

THE EDITOR AND PUBLISHER AND JOURNALIST

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COUNTRY PAPER BEST.

ARTHUR BRISBANE TELLS PENNSYLVANIA STATE EDITORS OF THEIR TRUST.

Forty-second Annual Convention at Pittsburgh Attended by Over Two Hundred Newspaper Men of State—New York Editor Would Have Rich Man Back News Service for Use of Small Town Paper.

(Special Correspondence.)

PITTSBURGH, PA., Oct. 1.—The forty-second annual convention of the Pennsylvania State Editorial Association was held in this city on Tuesday and Wednesday. Over two hundred writers, editors and publishers attended the sessions. They were the guests of the University of Pittsburgh, the Chamber of Commerce and several other commercial bodies.

The principal formal function of the convention was the banquet at the Hotel Schenley, Tuesday night, with Arthur Brisbane, editor of the New York Evening Journal, as the guest of honor and principal speaker. Mr. Brisbane took as his subject "Journalism as It Is Practised Today." Mr. Brisbane spoke the praises of the country editor in no uncertain terms. He said in part:

MISSION OF COUNTRY EDITOR.

"The small town editor is the real newspaper man of the United States, and his readers are the boys who will some day be the rulers or the editors in New York, Chicago and other big cities. The editors of the Bingville Bugles are the editors now teaching the young boys to become future statesmen.

"A successful newspaper is composed of three things, that of printing what is news, having a vaudeville for the entertainment of tired American people, and, thirdly, it must contain the expressions of the editor's sincere opinions.

"In the newspaper field there are ten thousand men worrying over work one could do. The work should be done from the central place. In this I am not speaking for the benefit of any news service, but I believe that a man of great wealth should back a newspaper service that you men could use.

SUGGESTS NEWS CENTER.

"I have suggested it to Mr. Astor, Mr. Gould and others. Get the ablest men in the country to handle it. Get the best cartoonists and writers and artists. Get women writers. The latter are a real drawing power. Now, if that was done, the editor of the Bingville Bugle would have a paper better than the city papers. If you can make a newspaper suit one body of people you will make it suit all.

"The country reader is the biggest buyer in the United States and you men should have a monopoly in figuring in that trade. You should make up your minds to help make possible those sales and make the advertisers understand that advertising is a profitable expenditure; and, last of all, you should stick to your advertising rates."

At a luncheon at the Fort Pitt Hotel, Wednesday, the editors were addressed by Congressman James Francis Burke, R. H. Thomas, Jr., vice-president of the association, and Dr. Samuel Black McCormick, chancellor of the University of Pittsburgh. Dr. McCormick described some of his experiences while abroad during the past summer. He urged business men to accept the trade opportunity offered by the war.



MARTIN H. GLYNN,

EDITOR OF THE ALBANY TIMES-UNION, WHO HAS BEEN NOMINATED TO SUCCEED HIMSELF AS GOVERNOR OF NEW YORK STATE.

Arkansas Publicity Act Adopted.

Through the efforts of the Arkansas Press Association the publicity bill known as Act No. 3 was carried in that state last week and became a law at once. The adoption of the law means, according to officers of the association "that the initiative and referendum measures will be published hereafter in each county of the state four weeks, instead of six weeks, that a synopsis of the general laws passed by the legislature, all general orders of the railroad commission, all claims against each county and road district, the reports of county commissioners of accounts be published in one newspaper of each county. It means that all improvement districts hereafter shall publish their financial reports. It means that all municipalities shall publish a detailed statement each year of their receipts and disbursements.

Mobile Post Sues on Unpaid Stock.

The Post Publishing Company, W. P. Cochran, president, publisher of the defunct Mobile (Ala.) Evening Post, has filed a suit against Charles H. Allen, who was business manager of the paper, claiming \$3,000 damages on the allegation that the latter on August 12, 1913, subscribed to \$4,800 of the capital stock of the Post, on which he paid \$1,300 on October 13, \$400 on October 24 and \$100 on October 28, leaving, it is averred, \$3,-

000 unpaid. The plaintiff further claims \$1,300.25 for an alleged overdraft by Allen for his services from October 1, 1913, to May 1, 1914. For these services, it is alleged, he was entitled to \$900.

Atchison (Kan.) Daily Champion Sold

The Atchison (Kan.) Daily Champion has been sold to A. S. and E. P. Anderdeck, brothers, of Kankakee, Ill., who will take charge at once. Eugene Pulliam the retiring owner is in ill health, and lately was succeeded as editor by Sheffield Ingalls, who now will terminate his connection with the paper. The Anderdeck brothers recently have been running a paper in Alabama.

Sues Reading Newspaper Publishers.

Representative John H. Rothermel has instituted suit for \$25,000 damages against the Reading (Pa.) Printing Company, publisher of the Reading News-Times, and the Telegram. He alleges that in printing photographic reproductions from the Congressional Record, they were so put together that their publication reflected upon him and made it appear that he had appropriated the salary of his clerk. Rothermel was subsequently defeated for the democratic nomination as candidate for Representative.

The Canton (O.) Magazine Company has increased its capital stock from \$1,000,000 to \$1,875,000.

NEWS CENSORSHIP.

PRESIDENT ROY HOWARD TALKS ENTERTAININGLY UPON THE SITUATION ABROAD.

Difficulties Encountered in Trying to Get Dispatches Through to the United States—The London Bureau—Germany Now Aiding the Correspondents in Gathering and Forwarding News of War Zones.

Roy Howard, president of the United Press Associations, who returned from Europe on the Mauretania last week, brought back some new views of the difficulties encountered by the correspondents and press associations in covering the great conflict now waging.

Mr. Howard left here the middle of August to give his personal attention to the strengthening of the foreign service of the United Press. He was thoroughly informed as to the character of the war news received in this country and therefore knew in what directions it might be strengthened.

On his arrival in England he soon began to appreciate the severe handicaps under which the correspondents were laboring.

NO STANDARD RULES.

"In London it was almost impossible to get the important news through," said Mr. Howard to a representative of THE EDITOR AND PUBLISHER. "The Censorship Bureau was in the hands of army and navy men who had had little or no experience in newspaper work. Censors were stationed in the cable and telegraph offices and in the offices of the principal news bureaus. As there were no standard rules for the vising of the dispatches it often happened that a piece of news that was deleted by one censor would be passed by another. That is why some corking good stories that were written by our own correspondents would be suppressed, while the same news sent through other offices would be passed, and vice versa.

"Because of this fact we used to file dispatches in duplicate in several offices, in the hope that one of them would get through. Subsequently a central bureau of censorship was established to which all press matter had to be sent. After it had been passed upon there it would be taken to the cable offices, where it was again examined by censors.

RIGID ENGLISH CENSORSHIP.

"There has been much complaint over the rigid and often unfair character of the English censorship, not only by the American correspondents, but by the entire British press. English journalists declare that important news is suppressed the publication of which could in no way give aid to the Germans.

"This suppression of any and all German news is now being extended to the mails in London. Having learned that the United Press was sending German news from The Hague to London for resending to New York, the British censor now opens every letter before delivering it to our London office. Some of the censored letters are delivered and some are not. Other American agencies have had the same experience, with the result that the best German news reaching America (aside from the limited wireless dispatches) is matter sent by courier by the Holland-America ships.

"In consequence, despite the best efforts and the most ingenious schemes of American newspaper men, the cable

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CANADIAN NEWS NOTES

**Advertising Situation Improving—
New Organization of Ad Men—
Newspapers Reaching After More
Foreign Business—Toronto Press
Club Homeless—Editor Arrested
for Criticising Minister of Militia.**

(Special Correspondence.)

TORONTO, Sept. 25.—General advertising conditions continue to show steady improvement in Canada. Several advertising agents report that they expect to close a number of new accounts as a direct result of the war, one agent stating that he will have no fewer than fifteen new advertisers on his list. The cutting off of imports from Europe has created special opportunities for Canadian manufacturers, and many of them are taking prompt advantage of the situation. Some even are adding new departments to their plants to produce lines formerly received from Germany.

The organization of the Association of Canadian Advertisers is being completed. J. R. Kirkpatrick, advertising manager of the E. W. Gillett Co., has been elected provisional president and B. H. Bramble, advertising manager of the Goodyear Tire & Rubber Co., provisional secretary. The association will establish a central bureau for investigation purposes and will pay special attention to the standardization of circulation statement forms and the weeding out of fake advertising propositions.

Hutcharm, Limited, advertising agents, Victoria, B. C., announce the closing of their branch offices in Seattle, Wash., and Calgary, Alta. R. A. Hutchison, former president of the company, has severed his connection with it.

WEEKLY PUBLISHERS ACTIVE.

An effort is to be made by weekly publishers to get more foreign advertising for their papers. It is proposed to secure the services of an advertising expert to plan and conduct a comprehensive campaign of education directed to general advertisers and advertising agencies relating to the possibilities and claims of weekly newspapers as advertising media. To this end members of the weekly section of the Canadian Press Association are being asked to signify their willingness to contribute the sum of one dollar per month for twelve months to cover expenses. If a sufficient number consent, the campaign will be inaugurated.

The annual meeting of the Maritime Provinces' Division of the Canadian Press Association called for September 30 and October 1 at Charlottetown, P. E. I., has been postponed indefinitely owing to the war.

The Toronto Press Club has abandoned its permanent quarters on Bay street and may possibly disband its organization. It was a struggle from the first to keep the clubrooms going, and when the war broke out the extra work involved in the various offices kept members from making any use of the premises. Under the circumstances it was the only wise course to close the place up.

NEW NIAGARA FALLS DAILY.

The Niagara Falls Review, published by F. H. Leslie, will shortly, it is reported, be converted into a daily.

The directors of Canadian Press, Limited, are considering applications for franchises from the News-Sentinel, Amherst, N. S., the Banner-News, Chatham, Ont., and J. A. Aukin, former proprietor of the Phoenix, Saskatoon, Sask.

The publishers of the Financial Times, Montreal, have started the publication of the Illustrated War Times, a weekly made up entirely of pictures of the war. It runs ten pages and has a circulation already of 20,000 copies.

For publishing an article criticising the Minister of Militia, the Hon. Sam Hughes, and his management of the military camp at Valcartier, Knox Magee, editor of the Winnipeg Saturday Post, was placed under arrest this



CHARLES A. TUTWEILER,
NEW BUSINESS MANAGER OF THE INDIANA DAILY TIMES.

week by the military authorities of Winnipeg, but was released after three hours' incarceration in the barracks. He intends to bring a civil action for wrongful arrest.

Peter McArthur, who is well known in Canada as a writer of special articles on agricultural topics, has been offered the position of publicity man for the Fruit Branch of the Department of Agriculture. His special task will be to assist the farmers of Canada in selling their crop of apples.

It is now announced that the correspondents of Canadian newspapers at the Valcartier camp will be permitted to accompany the first contingent to England. Their future movements will come under the supervision of the British War Office. W. A. C.

Founder of Sears, Roebuck Co. Dead.

Richard W. Sears, founder of Sears, Roebuck & Co., Chicago, who in fifteen years rose from the position of railroad telegrapher to wealth, died Monday at Waukesha, Wis. Mr. Sears was born in Stewartville, Minn., December 7, 1863. He began his career as a railroad employe and six years later opened a mail order business. This firm was phenomenally successful and in 1890 Mr. Sears organized Sears, Roebuck & Co. In 1908 he retired from active business and since had devoted his time to farming. Mr. Sears' wealth has been estimated as high as \$30,000,000.

Logan Banner Changes Hands.

The Logan (W. Va.) Banner, long run as a Republican newspaper by George Dean, has passed into other hands and will now be conducted by a corporation chartered under the name of the newspaper. The incorporators are State Senator E. T. England, Ira P. Hager, O. J. Geegan, John M. Perry, Norman Jackson, W. C. Lawrence, Jr., and I. C. Smith. The authorized capital stock is \$10,000.

THE NEWS-POST SUSPENDS.

Philadelphia Radical Paper Quits After Two Years of Life.

The Philadelphia News-Post suspended publication on Saturday. The paper was a member of the Scripps-McRae League. The decision to suspend became known Monday after the return of H. B. Clark, president of the company, from Los Angeles.

"Philadelphia is a good town," said Mr. Clark, "but we did not put out the News-Post in a way to make people buy it. It was not a failure. All our debts are paid. We have just quit; that is all. We came here without any preliminary announcement, and we are going out the same way."

The News-Post was published at Tenth and Hamilton streets, Philadelphia. The first issue appeared April 10, 1912. Since then it appeared without interruption. For a time during the outbreak of the European war a Sunday edition was published.

The radical tone which predominated in the News-Post made it a source of curiosity and wonder to the man in the street. Its publishers denied any connection with any party, but the paper generally was regarded as dominated by Socialists.

The News-Post had an exciting career. At one time the staff was arrested on a charge of criminal libel preferred by Magistrate Thomas W. McFarland, and last May the publishers were reprimanded by Judge Martin, of the Common Pleas Court, for their comment on a damage suit for damages tried before him.

The suspension was a complete surprise to those in touch with the newspaper field in Philadelphia. Three months ago the size of the paper was increased from four to eight pages and a more ambitious tone pervaded its activities.

SALE OF KOKOMO DISPATCH.

New Company Headed By B. F. Louthain, Now in Charge of Indiana Daily.

The purchase of Kokomo (Ind.) Daily Dispatch was consummated last week, and the Dispatch Publishing Company is now in charge of the newspaper. The property was bought from H. E. and J. O. Henderson, who had been publishers and owners of the paper for forty years.

The new board of directors is composed of B. F. Louthain, Victor J. Obenauer, R. C. Kloepfer, D. D. Fickle and Carl Kloepffer. The officers are B. F. Louthain, president; Victor J. Obenauer, secretary and managing editor, and R. C. Kloepfer, treasurer.

The Kokomo Dispatch is one of the oldest democratic papers in the state, having been started about fifty years ago. It is well established, stands high in the community in which it circulates, and is recognized throughout Indiana. With the new energy and the additional capital which has been injected into it, the new management expects to make the Dispatch one of the best daily newspapers in northern Indiana. Mr. Obenauer will have personal charge of the paper.

Sale of a Gardiner (Me.) Daily.

The Gardiner (Me.) Reporter Journal, a long established daily paper, has been purchased from Ernest W. Morrell by Ernest C. Bowler, of Bethel, a representative in the last Maine Legislature and formerly owner of a paper in Coxford County. Mr. Morrell has been connected with the paper for 46 years.

College Point News Appears.

College Point, L. I., has another weekly newspaper. It made its appearance Saturday. The publisher is A. F. Gould, editor of the Whitestone (L. I.) Herald for the past seven years.

A course in agricultural journalism will be given in the College of Agriculture, West Virginia State University, this fall. O. M. Kile, agricultural editor for the college, will be in charge.

WILL MANAGE INDIANA TIMES.

C. H. Tutweiler Appointed Business Manager of Indianapolis Paper.

Charles A. Tutweiler has been named business manager of the Indiana Daily Times. Mr. Tutweiler is one of the best known newspaper men in the middle west, having been identified with various publications continuously for the past fifteen years. During this period he has taken active part in the managing of the affairs of some of the greatest papers in the west.

Fifteen years ago Mr. Tutweiler commenced his newspaper career on the Phoenix, (Ariz.) Republican. After several years of service with that paper he went to Indianapolis as advertising solicitor on the Star. After seven years of service with that paper he was appointed advertising manager, as a reward for his excellent work as solicitor. Leaving the Star Mr. Tutweiler published an Automobile Journal for some time and then sold out in order to take over the reorganization of the old Indianapolis Sun. Completing this work he organized the Tutweiler Adv. Agency, which firm has grown to one of the largest of its kind in the Hoosier state. Mr. Tutweiler still retains his interest in this concern.

Dynamiters Plot Newspaper Wreck.

The office of the Tonopah (Nev.) Bonanza, an afternoon newspaper, was damaged last week by the explosion of three sticks of dynamite under the room occupied by the job printing plant. A corner of the building was torn off, a garage adjoining was wrecked, and windows a block away were broken by the concussion. There has been friction between the members of the Western Federation of Miners and the Industrial Workers of the World in Tonopah and Goldfield recently and the Bonanza has taken an active part in the controversy.

PHILADELPHIA NOTES.

(Special Correspondence.)

PHILADELPHIA, Sept. 27. — There is considerable speculation over the resignation of John Gribbel from the vice-presidency and directorate of the Public Ledger Company. According to partisan papers, his resignation was due to his strong Republicanism and, according to the Evening Telegraph, to his opposition to the "recent Democratic tendencies of the Public Ledger," which have "greatly disturbed him."

The Ledger is unequivocally against Senator Penrose and Penrosism. You could hardly call the Ledger a Democratic organ, since it is making a great fight for Brumbaugh, the Republican nominee for governor. Town gossip adds some snappy comment to the discreetly published facts, which have, by the way, been given very little circulation by either side.

Arthur H. Samuels, formerly with Calkins & Holden, advertising specialists, of New York, and who was in charge of publicity for the paper after its purchase by Cyrus H. K. Curtis, is acting advertising manager of the Ledger.

DINNER TO CAMPBELL.

A dinner will be given at the Pen and Pencil Club on October 22 in honor of James H. Campbell, one of the best-known political writers in town. He began his newspaper career thirty four years ago next month, on the North American, doing dramatic work, and was for a long time city editor of the old Evening Call. He is now on the Evening Star, and his colleagues, led by the president of the club, Robert MacCauley, are planning to give him a rousing party of the famous Pen and Pencil Club variety, which will be participated in by over 125 members.

Walter F. Bonsall, sixty-six years old, proprietor and editor of the German-town Guide, is seriously ill from a heart affection brought on by a shock received while using the telephone in his office some time ago. His left arm was paralyzed at that time and his present condition is giving much anxiety to his many friends.

PRESS WOMEN MEET.

The Pennsylvania Women's Press Association held a preliminary meeting last week at the home of the president, Mrs. Harriet Hayden Finck. This club, which is the oldest organization of newspaper women in the state, is planning a lively season. Meetings will be held at the Hotel Adelphia and there will be dinners and speakers of prominence throughout the winter. Delegates and alternates who have been named to attend the annual meeting of the State Editorial Association in Pittsburgh next week are Mrs. Ada Cable, of Bradford, Pa., editor and publisher of the Bradford Herald; Miss Jane Stewart, Miss Mira Lloyd Dock, of Harrisburg, and Miss Curtis Wager-Smith. The president, Mrs. Finck, will attend as usual. The Women Writers' Club also held their first meeting this week.

A hundred members of the Poor Richard Club, which is composed of advertising makers and buyers, were entertained last Saturday by W. Atlee Burpee, a well-known seedsman, at his country place, Fordhook Farm. On their arrival each guest was presented with a tasseled stalk of corn, and when they turned homeward after singing in farewell "Sweet Peas, Burpee," to the tune of "Good Night," each carried a basket of peaches.

Waycross Journal and Herald Merge.

The Waycross (Ga.) Journal and the Herald consolidated on October 1 and will hereafter be known as the Journal-Herald. L. Volney Williams is editor and the paper will be issued at the Journal's plant, which will be greatly enlarged. The Herald plant has been leased to Frank P. Wade, who will publish a new weekly. The Journal-Herald will be a non-factional paper. The consolidation of the dailies will not cause any changes in the staff of the Journal.

Numb. 1.

PUBLICK OCCURRENCES

Both *FORREIGN* and *DOMESTICK.*

Boston, Thursday Sept. 25th. 1690.

It is designed, that the Country shall be furnished once a month (or if any Glas of Occurrences happen, oftener,) with an Account of such considerable things as have arrived unto our Notice.

In order hereunto, the Publisher will take what pains he can to obtain a Faithful Relation of all such things; and will particularly make himself beholden to such Persons in Boston whom he knows to have been for their own use the diligent Observers of such matters.

That which is herein proposed, is, First, That Memorable Occurrences of Divine Providence may not be neglected or forgotten, as they too often are. Secondly, That people every where may better understand the Circumstances of Publique Affairs, both abroad and at home; which may not only direct their Thoughts at all times, but at some times also to assist their Business and Negotiations.

Thirdly, That some thing may be done towards the Curing, or at least the Charming of that Spirit of Lying, which prevails amongst us, wherefore nothing shall be entered, but what we have reason to believe is true, repairing to the best authorities for our Information. And when there appears any material mistake in any thing that is collected, it shall be corrected in the next.

Moreover, the Publisher of these Occurrences is willing to engage, that whereas, there are many False Reports, maliciously made, and spread among us, if any well-minded person will be at the pains to trace any such false Report so far as to find out and Convict the First Raifer of it, he will in this Paper (unless just Advice be given to the contrary) expose the Name of such person, as A malicious Raifer of a false Report. It is supposed that none will dislike this Proposal, but such as intend to be guilty of so villainous a Crime.

THE Christianized Indians in some parts of *Plimouth*, have newly appointed a day of Thanksgiving to God for his Mercy in supplying their extrem and pinching Necessities under their late want of Corn, & for His giving them now a prospect of a very Comfortable Harvest. Their Example may be worth Mentioning.

'Tis observed by the Husbandmen, that altho' the With-draw of so great a strength

from them, as what is in the Forces lately gone for *Canada*; made them think it almost impossible for them to get well through the Affairs of their Husbandry at this time of the year, yet the Season has been so unusually favourable that they scarce find any want of the many hundreds of hands, that are gone from them; which is looked upon as a Merciful Providence

While the barbarous *Indians* were lurking about *Chelmsford*, there were milling about the beginning of this month a couple of Children belonging to a man of that Town, one of them aged about eleven the other aged about nine years, both of them supposed to be fallen into the hands of the *Indians*.

A very Tragical Accident happened at *Waver-Town*, the beginning of this Month an Old man, that was of somewhat a Silent and Morose Temper, but one that had long enjoyed the reputation of a *Sobor* and a *Stoick* Man, having newly buried his Wife, The Devil took advantage of the Melancholly which he thereupon fell into, his Wives discretion and industry had long been the support of his Family, and he seemed hurried with an impertinent fear that he should now come to want before he dyed, though he had very careful friends to look after him who kept a strict eye upon him, least he should do himself any harm. But one evening escaping from them into the Cow-house, they there quickly followed him, found him hanging by a Rope, which they had used to tie their *Cattles* withal, he was dead with his feet near touching the Ground.

Epidemical Fevers and *Agues* grow very common, in some parts of the Country, whereof, tho' many dye hot, yet they are forely unfitted for their employments; but in some parts a more malignant Fever seems to prevail in such sort that it usually goes thro' a Family where it comes, and proves Mortal unto many.

The *Small-pox* which has been raging in *Boston*, after a manner very Extraordinary, is now very much abated. It is thought that far more have been sick of it then were visited with it, when it raged so much twelve years ago, nevertheless it has not been so Mortal, The number of them that have

FACSIMILE OF THE TITLE PAGE OF AMERICA'S FIRST NEWSPAPER

The reproduction of the front page of the first newspaper printed in America, Publick Occurrences, issued in Boston, Sept. 25, 1690, printed herewith, is from a photograph made especially for THE EDITOR AND PUBLISHER by A. P. Monger, 8 Breems Building, Chancery Lane, London, England, from what is believed to be the only original copy in existence, and now preserved in the Public Record office, of the British government.

According to the imprint, the paper was printed "by R. Pierce for Benjamin Harris, at the London Coffe-House." Immediately after the appearance of Publick Occurrences its editor was arrested and the copies of the paper were confiscated on the ground that he had failed to take out a license. No further attempt was made to get out another issue of the paper. Fourteen years later, in 1704, the Boston News Letter was

launched by John Campbell, the postmaster of the city, which existed for forty years.

The American Association for International Conciliation has issued a special bulletin on "The Changing Attitude Toward War as Reflected in the American Press." The bulletin is composed almost entirely of war cartoons drawn by daily newspaper artists.

CHICAGO NEWS HAPPENINGS.

Ad and Press Club Activities and Personals from Windy City.

(Special Correspondence.)

CHICAGO, Sept. 30.—The Advertising Association has successfully inaugurated the holding of luncheons occasionally with theatrical and other entertainments.

The Iowa Authors are to hold a homecoming at Des Moines Oct. 5, 6 and 7. Among the honored guests will be Oney Fred Sweet, feature editor of the Chicago Sunday Tribune, who happens to be an Iowa product.

A number of local newspaper women, old friends of Miss Lucy Huffaker, a New York writer, formerly of Chicago, who is visiting here, tendered her a luncheon at Hotel La Salle last week. It luckily also happened to be her birthday.

A. W. Shaw, editor and publisher of System, has been in town. He gave an address at the opening night of the Northwestern University School of Commerce on Friday of last week. He spoke on the "Philosophy of Business."

Jack Lait, the drama writing editor, has prepared a sketch, "The Scarlet Scandal," for Kitty Gordon.

The Western Advertising Golfers' Association will hold its final tourney of the season at the Westmoreland Country Club on Oct. 6. There are two tickets in the field for the annual election, to be held the same day. One is headed by B. D. Butler for president and the other by R. L. Whitton.

Howard Carey, associate editor of the Technical World Magazine, was married on the 18th in this city.

The Herald has put up a handsome trophy to be competed for at the Chicago dog show that opens on the 9th.

The Illinois Woman's Press Association will hold a "disarmament" meeting in the Art Institute Friday evening of this week. An interesting literary and musical program has been arranged.

Miles B. Hilly, president of the Hilly Advertising Agency, died suddenly of heart failure at his home last week. He was 44 years old and leaves a widow. He was for many years with the Lord & Thomas agency.

A. E. Chamberlain went to Grand Rapids this week and addressed the local Advertisers' Club there on advertising goods as made in Grand Rapids.

The Illinois Woman's Press Association is to issue a "Memory Book" containing contributions from over one hundred of its members.

The Press Club held a war luncheon last week.

Death of Alfred Hopkirk.

Alfred Hopkirk, for many years city editor of the Englewood (N. J.) Press, died at Leonia, N. J., on Sept. 30, of cancer, aged 44 years. Mr. Hopkirk was one of the best known newspaper men in Northern New Jersey. He spent the summer abroad, seeking to regain his health, but returned home a few weeks ago. He is survived by a widow and two daughters.

Winnipeg Newsboys Form Union.

Winnipeg newsboys, 300 strong, met last week and formed a union of their own. It is to be known as the Winnipeg Newsboys' Union. The following officers were elected: Honorary President, Alderman R. A. Rigg; president, J. Rosen; secretary, A. Goodman; executive committee: F. Walkin, A. Schwartz, H. Schaffer, Alf Slursky, Max Oigman, Joe Smith, S. Barratt and Sam Steinberg.

WILL PUBLISH' YEAR ROUND.

University Missourian, Under J. W. Jewell, to Appear Every Week Day.

John W. Jewell of Springfield, Mo., a senior in the School of Journalism of the University of Missouri, has been elected manager of the University Missourian for this year.

And Mr. Jewell's election proves the oft quoted statement that once a man gets printer's ink on his hands, he can



JOHN M. JEWELL.

never wash it off. The statement has an added meaning in this case because it was Mr. Jewell's grandfather who got the ink on his hands. Then came John's father, Harry S. Jewell, who got into it so deep that he now owns the Springfield (Mo.) Leader, considered by those who know, one of the very best daily newspapers in Missouri with metropolitan dailies not excepted.

At the June meeting of the University Missourian board, which controls the paper, it was decided to publish the paper throughout the year instead of just during the college year of nine months. This was caused by the rapid growth of the Missourian into the local Columbia field in both advertising, news and circulation. It was important that a good man be selected this year and the choice fell to John W. Jewell because of his unusual abilities in the business side of publishing.

Mr. Jewell is twenty-four years old. He has had considerable experience on his father's paper and it is generally understood that when he has finished his work at the University of Missouri he will take an important position on the Leader.

Hartford Globe Buys Sunday Post.

The Globe Publishing Company, owner of the Hartford (Conn.) Globe, has acquired the entire assets of the Hartford Sunday Post, which suspended publication on September 20. The Sunday Post issued its first paper in the fall of 1907. The Globe also has a contract by which it may call on all the mechanical facilities of the Evening Post, which has a thoroughly modern printing plant. An enlargement of the Globe and an increase in its features are being planned.

SOUTHERN PUBLISHERS.

Executive Committee Selects May 16 and 17 for Annual Convention.

The members of the executive committee and the advertising committee of the Southern Newspaper Publishers' Association met in Birmingham September 22 to fix the date for the next annual meeting of the organization. Those present were: F. W. R. Hinman, president; V. H. Hanson, Robert Jones, Walter Johnson, Elmer Clarke and W. M. Clemens, secretary.

It was decided to fix the date of the 1915 meeting in Asheville, N. C., for May 18 and 19, with the idea in view of having a golf tournament on May 16 and 17, thus giving the 18th and 19th over to the transaction of business. On account of the success of the 1914 program, it was advised that the 1915 program be on similar lines, with nationally prominent men in attendance.

President Hinman appointed the following committee to arrange the details, in co-operation with the host, Robert Jones, of the Asheville Citizen: C. J. Johnson, Knoxville Sentinel, chairman; V. H. Hanson, Birmingham News; Henry Bagley, Raleigh News and Observer; Walter Johnson, Chattanooga News; D. D. Moore, New Orleans Times-Picayune.

The secretary reported the addition of the Greensboro (N. C.) News (E. B. Jeffress) and the Tampa (Fla.) Times (L. D. Reagin) to the list of members.

G. P. Browne of the Anderson (S. C.) Daily Mail reported that the E. L. Carswell Medicine Company, of Americus, Ga., although rated well, had failed to pay him their account.

INDUSTRIAL NEWS BUREAU.

Mr. Bradfield Suggests Central Press Headquarters as Aid to Trade.

A suggestion to establish a national press bureau for the distribution to newspapers of progressive industrial news has been made in a letter written to James H. Fahey, president of the national chamber of commerce, by H. C. Bradfield, of Indianapolis.

Claiming that such a bureau right at this time would be one of the greatest assets for industrial development in the United States, Mr. Bradfield suggests in his letter that from 10 to 15 men be gathered in an organization in Washington, D. C., to prepare this industrial news, which he maintains would eliminate pessimism, encourage capital and probably result in the establishment here in the United States of lines of business which would make products formerly imported into this country from Europe.

The plan took development at an informal luncheon given in Indianapolis recently. A number of Indianapolis business men, after listening to the plan immediately approved it.

JUDGE PETTY A BENEDICT.

Herald Editor Takes Unto Himself a Bride at Milan, N. Y.

Judge James Taylor Petty, of the New York Herald editorial department, was the first one of the staff to follow James Gordon Bennett's example and get married. On September 12, two days after the Commodore quit singlehood, the Judge went to the altar at Milan, N. Y., with Mrs. Mary Milligan Moore, the ceremony being by the Rev. William H. Peters. The honeymoon

was enjoyed at the Judge's country estate, Rockingstone Farms, Red Hook, N. Y. Both bride and groom are from the same part of Ohio, Guernsey county, and were friends when very young.

Judge Petty abandoned law to become a newspaper man in Pittsburgh, where he helped to form the Pittsburgh Press Club. He came to New York and joined the Press staff, where he served for several years before going to the Herald. He has long been a member of the New York Press Club.

Besides being an adept in the law, Judge Petty is an authority upon religious and agricultural subjects. It is told of him that on an occasion when he was detained over Sunday in a neighboring city he helped out in the emergency of the illness of a sick minister and preached such a good sermon that subsequently he was offered a call to the pulpit, the congregation not having had any suspicion that he was not a regularly ordained clergyman.

Kills Shreveport Times Manager.

R. M. Denholme, business manager of the Shreveport (La.) Times was shot and killed in his office early Wednesday night by a negro who, it is thought, was demented. A policeman shot and killed the negro as he left the office. The negro, Albert Hectas, held clerks in the newspaper office at bay with a revolver while he demanded that a statement he had prepared be published. Denholme was shot while placating the man.

Automobile Optimism From Detroit.

The Detroit (Mich.) Free Press in its issue of Sunday, September 20, included an "automobile optimism" section, which contained automobile news, statistics, and advertising data that bristled with optimism and business expansion. The ads represented a potent expression from the automobile industry as indicative of the stability and general prosperity in that trade. The Free Press carried 10,761 lines of automobile ads in this issue as against 2,874 the corresponding Sunday of last year.

JOURNALISTIC CHRONOLOGY.

Anniversaries of Interest to Newspaper Folk During the Coming Week.

- OCT. 3. Jeanette Leonard Gilder, editor and critic, born at Flushing, N. Y. (1849).
- OCT. 3. George Ripley, for 31 years literary editor of the New York Tribune, born at Greenfield, Mass. (1802). He died in 1890.
- OCT. 4. John A. Sletcher, editor of Leslie's Weekly since 1898, born at Troy, N. Y. (1848).
- OCT. 5. George Frederick Dobson, associate editor-in-chief of the Brooklyn (N. Y.) Daily Eagle, born at Liverpool, England (1850).
- OCT. 5. Fred H. Calvin, managing editor of the American Machinist, born at Sterling, Mass. (1867).
- OCT. 5. Moses S. Beach, with New York Sun from 1836 to 1868, sole owner for seventeen years, son of founder, born at Springfield, Mass. (1822). He died in 1892.
- OCT. 6. George H. Lorimer, journalist and author, editor-in-chief of Saturday Evening Post, born at Louisville, Ky. (1867).
- OCT. 7. Edwin Stewart Underhill, editor and publisher of the Cornish (N. Y.) Evening Leader, born at Bath, N. Y. (1861).
- OCT. 7. Morrill Goddard, editor of the New York Sunday American and Journal, born at Portland, Me. (1866).
- OCT. 7. Henry Luther Stoddard, editor of the New York Evening Mail since 1901, born in New York City (1861).
- OCT. 7. Willis Fletcher Johnson, of editorial staff of New York Tribune since 1880, born in New York City (1837).
- OCT. 9. Edwin W. Bok, editor of the Ladies' Home Journal, born at Helder, Holland (1863).
- OCT. 9. William Frederick Allen, editor Official Railways Guide and manager of the National Railway Publishing Co. since 1873, born at Bordentown, N. J. (1846).

INTERTYPE

THE ACME OF HIGH QUALITY

The success of nearly a thousand Intertypes in daily operation is a continuous demonstration of Intertype quality.

Whenever the machine is given a fair and unbiased investigation it is chosen in preference to any other—even when there are "influences" at work against it.

A striking illustration of this fact is afforded by the recent sale of twelve Intertypes—seven Model A, five Model B—to the Portland, Oregon, Telegram. The Telegram made a particularly thorough investigation, and the result should be very interesting to all prospective purchasers of composing machines.

International Typesetting Machine Co.
World Building, New York

TRADE PRESS FEDERATION CONVENES.

Annual Meeting Held in Chicago Attended by 200 Members—President Porter's Address—Excerpts from Some of the Speeches—New Officers.

While the attendance at the annual meeting of the Federation of Trade Press Associations held at Congress Hotel, Chicago, last week, was not as large as it was at the New York convention last year, nevertheless nearly 150 registered and more than that number were present at some of the sessions.

The first session on Thursday morning was taken up by the address of welcome delivered by A. A. Gray, president of the Chicago Trade Press Association, the response and annual address by F. D. Porter, president of the Federation, and the reports of the executive and standing committees and officers.

President Porter in his annual address spoke in part as follows:

All the former executives of this association have felt that the activities of the federation have been somewhat restricted by the lack of sufficient financial resources. The work that has been done has been accomplished in spite of the fact that the resources of the federation are extremely limited and it is due to the liberality of many members of committees who have paid their own expenses that the work has progressed. Several suggestions have been made regarding an increase in the federation's revenue. The one that seems the most practicable is the suggestion that while the dues from each federated member should remain the same, there should be an additional revenue from each individual member, depending upon its advertising revenue. At Niagara Falls this idea was brought forward in a little different shape but many publications objected to stating their exact revenue. This new plan seems to overcome that objection and is as follows:

SCALE OF ASSESSMENTS.

For publications with an advertising revenue less than \$15,000 per annum...	\$10.00.
From \$15,000 to \$25,000 per annum....	\$15.00
From 25,000 to 50,000 per annum....	25.00
From 50,000 to 75,000 per annum....	50.00
From 75,000 to 100,000 per annum....	75.00
From 100,000 to 150,000 per annum....	100.00
From 150,000 to 200,000 per annum....	150.00
Over 200,000 per annum.....	200.00

This seems to be a fairly equitable way of distributing the cost of maintaining the federation. There should be permanent headquarters in charge of a capable secretary whose duties would be to push the business press wherever possible, and keep its name before the advertising world.

In order to make this meeting a success, nearly all the members of the Chicago Trade Press Association have made liberal contributions and last year the New York Association contributed generously. This money should really be raised among the federation members as a whole, and not be put as a



A very few American newspapers make it their business to record the progress of education, industry, science and medicine. The New York Evening Post is foremost among these.

It is not a technical journal; when it records the advances and discoveries in the field of science, it does so not so much for the scientist as for the ordinary reader. Its endeavor is to present these things so accurately as to satisfy the most hypercritical of scientists; yet so lucidly and so simply that the layman will comprehend; so interestingly that the intelligent school-boy will read with eagerness and understanding. Not long ago announcement was made of the invention of an electro-pneumatic air-brake, so powerful as to be to the enormously heavy modern steel railway-train what the old air-brake was to the old-fashioned wooden train. The description of this evidence in The Evening Post won the commendation of railway engineers.

ECONOMY

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

burden upon the particular association in whose city the convention is held.

The advertising that was done for both this convention and the one last year has been a tremendous factor for the general good of the federation and such publicity work should be continued. The time has now come, therefore, for the federation to make some definite plans for continuing this excellent publicity.

FORMATION OF THE A. B. C.

M. C. Robbins, who was chairman of the Committee on Circulations last year, and who did such excellent work in the forming of the Bureau of Verified Circulations, was reappointed chairman. E. C. Hole and C. W. Price were appointed as the other members.

This committee, working with the committees from other advertising bodies, finally amalgamated with the Audit Bureau formed in Chicago, bringing forth the Audit Bureau of Circulations. This organization is composed not only of publishers of all kinds of publications but advertisers and advertising agencies as well. Therefore, it is now being looked upon as the final word upon the circulation question.

The work that Mr. Robbins has done in this connection was one of the important factors in bringing about the Audit Bureau of Circulations and it is due to his suggestion that the present name was adopted.

More business papers have joined this organization than any other class except the daily newspapers. At the present time there are eighty-one business papers members of the Audit Bureau. Fifty-seven of these are members of the federation, therefore more than 25 per cent. of our membership have already joined that organization.

In advertising this year's convention not only have members of the federation given space in their publications running up into thousands of dollars but many other business papers, not members of the federation, have been equally generous in devoting space. They have felt that it has all been done in a good cause and that the business press as a whole will be greatly benefited.

As a result of this advertising, the federation undoubtedly occupies a much higher place in the advertising world than it has at any previous time. With the wealth of material that we have in the membership of the federation, we are really on the threshold of a magnificent career.

WORK OF THE POSTAL COMMITTEE.

The former Postal Committee, composed of E. R. Shaw, chairman; H. C. Lord and C. T. Root, had done such excellent work and were so familiar with the workings of the Post Office Department that they were reappointed.

Their chief success during the year has been the restoration to mail service of all members of the federation that were being transported by freight. With a very few exceptions, our publications were the only ones that were restored to the mails and the credit of this rests entirely with our efficient Postal Committee.

The standards of practice adopted by the Federation of Trade Press Associations at its New York meeting last year were used as a model for the standards of practice adopted by all the different divisions at the Toronto Convention of the Associated Advertising Clubs. Mr. Ukers, who formulated these standards of practice for our last convention, was chosen to present them for the whole body of the Associated Advertising Clubs. This is another instance where the federation has taken the lead in the advertising world.

EXECUTIVE COMMITTEE.

The Executive Committee held a meeting in February in the city of Buffalo. It received a report at that time of the Reorganization Committee, which was then submitted to the various local associations.

The New York Association voted in favor of the amended constitution. Boston, Philadelphia and St. Louis voted against it. The Chicago Association did not vote directly on the amended constitution. Instead it voted on an amendment of its own constitution, which amendment was lost.

The one real argument of contention on the amended constitution which was the stumbling block was the question of making "Known Circulation" one of the requisites of membership.

Many members of the federation have been, and are still, very strongly in favor of the policy of "Known Circulations." Whether it is advisable to make this one of the cornerstones of the federation is still an open question, particularly as in the meanwhile another factor has entered into the situation—the Audit Bureau of Circulations.

With this new organization in the field, whose verdict on the question of circulation will be recognized as final by all advertising bodies, as it is composed of publishers, advertisers and advertising agencies, it seems to many that questions of circulation should be left to it—the proper authority—because there are so many other activities in which the federation is interested and on which publishers of business papers can get together on common ground.

Inasmuch as the majority of the local associations have expressed their desire that

(Continued on page 308.)

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

New York American

SEPTEMBER 30, 1914

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

Published daily and Sunday at New York.

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

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

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

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

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

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

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

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

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

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

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

STAR COMPANY, By Bradford Merrill, Treasurer.

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

WILLIAM A. HAYES, Notary Public, Bronx County

Certificate Filed N. Y. County.

TRADE OPPORTUNITY.

Speakers at Ad Men's League Dinner Discuss Practicability of Developing South American Markets—Discount Value of Booms Based on Patriotism—Financial Problems Involved.

The effect of the European war on American business and the new opportunities open to this country in South America were the subjects of discussion by three speakers before the Advertising Men's League of New York at the first dinner of the season in the Aldine Club rooms, Thursday evening. President Harry Tipper was in the chair. About two hundred members were present.

The general sentiment expressed was that the United States would get trade benefits in time, if it followed a practical plan based upon careful analysis of financial and commercial conditions, but that the immediate prospects in South America were not encouraging. The development of a sale of staple products, one speaker said, was all that Americans can attempt under present chaotic conditions.

AS TO PATRIOTIC BOOMS.

Isaac F. Morcosson, an investigator and writer on business topics, discounted the value of a "Made in America" boom if it is to be based solely upon patriotic or sentimental grounds. For the time being we must live in an era of investigation, he declared, and proposed that manufacturers should get together and spend money in investigation of new fields of industry in this country. He cited Mr. Edison's perfection of a more powerful carbolic acid as an example of the pioneer work that can be done at this time.

"We alone stand at the trade counter of the world ready to do business," said Mr. Morcosson; "it is the dawn of an era of research. There is a field for ink manufacturers, chemical works, potash works and the like, with Ger-

many temporarily eliminated; but the opportunity will fall flat without a protective tariff for these prospective infant industries. Don't forget that war is only temporary, while business is permanent. Europe will come back sooner or later.

OUR GREAT OPPORTUNITY.

"We stand at the frontiers of the world's need as the nation of rehabilitation and succor. Before us spreads a mighty map for conquest. In our own land is the thrilling opportunity for an exploitation undreamed of. But there can be no permanent end if the government does not aid the trade corporations. Here every great corporation that has spread the trade flag is hampered by government restraint."

William C. Downs, Harvard lecturer on the economic resources of Central and South America, was particularly conservative about the enlargement of our trade with South and Central America during the progress of the war. Before business could grow with the countries to the south, he said, an entirely new system of banking credits would have to be established. With the establishment of such a system, he argued, the trade balance in favor of the United States in trade with Brazil, Argentina and Chile could be increased by \$100,000,000 annually.

Dr. W. E. Aughenbough, expert expert of Leslie's Weekly, submitted a paper, read by one of the members, which presented definite information about actual commercial and advertising conditions in South America as the result of twenty years' experience in that field. It was a practical paper, replete with facts, and gave the ad man a good picture of what he will have to contend with if he invades the Latin-American field.

D. S. HARRISON, editor and owner of the Center (Tex.) Champion, died last week at his home in San Augustine, Texas.

PACIFIC COAST NOTES.

Western Division of the Associated Press Meets—S. F. Women's Press Association to Be Active During the Exposition—Death of the First Coast Woman Journalist—Advertising Association Fighting Quacks.
(Special Correspondence.)

SAN FRANCISCO, Sept. 26.—A meeting of the advisory board of the Western Division of the Associated Press was held last week in San Francisco, matters of interest of the Pacific Coast being discussed. Among those present were Chairman W. H. de Young, San Francisco Chronicle; S. A. Perkins, Tacoma Ledger; C. B. Blethen, Seattle Times; R. A. Crothers, San Francisco Bulletin; E. H. Callister, Salt Lake Herald-Republican; A. N. McKay, Salt Lake Tribune; C. A. Morden, Portland Telegraph, and I. N. Stevens, Pueblo Chieftain.

Charles K. Field, editor of Sunset Magazine and president of the Bohemian Club, San Francisco; Robert G. Fowler, the aviator; Ray Duhem, a photographer, and Riley Scott, the magazine writer, arrested recently on federal warrants following a publication of an illustrated article in Sunset on the Panama Canal and its defenses as seen from an aeroplane, have been held to answer before the United States Grand Jury. The action followed a preliminary hearing before United States Commissioner Krull.

WOMEN PRESS ACTIVITY.

The San Francisco Women's Press Association will play an important part in the activities of the Panama-Pacific International Exposition next year. Already extensive plans have been outlined by this body for the reception of writers and artists who will visit here. Miss Ina Coolbrith, a well known poet, has consented to continue president of the organization throughout the exposition year. She will be assisted by Mrs. Jeanne Francoeur and other officials of the body. Receptions and parties, musicales and balls, and numerous novel entertaining features will be staged for the benefit of visitors.

The association has resumed its activities after the summer vacation. An interesting program marked the occasion of the first meeting, including musical numbers. Thomas F. Prendergast addressed the gathering on "Woman Before the Law." The association has mapped out a busy series of sessions for the coming months.

DEATH OF MRS. GILBERT.

Relatives in San Francisco have been advised of the recent death of Mrs. J. F. Gilbert in Plattsburgh, New York. Mrs. Gilbert was one of the first of her sex to follow the profession of journalism on the Pacific Coast. She was then Juliette Fillmore Buckman. On her mother's side, Mrs. Gilbert was a direct relative of former President Fillmore. For thirty years she was connected with the editorial staff of the Plattsburgh Star and recently served as librarian of that city. Mrs. Gilbert has a number of relatives in San Francisco, among them A. E. Buckman, the contractor, and numerous old time friends.

C. B. Blethen, managing editor of the Seattle Times, attended a meeting of the Western Advisory Board of the Associated Press in San Francisco and the conference of representatives of the Pacific Coast cities called by President Moore of the Panama Pacific Exposition. Mr. Blethen represents the Seattle Chamber of Commerce and the Seattle Ad Club. He was accompanied by Mrs. Blethen, who visited friends here.

Henry G. Longhurst, advertising counsellor and a writer with the Cooper Advertising Agency, has returned to San Francisco after having spent a few months in Portland on special business. Longhurst is ex-president of the Pacific Coast Advertising Men's Association, having served two terms in office. He was also president of the Sacramento Ad Club.

Three interesting addresses were given at the last luncheon of the Advertising Association of San Francisco. L. A. Coltan, president of the association, presided. The speakers were Louis Ward, attorney for the State Porter Medical Examiners; C. N. White, secretary of the California Hygiene Society, and George E. Bell, attorney for the State Immigration Bureau. The San Francisco Advertising Association is at work to eliminate the quack medical doctor and his advertising from the local press. This aggressive body is going after the quacks strong.

A special committee of five members of the San Francisco Ad Club is working in conjunction with a similar body of the San Francisco Church Federation in mapping out a campaign for the purpose of increasing the attendance of the churches of the city.

Memorial services for the late J. Charles Green were held during the week by the San Francisco Ad Men's Association. A number of addresses extolling the life of the late advertising magnate were made. Green was one of the best liked men of his profession in the country and his friends in this vicinity were legion. He left an estate of about \$750,000.

The California Development Board is behind the movement for a California state newspaper day on October first and is sending letters to every paper in the state to urge the importance of the plan.

COAST PERSONALS.

Robert Walker, one of the proprietors of the Vallejo (Cal.) Times, has been appointed postmaster of that city to succeed W. D. Fenrycock, editor of the Vallejo Chronicle.

Howard N. Riggle, of Lovelock, Nev., has taken over the Elko Independent, a daily published for more than thirty years by W. W. Booher.

The Peninsula News is the name of a new weekly newspaper issued in San Bruno, Cal., by Glenn Byers, editor, and Edward D. Connolly, business manager.

Bernard D. Moore has purchased a half interest in the Willits (Cal.) News. His associate is Fred N. Loring.

Thomas Jefferson Gregory, dean of the newspaper men of Santa Rosa, Cal., is dead. For years Gregory was a member of the staff of the Santa Rosa Republican.

W. K. Roberts, former editor of the Sunnyvale (Cal.) Standard, is publishing a quarterly magazine known as Self-Culture Guide.

H. E. Judah and C. M. Miller, Santa Cruz, Cal., publishers, were recent visitors in San Francisco.

CLARENCE P. KANE.

Dodge Now With Belasco.

Wendell Phillips Dodge, contributing and dramatic editor of the Strand Magazine, and a well known newspaper and magazine writer, who formerly was the dramatic editor and critic of the New York Press, has been appointed general press representative of David Belasco and his important theatrical enterprises. Mr. Dodge, by special arrangement with Mr. Belasco, will continue his magazine work, both as editor and writer. He has a prolific pen and besides contributing to several publications each month under his own name he sends out other articles under the pen names of Richard Fletcher, W. Phillips, and Fletcher Wendell.

Cuts for Small Newspapers.

F. O. Sullivan, formerly of Newspaperdom, is now general manager of the Dodge Process of engraving newspaper cuts at 21 Park Row, New York City. Under this process the inventor claims pictures can be made quickly and cheaply by any member of a newspaper staff. No experience, save that ordinarily possessed by any one who can use a hand camera, is required. From two to four days instruction is all that is necessary to enable anyone possessing ordinary sense to produce good newspaper cuts.

The Lehigh (Pa.) Leader is soon to move into a new building.

Trade Newspaper Advertising---"Why" Talks---Number Six



While Old "Rip" Has Been Sleeping

If one of the newspaper makers of twenty years ago had emulated Rip Van Winkle, and had quietly dozed the years away until to-day, his awakening would be to conditions rather more surprising than those that amazed Irving's lovable character.

Twenty years ago the makers of newspapers had not realized, very clearly that, in their advertising space, they had a selling commodity quite as "advertisable" as dry goods, soaps, breakfast foods or clothing."

When a publisher of that day advertised his newspaper in any trade publication he did so, usually, in the hope of favors to come from the trade paper publishers—who were, generally, agents for advertising. He gave small consideration to the fact that he had, through such advertising, an opportunity TO SELL HIS COMMODITY. And in this attitude he was but following, say a decade or so after, the example set him by his own local merchants, who advertised in his columns "to help the paper along," or to assist them in influencing its policies, in suppressing undesirable news about their friends, etc.

The merchants learned, however, long before the majority of newspaper makers learned, that advertising opened the doors of opportunity to them—that it solved the problem of quick business expansion—that it enabled them to keep in close touch with their patrons and with the people who might be persuaded to become their patrons. Thus many a merchant, through advertising just enough to "help keep the paper going," learned that advertising is a business investment, quite as important as any other business investment in connection with a store.

And, nowadays, the progressive newspaper makers appreciate, as they did not even suspect twenty years ago, the ADVISABILITY AND SOUNDNESS OF A POLICY OF AGGRESSIVE TRADE NEWSPAPER ADVERTISING. They know that, through a medium such as THE EDITOR & PUBLISHER, they have exactly the same opportunity to talk to prospective buyers of their space as their own advertising columns offer to local and National advertisers in marketing their goods.

When "Rip" woke up he found, doubtless, that a few people, while nominally awake, had failed, almost as wholly as he had done, to keep pace with changing conditions. And, perhaps, a newspaper maker of twenty years ago, "recalled to life" to-day, would make a discovery strikingly similar. But, as George Eliot said, "These things are a Parable."

Baltimore Sun Imports Play for Day.

"It Pays to Advertise," now at Cohan's Theater, New York, is going to leave there—for a few hours. The Baltimore Sun management believes in the familiar slogan that Roy Cooper Megrue took for the apt title of his gay comedy. Therefore, for the benefit of that newspaper's staff, its advertisers and the public of Baltimore generally, it has arranged with Cohan & Harris to take the New York company there for a single performance in the Academy of Music the forenoon of October 13. After the evening performance of Monday, October 12, at the Cohan's Theater

the company will take a special train to Baltimore, returning in time for the Tuesday night performance here.

Death of Mrs. J. C. Kerrigan.

Mrs. Laura C. Kerrigan, wife of John C. Kerrigan, for many years connected with the advertising department of the New York World, died at her home, 317 Putnam avenue, Brooklyn, Tuesday, at the age of fifty. Mrs. Kerrigan was an invalid for many years and bore her affliction with great fortitude. The sympathy of Mr. Kerrigan's many friends go out to him in his bereavement.

Third Patent Suit Linotype vs. Intertype

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

W. S. Coe.....	No. 619,393	H. A. Agricola, Jr.....	No. 789,646
Isaiah Hall	No. 665,212	J. R. Rogers.....	No. 792,851
Isaiah Hall	No. 665,326	P. T. Dodge.....	No. 797,412
J. R. Rogers	No. 740,470	T. S. Homans.....	No. 825,054
J. M. Cooney and H. L. Totten.....	No. 759,501	D. S. Kennedy.....	No. 888,176
P. T. Dodge	No. 761,289	J. R. Rogers.....	No. 945,608
		D. S. Kennedy.....	No. 1,104,512

We have recently announced a first and second action, now pending, in the United States District Court of the Southern District of New York, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

	No. 614,229	No. 661,386	No. 757,648	No. 826,593
	No. 614,230	No. 718,781	No. 758,103	No. 830,436
Reissue	No. 13,489	No. 719,436	No. 759,501	No. 837,226
	No. 586,337	No. 734,746	No. 787,821	No. 848,338
	No. 619,441	No. 739,591	No. 797,412	No. 888,402
	No. 630,112	No. 739,996	No. 797,436	No. 925,843
	No. 643,289	No. 746,415	No. 824,659	No. 955,681

MERGENTHALER LINOTYPE COMPANY Tribune Building New York N Y

THE BALTIMORE SUNS.

Some Interesting Facts About Their Present Organization.

(Special Correspondence.)

BALTIMORE, Md., Sept. 29.—Misleading inferences might be and undoubtedly were drawn from the statements made in THE EDITOR AND PUBLISHER in a story that appeared recently under a Baltimore date line and having reference to certain changes in the personnel of the staff of the Baltimore Sun.

That many changes were made during the past two years is true, and those enumerated in the story in question were among them, but the casual reader would infer that they had recently been made.

When it is understood that, beginning in June of 1912, the management of the Sun began a reorganization of the staffs of the Sun and the Evening Sun in the course of which it was found expedient to dispense with the services of a number of employes in various departments, and to shift some of the persons retained to other position in which it was believed they would serve with greater efficiency, under a more effective system of organization for work, and that at intervals until the beginning of the present year, or later, this policy was continued, a proper understanding of the allusions made in the story referred to will be arrived at.

Since the Evening Sun was started about five years ago and a staff of new men was employed many changes in the staff have taken place. A while ago it was found that the staff was topheavy and the number of employed was reduced because the expense of retaining them was not deemed to be justified.

Until about a year ago the Sun and the Evening Sun were conducted as distinct working organizations, on different floors of the Sun building. Then a plan was carried into effect to promote greater efficiency of the working force, and under this plan concentration of work was brought about by making the big

editorial floor occupied by the Sun the editorial department for both the Sun and the Evening Sun. The work of both papers was reapportioned in departments and sub-departments and competent and experienced men were placed at their heads.

This is the condition that obtains today with the result that both the Evening Sun and the Sun are better newspapers, according to the opinion of those who have long known them, than they had been at any previous time. Indications are that the Sun and the Evening Sun have reached a place where both newspapers are entering upon a period of prosperity and public usefulness far in advance of their status at any previous time.

WORD H. MILLS.

Buys Interest in Iowa Newspaper.

The Fred C. Freeman interest in the Correctionville (Ia.) News was transferred to W. F. McQuitty, Jr., on October 1. Mr. Freeman takes the Schleswig Leader, a paper which Mr. McQuitty purchased about three months ago. A. T. Bergstrom, who has been associated with Mr. Freeman since they two established the Correctionville Argus a year and a half ago, remains with the News and the firm name will be Bergstrom & McQuitty. Mr. McQuitty was born and reared in Correctionville, as was Mr. Freeman, and both began their newspaper experience on the News. The politics of the News will continue independent.

Name Street After James Harding.

One of the streets on the property owned by the Hurlburt Realty Trust in Pittsfield, Mass., is to be named "Harding Street," in honor of the late James Harding, for years editor of the Pittsfield Sun and well beloved by the older generation of newspaper readers. Shortly after his death, a book containing some of the best things from the pen of Mr. Harding was issued; but, aside from this, there is nothing in the way

of a permanent memorial to his memory. The suggestion that one of these beautiful streets be named for him received a cordial welcome among all his friends and awakened their cordial approval. Mr. Harding's interest through all the years of his editorship and public activ-

ities sought the channel of community development on permanent and symmetrical lines and avenues of landscape beauty, and for these reasons there is peculiar fitness, it is believed, in the selection of an avenue that for all time shall bear his name.

BUILD YOUR CLASSIFIED MEDIUM RIGHT

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

THE BASIL L. SMITH SYSTEM

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

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

Daily Sale, 40 Copies vs. \$100.

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

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

Write—Phone—Wire

DUHAN BROTHERS

Newspaper Distributors Who Have Made Good Since 1892.

TRIBUNE BUILDING

Phone: 3584 Beekman

NEW YORK CITY

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. Leffler, Business Manager.

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

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

S. J. Waggoman, Jr., Special Representative.

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Oct. 3, 1914

ON THE GENEROSITY OF CHUMPS.

The astute William A. Brady, theatrical manager and play producer, recently contributed to the New York Sun an article entitled "Press Agent Has Become a Business Necessity" that ought to open the eyes of the newspaper publishers as to the manner in which they are being worked for free publicity.

After dwelling at some length on the difficulties encountered in securing competent press agents and their value as business producers, Mr. Brady attacks the old time idea that if a play succeeds on Broadway the whole country will know about it through natural channels. He became convinced some time ago that this was not true, for if it was it would not be possible for a Broadway success to play to a \$150 house within 150 miles of New York. Finally he decided to try an experiment with "Bought and Paid For" which had made a hit. He instructed his press department to send something about the play every week to every dramatic editor and theatrical manager in the country, even to the smallest one night stand. He authorized the expenditure of \$10,000 in carrying out his ideas. The work was duly performed according to instructions and even more than \$10,000 was spent. The result was highly profitable to Mr. Brady, for when the summer season came on and the vacationists headed toward Broadway great numbers of them visited his theater to see the play.

How much of the \$10,000 did the newspapers get? Not a penny. In other words, the newspaper gave up generous quantities of space to boom the play for the benefit of Mr. Brady's pocketbook.

When will editors learn that space in their publications represents earning capacity that can be wasted or made remunerative according to the manner in which it is used? If it is given away to theatrical and baseball enterprises, to men with money-making schemes and to a host of people who want to employ it for their own profit, how is it possible to persuade retail merchants and national advertisers to pay them real money for real advertising?

Make your columns so attractive to advertisers by excluding from them free publicity of every kind, that they will be eager to buy your space at a remunerative rate because they know that that is the only way they can secure the privilege of addressing your readers.

THE COUNTRY WEEKLY AND ADVERTISING

A newspaper publishers' first duty is to his readers, if for no other reason, because they are his greatest asset in securing advertising. They represent a buying power that can be definitely determined and, therefore, has a fixed valuation.

When a publisher seeks advertising patronage he offers two things—the opportunity to place before his readers a business proposition, and the prestige and influence of his newspaper. Influence is based upon confidence and respect. The only way you can win and hold a reader's confidence is by printing the news fairly and honestly, by supporting good men for office and opposing the other kind; by advocating high ideals in social, political and business life, and by constantly working for the advancement of the best interests of the community.

What newspaper stands closest to its readers and influences them, most? Is it the great metropolitan newspaper with its wilderness of news and advertising, or the little country weekly with its budget of home news and its editorial comment?

Any one who has studied the matter knows that it is the latter. And why? Because the editor of the country weekly is tangible—his readers have seen him and talked with him many a time. He shares in their joys and sorrows. He tells in his paper of their meetings, their social affairs, their comings and goings. He records the marriages, births and deaths of the neighborhood. He is one of them.

What paper does the great banker, iron master, lawyer, or business man in his New York office read first on Friday or Saturday morning when he opens his mail? Is it the metropolitan newspaper with its markets and financial reports, its news stories from world capitals, its reviews of operatic productions, art exhibitions and theatrical attractions? No; it is the country weekly published in the town where he was born, for in its pages he finds news of his boyhood friends and acquaintances, and of the village itself. For the few minutes he reads it he is back in the days of his youth, when life was as sweet and fresh as the dawn of a summer's day.

The country editor is wise in his generation. He may not be able to discuss the latest discoveries in surgery or science, or the intricate problems of statesmanship with the skill often shown by the editor of the newspapers in the large cities, but when it comes to handling the subjects in which his own readers are deeply interested he has no equal. His utterances carry weight in every village home, and every farmhouse fireside. He writes his editorials in language his readers understand. The words he uses are simple, his phrases are terse and pregnant with the truth as he sees it, and the principles he enunciates are based upon practical experience and common sense.

It has long seemed to us that the general advertiser overlooks the advertising value of the country weekly. Its circulation is usually small, but so are its rates. Nearly every subscription represents a family containing from two to five readers. Farmers buy more articles than city people, because their wants are more numerous. They are the wealth producers. They have money to spend not for necessities alone but luxuries. They live better than the town dwellers of thirty years ago. They have electric lights, bathrooms, steam heat, pianos, automobiles and telephones.

The most of these people read two papers—the country weekly and a farm paper. What they see advertised in these publications they believe in, because they have real faith in them, the faith that brings dollars into the pockets of advertisers.

HE WAS A WISE CADDY.

Leroy Fairman, head of the copy department of the J. Walter Thompson Co., New York, was starting out to play golf out in New Jersey one day this summer when his caddy, a wee bit of a boy, came up to him, and, extending his hand, in the palm of which was sixty-five cents, asked Mr. Fairman if he wouldn't carry the money in his pocket until the end of the game, as he was afraid he might lose it if he kept it in his own pocket.

"I don't know as I ought to take charge of your money," said Mr. Fairman, "as I might lose it out of my pocket. In that case you would be just as badly off as you would if you lost it yourself."

"Oh, no I wouldn't," replied the boy with a grin. "If I lost it I would be out sixty-five cents, but if you lost it you would make good the amount. Quite a difference, don't you think?"

And Fairman agreed with him.

ALONG THE ROW.

INDORSING SHERMAN.

"Yes. War is hell," the scribes remarked. Alas! they spoke the truth, poor souls. Because, you see, they'd lost their jobs To help to pay the cable tolls.

JUST BEFORE PRESS TIME.

Night Editor: "What is the latest from the war?"
Telegraph Editor: "The Germans have just licked another cathedral."

NOT HUMOROUS.

Yes, sadly said the ex-Tribune Man—"I got the F. P. A."

"What's that?" asked his friend.

"Fired-Permanently, Alas!" he replied dolefully.

GOT FIRE HOOK.

Alfred McCann has made a great success of his fish demonstration for the Evening Globe. He's made the Trust come down from its perch, and that's no cod.

THE DOOR.

Applicant—"Have you an opening here for a first-class man?"

City Editor—"Yes, sir, you've just come through it."

GERMAN TYPES.

Frankfurters, Dachshunds and Zeppelins.

FROM THE SKINNERSVILLE SIGNAL.

We would like to mobilize our delinquent subscribers, and then have them make an advance. White paper has gone up and we will, too, unless some people come along with the cash. N. B.—We are now prepared to exchange a barrel of cabbage, two bushels of apples, and other fall vegetables for a ton of coal.

THE REWRITE MAN.

The rewrite man is a very useful article. He sits close to the night city editor, and when the first edition of the rival sheet comes in with an exclusive story, the rewrite man grabs it and gets busy. He rips the story apart, twists and turns it with amazing rapidity and adds some such little things as: "It was stated late last night on the best of authority that—" "As has been frequently stated in these columns, the facts are," "The reporter was told," etc. When the job has been completed the story contains more facts than the one it was stolen from, because the rewrite man is a trained artist. That is why the Night City Editor asks him to stop into Perry's with him shortly after he gets '30."

LITTLE CHUNK OF TRUTH.

Don't waste your coin on posters, man,
The rain will wash them from the fence.
But in the papers put your ads—
They'll bring you in returns immense.
For papers are all read at home;
Your ads will get attention there,
While no one reads a poster, man,
When seated in an easy chair.

TONING THEM DOWN.

* The professional baseball season has not been a great success. Cold-hearted editors gave the war more space than they did the game and besides that, people grew tired of paying fifty cents and a dollar for ten cents worth of sport.

HEARD AT THE PRESS CLUB.

"Have you been reading Herman Ridder's comments on the war, published in English?"

"Yes."

"What do you think of them?"

"They seem to infer that Herman deeply regrets the fact that he is a German born out of his native country."

CERTAINLY DOES.

"War settles no big issues," says the Boston Globe. Sure not, but it makes them, with poster type head lines.

PERHAPS.

The Staats Zeitung has got out an attachment for an aeroplane. Maybe Herman wants to go up in the air again?

PERFECTLY SERENE.

Paris papers are not permitted to print extras. There are no baseball fans in Paris, so all is quiet.
TOM W. JACKSON.

An Appreciation from Brooklyn.

William T. Lambert of Brooklyn N. Y., writes: "I enjoy reading THE EDITOR AND PUBLISHER very much; and take this opportunity of congratulating you on your enterprise and progressiveness in inducing editors to work together this month to bolster up business throughout the country."

PERSONALS.

Governor Martin H. Glynn, owner of the Albany (N. Y.) Times-Union, was nominated to succeed himself as Governor on the Democratic ticket at the primary election last Monday.

Clarence H. Baxter, editor of the Paterson (N. J.) Guardian, it is reported, will succeed Walker W. Vick as collector of Customs of Santo Domingo.

C. H. McMaster, president of the Galveston (Tex.) Tribune, has returned after a month's trip to the north and middle west.

Col. W. E. Haskell, formerly publisher of the Boston Herald, has been appointed business manager of the New York Press, succeeding C. M. Morgan, who has become business manager of the Sioux City (Ia.) Tribune.

Joseph Blethen, treasurer and business manager of the Seattle Times, came to New York this week from Maine, where he and others of his family passed part of the summer. Mr. Blethen was much interested in the discussion of the Japanese situation, and said that in the West there is no fear of a war with Japan. He said that before the settlement of the Japanese school question the business of which his father, Alden J. Blethen, is the head, was insured for \$500,000 against damage and loss by war with Japan. This insurance, he said, was continued for three years. Mr. Blethen said the paper had increased its press room capacity 40 per cent.

W. L. Halstead, formerly business manager of the Atlanta Constitution and the Houston Chronicle, who did some special efficiency work early in the summer for the Montreal Star, has accepted the position of assistant to the publisher, Sir Hugh Graham, temporarily.

R. F. Hudson, for the past year secretary and treasurer of the Montgomery (Ala.) Advertiser Company, has been made business manager of the paper. Mr. Hudson has been connected with the Advertiser for the past ten years.

John A. Hennessy, Democratic candidate for Governor, in a political speech in Brooklyn last week, told his hearers that W. R. Hearst had offered him the position of political managing editor of all his publications, with headquarters in Washington, but that he had declined because of participation in the present campaign.

A. W. Wright, a well-known Canadian journalist and editor, has been appointed a member of the Workmen's Compensation Commission of Toronto. Mr. Wright, at various times, edited the American Artisan, New York, Guelph (Ont.) Herald, Orangeville Sun, Stratford Herald and Toronto National and Labor Reformer.

Stephen Ivor Szinney, formerly a well-known newspaper man in New York City, who has been spending the last three years in Paris in journalistic work, returned to this city last week.

A. R. McCollum, editor of the Waco (Tex.) Tribune, has formally announced his candidacy for the State Senate to fill the unexpired term of H. B. Terrell.

Alexander J. Wedderburn, editor of the Alexandria (Va.) Sunday Times, and for many years prominent in politics in Virginia, has been appointed deputy revenue collector in the office of R. C. L. Moncure, collector for the Eastern District of Virginia, with headquarters in Richmond.

Vincent L. Tripp, editor of the Cochocton Valley (N. Y.) Times-Index, was a state delegate to the meeting of the Atlantic Deeper Waterways Association in New York last week.

Albert G. Kittell has been appointed editor of the Nebraska Farm Journal published at Omaha.

B. Mavrides, editor of the New York Athena, a Greek daily, is visiting friends in Montreal.

Robert A. Crosby, formerly of the New Haven Union, but more recently secretary of the Civic Federation of

that city, has been appointed head of the University Settlement Workers of New York. Mr. Crosby, who was born in Portland, Me., studied chemistry while in college, with a view of taking up the manufacture of sulphite wood pulp process of making paper. Later he became an expert in photo-engraving and worked on the Portland Express. From this paper he went to New Haven, where he has distinguished himself in social service work.

GENERAL STAFF PERSONALS.

Nicholas Spielberg-Steine, an authority on the history, life and customs of the nations now engaged in the European war, has resigned from the Chattanooga (Tenn.) News to join the "war" staff of the New Orleans States.

Dave Jack, well known to all newspaper men who have ever "worked" Bridgeport, Conn., has been retired on a pension of \$40 per month.

L. J. Reilly, formerly of the Bridgeport (Conn.) Standard's editorial staff, has succeeded Harry J. Pierce as telegraph editor of the Fanner. Pierce goes to the copy desk of the New York Sun.

E. Earl Reeder has resigned from the editorial staff of the Grand Rapids (Mich.) Herald in order to study law at the University of Indiana. He is succeeded by Ralph Johnson of the Kalamazoo Telegraph Press.

E. E. Scott, who has been circulation manager of the Montgomery (Ala.) Advertiser for some time, has left that publication to become connected with the Mothers' Magazine, issued by the Cook Publishing Company, Elgin, Ill. He is succeeded on the Advertiser by O. O. Scattergood, formerly of the Chicago American.

Hal Hichens, long director of publicity for the Cleveland Plain Dealer, and before that dramatic editor and correspondent for that newspaper, has become manager of publicity of the Cleveland News and the Leader.

George Groeber, veteran member of the Dayton News staff, is on a trip south.

E. E. Troxell, who has been instructor in journalism at De Pauw University, has been placed in charge of the publicity work of the Toledo (O.) University. He will also teach English composition in that institution. At De Pauw University he has been succeeded by B. O. McAneny, a graduate of this year's class at the Pulitzer School of Journalism.

Erie C. Hopwood, managing editor of the Cleveland Plain Dealer, has been elected president of the Cleveland City Club.

Henry Mitchell, managing editor of the Hibbing (Minn.) Tribune, has resigned to take charge of the St. Cloud Journal-Press.

Marvin Ferree, a well known newspaper man and war correspondent, recently of the London Daily Telegraph staff in Mexico City, has joined the staff of the Federal News Service, an organization of Washington correspondents, with offices in the capital.

WASHINGTON PERSONALS.

Clinton C. Brainard, managing editor of the Washington Herald, has just returned from several weeks' hunting in the Maine woods.

Paul A. Reynolds, formerly of the Philadelphia Times, is now ably assisting in increasing the Washington Herald's circulation and enlarging its advertising field.

Roscoe C. Mitchell is now in full charge of the Philadelphia Public Ledger Bureau.

Josiah Carter, for many years managing editor of the Atlanta Journal and more recently private secretary to Senator Hoke Smith of Georgia, died in this city last Tuesday.

John B. Elliott, formerly with the Associated Press in this city and now Collector of Customs at Los Angeles, Cal., was in Washington a few days this week.

E. R. Sartwell, of the Associated Press, announces the arrival of E. R., Jr., on Thursday, Sept. 24.

J. Fred Essary, chief of the Baltimore Sun Bureau, and Mrs. Essary have just returned from a ten-day automobile trip through Maryland and Pennsylvania.

Austin Cunningham, former representative of Texas newspapers and now chief of the information bureau of the American Red Cross, has sent cards to his friends announcing the presence of Austin Cunningham, Jr.

WEDDING BELLS.

Gilbert Gresham of the Austin (Tex.) American married Miss Grace Patrick and left for Centerville, where he will enter the mercantile business with his father.

Rae Bigelow Candee of the Utica (N. Y.) Press and Miss Kathryn M. O'Hanlon were united in marriage last week.

Douglass Newton Callander of the editorial staff of the Syracuse Herald, and Miss Blanche Keller Redfield, of St. Johnsville, were married at the home of the bride's parents last week. Following his marriage, Mr. Callander became the associate editor of the Malone (N. Y.) Evening Telegram, of which the bride's father is the editor and proprietor.

PUBLISHER'S NOTICE.

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

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

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

The columns are 13 picas. Advertising will not be accepted for the first three pages of the paper.

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

Liberal discounts are allowed on either time or space contracts.

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

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

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

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

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

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

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

ADVERTISING MEDIA

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

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

WHERE THE GOLD COMES FROM!

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

LEADING DAILY

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

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

A BUSINESS MANAGER WITH \$25,000

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

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

MISCELLANEOUS

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

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

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

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

WANTED—To get in touch publisher evening daily 12,000 to 30,500 town, who is dissatisfied showing paper making, who wants general manager property. Willing to take it, tackle it all, on moderate salary and commission basis on goods delivered, with optional right purchase control if desired. Have had ten years' experience as managing editor, business manager and owner, and made study of economical production of daily paper. Address T. W., Care The Editor and Publisher.

AD SOLICITOR OR MANAGER, by a recognized originator and producer in 75,000 to 150,000 city. Highest references as to character and capability. Write D 1309, Editor and Publisher.

Position as circulation manager by young man who can get results. Experienced and no job hunter. Good reference furnished. James March, Box 224, Washington, Pa.

HELP WANTED

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

WANTED—Active, experienced man, 30 or 35, with energy and initiative, to take permanent position as associate editor on old established daily newspaper in eastern city of 100,000. Address, with particulars, M. T. N., Care The Editor and Publisher.

FOR SALE

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

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

BUSINESS OPPORTUNITIES

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

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

A POWER FOR

THE NEW YORK

which for years has sold its advertising space
now goes a step further in a

The Globe proves the quantity it sells. The advertiser pays a definite rate for the privilege of addressing his business announcement to them. He can surely get results, for others are doing so every day.

F. H. Bennett & Co. have created an immense market of nearly 3,000 dealers for "Wheatsworth Whole Wheat Biscuits" in New York exclusively through advertising in The Globe. They will verify this statement.

The Tokstad-Burger Co. has vastly increased its sales of "Normanna" products exclusively by advertising in The Globe.

The Globe alone has filled Carnegie Hall night after night with the best class of people in New York to see the Robertson Travelogues.

Some Notable Results

The Globe single-handed sold 500,000 pounds of Argentine beef in three days at nineteen demonstration stations to show that good meat could be sold very much lower than the prices demanded by the Beef Trust.

The Globe single-handed sold 200,000 dozen fresh eggs in six days at 33 cents a dozen to show that the price of 50 to 60 cents per dozen for the same eggs was outrageous.

The Globe single-handed sold 263,000 pounds of fresh fish at 5 cents a pound in three days to show the people that fish could be sold at a low price with profit.

These and other facts regarding achievements are the sort of proof of the responsiveness of a newspaper's readers that the advertiser can seldom get.

The Globe's relation with its readers is more intimate and sincere than that of most daily newspapers.

CIRCULATION

Average net paid for year ending August 31, 1911	1911
" " " " " " " "	1910
" " " " " " " "	1909
" " " " " " " "	1908

Monthly Average

	1911
January	99,199
February	97,099
March	100,137
April	107,968
May	116,812
June	118,695
July	111,832
August	115,939
September	135,988
October	144,997
November	120,574
December	121,123

Average 115,863

* Up to and including Sept. 15.

The Globe's circulation is 90% in suburbs.

The Globe's circulation has been built up by guessing contests.

The Globe is a member of the Audit Bureau of Circulations and has been regularly audited by the Association of Auditors N. W. Ayer & Sons.

These are plain facts, all laid openly on the table. The G

FOR RESULTS

NEW YORK GLOBE

... on the basis of definite verified circulation,
 ... in advance in proving results

CIRCULATION FIGURES

... 31, 1911	105,047
... 1912	128,577
... 1913	137,255
... 1914	161,328

Average, Net Paid

1911.	1912.	1913.	1914.
199	113,622	124,338	141,144
099	114,163	125,593	138,678
137	117,376	129,748	146,602
968	144,656	143,498	170,474
812	140,841	149,144	180,117
695	137,348	153,237	174,206
832	127,929	142,191	169,194
939	121,314	145,794	213,768
988	129,211	156,318	*214,000
997	149,485	153,140
574	131,838	147,236
123	120,791	142,470
<hr/>	<hr/>	<hr/>	<hr/>
863	129,325	142,813	172,020

% in Greater New York and immediate

en built up without gift enterprise or

Audit Bureau of Circulations and has
 association of American Advertisers and

By its policy of service to the better element in the community, through its fearless editorials, free from interested control; its battle for pure and reasonably priced foods; its crusade against the loan sharks, and other affairs of wide interest, it occupies a unique position among the New York newspapers.

Mr. McCann's daily mail from Globe readers interested in food topics ranges from 100 to 1,000 a week. The Globe's "Pure Food Directory" was started in response to thousands of letters from readers asking which food products were fit to eat.

Dr. Currier's department, "How to Keep Well," is attracting a correspondence of from 100 to 200 letters a day, and serving a useful purpose greatly appreciated by the public.

The Globe's School Department, amounting to one page a day of space in the "Home Edition," is the unofficial organ of 20,000 school teachers, who draw upward of \$30,000,000 a year in salaries.

"Letters from the People," of which about two columns a day get into the paper, attract hundreds of letters on all topics from readers. The Globe's policy of allowing readers to discuss practically any topic gives all of them a personal interest in the feature.

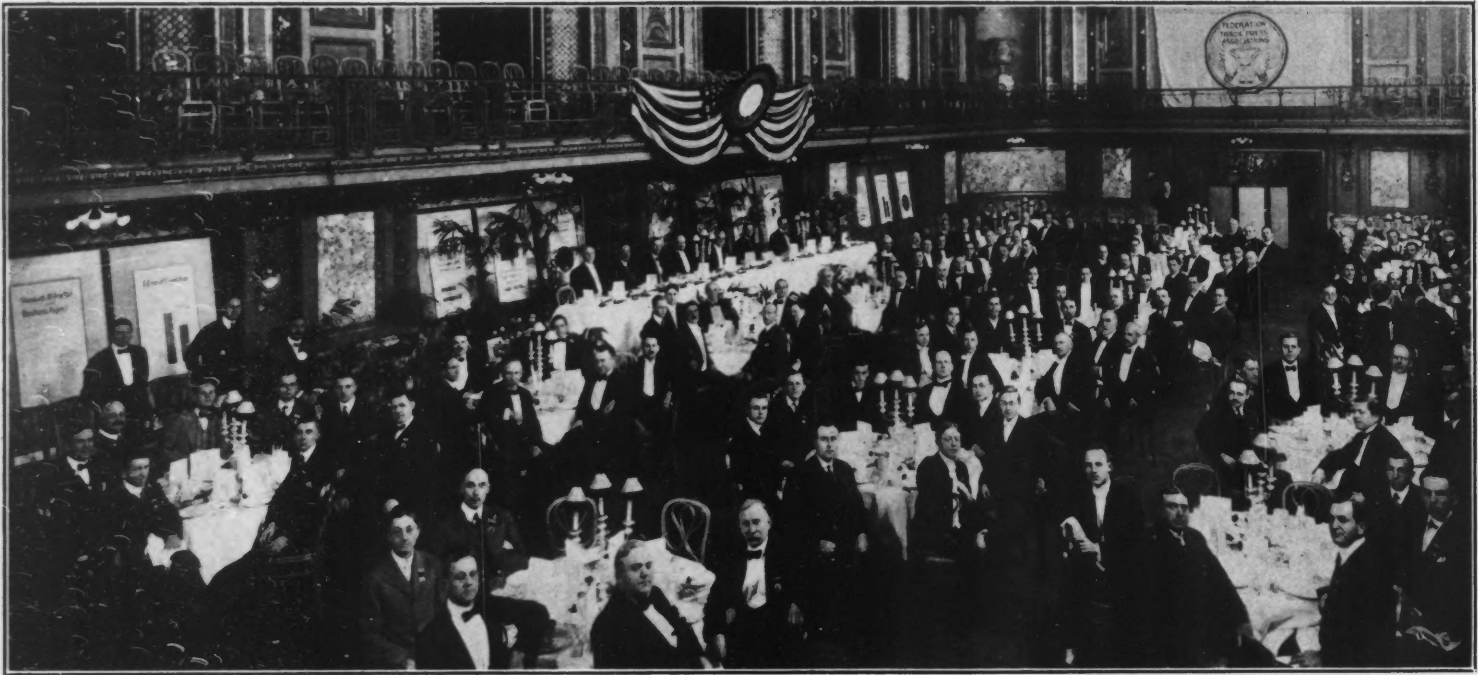
Dr. Crane's signed editorials on the last page attract a heavy mail from readers who either commend the doctor or take exception to his sayings.

The Bedtime Story Club, organized among the children of New York and vicinity, now numbering 20,000 members, are daily readers of the Burgess "Bedtime Stories," exclusively printed in The Globe. Of course, the paper the children want is the home newspaper.

These are only a few of the points at which The Globe gets in close touch with its readers in a way not approached by most newspapers.

**Proof of
 Close
 Relations
 With
 Readers**

The Globe holds nothing back from its advertisers or readers



ANNUAL DINNER OF THE FEDERATION OF TRADE PRESS ASSOCIATIONS AT CHICAGO, SEPTEMBER 25, 1914.

STERN BUYS SPRINGFIELD NEWS**Former New Brunswick Times Owner Enters Illinois Field.**

H. F. Henrichs, newspaper broker, of Litchfield, Ill., announces that J. David Stern, until recently with the New Brunswick (N. J.) Times, has purchased, through his agency, the controlling interest in the Springfield (Ill.) Evening News. The consideration is not made public.

The Evening News was for many years the pet of Frank O. Loudon, of Chicago. A number of newspaper men of high rank wielded its helm with varying success, among them being Charles H. May, J. McCann Davis, O. P. Bassett and Victor E. Bender. The paper has a lucrative field and enjoys a reputation that extends beyond the borders of the State. The retiring editor, Victor E. Bender, succeeded in elevating the standard of the paper and creating for it new popularity by his fearless and aggressive policies.

J. David Stern, the new proprietor, is well known in the East. He was formerly general manager of the Providence (R. I.) Evening News and later was connected with the New York Globe, Seattle Post-Intelligencer, Philadelphia North American and Philadelphia Bulletin. It was while with the Bulletin that he made a sensational expose of the gambling establishments in Atlantic City.

In May, 1912, Mr. Stern purchased a controlling interest in the New Brunswick (N. J.) Daily Times, one of the century old newspapers of the East, having been established in 1790. Under his expert management in less than two years the circulation of the Times was tripled, and in two years he was offered for his interest three times his purchase price. This offer he accepted.

TRADE PRESS MEETING*(Continued from page 301.)*

circulation should not be made a fundamental requirement for membership at this time, it seems as if the 25 per cent. of federation members who belong to the Audit Bureau should endeavor to convert their fellow publishers to the advantage of belonging to that organization.

While many publishers at the present time are timid about telling their exact circulation because it may be small, it is only going to be a question of time when they will realize that it will be to their advantage to declare their circulation, even if it is only numbered in the hundreds.

President Porter gave special credit to E. R. Shaw, chairman of the committee of arrangements, for the excellent work he had done in preparing the program for the convention. For the sixty days preceding the annual meeting

Mr. Shaw had practically given up his own business in order to make it a success.

One feature of the morning session was the address of John D. Shoop, assistant superintendent of the Chicago schools. In speaking on "Education Opportunities and Obligations of the Business Press," Mr. Shoop emphasized the service that the editors can render both the trade and the public by disseminating accurate information on business topics.

The delegates were guests of the Chicago Trade Press Association at luncheon at the Congress Hotel.

At the afternoon session, A. H. McQuilkin, of the Business Equipment Journal, Chicago, delivered an interesting address on "Making Readers and Making Subscribers." In alluding to the war and its effect upon business he said:

"The war has paralyzed the industries of the contending nations. Its effect on perity upon it. We are destined to be this nation is to actually thrust prospective the world's provider. And once we extend our trade we are going to hold it against all competition."

David Beecroft, directing editor of the Class Journal Company, New York, spoke on "Feature Articles in Trade Journalism." He advocated the addition to the columns of trade papers of a

special feature section similar to the Sunday supplement of newspapers. He urged that the magazine should not be edited entirely from the editor's desk, but should give the subscriber's views and experiences. Dr. William A. Colledge of the Redpath Lyceum bureau spoke along similar lines. F. M. Feiker, editor of Factory, spoke on the "Merchandising of Ideas," and commented on the standardizing of cover designs.

Strickland Gillilan, the humorist, enlivened the session by one of his witty talks on "The Crime of Baltimore." Few men on the lecture platform today can wake up a body of men so quickly as he.

Among the speakers on Friday was John N. Willys, president of the Willys Overland Co., Toledo, who among other things said:

"Intelligent advertising has paid enormous dividends in the automobile industry.

"I have all the faith in the world in advertising. It has done much in the last few years to enable the Willys-Overland Company to grow from a small concern marketing 400 cars a year to a world-wide organization selling 75,000 cars in a single season.

"Intelligent, truthful advertising pays. The man who declares he will not buy a certain car because he thinks the extensive advertising done by the manufacturer increases the cost of the car

is living in the past. He has not graduated from the A B C class in business. Given two cars of equal mechanical and structural worth—the one built in large numbers can always sell for a lower price than the one produced only in limited numbers. This is one of the foundation stones of modern business and at the same time the greatest argument for advertising.

"The product that is not advertised will not sell readily, no matter how attractive the quality or price. Any grocer or retail dealer who carries unadvertised goods on his shelves will bear witness to the truth of this statement."

S. T. Henry, of New York, urged an educational propaganda to make trade paper readers out of 38 per cent. of those in the trades not reading trade publications now. Andrew N. Fox, advertising manager of the Benjamin Electric Manufacturing Co., declared that advertising is a commercial form of teaching. It teaches millions of people many varied things. It is mass salesmanship and it is easier to convince people in groups than singly.

The Annual banquet Thursday evening was attended by 250 delegates and friends. R. C. Jacobsen was toastmaster, and speeches were made by John J. Arnold, Prof. John A. Scott and Douglas Malloch.

The following officers were elected unanimously for the coming year: President, John Clyde Oswald, American Printer, New York; vice-president, A. A. Gray, Electrical Review and Western Electrician, Chicago; secretary-treasurer, Grant Wright, of Philadelphia.

Mr. Hearst's Peace Demonstration.

An impressive open air demonstration for peace, arranged through the agency of William Randolph Hearst, owner of the New York American and Evening Journal, was made before Grant's tomb Sunday. It was estimated that close to 10,000 advocates of peace, people of all ages and classes, from all parts of the metropolitan district, gathered to hear patriotic songs and to look upon the flag draped tomb of the great commander whose dramatic prayer with which he closed the Civil War, "Let us have peace," is there carved in marble.

The exercises included prayer by Rev. Christian F. Reiser, singing of patriotic and peace songs by Washington Irving High School girls and the release of a white dove bearing the streamer "Let Us Have Peace." More than two hundred women's clubs were represented in the distribution of the peace pennants. Mrs. Laura B. Frisk was chairman of the meeting.



Courtesy N. Y. American.

PEACE DEMONSTRATION AT GRANT'S TOMB, SEPTEMBER 27, 1914.

TO BOOM "MADE IN AMERICA." TIPS FOR THE MANUFACTURERS OF SUPPLIES

Corporation Formed to Promote Sale of Domestic Goods.

A nation-wide movement toward giving permanent vitality and efficient direction to the present popular agitation in favor of the home consumption of American-made goods has been launched in this city by a number of men prominent in the commercial, manufacturing, and financial world. It is proposed to make "Made in America" mean for the United States what "Made in Germany" has meant for that nation.

The movement took concrete form when articles of incorporation were granted at Albany last week to the Made In America Products Association, Inc., with a nominal capital of \$10,000. The stock is to be issued in shares of \$100 each, and no person, concern, or interest will be allowed to acquire more than one share, which will be requisite for membership in the association.

The first board of directors will include C. A. Whelan of the United Cigar Stores Company, Carl J. Schumann of Moller & Schumann, varnish manufacturers; Harry Tipper, president of the Advertising Men's League; R. A. Holmes of Crofut & Knapp Company, manufacturers of hats, and Henry Thompson of Thompson. Temporary headquarters have been opened at 115 Broadway.

A Correction.

In the last issue of THE EDITOR AND PUBLISHER a reference in an article on the dry flong situation made it appear that the Wood Newspaper Machinery Corporation was interested in selling that article. This was a mistake. The name of the company should have been the Wood Flong Company.

Americus Times an Afternoon Paper.

The Americus (Ga.) Times-Recorder changed from a morning to an afternoon paper on October 1. The management believes that an afternoon publication, carrying Associated-Press service and the usual local news department, can more satisfactorily serve the Times-Recorder's patronage in southwestern Georgia. For thirty-five years the Times-Recorder has occupied the morning field.

J. H. Hand Buys Arkansas Farmer.

J. H. Hand became owner and editor of the Arkansas Farmer, at Conway, October 1. The deal included the transfer of the building at 326 North Front street, in which the Farmer now is located, as well as the printing plant. Roy Hand will be associated in the business here with his father, while an elder son will continue to edit the Echo at Yellville.

Plan Morning Daily at Steuben, N. Y.

According to plans which are being made by the owners of the Steuben (N. Y.) News, a weekly newspaper, an effort will be made this week to change the paper into a morning daily.

THE HERALD
HAS THE
LARGEST MORNING CIRCULATION
IN
WASHINGTON
C. T. BRAINARD, President.

Representatives:
J. C. WILBERDING, A. R. KEATOR,
Brunswick Bldg., 801 Hartford Bldg.,
NEW YORK. CHICAGO.

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

CHANGES IN INTEREST.

PONCHATOULA, LA.—The Democrat has been sold by George B. Campbell, the owner and editor, to Hayden W. Wren, of New Orleans, who will be editor-in-chief. Lee Lanier will be managing editor.

LE PAS, MAN.—The Herald has passed into the hands of Lionel Moore and E. C. Allen. George A. McLelland was the former owner.

ROCK FALLS, ILL.—Alexander R. McClenahan has become the owner of the News plant, buying the paper from Harry Bent.

MANSON, IA.—The Journal, owned by Thomas D. Long, has been sold to Thomas Walpole, former publisher of the Storm Lake Pilot-Tribune. Possession was given October 1. Mr. Long has been connected with the Journal for 35 years and since the death of his brother, George I. Long, has been the sole owner.

SEBRING, O.—The plant of the Times, with the good will of the paper has been sold to Howard H. Jackson. The Times was owned by R. J. Jones and his sister, Miss Anna Jones. Mr. Jones was mayor of this city for three successive terms.

BOOTHBAY, GA.—Benjamin E. Kelley has purchased the Register, a weekly paper published for many years by the late Charles E. Kendrick. Mr. Kelly has been connected with the News of Greenwich, Conn., and correspondent of several New York papers. Since the death of Editor Kendrick, the latter's son has been managing the Register.

BETHESDA, O.—Frank Willis has purchased the plant of the News from Z. D. Lovejoy.

NEW PUBLICATIONS.

PORTSMOUTH, O.—C. F. Davison and F. W. Meyers, managers of the Urbana (O.) News, are to start a newspaper in this city and not in Chillicothe, as formerly reported.

OKLAHOMA CITY, OKLA.—Town Topics is a new addition to the field. It will be an illustrated weekly published every Saturday. Departments of society, theaters, music, books, music, fashions and sports will be featured, and current events covered. Jay J. Dwyer, formerly classified manager of the Oklahoman, will be business manager.

LAURENS, GA.—The Citizen has made its appearance and carries with it much written matter of interest. It is edited by J. A. Peacock, who has had considerable experience in the newspaper

Detroit to Be Published Weekly.

"The Detroit," the official publication of the Detroit (Mich.) Board of Commerce, will be published as a weekly beginning early this month. The board believes a weekly publication will bring the members in closer touch with the activities of the organization. Geo. W. Cushing, who has been connected with the Taylor-Critchfield Co., for the past three years and who for the three years previous was a member of the editorial staff of the Detroit News, will leave his present connection to take charge of the editorial work of the new Detroit. Harry A. Tuke, president of the Heat Publishing Co., will have charge of the advertising department.

NEWS CENSORSHIP.

(Continued from front page.)

news reaching America is filtered through anti-German channels. It requires no partisan bias to force one to the conclusion that Germany's side of such matters as the reported atrocities in Belgium must be heard before fair judgment can be reached by neutral Americans.

"Germany's attitude toward the newspaper correspondents has been severely criticised in America. In some instances this criticism may have been deserved earlier in the war, but in the last few weeks there has been shown

a disposition to assist the authorized news-gatherers. In one instance a group of correspondents, including Karl Von Viegand, of the U. P.; Charles Conger, of the A. P.; Mr. Swing, of the Chicago Daily News, and Joseph Medill Patterson, of the Chicago Tribune, were invited to take a trip to Liege and through that part of Belgium in which there had been severe fighting. The party traveled in a motor car and were accompanied by a Colonel of the German army, who pointed out to them the positions of the troops during the engagement and points of interest.

"The expense to the press associations and newspapers of covering the war is very great. Each one must maintain a host of correspondents so that in case one or a dozen gets into trouble there will be enough left to obviate any break in the news service. Then there is the heavy cost of the cable and telegraph tolls. We are frequently obliged to forward dispatches at the urgent rate, 75 cents a word, which is three times the commercial rate, in order to get matter through within a reasonable time."

LAUREL, MISS.—This city is to have another newspaper, the Jones County Times, which is scheduled to make its appearance this week. John T. McLean, a well-known newspaper man, will be the editor and Jeff D. Parker publisher and proprietor. The recent consolidation of the Daily Argus and the weekly Chronicle, under the name of the Laurel Daily Leader, leaves the city with only one paper.

KOOSKIA, IDAHO.—The first issue of the Standard, to be printed at Stites by the Enterprise and to be edited by Attorney Good, will appear this week. The Mountaineer, published here for 12 or 14 years, ceased to appear some time ago.

ADMORE, ILL.—The Independent is the name of a new paper started this week.

SORCORRO, N. M.—The Herald Company, capitalized at \$3,000, plans to publish a weekly newspaper early this month. The directors of the enterprise are J. A. Torres, M. M. Torres and others.

NEW INCORPORATIONS.

SYRACUSE, N. Y.—Onondago Star Publishing Company; capital stock, \$175,000; printing and publishing; incorporators: Charles T. Hurst, G. A. Gallinger and A. J. McGuire.

NEW YORK, N. Y.—Column Publishing Company; general publishing, etc.; capital, \$25,000; incorporators: A. L. Steinmeyer, W. J. Murray and E. Herbert.

DALLAS, TEX.—The Progressive Merchant Publishing Company; capital stock, \$2,500; incorporators: L. O. Daniel, W. O. Connor and R. Liebman.

NASHVILLE, TENN.—Tennessee Magazine Publishing Company; capital stock, \$15,000; to publish a weekly periodical; incorporators: Ferris P. Merritt, C. E. Morgausten, Jr., Ben Feldman, M. B. Adams and R. B. C. Howell.

WEST POINT, TENN.—West Point Publishing Company; capitalized at \$10,000; incorporated by L. T. Carlisle, H. L. Quinn and others.

BROOKLYN, N. Y.—East New York Record Publishing Company; capital stock, \$10,000; incorporated by Bert Carey, John Howland and David Wadsworth.

NEW YORK, N. Y.—Variety; publishing a weekly periodical; capital stock, \$100,000; incorporators: J. J. O'Connor, J. R. Rubin and S. Silverman.

Executive Position

on a daily paper in a city of 35,000.

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

Are You the Man?

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

AMERICAN NEWSPAPER EXCHANGE
Rand McNally Building, Chicago.

FOR SALE.

Duplex, Twelve Page, Flat Bed Perfecting Press

prints four, six, eight, ten and twelve pages from type; speed, 4500 per hour; length of page, 22½"; folds to half and quarter page size. Press is in good condition and can be shipped quickly.

WALTER SCOTT & CO.
Plainfield, N. J.

We can increase your business — you want it increased.

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

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

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU
CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON THE ALL THE TIME
POWERS PHOTO ENGRAVING CO.
134 Nassau Street Tel. 4900-4 Bookman

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

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

MINNEAPOLIS DAILY NEWS

70,672

(August Daily Average)

Rate Increased to 8 cents per line
Nov. 1, 1914

Most Striking Newspaper
Success of Recent Years.

C. D. BERTOLET

1110 Boyce Bldg., Chicago
New York Representative:
A. K. Hammond, 366 Fifth Ave.

THE

Detroit Saturday Night

guarantees the reliability of every advertisement appearing in its columns.

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

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

Foreign Advertising Representatives

CHAS. SEESTED F. STANLEY KELLEY
41 Park Row
New York City

Peoples Gas Bldg.
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

NEWSPAPER FEATURES

Will Lawler Takes Exception to Mr. Kaylor's Statement as to Their Lack of Value in Circulation Building.

YONKERS, N. Y., Sept. 28.

THE EDITOR AND PUBLISHER:

In your issue of September 19 Mr. R. J. Kaylor, under the heading "Problems of the Small Daily," says among other things that syndicate features, with rare exceptions, are worthy of condemnation; that "they seldom procure a reader and that what the people want is news."

While I admit that some syndicate features should be condemned I do not agree with Mr. Kaylor that the whole tribe is worthy of condemnation and that what the people want is simply news. In my seventeen years of newspaper experience I have studied what people look for and talk about in the newspapers and have concluded that good feature matter has the strongest possible hold on the readers of the papers that use them.

It is my rare privilege to have the friendship of a few keen, shrewd business men who buy a newspaper not only for its news but for some particular feature in picture or type that entertains them. I have observed that passengers in the cars invariably glance quickly through their papers and then settle down to the feature matter, afterward returning to the news.

At gatherings I have heard features, comic or otherwise, discussed by people of rare intelligence. In homes I have listened to people, especially the old folks, talk about features and especially those with the human interest touch such as Roy McCardell's "Mr. and Mrs. Jarr." I know from experience that children cry for the Sunday comic supplements just as they cry for a certain proprietary bottle.

In discussing this section lately with the business manager of a New York paper the latter admitted to me that after close observation he had come to the conclusion that children influence many parents as to what Sunday paper shall enter the home because of their liking for some comic feature matter it contains. The circulations of the newspapers that publish matter of this kind prove that they have a strong drawing power.

Staid editors who believe that their papers should be merely purveyors of news are back numbers. When a live wire influences them to brush the cobwebs of ancient ideas from their eyes, see the light and follow in the footsteps of the more popular ones, their paper increases in circulation.

We have in New York an editor who is, perhaps, the highest salaried editor in the world, who knows how to feel the pulse of his readers and give them what they want. His is essentially a feature paper and enjoys the largest circulation of any paper in the world except one.

It is said of this editor that he questions people and children as to their likes and dislikes of features and thus makes the road to success more easy.

In the New York Sun of September 23, that sterling newspaper man, Don C. Seitz, manager of the world, testified in the transfer tax proceedings to fix the value of the estate of the late Joseph Pulitzer, that the World syndicate earns \$120,000 a year. Surely this statement is proof that syndicate features have some value and that Mr. Kaylor's statement that the whole tribe of syndicate features should be condemned is wrong.

WILL LAWLER,
Creator of Newspaper Features.

A Good Investment.

Edgar D. Shaw, of the Boston Journal, writes: "I have watched with genuine interest the development of THE EDITOR AND PUBLISHER. It is increasingly good from week to week. I read every issue because it interests me and because it pays me."

REFORM THE PHOTO PLAYS.

Correspondent Raises His Own Voice Against Muck on the Screens.

CHICAGO, Sept. 21, 1914.

EDITOR AND PUBLISHER:

Owing to the high standing of your publication in the estimation of the American press, the writer feels that you are particularly fitted to impress on the editorial intellect of the country the importance (in the interest of good citizenship) of their insisting on the proper editing of a commodity they are all interested in, "The Photoplay."

As hundreds of daily papers and monthly publications are using the photoplay theatres as a means of revenue, publishing the scenarios of the daily release as a matter of news and serial stories as features, the exhibitors paying extra rentals for them, the papers gaining for themselves thousands upon thousands of new subscribers, which enhances the value of their advertising pages, it would seem that they would be more than willing to lend their good offices towards accomplishing an incalculable amount of good in championing the cause of a higher standard for the photoplay products themselves, thereby helping the exhibitors, who are spending millions of dollars a year in rentals.

From the standpoint of a newspaper man and all around showman of years standing, one who has watched and talked with thousands of picture theater patrons the time has arrived when all papers can follow consistently in the trend of the present day "Clean up" and stand as one, against the everlasting muck that is flashed on the screen.

If it is true as contended by the highest authorities that visualizing contains greater possibilities for educational attainment than the dry pages of books, then it is all the more the reason why the young of the country should be safe guarded and protected by the power of the press from seeing so much of the sordid side of life as presented in so great a number of pictures.

The vast army of mothers and fathers all over the country, who attend with their children the picture houses regularly, are by far more interested in having their offspring furnished clean, wholesome amusement with the everlasting drinking scenes, their attendant crime, and grewsome situation eliminated, than they are in whether some actor (?) or actress (?) who had never been heard of until the advent of the picture, is married or single. Why not devote the space given to such trash in an endeavor to elevate the tone of all pictures.

Why so many nauseating scenes? Why so much brazen effrontery in dragging liquor in some way, shape or manner into practically every release? What's the idea? Is it a distorted conception of the much abused term "atmosphere" handled without gloves by unthinking men? Or is it a feeling on the part of the manufacturers that the patrons of picture houses are a morbid class and must be fed on inane muck?

In an article in the New York Dramatic Mirror, Sept. 9th, the manufacturers blamed the exhibitor for conditions, calling them a "cheap lot."

Right here is where the "good offices" of the American press can make its "entrance" by training the heavy guns of journalistic artillery loose and delivering broadsides of editorial comment that would effectually silence the popgun arguments used by the manufacturers.

W. M. HIGHT.

Chicago Swedish Papers Merge.

Consolidation of two of the largest Swedish newspapers in the west, the Hemlandet and the Svenska Amerikanaren, was announced last week. The Hemlandet and the Svenska Amerikanerish newspaper in Chicago, having been established in 1854, has been purchased by F. A. Larson, publisher of the Amerikanaren. The consolidated paper will be known as the Svenska Amerikanaren-Hemlandet. During the last eighteen months the Hemlandet has been published by Charles S. Peterson, a member of the Chicago board of education.

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 304 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

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)

"The Star League" 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

San Francisco Examiner

FIRST IN INFLUENCE
FIRST IN CIRCULATION
FIRST IN ADVERTISING

Covers Greater San Francisco more completely than any other American city is covered by one newspaper

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

Circulation 122,000 DAILY
226,000 SUNDAY

M. D. HUNTON W. H. WILSON
220 5th Avenue Hearst Bldg.
New York 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

CURTIS' QUALITY IDEA.

How It Has Been Applied to the Philadelphia Public Ledger Under His Ownership—Raised Price to Two Cents—Improved Its Typography—Barred Objectionable Advertising—Increase in Circulation.

By ROBERT F. SALADE.

With the launching of the Philadelphia Evening Ledger Sept. 14, Cyrus H. K. Curtis, and the company of which he is head, have taken another practical step toward the realization of Mr. Curtis' ideal of an American newspaper based upon quality service. Now that the Ledger will reach the home morning and evening, the management can more fully carry out the constructive ideas which have been the life goal of the Philadelphia master-publisher.

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

THE CENTRAL PRESS ASSOCIATION
New York and Cleveland

5 Daily Comics

Scoop, Foot of Fun, Daily Laugh

The International Syndicate

Features for Newspapers, Baltimore, Md.

Local Editorials

You can't afford to neglect your local editorials for foreign war comment.

We help you look after the home field while you're busy with war.

BRUCE W. ULSH
Prestige Promoter Wabash, Indiana

The Houston Chronicle writes us that **"The Winthrop Coin Card**

when properly used **Proves a Wonderful Success"**

They are one of over four hundred dailies using them properly.

We will gladly explain to you how additional

Business and Profit can be had in **Your Classified Department**

Just write us—mentioning this ad.

THE WINTHROP PRESS
141 East 25th Street New York City

These war times

records are in dire danger of showing slumps. The wise publisher keeps them up by putting on a trade, industrial or feature edition. We believe that once you have put on an edition of this sort, using the **GALLAGHER SERVICE**, you will become one of our regular clients.

JOHN B. GALLAGHER & CO.

Tulane-Newcomb Building
NEW ORLEANS, U. S. A.
Eastern Office: Equitable Building
Baltimore, Md.

Newspaper Correspondents

Increase your list of papers by registering in the forthcoming edition of the **Newspaper Correspondents Directory**. A stamp will bring you information which should be of material help to you.

National Association Newspaper Correspondents

Germania Savings Bank Building
PITTSBURGH, PA.

When Mr. Curtis became publisher of the Ladies' Home Journal and the Saturday Evening Post, it was with the firm intention of raising the quality of these remarkable magazines to the highest standard. In the beginning of his campaign for the reading public's support under the quality slogan, it was not all easy traveling. To produce a monthly and a weekly magazine of both literary and mechanical perfection was no easy matter. Not only was it necessary to bring together a corps of the best writers and editors, but a large force of highly trained printing craftsmen was also required. More still, a vast expenditure of money was involved.

IDEA BASED ON QUALITY.

Curtis, however, master-printer and idealist, kept his mind concentrated upon the quality goal. He had absolute faith in his inspiration, and in the better taste of the American people. Soon he saw success ahead. Then, suddenly, it has seemed to many, these two splendid journals leaped into great popularity. Today both papers lead in circulation among magazines of the better class, and their literary, typographical and general mechanical make-up place them far in the lead of all other weekly and monthly publications. One great idea, planned by a master mind, brought all this about, and that idea was based on *quality*.

In a similar manner the Curtis Company took hold of the Country Gentleman, the well-known farming journal, and in three years the circulation has jumped from 30,000 copies an issue to more than 300,000. What has caused such wonderful success? Luck? Not at all. *Quality!*

Two years ago Mr. Curtis purchased the Philadelphia Public Ledger, that great daily made famous by George W. Childs. The Ledger, ever since its birth in 1836, has always been a high-grade, well printed newspaper. It was founded on the quality basis, and was continued along that line by Childs up until the time of his death. It is Mr. Curtis' intention to raise it to a still higher standard.

LEDGER TYPOGRAPHY.

Already the Ledger has been much improved typographically. (It is a question whether or not it can be made better in a literary way over George W. Childs' faultless style.) When Curtis first took hold of the helm, the paper's circulation was drifting toward the zero mark. To change its course, Curtis did what seemed to be a peculiar thing. He increased the price per copy from one to two cents. The "knowitalls" shook their heads and predicted that the Ledger would soon dash upon the shoals. They reckoned without Curtis. The paper has steadily gained in circulation ever since.

The new publisher of the Ledger realized very well by practical experience what would result when the price of the paper was increased. A certain class of readers—those who do not care much about quality—ceased buying it, while, on the other hand, a better class of subscribers were attracted in place of those lost.

This result was just what Curtis desired. His plan is to build up a newspaper that will be purchased each morning by people who appreciate the best in everything. The class of newspaper readers who have a taste for the so-called "yellow" press are not catered to in even the slightest degree. Sensationalism is unknown in the Ledger.

A glance over recent issues will show that even the display advertising carried by the Ledger is of a high order. It is being placed by conservative business concerns that have only the best things to offer for sale, and it is a fact that the publishers stand back of all goods advertised in its columns. The same rigid censorship which has always been exercised over all advertising offered to the Ladies' Home Journal and the Saturday Evening Post is maintained in the Ledger's advertising bureau. That which is doubtful and untruthful can find no space in this newspaper. No catch-penny, "free" offer, medical or liquor ads are accepted.

RIGID AD CENSORSHIP.

While it is true that several other great daily newspapers have been following this same strict censorship of advertising, it is also true that there are many newspapers which will accept any kind of an advertisement. Not far away from the Ledger Building there was a paper recently published which often carried many columns of questionable display, and at a very low rate in the bargain. Many people not acquainted with the facts of the case have been wondering why that paper failed so dismally. The reason is simple. It was published under a management that had little regard for quality. The news matter was unreliable; the literary style was poor, and the advertising was of the lowest class. Many an ad which was refused by the Ledger was accepted cheerfully by this paper that has now passed away.

INSISTS ON FINE TYPOGRAPHY.

High grade typography has always been a powerful feature with the Curtis magazines, and they need no introduction on that point. The Public Ledger is being produced under the same admirable system, and its typographical appearance is to be still further improved. In charge of all display advertising is a bureau of experts. Layouts are carefully prepared and type faces specified that will be the most easily read. To obtain simplicity, compositors are confined to a few clear-cut faces, such as Caslon Old Style, Old Style, etc., and Cheltenham Bold for display lines. Plain borders, hand drawn and of foundry material, are chosen with the idea of having them symmetrical with the subjects advertised whenever possible.

Correct distribution of white space in relation to display is considered to be of great importance, and rightly so. Many of the Ledger's large advertisements are unusually attractive, because they are set with a generous amount of white space around the text matter inside of neat borders. This plan is the rule with many of the Curtis magazine advertisements, which is the reason why they are said to be the highest quality of display typography of their class.

ATTENTION TO MAKE-UP.

The general make-up of the news matter in the Ledger, the arrangement of the heads, illustrations, etc., are given special attention. The result is that the paper makes a fine appearance and appeals to persons of refinement. There are no "screamers" for headlines, just a plain 24-point letter, with a somewhat larger face for exceptionally important happenings. Why certain newspapers consider a three-inch wood letter face necessary for headlines has always been a mystery to the writer. And certainly red ink is not essential to increase the "human interest" in a well written news item.

Whenever possible the Ledger employees devote sufficient time in the typographical construction of all matter, which, after all, is the only way to attain excellence in a newspaper or any other piece of printing. Many of the advertisements are prepared several days ahead of the issue in which they are to appear. Frequently an ad is reset to secure a desired result. Advertisers who want the best in display are requested to submit copy as early ahead as possible.

The half-tone and magazine sections of the Sunday Ledger are admitted to be of high quality, and are really works of art. As already stated, the required time is spent on all mechanical work of the paper. The stock is of a superior grade (for a newspaper), and the stereotyping and press work receive intricate attention.

Concrete proof that Curtis believes in
(Continued on page 314.)

WAR NEWS
and
PICTURES

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

International News Service
238 William St. New York City

We pride ourselves on our ability to supply a Sunday Comic Supplement that will compare more than favorably with any Comic now on the market. In fact it is

A Real Comic

"chock" full of good, clean humor, well embellished with masterful drawings, well printed, from good inks on good stock at a price considerably below what you'll be willing to pay for our service.

Write for Samples

World Color Printing Co.

ST. LOUIS, MO.

Established 1900 R. S. Grabje, Mgr

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

THE TEST

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

NEWSPAPER FEATURE SERVICE

M. Koenigsberg, Manager.

41 PARK ROW, NEW YORK

WAR NEWS. AUTHENTIC WAR NEWS.

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

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

RECOGNIZED ADVERTISING AGENTS.

OFFICIAL LIST PREPARED BY THE AMERICAN NEWS-PAPER PUBLISHERS' ASSOCIATION

OCT. 1, 1914.

A Advertising Department Co. (Inc.), Leader Bldg., Cleveland Ohio. Allen Adv. Agency (Inc.), 116 W. 32d St., N. Y. City. American Sports Pub. Co. (Inc.), 21 Warren St., N. Y. City. Amsterdam Adv. Agency (Inc.), 1178 Broadway, N. Y. City. Antefenger, Louis E., Holland Bldg., St. Louis, Mo. Arkenberg-Machen Co. (Inc.), The Nashy, Toledo, Ohio (Classified). Armstrong, Collin, Incorporated, 115 Broadway, N. Y. City. Atlas Adv. Agency (Inc.), 450 Fourth Ave., N. Y. City. Ayer, N. W., & Son, 300 Chestnut St., Philadelphia, Pa.; Fifth Ave. Bldg., N. Y. City. Ayres, H. E., & Co., 164 Federal St., Boston, Mass. B Baer, Joseph E., (Inc.), 251 Fifth Ave., N. Y. City. Baker Adv. Agency, Ltd. (Inc.), 16-20 Wellington St., East Toronto, Ont. Ballard Adv. Co. (Inc.), 1328 Broadway, N. Y. City. Barber, J. W., Adv. Agency (Inc.), 338 Washington St., Boston, Mass. Barnes, Jean Dean, 354 Fourth Ave., N. Y. City. Bates Adv. Co. (Inc.), 15 Spruce St., N. Y. City. Batten, Geo. Co. (Inc.), Fourth Ave. Bldg., N. Y. City. Bayer-Stroud Corporation, 200 Fifth Ave., N. Y. City. Benson, Campbell & Slaten, Corn Exchange Bank Bldg., Chicago, Ill. Birch-Field & Co. (Inc.), 110 W. 40th St., N. Y. City. Blackburn Adv. Agency, Patterson Bldg., Dayton, O. Blackman-Ross Co. (Inc.), 95 Madison Ave., N. Y. City. Blaine-Thompson Co. (Inc.), Fourth Nat. Bank Bldg., Cincinnati, O. Bloomingdale-Weller Adv. Agency, 1420 Chestnut St., Philadelphia, Pa. Blum, Charles, Adv. Corporation (Inc.), 608 Chestnut St., Philadelphia, Pa. Bond, Arthur T., 20 Central St., Boston, Mass. Boston News Bureau Co. (Inc.), 30 Kilby Street, Boston, Mass. Bowers, Thos. M., Adv. Agency, Rector Bldg., Chicago, Ill. Brackett-Parker Co. (Inc.), 77 Franklin St., Boston, Mass. Bromfield & Field (Inc.), 171 Madison Ave., N. Y. City. Buchanan, John, Adv. Agency, 176 Federal St., Boston, Mass. C Calkins & Holden (Inc.), 250 Fifth Ave., N. Y. City. Campbell-Ewald Co. (Inc.), Wayne Co. Bank Bldg., Detroit, Mich. Canadian Advertising, Ltd. (Inc.), 4 Hospital St., Montreal, Canada. Capehart's Maktown Methods (Inc.), 450 Fourth Ave., N. Y. City. Carpenter & Corcoran (Inc.), 26 Cortlandt St., N. Y. City. Chambers Agency (Inc.), Malson Blanche Bldg., New Orleans, La. Chappelow Adv. Co. (Inc.), International Life Bldg., St. Louis, Mo. Charles Adv. Service (Inc.), 23-25 E. 20th St., N. Y. City. Cheitenham Adv. Service (Inc.), 150 Fifth Ave., N. Y. City. Chesman, Nelson, & Co. (Inc.), 1127 Pine St., St. Louis, Mo.; Goddard Bldg., Chicago, Ill.; Fifth Ave. Bldg., N. Y. City; Times Bldg., Chattanooga, Tenn. Clark-Whitcraft Co. (Inc.), 41 So. 15th St., Philadelphia, Pa. Clarke, E. H., Adv. Agency (Inc.) Steger Building, Chicago, Ill.; 37 W. 39th St., N. Y. City. Clough, John L., Adv. Agency, Merchants Bank Bldg., Indianapolis, Ind. Cochrane, Witt K., Adv. Agency (Inc.), Boyce Bldg., Chicago, Ill. Colton, Wendell P. (Inc.), 165 Broadway, N. Y. City. Cone, Andrew, Gen. Adv. Agency (Inc.), Tribune Bldg., N. Y. City. Constantine Adv. Co. (Inc.), Globe Bldg., Seattle, Wash. Cooper Adv. Co. (Inc.), Bankers' Investment Bldg., San Francisco, Cal. Corning Adv. Agency, Dispatch Bldg., St. Paul, Minn. Cowen Co. (Inc.), 50 Union Square N. Y. City; John Hancock Bldg., Boston, Mass. Cramer-Krasselt Co. (Inc.), 354 Milwaukee St., Milwaukee, Wis. Crosby-Chicago (Inc.), Pullman Bldg., Chicago, Ill. Cross, J. H., Adv. Co. (Inc.), 1524 Chestnut St., Philadelphia, Pa. D Dake Adv. Agency (Inc.), 432 South Main St., Los Angeles, Cal.; 121 Second St., San Francisco, Cal. Daken Adv. Agency, White-Henr- Bldg., Seattle, Wash. Danielson & Son, 96 Westminster St., Providence, R. I. D'Arcy Adv. Co. (Inc.), International Life Bldg., St. Louis, Mo. Darlow Adv. Co. (Inc.), City Nat. Bank Bldg., Omaha, Neb. Dauchy Co. (Inc.), 9 Murray St., N. Y. City. Davis, J. W. Railway Exchange Bldg., Chicago, Ill.

Debevoise, Foster, Co. (Inc.), 15 W. 38th St., N. Y. City. Decker, Henry, Ltd., Fuster Bldg., N. Y. City. Desbarats Adv. Agency, Ltd., Unity Bldg., Montreal, Canada. Dietz, Ottomar, Adv. Bureau (E. E. Neugebauer), 140 Nassau St., N. Y. City. Dobbs, William F., Danbury, Conn. Dellenmayer Adv. Agency (Inc.), Lincoln Bldg., Minneapolis, Minn. Donovan & Armstrong, Commonwealth Bldg., Philadelphia, Pa. Doremus & Co. (Inc.), 44 Broad St., N. Y. City. Doremus & Morse, 50 Pine St., N. Y. City; 189 West Madison St., Chicago, Ill. Dorland Adv. Agency, Presson Bldg., Atlantic City, N. J.; 306 Fifth Ave., N. Y. City. Doughy, Chas. L., 519 Main St., Cincinnati, O. Dukelow & Walker Co. (Inc.), 246 Washington St., Boston, Mass. Dunlap-Ward Adv. Co. (Inc.), 123 W. Madison St., Chicago, Ill. Dunne, Desmond Co. (Inc.), 30 E. 42d St., N. Y. City. Dyer, Geo. L. Co. (Inc.), 42 Broadway, N. Y. City. E Earnshaw-Lent Co. (Inc.), 80 Maiden Lane, N. Y. City. Eddy, Louis O., Marshall Field Bldg., Chicago, Ill. Edwards, Geo. W., & Co., 328 Chestnut St., Philadelphia, Pa. Elliott, A. R. (Inc.), 62 W. Broadway, N. Y. City. Ellis, A. W. Co., 10 High St., Boston, Mass. Erickson Co. (Inc.), 381 Fourth Ave., N. Y. City. Erickson, E. N., Adv. Agency, 21 Park Row, N. Y. City. Ewing & Miles (Inc.), Flatiron Bldg., N. Y. City. F Fairfax, H. W., World Bldg., N. Y. City. Fenton & Gardiner (Inc.), 286 Fifth Ave., N. Y. City. Ferry-Hanly-Schott Adv. Co. (Inc.), Commerce Bldg., Kansas City, Mo. Finch, L. J., 1364 Broadway, N. Y. City. Finley, W. B., Adv. Co., Keith & Perry Bldg., Kansas City, Mo. Fisher-Stelnbruegge Adv. Co. (Inc.), 1627 Washington Ave., St. Louis, Mo. Foley, Richard A., Adv. Agency, Bulletin Bldg., Philadelphia, Pa. Fowler-Simpson Co. (Inc.), 1900 Euclid Ave., Cleveland, O. Frank, Albert, & Co. (Inc.), 26 Beaver St., N. Y. City. Fuller, Chas. H., Co. (Inc.), 623 So. Wabash Ave., Chicago, Ill.; Morgan Bldg., Buffalo, N. Y. Fuller & Smith, Engineers Bldg., Cleveland, O. G Gagner Adv. Service, Graphic Arts Bldg., Toronto, Can. Gardner Adv. Co. (Inc.), Kinloch Bldg., St. Louis, Mo. Globe Adv. Agency (Inc.), 85 Washington St., South Norwalk, Conn. Goldsmith Co., 207 Market St., Newark, N. J. Gould, M. P., Co., 120 West 32d St., N. Y. City. Goulston, Ernest J., Adv. Agency, 18 Tremont St., Boston, Mass. Gratz, Alfred, 1001 Chestnut St., Philadelphia, Pa. Gray, F. A., Adv. Co., Dwlght Bldg., Kansas City, Mo. Green, Carl M., Co. (Inc.), Free Press Bldg., Detroit, Mich. Greve, S., Agency, Oppenheim Bldg., St. Paul, Minn. Guenther, Rudolph (Inc.), 115 Broadway, N. Y. City. Guenther-Bradford Co. (Inc.), 64 W. Randolph St., Chicago, Ill. Gundlach Adv. Co. (Inc.), Peoples Gas Bldg., Chicago, Ill. H Hanff-Metzger (Inc.), 95 Madison Ave., N. Y. City. Hannah, Henry King, 277 Broadway, N. Y. City. Hartzell, J. H., Co., Bulletin Bldg., Philadelphia, Pa. Haulenbeek, G. H., Adv. Agency (Inc.), 2 W. 45th St., N. Y. City. Hays Adv. Agency, 196 Main St., Burlington, Vt. Hibson & Bro., 116 Nassau St., N. Y. City. Hicks Adv. Agency (Inc.), 132 Nassau St., N. Y. City. Hill, W. S., Co (Inc.), Vandergriff Bldg., Pittsburgh, Pa. Hill, Albert P. Co. (Inc.), First National Bank Bldg., Pittsburgh, Pa.; 29 W. 38th St., N. Y. City. Hollyday's Adv. Agency, Boyce Bldg., Chicago, Ill. Holmes, Frances, 524 South Spring St., Los Angeles, Cal. Honig Adv. Service, Wells Fargo Bldg., San Francisco, Cal. Hoopes, E. M., 516 Market St., Wilmington, Del. Hoops Adv. Co. (Inc.), Tribune Bldg., Chicago, Ill. Houghton, Walter L., Adv. Agency (Inc.), Kinney Bldg., Newark, N. J. Howard Adv. Co. (Inc.), Security Bldg., Chicago, Ill. Howard, E. T. Co. Inc., 432 Fourth Ave., N. Y. City.

Howland, H. S., Adv. Agency, Inc., 20 Broad St., N. Y. City. Hoyt, Chas. W., 120 W. 32d St., N. Y. City. Hull, W. H. H., & Co. (Inc.), Tribune Bldg., N. Y. City. Humphrey, H. B. Co. (Inc.), 44 Federal St., Boston, Mass. I Ireland Adv. Agency (Inc.), 925 Chestnut St., Philadelphia, Pa. Ironmonger, C., Adv. Agency, 18-20 Vesey St., N. Y. City. J Johnson Adv. Corporation (Inc.), 20 E. Jackson Boulevard, Chicago, Ill. Jones, Wylie B., Adv. Agency (Inc.), Binghamton, N. Y. K Kastor, H. W., & Sons Adv. Co. (Inc.), Mercantile National Bank Bldg., St. Louis, Mo.; Lytton Bldg., Chicago, Ill.; Gumbel Bldg., Kansas City, Mo. Kay, J. Roland Co. (Inc.), 172 Washington St., Chicago, Ill. Keane, N. W., 99 Nassau St., N. Y. City. Klernan, Frank & Co., 189 Broadway, N. Y. City. Kirland, E. F., Adv. Agency, Lytton Bldg., Chicago, Ill. Klein, Chas. T., 151 W. 90th St., N. Y. City. Koch, Otto J., Adv. Agency (Inc.), University Bldg., Milwaukee, Wis. Kollock, Edward D., 201 Devonshire St., Boston, Mass. L Lawyers' Adv. Co. (Inc.), 95 Liberty St., N. Y. City. Laddy, John M., 41 Park Row, N. Y. City. Lee, J. K., Dispatch Bldg., St. Paul, Minn. Lee-Jones (Inc.), Republic Bldg., Chicago, Ill. Lesan, H. E., Adv. Agency (Inc.), 440 Fourth Ave., N. Y. City; Old Colony Bldg., Chicago, Ill. Levey, H. H., Marbridge Bldg., N. Y. City. Levin & Bardt Adv. Agency, 1269 Broadway, N. Y. City. Lewis Agency (Inc.), District National Bank Bldg., Washington, D. C. Lewis, Walter C., Co. (Inc.), Equitable Bldg., Boston, Mass. Lindeman, S. O., Adv. Corporation, Mutual Bldg., Richmond, Va. Lord & Thomas (Inc.), Mallers Bldg., Chicago, Ill.; 341 Fifth Ave., N. Y. City. Loyd, Sam, Adv. Agency, 246 Fulton St., Brooklyn, N. Y. Lyddon & Hanford Co. (Inc.), Cutler Bldg., Rochester, N. Y.; 200 Fifth Ave., N. Y. City. M McAtamney, Hugh Co., Woolworth Bldg., N. Y. City. McCann, H. K., Co. (Inc.), 11 Broadway, N. Y. City. McGuckin, Eugene, Co., Morris Bldg., Philadelphia, Pa. McJunkin, Wm. D., Adv. Agency (Inc.), 35 So. Dearborn St., Chicago, Ill. McKeim, A., Adv. Agency, Lake of the Woods Bldg., Montreal, Can. McMullen, Robt. M., Co. (Inc.), Cambridge Bldg., N. Y. City. Maclay & Mullally Bros., 60 Broadway, N. Y. City. MacManus Co. (Inc.), Detroit Journal Bldg., Detroit, Mich. MacMartin Adv. Co., Security Bank Bldg., Minneapolis, Minn. Macpherson-McCurdy, Ltd. (Inc.), Bell Block, Winnipeg, Can. Mahin Adv. Co. (Inc.), 104 S. Michigan Ave., Chicago, Ill.; 30 E. 42nd St., N. Y. City. Mallory, Mitchell & Faust (Inc.), Security Bldg., Chicago, Ill. Marsh, Edward H., Adv. Agency, Besse Bldg., Springfield, Mass. Massengal Adv. Agency (Inc.), Candler Bldg., Atlanta, Ga. Mathews, R. A., Adv. Agency, Marquette Bldg., Chicago, Ill. Matos-Menz Adv. Co. (Inc.), Bulletin Bldg., Philadelphia, Pa.; Tribune Bldg., N. Y. City. Metropolitan Adv. Co. (Inc.), 6 Wall St., N. Y. City. Mitchell, Geo. L., & Staff (Inc.), 421 Chestnut St., Philadelphia, Pa. Morgan, J. W., Adv. Agency, 44 E. 23d St., N. Y. City. Morris, Herbert M., Adv. Agency, 400 Chestnut St., Philadelphia, Pa. Morse Adv. Agency, 35 Milwaukee Ave., Detroit, Mich. Morse International Agency (Inc.), Dodd-Mead Bldg., N. Y. City. Moses Adv. Service, Munsey Bldg., Baltimore, Md. Moss-Chase Co. (Inc.), 110 Franklin St., Buffalo, N. Y.; Post-Standard Bldg., Syracuse, N. Y. Muller, J. P., & Co. (Inc.), 220 West 42d St., N. Y. City. Mumm-Romer Co. (Inc.), Spahr Bldg., Columbus, O. Murray Hill Adv. Agency, 200 E. 23d St., N. Y. City. Murry, John F., Adv. Agency (Inc.), 17 Battery Place, N. Y. City. N Newitt Adv. Agency (Inc.), Hollingsworth Bldg., Los Angeles, Cal. Nicholas-Pinn Adv. Co. (Inc.), 222 South State St., Chicago, Ill. Nollev Adv. Agency (Inc.), Light, Lombard and Balderston Sts., Baltimore, Md.; Knabe Bldg., N. Y. City. Norris-Patterson, Ltd., Mall Bldg., Toronto, Can. Northwestern Adv. Agency, Essex Bldg., St. Paul, Minn. O O'Keefe, P. F., Adv. Agency, 43 Tremont St., Boston, Mass. O'Malley Adv. & Selling Co., 184 Summer St., Boston, Mass.

O'Shaughnessy Adv. Co. (Inc.), Westminster Bldg., Chicago, Ill. Oman & Smith (Inc.), Bulletin Bldg., Philadelphia, Pa. Palmer Adv. Service, Butte, Mont. Pearsall, W. Montague, 203 Broadway, N. Y. City. Philadelphia News Bureau, 432 Sansom St., Philadelphia, Pa. Plattner, M., 88 Nassau St., N. Y. City. Pomeroy Advertising, Brunswick Bldg., N. Y. City. Potts-Turnbull Adv. Co. (Inc.), Gloyd Bldg., Kansas City, Mo. Powers, John O., Co. (Inc.), 11 W. 25th St., N. Y. City. Powning, Geo. G., & Son, New Haven, Conn. Presbrey, Frank, Co. (Inc.), 456 Fourth Ave., N. Y. City. Procter & Collier Co. (Inc.), Commercial Tribune Bldg., Cincinnati, O.; 16 E. 33d St., N. Y. City. R Reardon Adv. Co. (Inc.), Quincy Bldg., Denver, Colo. Remington, E. P., Agency, 1280 Main St. Buffalo, N. Y. Richards, Jos. A., & Staff (Inc.), 9 E. 40th St., N. Y. City. Roberts & MacAvlinche, 30 No. Dearborn St., Chicago, Ill. Rose, Irwin Jordan, 30 W. 32d St., N. Y. City. Rowland Adv. Agency (Inc.), 1790 Broadway, N. Y. City. Rowlett, F., Albany; 26-28 Adelaide St., West, Toronto, Can. Ruland, O. W., 90 Bible House, N. Y. City. Ruthrauff & Ryan, 450 Fourth Ave., N. Y. City. S St. Clair, Wm. G., Co., Witherspoon Bldg., Philadelphia, Pa. St. Paul Adv. Co., St. Paul, Minn. Sandlass, L. A., 7 Clay St., Baltimore, Md. Savage, Geo. M., Adv. Agency, Newberry Bldg., Detroit, Mich. Scheck Adv. Agency, 9 Clinton St., Newark, N. J. Seaman, Frank (Inc.), 116 W. 32d St., N. Y. City. Seeds, Russel M., Co. (Inc.), Central Union Telephone Bldg., Indianapolis, Ind. Shaffer, J. Albert, Star Bldg., Washington, D. C. Shprey, W. W., & Co. (Inc.), 99 Nassau St., N. Y. City. Shaughnessy, M. J., & Co., Temple Court, N. Y. City. Shaw Adv. Co., Transportation Bldg., Chicago, Ill. Sherman & Bryan (Inc.), 79 Fifth Ave., N. Y. City. Sherwood, B. R., 367 Fulton St., Brooklyn, N. Y. Shunway, Franklin P., Co. (Inc.), 373 Washington St., Boston, Mass. Siegfried Co. (Inc.), 50 Church St., N. Y. City. Simpson, Showalter & Barker (Inc.), Vandergriff Bldg., Pittsburgh, Pa. Simpson, W. F., Adv. Agency (Inc.), 38 Park Row, N. Y. City. Singleton, J. F., Co., Citizens Bldg., Cleveland, O. Smith, C. Brewer, Adv. Agency, 85 Devonshire St., Boston, Mass. Smith, E. Everett, Adv. Agency, Mutual Life Bldg., Philadelphia, Pa. Smitzer Adv. Co. (Inc.), Hearst Bldg., Chicago, Ill. Sommer, Fred. N., 810 Broad St., Newark, N. J. Spafford Adv. Agency, John Hancock Bldg., Boston, Mass. Sparrow Adv. Agency, American Trust Bldg., Birmingham, Ala. Stack Adv. Agency (Inc.), Heyworth Bldg., Chicago, Ill. Standish, G. S., Adv. Agency, Lapham Bldg., Providence, R. I. Sternberg, H. Sumner, Co., 381 Fourth Ave., N. Y. City. Stevens, Hermon W., Agency, Globe Bldg., Boston, Mass. Stewart-Davis Adv. Agency, Kesner Bldg., Chicago, Ill. Stewart, H. D., Co., Inc. (Stewart Agency), 119 W. Madison St., Chicago, Ill. Siles, William A., 123 W. Madison St., Chicago, Ill. Storm, J. P., Marbridge Bldg., N. Y. City. Strang & Prosser Adv. Agency, Alaska Bldg., Seattle, Wash. Street & Finney (Inc.), 171 Madison Ave., N. Y. City. T Taylor-Critchfield Co. (Inc.), Brooks Bldg., Chicago, Ill.; Fuller Bldg., N. Y. City. Thiele, E. J., & Co., 10 So. La Salle St., Chicago, Ill. Thomas Adv. Service (Inc.), Florida Life Bldg., Jacksonville, Fla. Thompson-Carroll-Tripp Co. (Inc.), Leader-News Bldg., Cleveland, Ohio. Thompson, J. Walter Co. (Inc.), 44 E. 23d St., N. Y. City; Lytton Bldg., Chicago, Ill.; 201 Devonshire St., Boston, Mass. Tobias Bros., 258 Broadway, N. Y. City. Touzalin, Chas. H., Agency (Inc.), Kesner Bldg., Chicago, Ill. Tracy-Parry Co. (Inc.), Lafayette Bldg., Philadelphia, Pa. Trades Adv. Agency (Inc.), 1182 Broadway, N. Y. City. U Urmy, Louis V., 41 Park Row, N. Y. City. V Van Cleve Co. (Inc.), 1790 Broadway, N. Y. City. Van Haazen Adv. Agency, 1420 Chestnut St., Philadelphia, Pa. Volkman, M., Adv. Agency, 5 Beekman St., N. Y. City. Vraeland, E. E. (Inc.), 350 West 88th St., N. Y. City. W Wade, Adv. Agency, Old Colony Bldg., Chicago, Ill. Wales Adv. Co., 125 E. 23d St., N. Y. City.

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

Standing always for Progress, for Honesty, for Cleanliness, these two newspapers are family friends.
THE PITTSBURGH POST
 (Morning)
THE PITTSBURGH SUN
 (Afternoon)
CONE, LORENZEN & WOODMAN
 Foreign Representatives
 New York, Kansas City, Chicago

Get the Best Always
The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper
WALLACE G. BROOKE,
 Brunswick Building, New York
HORACE M. FORD,
 People's Gas Building, Chicago
H. C. ROOK,
 Real Estate Trust Building, Philadelphia

New Jersey's Leading 7 Day Paper
Trenton Times
 More circulation than corresponding period in 1913
 U. S. Report, 23,985 Paid
 and 200,000 more lines of display advertising
Kelly - Smith Co.
 CHICAGO NEW YORK
 Lytton Bldg. 220 Fifth Ave.

The Peoria Journal
 "Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarantees as much city circulation, in Peoria and Pekin, as both other Peoria newspapers combined."
H. M. Pindell, Proprietor
 Chas. H. Eddy, Fifth Ave. Bldg., New York
 Chas. H. Eddy, Old South Bldg., Boston
 Eddy & Virtus, People's Gas Bldg., Chicago

Walker Adv. Agency, 185 Kearny St., San Francisco, Cal.
 Walker, Dudley & Co., Peoples Gas Bldg., Chicago, Ill.
 Walker-Longfellow Co. (Inc.), 565 Boylston St., Boston, Mass.
 Walton Adv. & Ptg. Co., 15 Exchange St., Boston, Mass.
 Wetherald, Jas. T., 221 Columbus Ave., Boston, Mass.
 Williams, Fred. C., 108 Fulton St., N. Y. City.
 Williams & Cunningham (Inc.), 59 E. Madison St., Chicago, Ill.
 Wilson, O. C., Adv. Co. (Inc.), Hearst Bldg., Chicago, Ill.
 Wineburgh, M. & Co., 576 Fifth Ave., N. Y. City.
 Wood, Putnam & Co. (Inc.), 111 Devonshire St., Boston, Mass.
 Wrigley Adv. Agency, 35 South Dearborn St., Chicago, Ill.
 Wyckoff Adv. Co. (Inc.), New Marine Bank, Buffalo, N. Y.; 25 E. 26th St., N. Y. City.

VIGILANCE WORK IN GOTHAM.
Plan to Compel Publishers to Clean Up Their Columns.

In the New York Ad-League Bulletin for September, the chairmen of the several leading committees tell of their plans for the fall and winter season. Not the least interesting is the contribution of W. H. Ingersoll, chairman of the Vigilance Committee, who says in part:

"The longer we work in the advertising field the more we realize that we only get partial results because we are not believed, and we are not believed because an uninitiated public cannot distinguish between the honest and the crooked advertising.

"The demand for a clean-up is a real, a legitimate and a persistent one, not as an ethical question primarily, but in order that decent merchants may have a fair chance to compete without being overshadowed by misrepresentation.

"We must meet this demand. It is not to be done primarily through crusading and lawsuits. These may be a small incident necessary in our program, but mainly we must organize and get an expression in a practical way of the sentiment of the better element of advertising men. If we are going to make a dent in the great New York market, we must get all of the merchants of the city who are customers of the newspapers to realize the situation and realize the importance to them of being relieved of association in the newspaper columns with misleading advertising.

"If we can get, as we can get, the merchants of this city, not the offenders, but the big bulk of respectable advertisers, to refrain from going into the papers that accept questionable advertising, we will have the biggest possible force on our side. Then if we call the attention of the large number of national advertisers to the situation and get their co-operation in the same way as we can get it, we will have doubled the pressure.

"We have already secured the co-operation of over five hundred New York merchants comprising that very strong organization known as the Fifth Avenue Association. We have already secured the promise of over two hundred and fifty national advertisers to co-operate through their national organization. Four leading newspapers in New York have agreed to contribute space for the public enlightenment in a constructive way of the advertising situation.

"The city government, through the Bureau of Weights and Measures, is prepared to assist in investigations and prosecutions where such are wanted. The merchants and the advertising agents and the members of the Vigilance Committee have arranged to watch not only the newspaper columns, but window signs and other forms of advertising. The merchants in each line are preparing to take care of the advertising in their lines; for instance, furniture merchants will watch all of the furniture advertising and where suspicious cases arise will send experts to examine and make purchases, and, if necessary, to testify in court.

"We are not out for prosecution, but really to antisepticise the advertising situation in New York, and that is what we are going to do."

LIVE AD CLUB NEWS.

Fifty members of the Milwaukee (Wis.) Ad Club listened to an address last week by Julius Schneider, advertising manager of the Chicago Herald. Mr. Schneider spoke on the advertising clean-up. He gave a history of advertising from its earliest days when the medicine faker of the circus controlled the majority of space in the newspapers. He said that advertising was the creative force of legitimate business, the distributor of honest goods and the creator of a public good will, in place of a former great public contempt for and prejudice against advertising. Mr. Schneider said the refusal of newspapers to take advertising from suspicious and fraudulent men in business has helped place the advertising in an enviable position before the public.

At the weekly luncheon of the Advertising Club of Salt Lake City, Utah, C. H. McGurrin, cashier of the Salt Lake Security & Trust Company, urged all advertising men to unite, in boosting for the splendid resources of Utah and to use every effort in promoting local factories and industries. The topic under discussion was "What Is the War Going to Do to American Business?" Mr. McGurrin said that if the United States gained control of South American foreign trade and lost all European trade, it would still be four or five times better off than at present. Interesting statistics, showing the amount of American export trade with European nations, were quoted.

Selecting as his topic "What the Advertising Club Aims to Do," William Woodward Cloud, president of the Baltimore Advertising Club, spoke at the regular weekly meeting of the club. Mr. Cloud outlined the broad plans and policies of the club. After his talk there was a wide-open meeting, when questions, touching on the policies of the club, were answered. The members indorsed unanimously and with enthusiasm the buy-a-bale movement and pledged its services for the help of the South in all ways possible.

That altogether too much war talk is going the rounds in business circles is the unanimous sentiment expressed by the Houston Ad Club at its weekly luncheon. That such talk has a depressing effect upon business and should be eliminated as far as possible is the desire of the club. Resolutions condemning war gossip during business hours were introduced by A. P. Shannon of Taylor Bros., and were passed without a voice in the negative. The topic, "Advertising Negligence and Advertising Diligence," was interestingly reviewed by George H. McCormick, the club's president. Mr. McCormick stated a number of points to show wherein ad writers often go amiss through small oversights. At the same time he called attention to the details that many of the more successful writers employ in their business.

"Advertising Springfield" was the subject of an address by Charles E. Ashburner, city manager of Springfield, O., before the ad club of that city. He urged the citizens to be optimistic in their views and said it was up to each member of the community to help boost Springfield. The following officers were elected for the ensuing year: President, W. W. Mumma; vice-president, W. B. Evans; secretary and treasurer, H. E. Gorsuch. The president was authorized to appoint an executive committee of five.

The annual election of the Rochester Ad Club will be held next week. The following nominating committee has been named to prepare slates to be voted on at the election: Joseph P. McSweeney, Clark H. Quinn, William H. Campbell, Francis J. Yawman and Herbert W. Bramley.

The Progressive Herald at Newcastle, Ind., has suspended publication.

IN WESTERN PENNSYLVANIA
 You will make no mistake by using
The Johnstown Leader
 The only newspaper between Philadelphia and Pittsburg printing an eight-page two color Saturday Feature Magazine Section.
S. G. LINDENSTEIN, INC.
 Special Representative
 118 East 28th Street New York City

Summary of 500 Fall Books
 Outbreak of war at the verge of the Autumn publishing season involved so many changes in publishers' plans that a complete statement of new publications, as finally arranged, will be particularly acceptable to readers this year. The New York Times Review of Books will give Sunday, Oct. 11, a thorough summary of 500 representative new books. These will be arranged under convenient classifications and in compact form to serve as a valuable reference throughout the season.
THE NEW YORK TIMES
 Times Square, New York.

If your Product or Proposition is Worthy, tell about it in the
NEW YORK TRIBUNE
 and be fully assured of Satisfactory Response.

The Globe
 reaches more of the better class people in Greater New York than any other Evening paper.
 Net paid circulation for year ending August 31, 1914
161,321
 Net paid circulation for August 30, 1914
213,768

SUCCESS
 has followed The Evening Mail's policy of refusing unreliable advertising.
 The Evening Mail carries more advertising than any other New York evening paper in its class.
 The Evening Mail combines quantity with quality in circulation.
The Evening Mail
 New York's Great Home Paper.

THE NEW ORLEANS ITEM
 Accepts advertising on the absolute guarantee of the largest net paid circulation of any New Orleans newspaper or no pay.
THE JOHN BUDD COMPANY
 Advertising Representatives
 New York Chicago St. Louis

TIPS FOR THE AD MANAGER.

George Batten Company, Fourth Avenue Building, New York City, is placing orders in five selected cities for the American Rolling Mills Co., sheet steel, Middletown, O.

Holbrook & Schaefer, 286 Fifth avenue, New York City, are issuing orders to large city papers for the Cincinnati & Northern Railroad (financial).

F. A. Gray Advertising Company, Dwight Building, Kansas City, Mo., is making contracts with a selected list of papers for the Barbo Manufacturing Company, Kansas City, Mo.

G. A. MacDonald, Inc., 45 West 34th street, New York City, is sending 35 line 1 time orders to a selected list of papers for Arthur E. Hubbs, 64 West 35th street, New York City.

E. E. Vreeland, 350 West 38th street, New York City, is again placing orders with a selected list of papers for the Crown Corset Co., "Rengo Belt Corsets," 170 Fifth avenue, New York City.

G. A. De Lavel Bliss, 61 Pearl street, New York City, is again forwarding orders to mail order papers for Dr. F. Harvey Roof, New York City.

It is reported that L. A. Sandlass, 7 Clay street, Baltimore, Md., will resume the advertising for the Resinol Chemical Co., "Resinol Soap," Baltimore, Md., about the latter part of this month or the first week in October.

John F. Murray Advertising Agency, 17 Battery place, New York City, is making three year combination contracts for Wyeth Chemical Co., etc.

M. Volkman Advertising Agency, Temple Court, New York City, is placing 14 line 26 time orders with mail order papers for the Oswald Chemical Co., 318 West 42nd street, New York City.

P. F. O'Keefe Advertising Agency, 43 Tremont street, Boston, Mass., is issuing 50 inch 8 weeks schedules to Ohio papers for Dr. J. A. Greene, "Greene's Nervura," Boston, Mass.

J. Walter Thompson Company, 44 East 23rd street, New York City, is again placing orders for the Marvel Company, 44 East 23rd street, New York City.

M. Volkman Advertising Agency, Temple Court, New York City, is forwarding 35 line double column 40 time orders to New York State papers for the Victor Milling Co., "Victor Flour," Victor, N. Y.

J. Walter Thompson Company, Cleveland, O., is making 5,000 lines 1 year contracts with a selected list of western papers for the Olds Motor Works, Detroit, Mich.

Taylor-Critchfield Advertising Agency, Chicago, Ill., is placing 532 lines with a few selected weeklies for the Hercules Manufacturing Company.

Nelson Chesman & Company, Trude Building, Chicago, Ill., are issuing 30

line 6 time orders to a few weekly papers for the Mantle Lamp Co.

Williams & Cunningham, Chicago, Ill., are renewing contracts which have expired for Hart-Schaffner & Marx Company of Chicago.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago, Ill., is forwarding 4 inch 7 time contracts to a selected list for the Frontier Asthma Co., Buffalo, N. Y.

W. H. H. Hull & Company, Tribune Building, New York City, are placing 692 lines, 1 time with eastern papers for B. Altman & Company, New York City.

Wood, Putnam & Wood Company, 111 Devonshire street, Boston, Mass., is sending out 92 words 8 time to a selected list for McLean-Black & Company of Boston, Mass.

FREE PUBLICITY DIMINISHING.

A. N. P. A. Bulletin Fails to Appear for Lack of Material.

It will be good news to many newspaper publishers to learn that the hard work done by the American Newspaper Publishers' Association and THE EDITOR AND PUBLISHER in fighting the free publicity evil has had the effect of reducing the number of requests for the donation of space nearly 75 per cent. during the past two months.

Until the first of August the A. N. P. A. has issued each week for the last three years containing a bulletin four to eight pages filled with comments upon or references to matter of this kind that had been sent to the newspapers for publication. Since then three weeks have passed during which no bulletins were issued for the sole reason that not enough press agent stuff had been received to warrant their publication!

A survey of the field shows that the most aggressive seekers of free publicity in the past have been the railroad and steamship companies, the theaters, the automobile manufacturers and the baseball magnates. Today the railroad and steamship companies have been shown the error of their ways and send in few requests for the insertion of free matter. The theaters and automobile concerns are about as active as ever, while the baseball magnates are beginning to realize that the days of unlimited space grafting on newspapers have passed.

When!

I dip into the Future, far as human eye can see,
Saw the vision of the world, and the wonders that shall be,
When the war-drum beats no longer, and the battle-flags are furled
In the Parliament of Man, the Federation of the World,
When the common-sense of most shall hold a fretful world in awe,
And the peaceful land shall slumber, lapped in Universal Law.

TENNYSON.

CURTIS QUALITY IDEA.

(Continued from page 311.)

his own favorite prescription for the good health of any business—advertising—can be gleaned from the fact that Curtis advertises the many qualities of the Ledger in other newspapers and magazines. He also uses billboard posters and paintings to a great extent. All through Philadelphia and through the surrounding country for a radius of more than fifty miles billboards contain announcements in attractive and original designs conveying the information that the Public Ledger has been "the first thing in the morning since 1836."

GAINING AS QUALITY PAPER.

The Ledger is rapidly gaining in popularity as a quality newspaper. A great circle of refined readers are becoming its supporters, and "quality" advertisers are buying much of its space.

That the typographical appearance of the penny press in general can be considerably improved goes without saying, and sooner or later this improvement

ROLL OF HONOR

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

ARIZONA. GAZETTE—Av.Cir.Apr.7,001..Phoenix	NEW JERSEY. PRESSAsbury Park JOURNALElizabeth COURIER-NEWSPlainfield
CALIFORNIA. THE NEWS.....Santa Barbara BULLETINSan Francisco	NEW YORK. BUFFALO EVENING NEWS, Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York
GEORGIA. ATLANTA JOURNAL (Cir. 57,531) Atlanta CHRONICLEAugusta LEDGERColumbus	OHIO. PLAIN DEALER.....Cleveland Circulation for August, 1914. Daily129,595 Sunday154,992 VINDICATORYoungstown
ILLINOIS. POLISH DAILY ZGODA.....Chicago SKANDINAVENChicago HERALDJoliet HERALD-TRANSCRIPTPeoria JOURNALPeoria STAR (Circulation 21,589)Peoria	PENNSYLVANIA. TIMESChester DAILY DEMOCRAT.....Johnstown DISPATCHPittsburgh PRESSPittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADERWilkes-Barre GAZETTEYork
INDIANA. THE AVE MARIA.....Notre Dame	SOUTH CAROLINA. DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. 1914. D. 22,850; S. 23,444)
IOWA. REGISTER & LEADER...Des Moines THE TIMES-JOURNAL....Dubuque	TENNESSEE. NEWS-SCIMITARMemphis BANNERNashville
KANSAS. CAPITALTopeka	TEXAS. STAR-TELEGRAMFort Worth Sworn circulation over 80,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers. CHRONICLEHouston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
KENTUCKY. COURIER-JOURNALLouisville TIMESLouisville	WASHINGTON. POST-INTELLIGENCERSeattle
LOUISIANA. DAILY STATES.....New Orleans ITEMNew Orleans TIMES-PICAYUNENew Orleans	WYOMING. LEADERCheyenne
MARYLAND. THE SUNBaltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	CANADA. BRITISH COLUMBIA. WORLDVancouver
MICHIGAN. PATRIOT (No Monday Issue) Jackson Average 1st qu. 1914: Daily 10,963; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	ONTARIO. FREE PRESS.....London QUEBEC. LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722
MINNESOTA. TRIBUNE, Mon. & Eve....Minneapolis	
MISSOURI. POST-DISPATCHSt. Louis	
MONTANA. MINERButte	
NEBRASKA. FREIE PRESSE (Cir. 128,384) Lincoln	

must be brought about. Typographical experts with layout ability are sadly needed by many of the great newspapers, and the Curtis idea can be applied with beneficial results. Higher priced papers like the New York Post, Herald, Brooklyn Eagle, etc., are remarkably successful by reason of their high quality, both literary and typographical. In the near future a newspaper, to hold a good class of readers, must be of mechanical excellence. If it be necessary to increase the purchase price to obtain this result, let the American people have the quality, regardless of the cost. In these days the best is what counts!

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.

President William Woodhead of the A. A. C. W. will deliver an address before the Associated Advertising Clubs of Iowa, to be held at Iowa City, October 22-24.

H. C. Brown, advertising manager of the Victor Talking Machine Company, and president of the Sphinx Club, is in the Canadian woods on a vacation.

Gail Murphy, now in charge of the Information and Research Division of the Advertising Department of the Burroughs Adding Machine Company, Detroit, has been appointed advertising manager of the Art Metal Construction Company, Jamestown, N. Y., of which E. St. Elmo Lewis is vice-president and general manager. During the past few years Mr. Murphy has served with the Burroughs Company in the capacity of field research man, salesman, and writer of system bulletins, and other literature showing the application of machines to the various specific lines of business.

G. W. Bauerlein, for the past two years advertising manager of the Kansas City Weekly Post, is now with the Ferry-Hanly-Schott Advertising Company of Kansas City. Mr. Bauerlein, before coming to Kansas City with the Denver Post.

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

Guy Livingston, manager of the advertising department of the Chicago Examiner at London, England, has joined his regiment and left for the scene of battle on the Continent.

NEWS OF THE AGENCIES.

Heller-Barnham Agency, formerly of Essex Building, Newark, and 286 Fifth avenue, New York, have announced their removal to new offices located at 432 Fourth avenue, corner 29th street, New York. In these new quarters the agency will be better equipped to serve clients more efficiently than ever and to extend to all publishers a broader policy of constructive co-operation.

A. M. Stockman Advertising Agency, 20 Vesey street, New York, is now handling the advertising of Clover Farms, Inc., New York "Homer Milk," and Allan, Cole & Company, Newark, N. J. dress goods. The list of large city dailies is also being gradually increased as distribution is secured for Vermilax, the veterinary product of the Vermilax Co., Inc., New York City.

Cabbages and Printers' Ink.

A country editor wrote: "Brother, don't stop your paper just because you don't agree with the editor. The last cabbage you sent us didn't agree with us, either, but we didn't drop you from our subscription list on that account."—Boston Transcript.

The Jewish Morning Journal
NEW YORK CITY
(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of **The Jewish Morning Journal** for 101,153 six months ending June 30, 1914.

The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.

The Jewish Morning Journal prints more **HELP WANTED ADS.** than any paper in the city, excepting the **New York World.**

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

Deutsches Journal

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

R. E. Hanna Joins Birmingham News.

Robert E. ("Bob") Hanna, identified with classified advertising in Cleveland for eight years, has severed his connection with the Leader and the News and left Saturday for Birmingham, Ala., where he will take charge of the classified advertising department of the Bir-



ROBERT E. HANNA.

mingham News. In his new position he will be associated with A. B. Chivers. Mr. Hanna's experience includes service on the Plain Dealer, the Leader and the News, previous to which he was with the Architectural Record, New York, for two years. His capabilities cover the entire advertising field, though he paid particular attention recently and was best known to real estate circles.

NEW AUDIT BUREAU MEMBERS.

Since Sept. 4 the following newspapers have been admitted to membership in the Audit Bureau of Circulation:

Gazetta di Syracuse, Syracuse, N. Y.; Gazette, Worcester, Mass.; News, Joliet, Ill.; Mirror and American, Manchester, N. H.; Democrat and Item, Allentown, Pa.; Beacon, Ashtabula, Ohio; Post-Standard, Syracuse, N. Y.; News, Batavia, N. Y.; Real Estate Magazine, New York; Tribune, Billings, Mont.; Journal, Jamestown, N. Y.; News, Milwaukee, Wis.; Observer and Reporter, Washington, Pa.; Call, Allentown, Pa.; News, Fitchburg, Mich.; Mining Journal, Marquette, Mich.; Advertiser, Tiffin, Ohio; Journal-News, Evansville, Ind.; Post, Louisville, Ky.; Gazette, Burlington, Ia.; Times, Hammond, Ind.; Item, Richmond, Ind.; Tribune-Republican-Truth, Scranton, Pa.; Sentinel, Winston-Salem, N. C.; Telegram, Elyria, Ohio; Pantagraph, Bloomington, Ill. Also the Masonic Home Journal, Louisville, Ky., a magazine.

This added list brings the number of A. B. C. memberships to 783.

Montreal Publicity Election.

Election of officers at the annual meeting of the Montreal (Can.) Publicity Association Tuesday resulted as follows: Hon. president, Theodore Morgan; president, Mr. Fred. A. Scroggie; first vice-president, Mr. H. A. Robert; second vice-president, Mr. Charles Fee; secretary-treasurer, Mr. W. H. Mercheson; directors, Messrs. F. A. Covert, E. M. Emery, L. R. Greene, E. H. Lawson, and R. S. Muller. Divergent opinions expressed at the meeting as to the advisability of concurring in the suggestion of the Advertising Club that the two bodies should be formed into one stronger organization, including both memberships, resulted at length in the newly elected board of directors being given power to consider the matter, taking whatever steps seemed to them advisable.

Moves Into New Quarters.

The Advertising Club of Los Angeles, which, during the past year, has been holding weekly meetings at the Hotel Clark, Los Angeles, last week moved

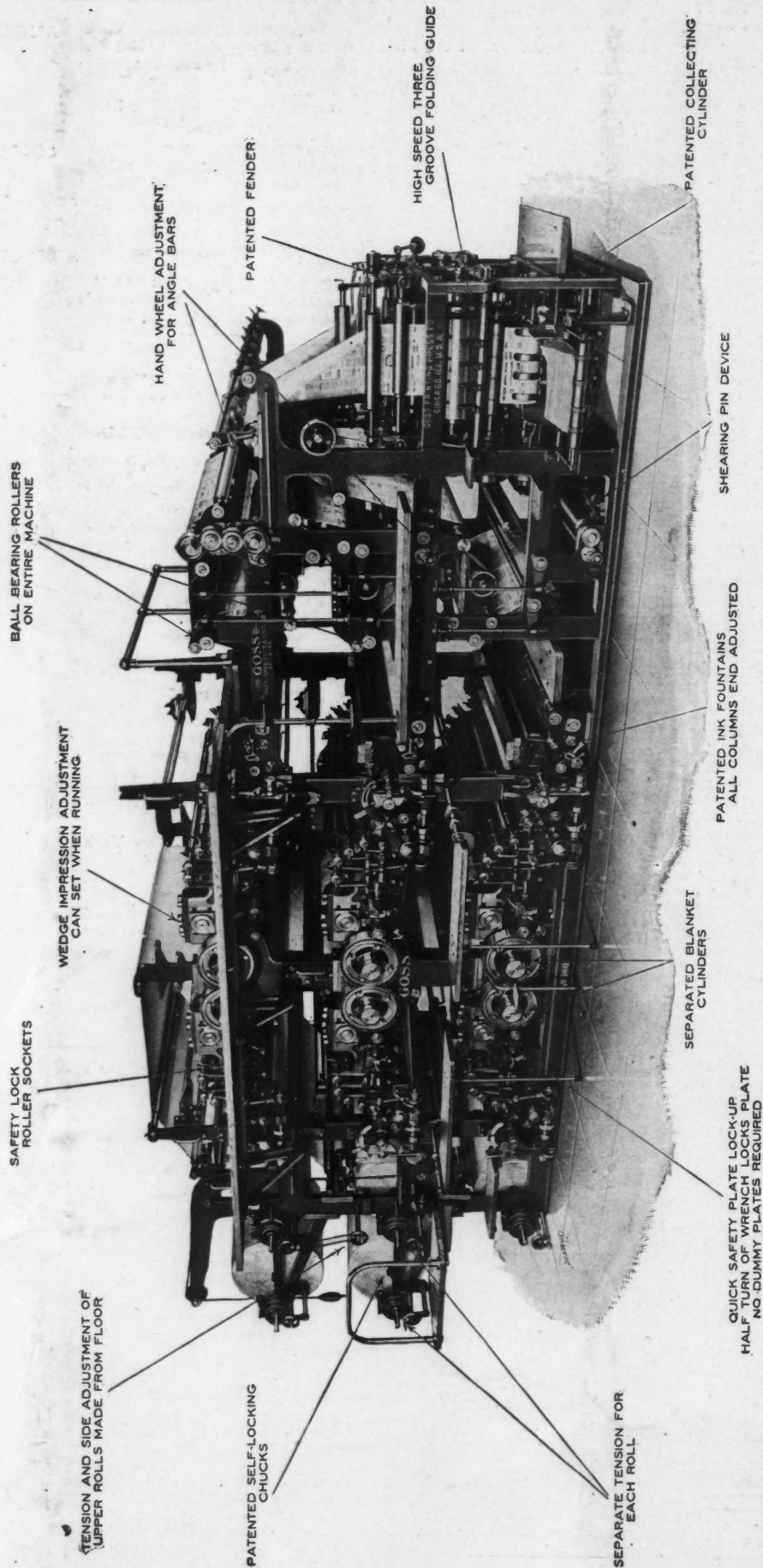
Directory of Advertisers Aids.

Publishers' Representatives	Advertising Agents
ALLEN & WARD Brunswick Bldg., New York Advertising Bldg., Chicago	AMERICAN SPORTS PUB. CO. 21 Warren Ct., New York Tel. Barclay 7095
ANDERSON, C. J., SPECIAL AGENCY Marquette Bldg., Chicago, Ill. Tel. Cent. 1112	COLLIN ARMSTRONG Advertising & Sales Service 115 Broadway, New York
JOHN M. BRANHAM CO. Brunswick Bldg., N. Y., Mallers Bldg., Chic.; Chemical Bldg., St. Louis.	BRICKA, GEORGE W., Adv. Agent. 114-116 East 28th St., New York Tel. 9101-9102 Mad. Sq.
BROOKE, WALLACE G. & SON, 225 Fifth Ave., New York City. Tel. 4955 Madison Sq.	FRANK, ALBERT & CO. 26-28 Beaver St., New York Tel. Broad 3831
BUDD, THE JOHN, COMPANY Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis.	HOWLAND, H. S. ADV. AGCY., Inc. 20 Broad St., New York Tel. Rector 2573
CARPENTER-SCHEERER-SULLIVAN SP. AGENCY Fifth Ave. Bldg., New York. People's Gas Bldg., Chicago	GUENTHER-BRADFORD & CO., Chicago, Ill.
CONE, LORENZEN & WOODMAN Brunswick Bldg., N. Y.; Advtg. Bldg. Chic.; Gumbel Bldg., Kansas City.	THE BEERS ADV. AGENCY, Latin-American "Specialists." Main Offices, Havana, Club. N. Y. Office, Flatiron Bldg.
DE CLERQUE, HENRY, Chicago Office, 5 S. Wabash Ave. New York Office, 1 W. 34th St.	THE EXPORT ADV. AGENCY Specialists on Export Advertising Chicago, Ill.
HENKEL, P. W. People's Gas Bldg., Chicago Metropolitan Bdg., New York	El Paso Herald's Big Ad. The El Paso (Texas) Herald comes under the wire with a twelve-page advertisement for Krakauer, Zork & Moyes Swansons, Inc., a local firm. It is not the largest ad ever printed by any means but it is pretty sizable, and is probably the biggest ever published in the Southwest.
KEATOR, A. R. 601 Hartford Bldg., Chicago, Ill. Tel. Randolph 6065. 171 Madison Av., New York.	The Rochester (N. Y.) Union and Advertiser has issued a new rate card to take effect July 1, 1915. The managers believe in giving advertisers plenty of time to adjust themselves to the change in rate. The card is prepared along lines suggested by the New York City Advertising Agent's Association.
NORTHRUP, FRANK R. 225 Fifth Ave., New York Tel. Madison Sq. 2042.	The Schoharie (N. Y.) Standard plant has resumed publication under the management of J. W. Cooper.
O'FLAHERTY'S N. Y. SUBURB. LIST 22 North William St., New York Tel. Beekman 3636	The Birmingham News has ordered a new high-speed octuple Goss press, with a capacity of 72,000 copies an hour; a quadruple Goss press with color attachment, and a Hoe stereotype finishing machine having a capacity of ten plates a minute; two steam tables of the F. Wesel Mfg. Co.; a four-magazine linotype, and a complete composing room equipment necessary to change the paper from seven 22-inch columns to eight 22½-inch columns.
PAYNE, G. LOGAN, CO. 747-8 Marquette Bldg., Chicago; 200 Fifth Ave., New York; 40 Bromfield St., Boston.	Window Display Week. The Bureau of Advertising, A. N. P. A., is sending out to retail dealers a proof of a window poster which it urges them to use during National Newspaper Window Display Week. The poster calls attention to the fact that it handles nationally advertised goods. Newspapers are requested to make a list of such products in their columns—products like Royal Baking Powder, Armour's Grape Juice, Force, Campbell's Soup, Gillette Razors, Douglas Shoes, etc. When this list has been made up, newspapers are asked to communicate with the dealers who handle these products and request these dealers to make special window displays of the products so named during the week of October 19-24.
VERREE & CONKLIN, Inc. 225 Fifth Avenue, New York Tel. Madison Sq. 962	The Hawthorn (Fla.) Herald has suspended publication.

into permanent quarters in the hotel. The rooms of the club will also serve as the headquarters of the Pacific Coast Advertising Men's Association, of which R. L. Bisby and Victor Hecht are, respectively, president and secretary, both being members of the Ad Club of Los Angeles. The next convention of the Pacific coast division of the A. A. C. W. is to be held at Los Angeles during 1915, and the Hotel Clark will be the official hotel.

GOSS PRESS EFFICIENCY

THE GOSS "HIGH SPEED STRAIGHT LINE" PRESSES



There is a "HIGH SPEED" Press built for your needs. Let us tell you about it

NEW YORK OFFICE
METROPOLITAN BUILDING
No. 1 MADISON AVE.

THE GOSS PRINTING PRESS CO.

MAIN OFFICE AND WORKS
16TH STREET AND ASHLAND AVENUE
CHICAGO, ILL.

