10 to 40 per cent.  
Ask us for details, prices, etc.  
**THE WINTHROP PRESS**  
141 East 25th St., N. Y. City

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

**John B. Gallagher & Co.**  
Feature Industrial Trade Editions  
**Tulane-Newcomb Building NEW ORLEANS, U. S. A.**  
Eastern Office: Equitable Bldg. Baltimore, Md.

**WAR PICTURES**  
Editors, Are You Equipped to Illustrate Big European War News ON THE INSTANT? Modern Morgue Systems, Patterned from Best News Morgues in Country. Price, \$5. Write right now.  
**BRUCE W. ULSH**  
Morgue Systems Wabash, Ind.

**WAR NEWS AUTHENTIC CRISP PROMPT**  
**CENTRAL NEWS OF AMERICA**  
26-28 BEAVER STREET, NEW YORK

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

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

**The Shaffer Group**

**The Seattle Times**

"THE BEST THAT MONEY CAN BUY"

Circulation for June, 1914—

Daily, 69,152 Sunday, 89,318  
47,000—In Seattle—50,000

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

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

LARGEST QUANTITY—  
BEST QUALITY CIRCULATION

Buy the best and you will be content

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

**Los Angeles Examiner**

Sells at 5c. per copy or \$9.00 a year

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

The only non-returnable newspaper in Los Angeles. Over 90% delivered by carrier into the homes. Reaches 78 1/4% of families listed in Blue Book of Los Angeles.

M. D. HUNTON W. H. WILSON  
220 Fifth Ave., New York Hearst Bldg., Chicago

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

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

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

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

**LIVE AD CLUB NEWS.**

Rollin C. Ayres, retiring president of the Advertising Association of San Francisco, was last week presented with a fine Howard watch by his fellow members. It was a fitting token of the esteem and admiration of the entire membership. During the month, the association has heard five addresses by live speakers. Frank B. Connolly, president of the National Association of Retail Grocers, spoke about retail trade and advertising conditions in the East. The members recently attended a Prosperity Dinner, participated in by all of the principal civic bodies. The Los Angeles Ad Club Quartet, which attended their delegation to the Pacific Coast Convention at Vancouver, are now touring the Coast on Pantages circuit. They are both vocalists and instrumentalists and rendered several very pleasing numbers at a recent luncheon. The association is making a determined campaign for larger membership under the leadership of the new president, Louis A. Colton.

The Pilgrim Publicity Association has arranged an active program for the coming year which is expected to produce even greater results than in the past in educating the public and dealers in the value of advertising and raising the standards in the profession.

In addition to monthly dinners and luncheons at which questions of general importance will be discussed it has divided its membership into groups through which those having allied interests will concentrate work.

A trade-mark council has been arranged and a number of "little journeys" will be taken.

The work planned for the retail division, Frank Black, chairman, aims to get retailers together and show advertisers how to get better results by better advertising.

A retail advertising forum will have a weekly meeting at which a thirty-minute talk will be given by a successful advertiser followed by an hour's open discussion.

A buffet luncheon will be given every Monday afternoon at 1 o'clock in the headquarters of the Traffic Club of New England at the Boston Tavern.

Monthly meetings in September and January will be mass meetings in some large hall for the entire membership.

The November meeting will be advertisers' night with several of the largest advertisers of the country as speakers. The February meeting will be known as Associated Advertising Clubs of the World night.

The Youngstown (O.) Ad Club, recently organized, has elected the following officers: President, H. H. Wickham; vice-president, W. B. Turner; secretary, P. L. Frailey; treasurer, J. N. Higley; directors (for the short term), R. C. Wadsworth, James Cluxton, H. Goldstein; (for the long term) O. M. Phillips and S. C. Milliron.

W. W. Cribbins has been elected president of the Oakland (Cal.) Ad Club, Vice-president Boyd, who resigned because of continued absence from the city. At the first meeting of the club since the vacation period ended, President William Woodhead of the A. A. C. W. delivered a stirring address.

The Rochester Ad Club, 400 strong, last week spent a day on Lake Ontario.

That the Fort Worth (Tex.) Ad Men's Club is determined to educate not only its members, but the business men of the city who are non-members, as well in the ethics of advertising, was shown by the earnest discussion of "Problem Box" questions at the weekly lunch. H. C. Burke Jr. led off in the discussion of the question, "When general business is quiet, should a merchant advertise heavily to increase his trade or should he save on his appropriation to be spent when general business is normally better?" Many of the members spoke on the subject, the general

opinion being that it is the best policy to advertise all the time, as with the proper kind of advertising, it can be made profitable during the dull months. President Hugh Jamison presided at the meeting.

The Portland "Seeing Oregon First" luncheon last week was largely attended and there was great interest in the attractive programme. R. H. Crozier was chairman of the day, John Riis spoke on "A Native Lover in Oregon Forests," Judge William M. Colvig talked on "Scenic and Resort Attractions in Southern and Western Oregon"; Colonel C. E. S. Wood spoke on "Highways and Byways for Outings in Eastern and Central Oregon and Along the Columbia River." E. D. Timms won the prize for the best one-minute selling talk, and Robert Tucker received honorable mention. The judges were S. S. Hewitt, Frank O. Case and M. A. Reid. The room was decorated with photographs of Oregon scenery.

The Waco (Tex.) Ad Club will present a gold watch and fob to James Schermerhorn, editor of the Detroit Times. One side will show a map of Texas, with Waco as the heart, and a diamond will be mounted in the center of the heart. The reverse side of the fob will announce that Waco is "The City with a Soul" and will declare that Mr. Schermerhorn is an honorary life member of the Waco Ad Club.

**CHANGES IN INTEREST.**

WESTVILLE, ILL.—Edward E. White, country editor, and Eugene C. Elliott, advertising solicitor of the Danville (Ill.) Press-Democrat, have taken over the subscription list and business of the Record and will shortly issue the first number of the Westville Journal.

WELLSBURG, W. VA.—John J. Kerr, formerly of East Liverpool, O., has taken over the Pan Handle News and changed its name to the Wellsburg News.

CARLISLE, KY.—The Ewing Inquirer has been sold to the Rev. L. N. Thompson, and L. I. Thompson, by Judge Charles B. Morford, who has been editor and publisher of the paper for the past eight years.

ASHLAND, PA.—A stock company, composed of Ashland business men, has taken over the Telegram, which has hitherto run as a Progressive paper. Its policy will be changed to Republican. Charles Steel, the former owner, still holds a small interest in the paper.

FAIRFIELD, IA.—The Fairfield Tribune has been purchased by H. R. Tillotson, of the firm of the Moburg & Brendall.

STREATOR, ILL.—Henry Groshons, who has conducted the Zeitung for a number of years, has sold the paper to Acker & Hoedell.

COLORADO CITY, COLO.—Bert Howard, formerly of Pratt, has taken over the Iris.

RAPID CITY, MICH.—Fred C. Thurston has purchased the controlling interest in the Rapid Citizen, which he has been publishing for some time in connection with Sydney N. Upthegrove, and on August 3, started the Lakeside Messenger, at Alden, Mich.

MOREHEAD CITY, N. C.—The Coaster Publishing Company has been taken over by R. T. Wade, who has been editor of the paper for the past year. The Coaster was established fifteen years ago.

**Issues an Ad Club Weekly.**

The Los Angeles (Cal.) Ad Club issues each week Ye Ad Club Crier, a small single sheet, containing the program for the weekly luncheon meeting and such other items as may be of interest to the members. S. Wood is the editor.

**R. J. BIDWELL CO.**

Pacific Coast Representative  
of

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

742 Market Street  
SAN FRANCISCO

(96% in Nebraska)

**OMAHA DAILY NEWS**

July Average

**73,959**

Has 20,000 More Circulation than any Other Nebraska Paper. Largest Sunday Circulation. First in Quality Circulation.

**C. D. Bertolet**  
Boyce Building, Chicago

New York Representative:  
A. K. Hammond, 366 Fifth Ave.

**THE HERALD**

HAS THE

**LARGEST MORNING CIRCULATION**

IN

**WASHINGTON**

C. T. BRAINARD, President.

Representatives:

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

THE

**Detroit Saturday Night**

guarantees the reliability of every advertisement appearing in its columns.

Whiskey, Beer, Cigarette and Patent Medicine advertising is tabooed.

The publishers reserve the right to reject any advertising which in their opinion is undesirable or does not conform to the general policy of the paper.

Foreign Advertising Representatives

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

**THE NEW HAVEN Times-Leader**

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.

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

**TIPS FOR THE AD MANAGER.**

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is placing orders with mail order papers for the Flint College of Hypnotism, Cleveland, Od.

Garden Advertising Co., Kinloch Building, St. Louis, Mo., is making 10,000-line contracts with western papers for C. J. Van Houten & Zoon, "Van Houten's Cocoa," 521 Wabash avenue, Chicago, Ill.

It is reported that E. P. Remington Agency, 1280 Main street, Buffalo, N. Y., will shortly make new fall contracts for the Foster Milburn Company of the same city.

Moffett-Lynch Advertising Company, Munsey Building, Baltimore, Md., is placing 10-inch 30-time orders with Kentucky papers for the Peahody Institute, Baltimore, Md.

Frank Presbrey Company, 456 Fourth avenue, New York City, is resuming the advertising for the American Tobacco Company, "Permit Cigar," 111 Fifth avenue, New York City.

It is reported that J. Walter Thompson Company, 201 Devonshire street, Boston, Mass., is now in charge of the advertising of the Sulpho-Naphthol Co., 14 Medford street, Boston, Mass.

Atlas Advertising Agency, 450 Fourth avenue, New York City, is placing orders with some New York state papers and will place, later on, orders with New England papers for the Pacific Coast Borax Company, "Twenty Mule Team Borax," 100 William street, New York City.

George Batten Company, Fourth Avenue Building, New York City, is issuing one page, once a month, to papers in fifty of the large cities for the Metropolitan Magazine, 432 Fourth avenue, New York City.

Donovan & Armstrong, Commonwealth Building, Philadelphia, Pa., are sending out 300-line 15-time orders to western papers for La France Manufacturing Co.

Carl M. Green Company, Free Press Building, Detroit, Mich., is making 5,000-line contracts with some large city papers for the Saxon Motor Car Company of the same city.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are handling the advertising account of N. K. Fairbank & Co., "Gold Dust Washing Powder," Chicago, Ill.

Freeman Advertising Agency, Richmond, Va., is forwarding one-page, one-time orders to southern papers for the Lynchburg Shoe Manufacturing Co., Lynchburg, Va.

Charles H. Fuller Co., Morgan Building, Buffalo, N. Y., is in charge of the advertising account of the Grapefruit Products Co., "Grapefruitola," Watertown, N. Y.

Robert M. McMullen Company, Cambridge Building, New York City, will

place the advertising account of Huyler's Candy Company, 64 Irving place, New York City.

H. D. Stewart Company, 119 West Madison street, Chicago, Ill., is making 5,000-line contracts with some western papers for Hans Fitchberg, "Sketch," Milwaukee, Wis.

It is reported that McClure Company, McClure's Magazine, 251 Fourth avenue, New York City, will place 50,000-line contracts the latter part of September with one selected paper in cities east of the Mississippi and north of the Mason-Dixon line.

The Atlas Advertising Agency, 450 Fourth avenue, New York City, is issuing orders to some New York state papers on a cash basis for the Knickerbocker Hotel, Broadway and 42nd street, New York City.

Brackett-Parker Co., 77 Franklin street, Boston, Mass., is making 2,500-line contracts with some southern papers for Williams & Clark, "La France Shoes," Lynn, Mass.

The Thomas Advertising Service, Florida Life Building, Jacksonville, Fla., it is reported, will double the appropriation for the year, and orders will be placed in cities where they have distribution for the Florida Citrus Exchange, Tampa, Fla., and 204 Franklin street, New York City.

J. Walter Thompson Company, Lytton Building, Chicago, Ill., is reported to be figuring on a cereal account. This agency is also making contracts with a selected list of papers for Davis Milling Co., "Aunt Jemima's Pancake Flour," St. Joseph, Mo.

Taylor-Critchfield Co., Brooks Building, Chicago, Ill., is making 5,000-line contracts with some western papers for Martin Howe Coal Co., Chicago, Ill.

The H. E. Lesan Advertising Agency has taken over the account of the Paramount Pictures Corporation. This is a new organization, which proposes to handle the distribution of motion pictures produced by the Famous Players Film Company and other organizations. National advertising that includes the use of the Saturday Evening Post and posters will be used.

The advertising and trade campaign for Ridgewell Cullum's new novel, "The Way of the Strong," published by the George W. Jacobs Company, Philadelphia, is being prepared by the Siegfried Company, Inc., New York.

The Metropolitan Agency, New York, is renewing contracts for George P. Ide Company of New York.

George Batten Company, Fourth Avenue Building, New York, is placing 4,134 lines in Kentucky papers for Kellogg Toasted Corn Flakes, Battle Creek, Michigan.

Lord & Thomas, Chicago, Ill., are issuing 2,500 line one year contracts to a selected list of papers for R. Schiffmann Company, St. Paul, Minn.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago, Ill., are forwarding two inch six time orders to a selected list of papers for W. S. Rice, Adams, N. Y.

R. M. Seeds, Indianapolis, Ind., is renewing contracts for the Pinex Company, Fort Wayne, Ind.

H. H. Levey, New York, is sending out three inch four time orders to Southern papers for the Humania Hair Company, New York City.

Stack Agency, Chicago, Ill., is putting out orders and copy with Western

**ROLL OF HONOR**

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

<b>ARIZONA.</b> GAZETTE—Av. Gross Cir. Mar., 1914, Government Statement, Apr. 1, 1914 ..... 6,544 Gross ..... 7,001	<b>NEW JERSEY.</b> PRESS ..... Asbury Park JOURNAL ..... Elizabeth COURIER-NEWS ..... Plainfield
<b>CALIFORNIA.</b> THE NEWS.....Santa Barbara BULLETIN .....San Francisco	<b>NEW YORK.</b> BUFFALO EVENING NEWS, Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York
<b>GEORGIA.</b> ATLANTA JOURNAL (Cir. 57,531) Atlanta CHRONICLE .....Augusta LEDGER .....Columbus	<b>OHIO.</b> PLAIN DEALER.....Cleveland Circulation for July, 1914, Daily .....126,967 Sunday .....153,068 VINDICATOR .....Youngstown
<b>ILLINOIS.</b> POLISH DAILY ZGODA.....Chicago SKANDINAVEN .....Chicago HERALD .....Joliet HERALD-TRANSCRIPT .....Peoria JOURNAL .....Peoria STAR (Circulation 21,589) .....Peoria	<b>PENNSYLVANIA.</b> TIMES .....Chester DAILY DEMOCRAT.....Johnstown DISPATCH .....Pittsburgh PRESS .....Pittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADER .....Wilkes-Barre GAZETTE .....York
<b>INDIANA.</b> THE AVE MARIA.....Notre Dame	<b>SOUTH CAROLINA.</b> DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
<b>IOWA.</b> REGISTER & LEADER...Des Moines THE TIMES-JOURNAL....Dubuque	<b>TENNESSEE.</b> NEWS-SCIMITAR .....Memphis BANNER .....Nashville
<b>KANSAS.</b> CAPITAL .....Topeka	<b>TEXAS.</b> STAR-TELEGRAM .....Fort Worth Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers. CHRONICLE .....Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
<b>KENTUCKY.</b> COURIER-JOURNAL .....Louisville TIMES .....Louisville	<b>WASHINGTON.</b> POST-INTELLIGENCER .....Seattle
<b>LOUISIANA.</b> DAILY STATES.....New Orleans ITEM .....New Orleans TIMES-PICAYUNE ....New Orleans	<b>CANADA.</b> <b>BRITISH COLUMBIA.</b> WORLD .....Vancouver
<b>MARYLAND.</b> THE SUN .....Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	<b>ONTARIO.</b> FREE PRESS.....London
<b>MICHIGAN.</b> PATRIOT (No Monday Issue) Jackson Average 1st qu. 1914: Daily 10,963; Sunday 12,584. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	<b>QUEBEC.</b> LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722
<b>MINNESOTA.</b> TRIBUNE, Mon. & Eve...Minneapolis	
<b>MISSOURI.</b> POST-DISPATCH .....St. Louis	
<b>MONTANA.</b> MINER.....Butte	
<b>NEBRASKA.</b> FREIE PRESSE (Cir. 128,384). Lincoln	
papers for the Booth Fisheries Company.	John F. Murray Agency, 17 Battery place, New York City, is making contracts in Southern papers for the Wyeth Chemical Company (Iads Salts).
Fuller Advertising Agency, Chicago, Ill., is forwarding orders and copy to Southern papers for the Kenton Pharmaceutical Company.	Tasmanian dentists are prohibited by law from employing any form of advertising.

**New Orleans States**  
Sworn Net Paid Circulation for 6 Months Ending April 1, 1914  
**28,427 DAILY**  
Per P. O. Statement  
Carrier circulation averages over 19,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.  
**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis

**AD FIELD PERSONALS.**

G. H. Weller, president of the Associated Ad Clubs of Iowa, and connected with the extension department of the Iowa State University, delivered an interesting address on advertising at Burlington, Iowa, Aug. 13.

Charles E. Buck, formerly with the advertising department of the Peninsular Engraving Company, Detroit, and more recently with the J. Walter Thompson Company, has been appointed assistant advertising manager of the Hupp Motor Car Company.

E. A. Berg, of the Berg Advertising Agency, of Fresno, Cal., is spending two or three weeks in the office of Lord & Thomas, Chicago, for the purpose of co-operating with that firm in preparing the one hundred thousand dollar advertising campaign which is shortly to be launched by the California Associated Raisin Co.

Everett C. Whitmyre, who has been connected with the advertising department of the Burroughs Adding Machine Company for some time, has become advertising manager of the Diamond Power Specialty Company, of Detroit. Mr. Whitmyre received his advertising training under E. St. Elmo Lewis, at the Burroughs plant.

S. J. Dutch, a Denver advertising man, who has been taking treatment for nervous exhaustion at a local sanitarium in that city, has disappeared.

Sam C. Dobbs, advertising manager of the Coca-Cola Company, and formerly president of the Associated Advertising Clubs of America, was tendered a reception by the Salt Lake Advertising Club recently while Mr. Dobbs was en route to the Pacific coast.

D. C. Seewir, former advertising manager of the Laclede Gas Light Company, has joined the staff of Fisher-Steinbruegge Advertising Company, which has headquarters at 1627-31 Washington avenue, St. Louis, Mo.

E. A. Barrymore, formerly with the Frank A. Munsey Company and the Philadelphia Public Ledger, has succeeded Walter R. Early as Western representative of the New York Morning Telegraph.

Brayton W. Castle has been made advertising manager for Adam, Meldrum & Anderson Company, Buffalo. He has held a similar position with the H. D. Taylor Company, Buffalo, for the past four years.

Ernest F. Clymer has received his appointment as advertising manager of Countryside Magazine Suburban Life, New York. He was formerly on the advertising staff of McClure's Magazine.

Everett C. Whitmyre has been appointed advertising manager of the Diamond Power Specialty Co., Detroit. He was formerly with the Burroughs Adding Machine Company, under E. St. Elmo Lewis.

H. M. Appel has been made assistant to H. J. Winsten, sales and advertising manager of the Chicago-Kenosha Hosiery Company, Kenosha, Wis. He was formerly with the Superior Underwear Company, Piqua, O. The Chicago-Kenosha concern manufactures the Black Cat line of hosiery.

H. H. Hershey has been made advertising manager for the Peruna Company, Columbus. He succeeds F. W. Schumacher, whose mining enterprises compelled his withdrawal as that company's advertising director.

J. Herbert Toal has been appointed sales promotion and advertising manager of the Uno Manufacturing Co., chemists, Chicago. In order to accept this appointment he has resigned as western sales promotion manager of

Valentine Co. (Valspar), a place he has held for the past three years. He will enter upon his new duties on Sept. 1.

I. A. Burdette, formerly advertising manager of the National Field, a farm paper of Atlanta, Ga., has severed his connection with that paper. Fred C. Poley, of the advertising department of the National Field, succeeds Mr. Burdette as advertising manager, the change going into effect at once. The advertising office has been removed from 1510 Hurt Building to 14 1/2 South Pryor street, the publication office.

Ewen Cameron McIntyre, formerly associated with Hill & Tryon, New York City, but now known as the A. P. Hill Co., Pittsburgh, has been a member of the advertising force of the Dake Advertising Agency, San Francisco, since his arrival in the latter city, six months ago. McIntyre is doing well in his new berth and is in love with California climate. "Like it fine," he says. "Tell all the boys that 'this is the life.'"

Manning Wakefield, of Atlanta, has joined the staff of the John M. Branham Company. Mr. Wakefield has been in the newspaper business about five years, spending most of his time on Atlanta papers.

**NEWS OF THE AGENCIES.**

The R. C. Scott Advertising Co., of California, with headquarters in San Francisco, is placing a lot of advertising in the street cars.

R. H. Blair & Co., Whittier, Cal., was one of the prize-winning firms in the display contest at the recent convention of the Poster Ad Men, held at Atlantic City.

David E. Victor, formerly with the Frank Kiernan Advertising Agency, New York, and Nathaniel Williams, manager of the classified advertising of the New York Globe, have opened offices as advertising service agents at Wilmington, Del.

The Hupp Motor Car Company's account has been transferred to the Dunlap-Ward Advertising Co., of Detroit.

The H. E. Lesan Advertising Agency Inc. has taken over the advertising of Hall & Ruckel (Sozodont).

The Beers Advertising Agency, Havana and New York, is running new copy for the E. M. Davis Soap Co., in four leading Spanish papers of Cuba for 10 weeks' run, once a week.

**NEW INCORPORATIONS.**

**NEW YORK CITY.**—The Bronx Yiddish Press Publication Syndicate has been incorporated by N. W. Bresler, 1382 Park avenue, New York; Y. Sonberg, Brooklyn, and S. H. Ellman, New York. Capital, \$25,000.

**EAST CHICAGO, ILL.**—The East Chicago Publishing Company; capital stock, \$25,000. To publish papers; directors, Herbert O. Jones, Orlando C. Cole and Ernest E. Woodcock.

**Arnold Enjoying Life.**

J. Clem Arnold, former business manager of the Oakland (Cal.) Tribune, and more recently manager of the Los Angeles Herald, is reported taking life easy on his orange grove, near Los Angeles, having given up the strenuous life of the newspaper business. It is said that Arnold was recently tendered a contract calling for a salary of \$25,000 a year to become business manager of the Los Angeles Herald and the Express, two papers, owned by Attorney Earl of that city.

**Editors to Visit Alberta.**

Under the auspices of the Immigration Department, sixty editors of Scandinavian newspapers published in the United States will pay a visit to Edmonton, Alberta, this month.

**Directory of Advertisers Aids.**

**Publishers' Representatives**

**ALLEN & WARD**  
Brunswick Bldg., New York  
Advertising Bldg., Chicago

**ANDERSON, C. J., SPECIAL AGENCY**  
Marquette Bldg., Chicago, Ill.  
Tel. Cent. 1112

**JOHN M. BRANHAM CO.**  
Brunswick Bldg., N. Y., Mallers Bldg., Chic.; Chemical Bldg., St. Louis.

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

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

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

**CONE, LORENZEN & WOODMAN**  
Brunswick Bldg., N. Y.; Advtg. Bldg. Chic.; Gumbel Bldg., Kansas City.

**DE CLERQUE, HENRY,**  
Chicago Office, 5 S. Wabash Ave.  
New York Office, 1 W. 34th St.

**HENKEL, F. W.**  
People's Gas Bldg., Chicago  
Metropolitan Bldg., New Yo k.

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

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

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

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

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

**AFTER FAKE ADVERTISERS.**  
New York and Indianapolis Bring Two Cases Into Court.

Justice is getting after faking advertisers more vigorously these days than formerly. In New York City, William P. Smith, inspector in the Department of Water Supply, Gas and Electricity, was sentenced to pay a fine of \$50 or to spend twenty days in jail after he pleaded guilty to a charge brought by the World of having caused misleading advertisements to be printed in its columns. Smith conducts a civil service school. He advertised for engineers and plumbers at high wages with the object of getting the names and addresses of unemployed men to be used in canvassing for the school. He had no means of obtaining the employment which the advertisement seemed to promise. Several hundred workmen went to the place after the advertisements were printed and created a disturbance.

In Indianapolis, Ind., on Aug. 15, affidavits were filed in the police court against Louis Domb, Leo Ettinger and Charles Medias, all said to be members of the California Salvage Company, charging them with publishing in an advertisement false facts calculated to mislead the public. The affidavits are based on a new statute passed by the last legislature and are the first made

**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

**GJENTHER-BRADFORD & CO.,**  
Chicago, Ill.

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

**THE EXPORT ADV. AGENCY**  
Specialists on Exports Advertising  
Chicago, Ill.

in Indianapolis since the new law became effective.

The affidavits in the Indianapolis case charge that the firm did not place on sale to the public at retail \$35,000 worth of "finest" clothing at less than the cost of the raw material, as alleged in the advertisement. The affidavits set out that the firm did not purchase the clothing from the sources set out in the advertisement and that other similar facts were untrue.

The affidavits conclude with the statement that the statements made in the advertisement were not true and that the writers of the advertisement or the firm that paid for its insertion were aware that the facts set out in the advertisement were not true, therefore are amenable under the false advertising law. The law provides for a fine of not more than \$500 and not less than \$10.

Send for samples of Half-tone Diamond Black. This Ink will print Jet Black on the most difficult paper. 40c. net.

Every pound guaranteed  
**F. E. OKIE CO.**  
PHILADELPHIA, PA.

# Don't Do Your Fighting Blindly

If you look with eager eyes at the rich trade that might be yours in and near Chicago, don't plan your invasion *blindly*. Knowing where the strongholds are and what intrenchments must be carried, may save you many weeks of fighting and many thousands of dollars. Accurate knowledge *beforehand* may mean *victory*. Blind fighting without that knowledge may mean *surrender*.

*The Tribune's Advertising Promotion Department* can furnish you with such accurate information as will enable you to fight for Chicago's rich trade to the very best advantage without wasting time or money. It will gladly furnish you this information at any time you wish to invade this territory. In writing, please state the name and character of your product.

In daily city circulation and in volume of advertising printed THE TRIBUNE nearly equals the other Chicago morning papers COMBINED.

## The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

*Member Audit Bureau of Circulations*

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

Pacific Coast Advertising Office: 742 Market Street, San Francisco



