

1914

# THE EDITOR AND PUBLISHER AND JOURNALIST

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10 Cents a Copy

## Make September 23d a Day of Real "Team Work" on the Part of All American Newspapers

### in Behalf of All American Business Interests!

**T**HE time is short, but not too short, for preparing that special issue of your newspaper, for September 23rd—that "TRADE EXPANSION" is-

ssue through which you may help to restore to your locality that old American spirit of business confidence and business energy upon which we have founded our stability and prosperity.

The time is not too short for the reason that American newspapers are ACCUSTOMED TO DOING THINGS QUICKLY AND WELL.

And to make your TRADE EXPANSION special edition, on September 23rd, a memorable one, it is only necessary that you set about the task with as much energy as you would devote to that other daily task of presenting the war news.

In urging upon newspaper publishers nationwide co-operation—on a fixed date—for the restoration of normal conditions in business, and for giving an impetus to all American industries, THE EDITOR & PUBLISHER has simply presented an obvious and definite PLAN—a plan feasible for all publishers, and promising immediate profits and far greater profits in the coming weeks and months. These will come in the breaking of the tension, of the stupefaction,

caused by the war—and in the return of all business men to the tasks that confront them.

Your TRADE EXPANSION issue should carry a large amount of

local advertising of goods MADE IN AMERICA, and sold by your merchants. These advertisements will not only be profitable investments for the merchants, but they will carry to the buying public much-needed NEWS AND FACTS about the conditions of trade, the prevailing prices of commodities.

Let every publisher who appreciates the importance of "turning the tide" in business affairs in this country, and of DOING IT NOW, fall in line, on September 23rd, with a special TRADE EXPANSION edition—in which the bright light is thrown upon all local business opportunities; in which the unexampled openings to Americans for additional trade are pointed out, and in which the absolute fundamental soundness of American finances is emphasized.

"TEAM WORK" WILL WIN—and the "power of the press" will be demonstrated in its most useful phase—that of rescuing the country from the thrall of a foolish and unnecessary business depression.

## WINNING SOUTH AMERICA'S MARKETS

**Hugh O'Donnell, a Philadelphia Journalist, Tells Some Plain Truths About Our Opportunity and Shows How We Can Win Trade for Our Manufacturers.**

(Mr. O'Donnell returned this week from an extended trip to the several countries of South America. At the request of The Editor and Publisher he wrote the following exclusive article for the purpose of giving newspaper publishers an accurate idea of their commercial needs and the exceptional opportunity we now have of largely increasing our trade with them.—Ed.)

The European War will result in more commercial good to the United States through the opening of the South American markets for our manufactured products than any one thing of all of our business history.

Heretofore it has been impossible for the United States to make any comparatively great progress in the selling of our goods to the people of the South American Republics because each one of these countries hate us with surprising venom, which has been carefully nurtured and fomented for financial reasons by the British and German colonies there.

Each country seems to have some particular but indefinite spite against us. Chili seems to be the worst of the lot. But, they all finally argue themselves down to some misinterpretation of the Monroe Doctrine. Chili believes we have unjustly made her pay us indemnities on more than one occasion; the Columbians believe we have robbed their country of the Canal Zone; Argentine is jealous and terms us upish without warrant; Peru likes us because she wishes our protection and Brazil alone is friendly for commercial reasons.

Without intention, a great stimulus was given to the embryo good will there toward us by the visit of Theodore Roosevelt to these countries a short time ago. Whilst his exploration trip and lecture tour had no business object, they served to create an excellent impression of our frankness, honesty, directness and daring. For the South Americans looked upon him as the personification of the United States citizen in the aggregate.

### ROOSEVELT'S EXPERIENCE.

Of all men in this country they disliked him most because of his activity in connection with the getting of the Panama Zone from Columbia. As he toured through those countries he amazed them by the daring with which he met their challenges regarding the Monroe Doctrine and the frankness with which he tactfully but plainly answered them, even though at times they almost tricked him through the ugly situations which presented themselves in the various receptions.

Indeed, in Santiago, Chili, when he was forced to discuss the Monroe Doctrine, he amazed and electrified his audience by a sudden eloquence in which he declared that the Panama Canal belonged to the world, explained his connection with it, and said that if he was in the same position and it was to be done all over again, he would do it, just as he did do it. With an audience of enemies he was given an ovation of applause which thrilled to the core the few Americans there.

Leaving Valparaiso, as he was about to embark, his party was surrounded by a number of Colombian students, who shouted into his very face and somewhat insolently, "Viva Colombia!" Again Mr. Roosevelt's tact won him encomiums even from the inimical, for he promptly answered "Viva Colombia! Viva Chili." The trip seemed to have been productive of so much good impression that the British and Germans who controlled the business interests became fearful of an American invasion through which they would be compelled to divide the spoils of commerce, so the Kaiser, it is said, to counteract the effect of Mr. Roosevelt's trip, sent Prince Henry through the same South American countries. The English also took means to fortify themselves.

### "MADE IN GERMANY" GOODS.

It is true that through all South American countries the traveler sees American windmills, American automo-

biles, American motor power machines and all of those objects of our manufacture which are expensive and head and shoulders in merit over the same articles from other countries. But when it comes to the ordinary tools of everyday life, used by the consumer throughout the land, the Germans imitate our product, stamp it "Made in Germany," and sell us by 50 per cent. or more and get it on the market before our original product has even been presented in South America. When our product arrives, the imitation, through good sales organizations, is well established and is being sold on a basis that no effort on our part can change the tide for us.

Heretofore the trouble with our salesmen in South America has been that he is really a peddler instead of a salesman. He does not know the language of the people there, he does not adapt himself to the customs, his firm does not permit the long extension of credit which conditions there require and which Europe allows; he does not get on the market in time, he is compelled to make his merchandise sell itself, if it sells at all, and his establishment does not understand the expense of promotion there due to a high hotel rate, railroad fares, long distances and baggage taxes.

And, worst of all, the American manufacturer imagines that he can pack goods for South America just the same as he does for Europe, forgetting that merchandise in Europe is landed on excellent wharfs by trained freight men, whilst in South America the ports, in most cases, are so poor that the steamer anchors on the high seas and merchandise is frequently thrown from the deck of the ocean liner to the floor of the lighter. Imagine what happens to typewriter machines and goods of that kind when handled under such conditions. Yet, our typewriters are the best in the world and we find them all over South America.

One may realize the great opportunity there is for our goods when we consider that there are no factories in South America. It is an agricultural and cattle raising country and consequently they must import virtually all manufactured goods. As there are only two classes of society there—the very rich, rolling in wealth, many of them the sons of pioneers who came there and got control of farms from 25,000 to 65,000 acres apiece which have been rented out on the half share basis, it can be understood what a set of indolent aristocracy has arisen and consequently, there can be but one other class. These are slaves in fact, though not in name. There is no middle class.

Therefore the purchaser wants the best money can buy if he knows it is the best, and he wants it when he wants it, though he is slow to want it. With the arrogance of wealth, the high class consumer is a showy fellow and dislikes anything old. It must have the glitter and the flash. He is, therefore, quite willing to buy two or three automobiles in the year. It is a sporty crowd with a well developed and exercised instinct for gambling, so much so, that the Jockey Club is the exclusive club in each city. Its members are the leaders of society.

### IGNORANCE REGARDING THE U. S.

The South American does not know the United States. In his city life he imitates London and Paris and has not the slightest conception of the tremendous height of civilization in our big cities. He has learned more during the last thirty days about the United States than he ever dreamed regarding this country during all of his past years. As soon as the European War commenced, the South American discovered that Europe, on which he so absolutely leaned, was indeed a broken reed. The commerce of every one of the Republics became instantly par-

(Continued on page 265.)

## GRASTY LEAVES SUN.

**RESIGNS FROM PRESIDENCY OF BALTIMORE NEWSPAPER BUT RETAINS STOCK INTEREST.**

**Continues as Director of A. S. Abell Company—Van Lear Block Now Chairman of Board—Paper Running With About Half of Its Usual Staff—Morning and Evening Forces Merged—Other Baltimore Changes.**

(Special Correspondence.)

BALTIMORE, Sept. 16.—Charles H. Grasty has withdrawn from his active connection with the Baltimore Sun and from the presidency of the A. S. Abell Company, publishers of the Sun and the Evening Sun. During the past four and a half years Mr. Grasty has been the official head of the company, and general manager. The announcement of Mr. Grasty's withdrawal was made in the Evening Sun of Saturday, September 12.

Mr. Grasty retains his stock in the A. S. Abell Company and will continue to be a member of the Board of Directors. The other directors are Van Lear Black, who is chairman of the board; Harry C. Black, Robert Garrett, James C. Fenhagen, J. J. Nelligan, and R. Brent Keyser.

### AMENDMENT TO ARTICLES.

An amendment to the articles of incorporation of the A. S. Abell Company was filed on August 22 in the Superior Court of Baltimore. It bore the signatures of F. R. Kent, vice-president, and Van Lear Black, Robert Garrett, J. C. Fenhagen and Harry C. Black. The amount of the capital stock of the company remains unchanged, but the amendment, it was explained, was made to simplify the voting rights of the common stock.

There were formerly three classes of common, each of which had different voting rights. There is now to be only one class. The capital stock is \$1,600,000, of which \$600,000 is preferred and \$1,000,000 common. The change was agreed upon at a meeting held July 18 last.

### RETIRED SATURDAY.

The Sun carried Mr. Grasty's name at the head of its editorial columns up to and including the issue of Saturday, September 12, but the Evening Sun of the same date did not carry it.

For a number of weeks, in fact since midsummer, rumor has had it that Mr. Grasty had retired from active management of the Sun. During the past two months he was in Europe, but his name continued to appear in the paper as president and general manager, until his retirement was announced. Mr. Grasty returned from abroad last week.

The Baltimore newspapers have been cutting down expenses by letting out quite a number of employes. The Sun is said to be running with about half the force it usually has, and those who remain work longer hours. The News is reported to have discharged fifty men two weeks ago. The American-Star has also found it expedient to drop a part of its force.

### CHANGES ON PAPER'S STAFF.

Kalesdosopic changes have taken place in the Sun and the Evening Sun. Formerly the working staffs were independent of each other; now they are merged. Some of the men in the editorial department have been shifted to the business department.

Henry Edward Warner, one of the star reporters on the Evening Sun, was first made Sunday editor, and after a few months was transferred to the management of the circulation department.

Paul Patterson, formerly in the composing room of the Sun, is now business manager.

Allan Will, for many years city editor of the Sun, went to the News as editorial writer, but recently left to go to Philadelphia.

Eddie Green, formerly telegraph editor of the Evening Sun, who was made Sunday editor of the Sun, is now said to be doing financial.

Edward L. Conn, formerly State editor, is now with the Washington Times. John Wilber Jenkins, formerly associate editor of the Sun, is now Sunday editor.

J. H. Adams, formerly managing editor of the Evening Sun, is now editor-in-chief of the Sun and the Evening Sun. C. M. Purdy, formerly city editor of the Evening Sun, is now copy reader.

### City Editor Reilly Burned Out.

Thomas F. Reilly, city editor of the Brooklyn Citizen, was routed out of bed early one day last week by a fire which broke out in his son Frank's room, on the top floor of the three-story and basement house at 119 First place, Brooklyn. The fire did \$1,000 damage. It is believed that the blaze was due to the wind from an open window blowing some of Frank's neckties, which were hanging on the gas bracket, against the gas.

### New Evening Paper for Salem, Ore.

According to rumors afloat in business circles of that city, Salem, Ore., is to have another evening paper by October 1. Graham P. Taber, former business manager of the Capital Journal, will be the manager, according to the report. It is said that already arrangements have been made for a plant and a building. Mr. Taber recently sold a third interest in the Capital Journal to his partners, L. S. Barnes and Charles Fisher.

### Writers Made Prisoners of War.

The Paris correspondent of the London Chronicle, under date of Sunday, reports: "In conformity with the government's rule against correspondents accompanying the allied armies, these persons were brought into Paris today under arrest: Robert Dunn, New York Evening Post; John Reid, attached to an American magazine, and several correspondents of London newspapers. They had asked the British general, Sir Horace Smith-Dorrien, for permission to accompany his column, and General Smith-Dorrien turned them over to the French staff."

### Kennington Joins the Colors.

The Aldwych Club, London, England, is actively taking its share in the great European war. About thirty of the Aldwych members have joined the colors and are now in training for immediate departure for the front. Among the list is F. Reginald Kennington, who until recently lived in New York, where he represented several of Britain's most influential newspapers. Mr. Kennington is serving with one of the crack regiments, the Fifteenth Hussars, which regiment has been very actively engaged in France during the past few weeks.

### Asks Receiver on Automobile Account

The Goodwin-Gallivan Motor Company, of Newcastle, Ind., has asked that a receiver be appointed for the Lewisville (Ind.) Road Traveler, a weekly newspaper. The plaintiffs allege they sold Robert Peele, editor of the paper, an automobile, and that he gave a \$550 mortgage on his printing plant, and has failed to make payments when due. The amount asked for in the suit is \$1,000.

### Officers of Press Tennis Club.

At a meeting of the recently organized Newspaper Tennis Association of New York the following officers were elected: W. A. Willis, president; F. P. Adams, vice-president; R. N. Hyde, secretary, and J. Fireman, treasurer. A committee was appointed to prepare a constitution and by-laws. The association has a membership of forty.

### Will Try Editor for Scare Head.

Because he announced in large headlines, "The Evacuation of the Military Zone of Paris," Joseph Besson, editor of a Grenoble newspaper, must appear before a courtmartial. This decision was rendered by M. Millerand, French Minister of War, who considered that a reprimand previously administered had proved insufficient.

**PACIFIC COAST NOTES.**

**General Otis Defends the Open-Shop Policy Before the Federal Industrial Relations Commission—Papers Unite in the Peace Movement—Wedding Bells Ring at Botsford and Oakland—Hail Granted New Trial.**

(Special Correspondence.)

SAN FRANCISCO, Sept. 12.—Harrison Gray Otis, publisher of the Los Angeles Times, strongly defended the open-shop policy before the Federal Industrial Relations Commission, which recently met in Los Angeles for the purpose of taking testimony. The publisher did not refer to the dynamiting of his office, but told in detail his plan of dealing with employees, saying that he came face to face with his men, and they "dickered like two men trading horses."

Otis testified that when one of his employees had a grievance he came to him or his foreman, either individually or was represented by a committee, to state his case. William O. Thompson, counsel for the commission, interrogated the witness closely on the question as to who became the final judge of the merits of the complaints. Otis replied that both sides usually found a middle ground on which to meet, but that his men left his employ if they could not adjust their differences with him.

"Are your workmen better off than they would be in an establishment where a third party, or an arbitrator, was called in to settle disputes?" Thompson asked.

**EMPLOYER'S GOOD WILL.**

"Our men are better off than they are in any other establishment," Otis said. "You can get that out of their own mouths. Our agreements are based on mutual respect, toleration and good will."

Western newspapers have shown marked enthusiasm in the plan to hold a peace day gathering in San Francisco. The Examiner has been particularly active in the crusade for peace. This is one movement in which the newspapers are a unit and will work together for the several peace meetings scheduled prior to the big gathering in Golden Gate Park, San Francisco.

Mary Austin, the noted California novelist and playwright, has lent her aid to the movement, as have many other well-known men and women in the newspaper and advertising fields. California hopes to stand foremost in the national peace movement and will bend all her energies and resources to this end. Already there is talk of concerting national effort along these lines at the Panama-Pacific International Exposition, during the early part of 1915.

**MRS. STRONG'S MARRIAGE.**

The marriage of Mrs. Isobel Strong, daughter of the late Mrs. Robert Louis Stevenson, and Edward Salisbury Field, artist and writer, took place at Botswood, the country home of Mrs. Russell H. Cool, of San Francisco, August 29. The news of the wedding came as a great surprise to the closest friends of the bride and bridegroom, every detail of the wedding being kept secret from them.

Botswood, where the marriage took place, is the retreat of a group of artists and writers who are friends of its mistress, Mrs. Cool, wife of a San Francisco dentist, and herself a devotee of letters. It was at Botswood that Blanche Bates, the actress, attracted attention sometime ago by sleeping in a house in a tree, while Mrs. Cool was entertaining a gathering of celebrities.

The bride, who is a sister of Lloyd Osborne, the author, has a son who has written several plays. Edward Salisbury Field is better known under his non de plume of "Childe Harold," and is the creator of light jingles and humorous drawings that are familiar to American magazine readers. The couple are enjoying a two months' honeymoon in the mountains near Gilroy.

The first issue of the Western Cat Fancier, published monthly in the interests of cat owners and admirers, has



JOHN S. MCCARRENS,  
NEW BUSINESS MANAGER OF THE CLEVELAND PLAIN DEALER.

just come out. The editor is Miss Jane Marvin. E. Elwyn Willats is the publisher and manager. The publication is neat in appearance, filled with items of interest and attractive pictures of pedigreed cats. The magazine will boost a big cat show for the P. P. I. Exposition.

**HAIL'S CHANCES BETTER.**

Felix G. Hail, editor of a newspaper in Quincy, Plumas county, Cal., who was convicted last November of slaying Attorney John A. Boyle, also of Quincy, has been granted a new trial by the Third District Court of Appeals. The appeal court held that there was no conclusive testimony to refute Hail's plea of self-defense, and also that District Attorney W. C. Kerr had prejudiced the jury to unwarranted abuse of the defendant.

Hail's son-in-law, James M. Hanley, is endeavoring to have the editor admitted to bail. Hail is 62 years of age; Boyle was 35 years of age. The tragedy was the outcome of alleged "blackballing" on the part of Hail when Boyle sought admission to the Masonic lodge.

Miss Eva Loraine, assistant to the secretary of the Oakland Chamber of Commerce, became the bride of R. Porter Giles, reporter on the San Francisco Examiner, at a wedding recently solemnized in Oakland. The ceremony marks the fourth successive wedding of assistant secretaries of the Oakland Chamber of Commerce to newspaper men.

C. E. Esselstyne, owner of the Mill Valley Record, Mill Valley, Cal., has sold his interest to A. Morris, of Oakland, who has assumed control.

The Laurel Bulletin, a semi-monthly newspaper, has started publication in Santa Cruz, Cal. It will be published by George J. McLaughton.

**MCCARRENS SUCCEEDS MORAN.**

**Mercantile Ad Man Becomes Business Manager of Cleveland Plain Dealer.**

John S. McCarrens, for more than ten years advertising and sales manager of the May Company's Cleveland store, has succeeded George F. Moran as business and advertising manager of the Cleveland Plain Dealer. Mr. Moran, as reported in last week's EDITOR AND PUBLISHER, has become assistant general manager of the Leader and the News.

Associated with Mr. McCarrens as assistant advertising manager will be Dan. Moeder, Jr., for many years a member of the Plain Dealer's advertising and business staff.

In his capacity as ad and sales manager of the May Company's Cleveland store Mr. McCarrens has handled one of the largest mercantile appropriations in the country. He is thoroughly trained in both manufacturing and merchandise along wholesale and retail lines and will, no doubt, add to the Plain Dealer staff a knowledge of advertising and its practical application that will prove highly productive of profitable results.

Concerning Mr. McCarrens' character and business ability, Nathan L. Dauby, general manager of the May Company, says:

"Mr. McCarrens' work has been a powerful factor in placing before the northern Ohio public the extent and worth of May Company merchandise. After his long association with the house and the quality of his work, we regret his going and permit it only because we believe the business management of the Plain Dealer will give him a breadth of experience unobtainable in any mercantile establishment, no matter how large."

**Edwin A. Nye Left \$100,000 Estate.**

The will of the late Edwin A. Nye, former editor of the Des Moines (Ia.) News, was filed for probate in that city last week by George E. Brammer, attorney for Mrs. Nye. In his will Mr. Nye directs that all his property go to his wife, Mrs. Ada F. Nye. At Mrs. Nye's death the will directs that all the property be divided equally between his two children, Roy A. Nye and Mrs. Muriel Nye Harrison, of Chicago. It is believed the value of the estate will approach \$100,000. Mrs. Nye and the Central Trust Company will act as executors of the will and administrators of the estate.

**Wilkes Buys Llano News.**

M. C. Wilkes, on the circulation staff of the Houston Post, has purchased the Llano (Tex.) News. The paper has a well equipped plant. Llano is the supply point for a rich agricultural and cattle raising district.

Mr. Wilkes is one of the most successful of southern circulation men. He began on the Houston Post. Later he became circulation manager of the Birmingham (Ala.) Ledger, and afterward of the Galveston Tribune. For the past year he has been in charge of the city circulation of the Houston Post.

**Believes in Trade Expansion.**

AUSTIN AMERICAN,

AUSTIN, TEX., Sept. 9.

THE EDITOR AND PUBLISHER:

A copy of your publication of September 5 is before me, urging the newspapers of the country to publish a Trade Expansion number for September 23, having for its main purpose the dispensing of optimism throughout the country.

In reply to this request of yours, this is to notify you that you can depend upon the Austin American to be one of your strongest boosters for a greater and more prosperous United States. We believe, like you do, that the time is fully ripe for the United States and the south to come into its own, and anything that we can do to help the cause along we will gladly do.

A. G. SMOOT,  
General Manager.

**AFFILIATION SPEAKERS.**

**Some of Those Who Will Attend the Detroit Convention in October.**

The meeting of the Affiliated Advertising Clubs of Cleveland, Buffalo, Rochester and Detroit to be held at Detroit, October 2, 3 and 4, will be the first three days session of the affiliation.

Among the speakers will be Mark Sullivan, editor of Collier's Weekly; James Keeley, publisher of the Chicago Herald; Mark Trump, advertising manager of Hart Schaffner & Marx, and J. B. Dignam, of Cone, Lorenson & Woodman, and James Wallen of Buffalo. Wallace Patrick will read "Making Your Advertisement a Retail Show Window."

Cyrus H. K. Curtis, of the Curtis Publishing Company, and Stanley Clague, president of the Clague Agency, of Chicago, and James Wright Brown, publisher of THE EDITOR AND PUBLISHER, will also speak.

Among others who have been invited and who have signified their intention of attending the affiliation are W. R. Hearst, Conde Nast, W. K. Kellogg, Erman Ridgeway of Everybody's, C. B. Hamilton of Barkey & Gay, Furniture Manufacturers of Grand Rapids.

**McGovern Nominated for Collector.**

James L. McGovern, managing editor of the Bridgeport (Conn.) Farmer, has been nominated collector of customs for district No. 6, with headquarters at Bridgeport. Mr. McGovern is one of the best-known newspaper men of the state, and is Democratic leader of Fairfield county. He began newspaper work as a reporter on the Morning Union in his twenty-first year, and when that paper merged with the Bridgeport Telegram. Mr. McGovern entered the employ of the Farmer as a reporter.

## PHILADELPHIA NOTES.

## PERSONNEL OF THE EDITORIAL AND BUSINESS STAFFS OF THE EVENING LEDGER.

**First Issue on Monday Makes a Hit—Delivery System Employs Thirty-five Wagons and Twelve Automobiles—"The Executive Editor" New Title in Newspaperdom—Changes on the Public Ledger's Staff.**

(Special Correspondence.)

PHILADELPHIA, Sept. 16.—The town still buzzes with talk about the new Evening Ledger. It is a sensation, a seven days' wonder, a delight, an unmitigated blessing. Yes, all of that. It is one of the liveliest pieces of journalism which has gladdened our hearts in this respected, if sometimes over-placid and contented, community, in many a day, and already it is an assured success, as shown by its advertising columns and its circulation. Perhaps this is because New England men are prominently concerned in its making. Cyrus H. K. Curtis, chairman of the editorial board, the "silent



P. H. WHALEY,  
Executive Editor.

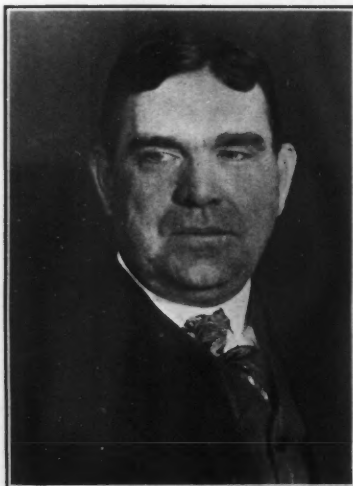
wonder," as one of his admirers calls him, came from Maine. Henry M. Eaton, the managing editor, is also a New Englander, so is R. G. Fuller, the exchange editor, formerly of the Boston Transcript, and there are others.

Everyone on the staff is enthused over his task, which is a sufficiently rare quality in this Quaker City and among local newspaper folk, to call for comment. There is a fine spirit of co-operation in evidence, which augurs well, and there is no question but that the enterprise will flourish like everything else upon which Mr. Curtis lays his magic hand. In the opinion of those who have been watching him critically during the past year, he is rapidly becoming one of the really great newspaper publishers in the country. All the big ideas emanate from him, according to some who are in the editorial councils, and his "executive editor," the new term coined in the Ledger mint of ideas a month ago, to describe the editor-in-chief, and his managing editor, are just as remarkable in their way, and are working in the closest harmony to secure results from the start. Of course there are those who say the pace cannot be kept up, but that remains to be seen. Those who know the personnel of the staff, the ideas which inspire them and the unlimited

backing which the sheet possesses, have no doubts whatever as to its future.

The first edition, issued at noon on Monday, was 100,000 copies. This edition carried 16 pages. After that, the advertising come in so fast that the other four editions were of 18 pages each. Thirty-five wagons and twelve automobiles employed in the delivery to news stands paraded that first morning in a line two blocks long and attracted much attention.

The executive editor is P. H. Whaley,



HENRY M. EATON,  
Managing Editor.

a Tennessean, who was an associate editor on the Morning Ledger. Frank Sparks, of the old Ledger, is head of the copy desk, and S. E. Boney, of Charlestown, South Carolina, likewise of the parent paper, is head of the war department on the desk. Herbert Johnson has also been transferred to the copy



BEN RALEIGH,  
City Editor.

desk of the new sheet. "Bradford," who writes a column of town talk on the editorial page, "Passed by the Censor," is Edgar Mels, who is the man who extracted the confession from the gunmen at the Becker trial.

McDonough of the Baltimore Sun is doing sports. T. Everett Harree, an old Philadelphian who was connected with Hampton's Magazine, is handling the dramatic column. Financial news is cov-

ered by Opper St. George Joyce, formerly of the Ledger, the North American and E. W. Clark & Co., bankers.

The editor of the woman's page is May Christie, late of London, a Scotch girl, only four months in this country. She is quite young, as pretty as a picture, and in spite of it, holds an M. A. degree from Edinburgh University. She was a free lance in England, contributing human interest articles regularly to the Daily Mirror, the Daily Scratch and the Daily Express, and writing stories for other publications. Since she has been in this country she has been sending back correspondence to the newspapers, comparing English and American men, women and things; not always, if one may believe it, to local disadvantage.

She has had a varied career. Her father was a physician. She was born in China and has spent some time in Italy and Paris. One of her brothers is a lieutenant in the Royal Artillery. A feature which she has introduced which is attracting attention is a daily column of the adventures of one "Ellen Adair," an English girl, visiting America for the first time, which, be it understood, is by no means a literal re-



MISS MAY CHRISTIE,  
Editor of Woman's Page.

creation of her own life and experiences. Most interesting of all is the fact that she was not anyone's protegee. She just walked into the office, asked for a showing, and got it, which does not surprise you after you have met her. Emily Carpenter is handling society notes.

On the business end of the paper, John C. Martin, who is business manager of the Morning Ledger, holds the same relation to the evening issues. So also does Robert Wilson, advertising manager, who was originally with the Scientific American. Frank Clark is head of circulation.

The editorial offices occupy the fourth floor of the Washington Building, next door to the Ledger Building. A door has been cut through the party wall and the Morning Ledger's mechanical and photographic departments are being used by the evening sheet. On the birthday morning there were congratulatory flowers and messages all around, including a big bouquet of red roses with a good luck ribbon, for Ben Raleigh. Mr. Curtis came in and was photographed and then a flash was taken of the entire staff.

H. L. Learoyd, an Englishman, who was formerly managing editor of the New York Evening Post, is acting managing editor of the Morning Ledger, filling the place left vacant by Mr. Eaton. Frank J. Price is on the copy desk of the Morning Ledger.

Robert Cade Wilson, who has been responsible for the business management of the Public Ledger since Cyrus H. K. Curtis purchased the paper last year, has resigned from the Board of Directors of the Public Ledger Company and relinquished the duties of general manager. Mr. Wilson is succeeded in the management by John C. Martin, a son-in-law of Mrs. Cyrus H. K. Curtis.

## TO SELL MONTPELIER PLANT.

## Suspension of Journal a Surprise—Was Founded 15 Years Ago.

(Special Correspondence.)

MONTPELIER, Vt., Sept. 12.—The suspension of the Morning Journal last Saturday came as a complete surprise to the capital here. In its last editorial announcement the Journal management gave as its reason for suspension that "Experience has demonstrated either that the field is too limited or that a newspaper of this kind is not appreciated." It was understood here that the paper had received fair public support and that its advertising and circulation were on the increase.

At the Journal office it was stated that the machines and presses would be cleaned and oiled and put in shape to prevent deterioration. It is expected the machinery and equipment will be sold. About a dozen persons are affected by the suspension.

Henry C. Salandri of Providence, R. I., has been editor of the paper since April when Thomas H. McElroy gave up the position on account of his health and returned to Worcester, Mass. The paper has been running fifteen years, nine as an evening and six as a morning paper.

The Journal was started by the late Arthur Ropes, editor of the Watchman, who took over the mailing list of the Montpelier Record, a daily started by Lieut. Gov. Howe. On the death of Mr. Ropes, Mr. Howe took control again and ran it for a time, among the editors having been Edwin A. Nutt, Walter W. Husband and Charles A. Webb, the latter two being private secretaries for Senator Dillingham; Howard L. Hindley and Walter H. Crockett.

Frank T. Parsons was business manager when the change was made to a morning paper. The paper occupied quarters with the Capital City Press, when Col. Harry E. Parker was nominal business manager, succeeding Mr. Parsons, with William E. Poole as assistant in charge.

Application has been made for the appointment of a receiver for the Beverly (O.) Dispatch, published by the Fawcett Printing Company.

**THE HERALD**  
HAS THE  
**LARGEST MORNING CIRCULATION**  
IN  
**WASHINGTON**

C. T. BRAINARD, President.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
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NEW YORK. CHICAGO.

# 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

**CHICAGO HAPPENINGS.**

**Porter Boomed for Ad Club President**  
**—O'Hara's Fight for Senate Seat**  
**—Bulletin Service Not Up to Mark**  
**—War Writers and Journalists**  
**Back from Europe — Examiners'**  
**Peace Scheme—Press Club's Officers.**

(Special Correspondence.)

CHICAGO, Sept. 16.—The Advertising Association of Chicago will soon elect a new set of officers. The following slate has been gotten up and is being boomed for election: For president, Charles E. Porter; first vice-president, Sam C. Stewart; second vice-president, Burley B. Ayres; third vice-president, Joseph Deutsch; recording secretary, John A. Tenny; financial secretary, A. B. Jensen; treasurer, Robert J. Virtue.

The Herald scheme for Christmas presents for poor children in war-swept Europe appears to have struck a popular chord as the response has been prompt and liberal, and there now seems little doubt but what the plan will be carried out.

Barratt O'Hara, the journalist and lieutenant-governor, who ran for the Democratic nomination for United States Senator at last week's primaries, made a very poor showing, although he made a big fight for the honor.

**LACK OF BULLETIN SERVICE.**

The Chicago papers are notably backward in issuing bulletins giving free the substance of specially important news happenings. The evening papers hardly ever do it, preferring to save the news for extras if it comes within their part of the day. The Herald was the only morning paper to bulletin the primary returns last week. The Herald and Examiner are the only papers bulletining war news daily.

The Herald now boasts a staff poet whose effusions, while not yet of daily appearance, are fairly frequent. He is Nicholas Vachel Lindsay.

George E. Colby, formerly a local daily paper artist, has this season been doing the Chautauquas as an entertainer with his chalk talk.

Frederic W. Wile, long the Tribune's Berlin correspondent, who is here, is writing and talking interestingly on the war. He entertained the Indiana society with a talk last week.

John Ford, a special writer on the Tribune, and editor of Forest Leaves, a suburban weekly, has at last been able to get back from Europe, where with his wife he was trapped in Germany when the war broke out.

Edna Ferber, the author and newspaper writer, has returned from Europe. She escaped from Germany just before their ports were closed.

**EXAMINER'S PEACE BOOM.**

The Examiner is booming a scheme to try and bring peace to the warring European nations.

Mr. and Mrs. John Lee Mahin and family, who have summered in Lake Forest, returned to their city apartments this week.

P. J. J. McCarthy, a former newspaper man, now marriage and divorce statistician, is continually digging up new facts on these important events of life which are made public in reports by the county clerk. He has found that the county alimony bill is approximately one million dollars annually.

Andrew N. Fox, advertising manager of the Benjamin Electric Manufacturing Company, has been re-elected presi-

The Evening Ledger, published by the Public Ledger Company, will make its appearance next Monday, September 14. It will be edited by a separate and distinct editorial and news organization, of which Mr. Cyrus H. K. Curtis will be chairman of the Editorial Board and Mr. P. H. Whaley Executive Editor. The new evening newspaper will cover the local, domestic and foreign news fields thoroughly and will in all respects measure up to the Public Ledger standard. The price of the Evening Ledger will be one cent.

—Editorial from the Public Ledger of September 11th.

**EVENING LEDGER**  
 Independence Square, Philadelphia

dent of the Executive Club. The club holds weekly meetings to discuss efficiency in business.

Governor Dunne was scheduled to attend and address the annual meeting of the Northern Indiana Editorial Association at Fort Wayne this week.

The Press Club, of Chicago, installed its newly-elected officers, headed by R. R. Atkinson, Sunday.

There was a slip at the Herald office Saturday and a page ad of a catarrh cure was printed in part of the Sunday edition before it was noticed and ordered out.

The Elgin, Ill., Ad Club opened its season with a meeting on Wednesday evening, at which R. R. Shuman, president of the Shuman Advertising Company, Chicago, was a leading speaker.

**WANAMAKER ON PROSPERITY.**

**Master Merchant Declares War Opens Field for American Manufacturers.**

Confidence that prosperity for American manufacturers is very near was expressed Wednesday by John Wanamaker, who after a long and careful study of the situation believes that within the next fortnight conditions in this country will take a turn for the better. "The scaffolding is now up for the new building," said Mr. Wanamaker. "This includes the adjustment of the cotton situation and the easing up of the strain in financial circles. Added to that, this country is taking care of its foreign obligations, in the way of bonds, although the rate of exchange is now higher than normally and will probably be reduced. And so every-

thing points toward easier times.

"Even though the war were to stop tomorrow it would be at least two years before the manufacturers of Europe could turn out their normal output again, because of the disorganization of their plants and the thousands of factory men, many of them expert workmen, who will be among the missing when the plants reopen. And Europeans, as well as the markets they have been supplying, will have to look to some one else. There is the opportunity for America."

Turning to the retail situation as it is affected by the war, Mr. Wanamaker said that this is the time for the stores to make friends.

"As far as I am concerned," he went on, "I am not going to raise prices even though I have to pay from 10 to 20 per cent. higher for my merchandise. I feel that I am obligated to take care of my customers, many of whom have been dealing with the store for a long time."

**World Gains 41,000 in Two Campaigns.**

The New York World is enjoying the fruits of two campaigns started this month, and already resulting in a net Sunday increase in excess of 41,000 copies. On September 6 a coupon appeared which, on presentation, entitled the holder to a week-end outing kit containing nine handy toilet articles. On September 13 another coupon appeared, primarily intended for the school children, and entitling them to a box of five hygienic drinking cups, this being in line with the campaign the World has made for the use of individual cups in all public places, and being the third annual offer of cups at the opening of the school year.

**OUR OPPORTUNITY.**

(Continued from page 262.)

alyzed; banks closed without notice for ten days and then opened only to have a run upon them by the frightened people. Chili's money dropped to nearly one-half its usual value. Brazil had been negotiating with Europe for a loan. It is said that the negotiations had been put through and that the document was only awaiting the last important signature when war was declared and, of course, the transaction fell through. Brazil was in a crippled state before the war—you can imagine the money market there now. And the other countries are not much better off.

If we had transports, salesmen who knew Spanish and Portuguese, banking establishments there and an understanding of the Latin temperament, the United States could do a world of business in an amazingly short time in South America, and get a grip there now that no length of time could undo by the greatest European effort later. However, knowing the temperament of the people is an essential. They look upon us as uncouth, discourteous. When a South American writes a business letter a note of tenderness runs through it and it reads something like a love letter between friends. Our direct-to-the-point three liner is an insult. It wounds, but brings no reproach, for the South American is even too polite to acknowledge affront.

**LESSON OF A FLEET.**

Indeed, there are so few people from the United States in the South American Republics, the people there do not know us. Their first great surprise of admiration for us was when the Government sent our fleet around the world. This was an advertisement which struck home in these quarters so much that the people almost lost their eyes in the wonder of the merchandise and service we were presenting. Their next applause for us came when we beat the nations of the world in open competition for the order from Brazil of a couple of warships. The specifications we submitted offered lower prices, offered better warships and promised delivery in shorter time. And the fulfillment of the order met these requirements. Brazil's navy is now the pride of that country and has created wholesome fear among other South American Republics, reflecting much credit upon our people.

Our business men in South America also forget that the Latin does not respond to advertising as the people in the United States, who are trained to read advertisements and have faith in the character of the people back of the merchandise. Nevertheless, it is a matter of pride to find in the most progressive houses in South America large numbers of United States products. Take, for instance, La Prensa, the largest newspaper of Buenos Ayres, and for that matter, in South America. Almost everything in the building, from the roof to the basement, has been made in the United States, beginning with the Mergenthalers, the elevators, most of the printing paper, the cash registers and even the cash in those cash registers. As a result, the newspaper is the most progressive one among strong competitors there. In fact, after the election of one of our presidents, it published the news in its city three minutes after the election was known in New York, even taking the difference of time between Buenos Ayres and New York into consideration.



There are thousands of intelligent people in New York and in other cities in America who read but one daily newspaper. They place their faith in The New York Evening Post.

The price of The Evening Post is 3 cents—and worth it.

People who read it comprise a restricted clientele that cannot be reached through the advertisements in other publications. Many New York advertisers now make exclusive use of its columns. If you are interested in the market-place for quality goods, make inquiry about

**The New York Evening Post**

**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.

## A GREAT NEWSPAPER OPPORTUNITY

By A VETERAN EDITOR.

THE European war and its effect upon the United States opens for the enterprising newspapers of this country such an opportunity as never comes twice in the lifetime of an editor. It has two or three great phases: It is an opportunity to point out to business enterprise avenues for great profit; to suggest great economical benefits for the people, who are now extremely nervous and apprehensive and ready to accept for their future a very pessimistic view; and to help that true national view that will look for very great benefits to flow from this most lamentable war—for the world in general and especially for this country.

Consider the volume and variety of imports into this country that have never really benefited us and have always limited the extent of our own manufactures by just the amount of the importations. Total imports for the fiscal year of 1913 were \$1,812,978,234. Exports were, all told, domestic and foreign goods, \$2,465,884,149, leaving an excess of exports of \$652,905,915. Of the exports, \$37,377,791 were foreign goods, of which about two-thirds were duty free.

### PREPONDERANCE OF LUXURIES.

I have not the figures at hand to show what proportion of these imports are luxuries, or substitutions for goods we ourselves make, but the proportion is undoubtedly large—more, I would guess, than one-half. If it should chance to be just one-half, it is seen that the unnecessary imports would amount to approximately \$10 for each inhabitant of this country—nine hundred millions plus.

But such an academic view would not greatly impress readers of newspapers. Let the editor drop into a drug store, for example, call for a box of Pears' soap, and be politely told that he can have but one cake, as the soap is imported and it is uncertain when more of it can be obtained. Because he will not wish to take one cake and have to return for another in the course of a few days, he may run over in his mind the various American makes of toilet soaps, and take a box of one of them. Then he will, if he is a good editor and anxious to benefit his readers as well as print interesting articles, assign a writer to make an article about foreign and American soaps, showing the relative quality of the two for toilet purposes, their comparative economy—wearing economy, cleansing economy, as well as cash economy—and something about the growth in America of the toilet soap industry.

He will also require his writer to show what the war will mean to the makers of toilet soaps in America in terms of increased sales and income. He will see the best soap expert he can get at and secure many interesting facts and statistics.

### SOAPS AND OTHER TOILET ARTICLES.

If it is thought best, this article may branch out and include all toilet preparations that are imported, and be followed by an article dealing with imported drugs. It is easy to see that the series may be expanded almost indefinitely, and every article will show great advantages to accrue to America as the direct result of the war in Europe. The editor may, and of course will, editorially deplore the war and denounce the barbarity of the monarchs who have precipitated it. It is not necessary to glory in the war to be able to see the advantages that must come to America through it—if we are able to keep out of it.

A little study of this matter in this light and in the light of the manufacturing character of the field of the paper will uncover for the vigilant editor topics for a long series of articles, every one of which will not only be informative and interesting, but really inspiring and helpful. Finally, the whole may be summed up by an article making a careful and frank statement of the probable cost of the war to the people of the city, and placing against it a carefully

figured estimate of the possible advantages the war will bring to the city.

### LOSSES COMPARED WITH GAINS.

It would probably be found that the losses would in some places overbalance the gains, but, even so, it is very comforting to know what is what with reference to the biggest and most unwarranted war of modern times. Readers would be found adjusting themselves to the facts as shown, and there would be better local trade conditions at once. There would be a permanent benefit, for when the war is over people will continue to buy the domestic goods that they have found to be so satisfactory. There will remain in America for a very long time a strong repugnance for German goods, and even if we are saved from fighting Germany, we will never go back to the use of many of the German goods that the war has temporarily deprived us of; and that incidental benefit of the war for Americans will persist for many years.

I have always found that if a way to indirectly encourage home industries in the columns of the local paper could be found, free from the taint of advertising puffery, it pays the paper to do it. One of the first things I did when I became attached to a small city daily was to help make a business Who's Who of the city, mentioning every business man, with his nativity and two or three lines about his business. It was a great success and tied the paper to those men for many years after.

Nowadays the newspapers do not pay enough attention to the constructive business of their fields, thereby sacrificing much good reading matter and much good will of business men. There are most interesting stories in this field in every city and town; and this war gives the papers the best chance in the world to utilize them—and the best possible excuse. It is not often that such a fine opportunity opens to the editors of about all the papers in the country for the big city dailies to treat the matter on broad, general lines and the small city dailies to localize it.

### Ban on Foreign Newspapers.

The English government has issued an order restricting the circulation of certain newspapers amongst aliens. It reads as follows:

"(1) The circulation among alien enemies of any newspaper, wholly or mainly in the language of a state, or any part of a state, at war with his Majesty is prohibited, unless the permission in writing of a Secretary of State has been first obtained, and such conditions as may be prescribed by the Secretary of State are complied with.

"(2) Any person publishing any newspaper for circulation in contravention of this order shall be deemed to have acted in contravention of this order, and where a Secretary of State is satisfied that any newspaper has been, or is about to be, published for circulation in contravention of this order, he may authorize such persons as he thinks fit to enter, if needs be by force, any premises, and to seize any copies of the newspaper found thereon, and also any type or other plant used or capable of being used for the printing or production of the newspaper, and to deal with any articles so seized in such manner as the Secretary of State may direct.

"(3) In this article the expression 'newspaper' includes periodical."

### Regina Editor Retires.

J. K. McInnis, the owner of the Regina, (Sask.) Daily Standard, in which he moulded public opinion for twenty-three years or more, has sold the publication. Mr. McInnis was a pioneer editor of the Standard, which was the first daily published in Saskatchewan, and was counted as one of the most forceful editorial writers in the Canadian West. Three of his sons, Tom, Walter, and Bond, were associated with him in the conduct of the Standard. He is rated as a millionaire.

## National Advertisers Are Waiting for "War News" From Your City!

The men who spend money in Nation-wide advertising campaigns are more interested, just now, in "war news" from your city than they are in dispatches from over-seas.

They want to know how the European war conditions affect the buying capacity of YOUR PEOPLE.

They want to know the extent to which your local industries are affected, favorably and adversely, by the trade conditions growing out of the partial stoppage of exports and imports.

If the readers of your paper are as well prepared, or better prepared, than ever before to buy the things they need, or the things which appeal to them, you should hasten to so convince the National advertisers.

For, in this war-year, National advertisers are a little more careful than usual in avoiding unfruitful fields; and a little more eager than usual to cultivate those where returns are assured by the favoring local conditions.

You realize that your paper must print war news from Europe—even at a large expense. Why not realize, too, the need to print—in The Editor and Publisher—"war news" from your local field of action, keeping the National advertiser POSTED AS TO CONDITIONS IN YOUR CITY? For this sort of "war news" will influence your REVENUES DURING THE WHOLE YEAR, and will help to keep your financial war-chest from unnatural depletion because of the unusual burden placed upon it by the events over-seas.

THE EDITOR & PUBLISHER wants to carry a full line of this LOCALIZED WAR NEWS to its readers in every issue. If the FACTS FAVOR YOU, GET THE FACTS "OVER" TO THE MEN WHO OUGHT TO SPEND MONEY WITH YOU.

THE EDITOR & PUBLISHER, through its SERVICE DEPARTMENT, will render expert assistance, without charge, to managers of newspapers who desire such service, in the way of preparing striking and convincing advertising copy, utilizing effectively the FACTS AND FIGURES you are able to furnish.

WITHOUT DELAY, get your "war news" before the men who are INTERESTED IN IT—the men who are anxious to spend money in your advertising columns IF CONDITIONS IN YOUR CITY FAVOR IT.

*Use the Newspaper Advocate*

## PROBLEMS OF THE SMALL DAILY

**Specialization of the Departments and Distribution of Revenues so as to Bring Largest Return—Approximate Expense of Editorial, Business and Mechanical Divisions—Proper Organization of Efficient Staffs.**

By R. J. Kaylor.

Next to a proper field, sufficient capital and the knowledge that the establishment of a daily newspaper is almost always an enterprise that costs considerable money in excess of the necessary investment in plant, there is nothing so important as proper organization, by which is meant the division of the work into departments in such manner as will promote efficiency and reduce expense. This organization is quite frequently merely a matter of development, keeping pace with the growth of the small paper on which there were only two departments into one in which more than a score are necessary.

Any daily newspaper will have to have at least two departments—editorial and business, and they should be under entirely different heads. Few men can fill both of them equally well, and no man, as a rule, can handle both at one time. Occasionally a man may succeed while wearing the title, "editor and manager," but if he is a really good newspaper man, he will always feel that he could do much better work and serve his paper better in one or the other of these capacities. It is probable, however, that until a newspaper property reaches such a size that the revenues exceed \$50,000 a year, these two departments are all that it should have. Under them should be good men skilled in the various duties of several other departments, but they should be under the direct supervision of an editor and a manager.

### POWER OF THE EDITOR.

The work of making the newspaper should be entirely under the control of the editor, while the work of selling it, as well as of selling its advertising space, which is the chief source of revenue, would be entirely up to the manager. They should work in harmony, but neither should attempt to interject his ideas into the other's work without first submitting them and having them approved. Even then, suggestions from the head of one department should always be left for execution to the head of the department for which they are intended. Otherwise there is almost certain to be friction, and friction spells disaster in the newspaper business.

A daily newspaper with an annual revenue of \$50,000 is still a very small daily, but when it reaches that stage it will have to have, for the best results, two more departments. Under the business manager it will need a circulation manager, and over the city editor a managing editor, or some one who can perform the functions of that officer. The circulation manager should come first, and he ought to be a man with genius—or at least with that which has been called genius, "an infinite capacity for taking pains." If he is the right sort of a man and has a proper field, he will do more to earn his salary than any other man on the paper. He works on the foundation, and on that foundation will depend entirely and absolutely the height of the journalistic structure that may be reared, no matter how much money may be spent, or what excellence may be achieved in the newspaper itself.

### VALUE OF CIRCULATION MANAGER.

At the same time, the best circulation manager cannot earn his salary unless he has a real newspaper to work with. No man can sell effectively a newspaper which the people do not want to read, and right here is where the managing editor comes in.

The managing editor is a development of the newspaper business during the past decade or so, and in hundreds of newspaper offices his duties are not

properly understood even to this day. He is a manager solely, and only in so far as the editorial force is concerned. He has little or nothing to do with the policy of the paper, except to see that its news stories are handled in accordance with that policy, which is decided by the owner and proclaimed by the editor. His business is simply to make a real newspaper—one that the people will want and will get if it is at all possible. He must know news, especially the sort of news the people in his particular field want to read, although news is, after all, pretty much the same everywhere, and no one can go far wrong in printing as much as possible of it.

With the numberless syndicated "features" which flood the newspapers of the present day, the real managing editor has no patience. Occasionally some genius evolves one that is worth the space, but they are so rare that the whole tribe is worthy of condemnation. They are furnished in matrices, saving composition and costing only a trifle directly, but they swell up newspapers, increasing white paper bills beyond all reason, and seldom ever securing a reader. What the people want is news, not hand-me-down newspaper stuff made in New York and for New York, and then retailed second hand over the country as cheap.

### OLD-TIME EDITOR PASSING.

There was a time when the editor of the daily newspaper was the greatest man on the staff. That time has passed. It faded away with the last generation, and Henry Watterson is perhaps the only surviving example. As soon as the imitators who are now writing editorials for his paper are discovered, it will be at an end. There are two editors in this country whose writings do much to sell the newspapers on which they are engaged. Anyone can name them. But even these have become, to a certain extent, managing editors, and both of them spend as much time seeing that their newspapers print interesting things as they do in writing editorials.

All this is because, in this day and generation, the people want to be entertained and informed, not instructed. The newspaper which does this is the newspaper that will succeed. The managing editor who knows what ought to go into a good newspaper, and has executive ability enough to see that it does go there, is a jewel of great price to the newspaper which secures him. Conversely, the newspaper which does not have a managing editor, but serves its daily contents as a hodge-podge of the notions of a business manager, an editorial writer, a city editor, a telegraph editor, a sporting writer, and a score of correspondents, may find a few people that like each ingredient, but not a great many who like the whole mess that is the result.

### WORK OF CITY EDITOR.

Of course on any paper of reasonable size, a city editor is necessary. He is sometimes, on morning papers, called a "night" editor, because he is on the job after all the other editors go home. He is frequently not only in charge of the city news, but also of the telegraph, and there are many men who can handle both of these in a very busy field. He is under the orders of the managing editor, while himself responsible for the work of the reporters. On a newspaper of any importance, the city desk is a man's job, especially where it includes the work of a "make-up" editor, as it generally does, except on the largest papers or where an unusually conscientious managing editor performs that duty.

(Continued on page 275.)

## CORRESPONDENT'S HARD LUCK.

**Simms Nearly Starved in Paris with Money in His Pocket.**

William Philip Simms, United Press correspondent at Paris, tells how he came near starving in the gay city of cafes and restaurants with his pockets lined with 100 franc notes (\$20 bills) because nobody had change. In a letter to the New York Evening Sun he writes in part:

"Mark Twain with his £10,000 bank note, which he found impossible to spend had nothing on me. It was Thursday, July 30, the day the money panic struck Paris. It fell so suddenly on the city that few knew it had fallen until caught under its stomach-flattening weight.

"Quite serenely I left the office at 7 o'clock after a day of war news, and the arrest of an editor who printed too much news. I went to Le Petit Riche, a fair-sized restaurant in the Rue le Peletier. Being rather hungry I ordered a fairly imposing meal. The waiter respectfully inquired:

"Has monsieur the money to pay for his order?" and he pointed out a line in red ink at the top of the bill of fare. It read: 'Customers not provided with the correct change will not be served.'

"There was nothing to it. I had to get up and go. I did not have the change.

"I found the same thing at Hunbin's and at Gaucclair's. All the time my hunger was growing. Then I tried the more imposing restaurants, the Cafe Riche, the Cafe Viennois, the Cafe American, the Cafe de la Paix, the Grand Cafe. Everywhere I was met by the same thing.

"It was a desperate situation. Nor was it solved until I met a fellow correspondent and together we went to the Cafe de Paris and had a \$10 dinner between us.

The next day at the bank I was quietly, almost secretly, given a 50 franc note and ten silver 5 franc pieces in ex-

change for a 100 franc bill. Though the silver almost pulled my trousers off I was never so proud in my life."

## Newspaper in Three Languages.

Le Democratic, a Liberal and Democratic paper, published in three languages, has made its first appearance in Norwood, Can. The paper starts off as a five-column eight-page periodical, published on good paper, and well edited and made up. It is published in English, French and Flemish, and will circulate largely in the Norwood and St. Boniface districts and throughout the French-speaking parts of Manitoba Province. Le Democratic announces that it will work at all times in the interests of the people, and that it will also support the Liberal party. P. Lardon is the editor of the paper.

## Libel Charge Against Warren Editors.

S. E. Walker, president, and Richard O. Walker, editor of the Warren (Pa.) Evening Times, were arrested last week on a warrant sworn out by Major John C. Groom of the state constabulary, charging them with criminal libel. The suit is the outcome of the publication of facsimile letters and telegrams exchanged between Groom and Stella Hodge, alias Grace Johnson, and were sent in connection with the Amann murder case.

## Get Much for Your Money.

Alfred J. Stofer, of Washington, D. C., in renewing his subscription to THE EDITOR AND PUBLISHER, writes:

"Let me say again how much pleasure I derive from reading the interesting and instructive matter which appears each week in THE EDITOR AND PUBLISHER. You are certainly giving your subscribers a great deal for the money asked; and you have my very best wishes for ever increasing success in your undertakings. Any newspaper man, be he on the active list of workers or out of the harness, misses much enjoyment if he is not a regular subscriber to your attractive publication."

**One Paper  
Leads  
In Every  
Field...  
Every Advertiser  
Knows That...  
IN MERIDEN  
CONNECTICUT  
THE RECORD  
Leads in Circulation,  
In volume of both  
local and foreign  
advertising;  
In want ads...**

**Meriden is distinctively  
"A Morning  
Newspaper 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. Leffer, Business Manager.

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Sept. 19, 1914

### WORKING FOR TRADE EXPANSION.

Next Wednesday, September 23, is the day for the newspapers to print a Trade Expansion and "Made in America" number. Have you made preparations for such a special issue, as suggested in these columns three weeks ago, or have you decided to lay back on your oars and do nothing to help along the movement for more business?

From what we have been told by our correspondents, quite a number of the live newspapers will observe the day. There is certainly no lack of material on the subject of trade expansion.

Hugh O'Donnell, of Philadelphia, a trained newspaper man of long experience, who has just returned from South America, says that practically nothing is manufactured in that country, the only products being those of the soil. Now that the European supply of manufactured articles is cut off, it only remains for the United States to step in and meet the resultant demand.

He says there are three obstacles that must be overcome before this can be done: There must be American boats to carry the merchandise; American banks to transact the business (there are no American banks to mention in South America now); and the American merchants must be willing to sell their products on an easier credit basis than they are accustomed to give.

The people of Buenos Aires, of Rio de Janeiro and of Montevideo, he says, have plenty of money to buy our products and are eager to buy them. Already our agricultural implements, our sewing machines and our automobiles are seen everywhere. Without Germany and England to compete against it will now be easy to make the sight of our smaller manufactured articles, such as tools of all descriptions, just as common.

They need a medium-priced automobile in that country, and the low-priced cars made here are quite the thing for city use, though they are not strong enough for country work. Nearly all the farming implements are from this country; so is all the machinery in the newspaper offices. The cash registers, too, including the money in them, are made in this country.

South America last year purchased \$50,000,000 worth of machinery in Europe. Why should not the United States be able at this time to capture much of this business?

Merchandise, which heretofore has been shipped from New York in only small quantities, is beginning to feel the effects of the war in Europe and is going out in larger orders than ever known, according to a statement made this week by the

Merchants' Association of New York. While the character of the goods shipped is as varied as in former years, and while at present the volume is much smaller than usual, in certain lines it is showing a remarkable jump.

This is taken as a true indication that it will be only a few weeks now before there is a marked increase in many other lines to make up in a great measure the losses in other directions.

But it is not South America alone that offers a promising market for our products. Percy G. Donald, an English dealer in iron mongery, in an address before the Hardware Club stated that Germany has been selling to England 20,000,000 tons of small hardware every year. "The trade that six months ago would have cost American manufacturers hundreds of thousands of dollars to capture can now be had for nothing but the activity of going after it," said Mr. Donald.

"More South American buyers are in New York at this moment than ever before," says the New York Evening World editorially. "They are eager to place here the orders that Europe can no longer fill.

"Already the demand for cotton hosiery manufacturing in this country has taken an amazing jump. Last week New York City alone shipped hosiery representing nearly one-half the value of similar shipments from the whole country for the entire year ending June, 1914."

The Department of Commerce is making special efforts to help the American manufacturer who is anxious to extend his trade in South America, and in the next few weeks five special investigators of the department will go there for the purpose of digging up information that will be helpful.

These are only a few of the straws that show which way the wind is blowing. The question is: Are the newspapers doing what they can to awaken our manufacturers and others to the opportunity that confronts them at this moment? It seems to us that publishers will be derelict in their duty to the business public if they do not, with hearty enthusiasm, sound the tocsin that shall call into activity the country's best efforts to seize some of the great commercial markets of the world and make them our own.

### EDITORIAL COMMENT.

The amount of local news printed in the large daily newspapers is now very small because of the dominance of the foreign war news. City, state or national events that would usually be worth a column or a column and a half are dismissed with a paragraph. The Mexican disturbance is almost forgotten, and the correspondents have nearly all been recalled and either sent abroad or assigned to desk work at home. As many as six issues of leading New York newspapers have been printed that contained no mention of Theodore Roosevelt's name. As the result of prevailing conditions, space writers are getting their dinners at Dolan's, instead of Whyte's, and are hanging up their landladies for their room rent.

In metropolitan cities the neighborhood or district newspaper is rapidly coming to the front as an attractive business proposition. In New York and Brooklyn there are several publications of this class, some of which have been in existence fifteen years, and all seem to be prosperous. For example, the Home News, of New York City, a semi-weekly, is published in four editions, known as the Bronx, with a guaranteed circulation of 80,000; Harlem and the Heights, 60,000; Yorkville, 50,000, and West Side, 40,000. These figures indicate a wide distribution in the territories named. The special advantages of these neighborhood newspapers is that they offer the small storekeeper an opportunity to reach the people who would be most likely to patronize his establishment, at moderate cost. They contain the kind of news the big papers do not touch: reports of church, club and society happenings, personals, articles on movements for neighborhood improvement, etc. In this regard they are like the country newspaper that reflects the life of its community.

### MR. CRASTY'S RETIREMENT FROM SUN.

Baltimore, Sept. 15, 1914.

THE EDITOR AND PUBLISHER:

You size the situation correctly when you speak of the increased success opening before the Sun. While this condition has been brought about under my active, and sole, management, it is due chiefly to the strong financial support extended by my colleagues through the critical periods of rebuilding a historic old morning newspaper.

I have exercised entire control over a property for the development of which my colleagues have furnished practically the entire financial support. By an amicable re-arrangement the paper is now in charge of the people who have their money in it. I believe with you that it is "at the threshold of a new era of prosperity and wide influence."

Please accept my best thanks for your expressions of good will and believe me

Sincerely yours,

CHARLES H. CRASTY.

### AMONG THE NEW BOOKS.

WRITING TO SELL, a textbook of literary craftsmanship, by Edwin Wildman; the Wildman Magazine and News Service, publishers, New York City.

The number of people who write for the magazines and newspapers in America alone is large—probably more than two hundred and fifty thousand. In addition to these there are almost as many more who want to contribute to them but lack the necessary training. Any book that will aid beginners to a better understanding of what editors want to buy is heartily welcomed.

Mr. Wildman's little book on "Writing to Sell" contains many helpful hints on the subject, and although not exhaustive or as full as it might be, should find favor with young writers. It deals with the gathering of the material, the method of working for structural form, how to hold the reader's interest, analysis of popular appeal in writing; on using the imagination, the feature story, magazine specials, the choice of words and phrases; the dialogue and making the human appeal. The suggestions Mr. Wildman makes are not alone valuable to the young writer; the older and more experienced authors may find some suggestions from which they may profit.

WHAT AN ADVERTISER SHOULD KNOW, by Henry C. Taylor, Browne & Howell Co., publishers, Chicago.

The advertiser in these days needs to know a lot about publicity. In fact he ought to have knowledge of so many things that the wonder is when he can find time to learn them. The schools, clubs, and Y. M. C. A.'s are doing a great service for the business world in acquainting young and old men with the basic principles of the art of advertising. The merchant who thinks the issuing of a handbill now and then is all there is to advertising is as ignorant as a child in the things that make for success.

Within the pages of a ninety-six page book Mr. Taylor has assembled a large amount of data that will aid a business man in obtaining a very fair idea of the fundamentals of advertising. It contains chapters on "The General Forms of Advertising," "The General Construction of an Advertisement," "What an Advertiser Should Know About Printing" and other topics.

### ANSWERS TO CORRESPONDENTS.

Utica Observer, E. P. Bailey & Co.,  
Utica, New York, Sept. 5, 1914.

Can you give us the names of manufacturers of small enameled iron signs? We wish to supply some of our news agents with them.

The Passaic Metal Ware Co., 2 Rector street, New York. The American Art Works and the Novelty Advertising Co., Coshocton, O.

Middletown, O., Sept. 8.

What chance has a young man to secure a position on the editorial staff of a New York City newspaper?

A. A. W.

Very little, at present. The local staffs of several of the newspapers have been reduced because of the war and no new men are being taken on. Quite a number of experienced newspaper men are waiting patiently for the war to end so that they can go to work again.



**PERSONALS.**

Gov. Martin H. Glynn, editor of the Albany Times-Union, appears to be in the lead for the Democratic nomination for Governor. It may be recalled that Mr. Glynn, who was Lieutenant-Governor, succeeded William Sulzer, after the latter's impeachment last year.

Frank A. Munsey sailed from London on the Olympic Wednesday. Previous to his departure he subscribed \$25,000 to the fund being raised by American women in England to equip a surgical hospital and ambulance ship.

Col. W. F. Stovall, editor of the Tampa (Fla.) Tribune, is confined to his room by illness, but his family and friends are confident that he will be out again within a few days. His condition shows considerable improvement.

Robert J. Collier, the publisher, who has been seriously ill for the past month from uremic poisoning, is now convalescing at his home in this city.

Arthur Brisbane, editor of the New York Evening Journal, is scheduled as one of the speakers at the annual meeting of the Pennsylvania State Editorial Association in Pittsburgh the latter part of this month.

A. C. Rowsey, publisher of the Austin (Tex.) Statesman, is in New York, where he will spend the next three weeks in calling on the general advertisers and advertising agents in the eastern field. Mr. Rowsey reports conditions in Mexico to be in good condition.

Henry White, for years editor of the Sacramento (Cal.) Star, is the author of "Little Face," a comedy of the cave man age, which is to be produced in New York this winter.

One of the publishers visiting New York this week was Elche Greer, general manager of the El Paso Morning Times. Mr. Greer states that El Paso is enjoying the greatest prosperity in its history owing largely to the settlement of the trouble in Mexico. The Morning Times has shown great increases in both circulation and advertising during Mr. Greer's administration.

Mrs. Whitelaw Reid, who has been spending the summer in the Adirondacks, will return this week to her estate, Ophir Farm, at White Plains, N. Y.

F. D. Caruthers, assistant business manager of the New York World, has returned from a trip to Montreal and Quebec. He visited the military camp at Valcartier where 35,000 soldiers were assembled preparatory to embarking for Europe to join the British army in the field, and was much impressed by the patriotic spirit and earnestness they displayed.

E. E. Salt has succeeded J. Swerling as editor of Printing, published in New York City. Mr. Salt has been a contributor to the magazine ever since it was established and is well known throughout the trade.

John Benjamin, who recently sold his interest in the Nevada (Ia.) Journal to his brother, George, is now business manager of the Des Moines Register and Leader.

R. N. Blakeslee, formerly business manager of the Bridgeport (Conn.) Post, has identified himself with the Candlestick Publishing Company, of Springfield, Mass., as treasurer and general manager. Mr. Blakeslee retired from the Post when it was merged with the Telegram.

Max Binheim has been appointed business manager of the Denver Herald, a German newspaper. He was formerly editor of the Aberdeen (S. D.) Freie Presse and secretary of the Aberdeen Press Club.

P. T. Dodge, president of the Mergenthaler Linotype Co. and the International Paper Co., returned home this week after a trip abroad.

J. R. Robertson, of the Toronto Telegram, arrived from Europe on Thursday.

Charles Arnold, a newspaper man of wide experience, has been appointed instructor in Journalism and advertising

at the University of Pittsburgh. Mr. Arnold is a graduate of both the College of Liberal Arts and the School of Journalism of the University of Missouri. He has had newspaper experience all the way along the line from reporter to city editor, advertising solicitor, editor and manager. For several years he was copy reader on the St. Louis Globe-Democrat and resigned from a similar position with the new St. Louis Star. He has also been managing editor of the Pittsburgh Press.

**GENERAL STAFF PERSONALS.**

A. S. Bailey, of the Shenandoah (Ia.) Sentinel, is probably the oldest reporter in the United States in active service. He is 80 years of age and begins work at 7 a. m. He spends most of the day on the street gathering local news, and once a week he visits a town twenty-two miles distant in search of items for the readers of the Sentinel.

Ralph Walcott, who has been doing the railroad news for the Chicago Tribune, sailed on September 15 for Shanghai, China, where he will be professor of English in the American College.

Philip Sampson, late of the Chicago Examiner, has enlisted for the war with the Queen's Own now in camp at Valcartier, Quebec.

T. M. Smissen, "Ted" to those who know him familiarly, has been appointed city circulation manager of the Houston Post to succeed M. C. Wilkes, who recently left that newspaper to become publisher of the Llano News.

E. B. Hattrick, of the International News Service, New York, is spending a three weeks' vacation at Delaware Water Gap.

Alfred J. Rorke has been licensed by the British government to go to the front to represent the Central News, Ltd., of London, and the Central News of America.

N. W. Major, who has been on newspapers in Reading, Pottsville and other Pennsylvania cities, is now on the Erie (Pa.) Times.

E. E. Payne, for several years telegraph editor of the Milwaukee Sentinel, has taken a similar position on the Green Bay (Wis.) Gazette.

Alfred J. Hinz has succeeded Kendrick Kimball as city editor of the Neenah (Wis.) Daily News.

C. Maxwell Hunter has resigned as city editor of the Waynesboro (Pa.) Evening Herald to join forces with the Uniontown (Pa.) Daily Record.

**IN NEW YORK TOWN.**

Alfred J. Frueh, the quaint caricaturist, creator of "Gabe," formerly of the St. Louis Post-Dispatch, and later of the World, returned to New York on Monday last from Paris where he has been studying and painting for about two years. Frueh's peculiarly simple style of drawing, at the same time retaining all the salient points of a picture or cartoon, has caused him to be dubbed "The Master of the Shorthand of Caricature."

George F. Weston, for two years marine reporter of the Galveston (Tex.) News, has joined the staff of the Associated Press. Mr. Weston will be stationed at the quarantine station and will report the arrivals and departures of ships for the newgathering agency.

Adrian Machefert, the illustrator, formerly of the World's art staff, returned last week from Paris with a whole skin and many tales of experiences in the French capital during the past few exciting weeks.

F. M. Knowles, city editor of the Evening Globe, is taking his vacation on a hunting and fishing trip.

Don Marquis, who runs the Sun Dial column in the Evening Sun, has returned from a spell amidst green fields, etc.

**VISITORS TO NEW YORK.**

Victor H. Hanson, publisher of the Birmingham (Ala.) News.

B. F. Lawrence, manager of the Indianapolis (Ind.) Star.

George A. McClellan, publisher of the Jacksonville (Fla.) Metropolis.

John Stewart Bryan, publisher of the Richmond (Va.) News-Leader.

Clayton P. Chamberlin, manager of the Hartford (Conn.) Times.

**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 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 trader's 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 dealt except advertising—advertising agents take notice—and the people buy whatever they want when they want it.

**BUSINESS OPPORTUNITIES**

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

**FREE USE OF OFFICE WITH PHONEX**

in World Building—New York newspaper correspondent or free lance writer in exchange for slight services. Address C. P. A., care The Editor and Publisher.

Exceptional opening for investment in newspaper property located in southern Michigan. Paper old established, exclusive field, has splendid plant, including No. 5 linotype. Net profits to owner last year \$3,395.91. Location ideal for business and as a place of residence. Has patronage from six small towns and two large cities, is on electric and steam roads, and near beautiful lakes and river. \$5,000 cash (\$5,000 on terms which can be paid from the profits. \$1,000 a year) will buy this property. If you are looking for something worth while, this proposition will please you. B. J. Kingston, Newspaper Broker, Jackson, Mich.

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.

**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.

**\$10,000 CASH**

available for first payment on attractive newspaper property. Locations at least 500 feet above sea level preferred. Proposition K. I.

**C. M. PALMER**

225 Fifth Ave., New York

**CHATHAM REPUBLICAN SOLD**

We have just completed a sale of the Chatham (N. Y.) Republican. The number of announcements made in the past few years of successful newspaper transfers, consolidations, absorptions, etc., engineered by this firm, should appeal to publishers and prospective buyers alike as being decidedly significant.

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

**SITUATIONS WANTED**

Advertisements under this classification one cent per word each insertion.

**I WANT A JOB.**

Am not conceited, hesitate to talk about self, and yet, it seems to me I ought to know circulation work pretty well, because I have spent practically all my business life struggling with circulation problems. I know the small town "game," and have had a wide experience in metropolitan fields; in fact, just now I am in charge of the promotion department of the New York American, but will be free October 1st to accept other employment. I like the East. Prefer to stay in New York. Am perfectly willing to take the management of the circulation department of a daily or to establish a promotion department. During the past few years I have managed to run my department at a profit and will be pleased to show some aggressive publisher how it can be done. Address CYRIL G. PERRY, 555 West 173rd Street, New York City.

Somewhere there is a good newspaper in a good town that wants me. I've been a newspaper man for years: Sunday Editor, City Editor, Managing Editor, Special Writer on metropolitan papers. Am familiar with all branches of editorial work, including make-up. I want to find some smaller town than Chicago or New York where there is a good paper where I can have a good field for my ability as editorial executive. Am 38 years of age. Virile, energetic and have a good, clean record. I am not a "cheap" man, but would not be unreasonable in my demands. I am not looking for just a "job." Never had to. I want to find a place to make a home; to get an interest eventually if possible. Where's the place? Address C. L. H., care Williams & Cunningham, 59 E. Madison Street, Chicago.

If you need a cartoonist who is essentially a cartoonist, but is capable of doing any kind of work with a pen, pencil or brush, and you are willing to pay \$40 a week to a young man of twenty-six, who will work conscientiously and is entirely dependable, and who is credited with real ability, write to Omar, Box 1306, care The Editor and Publisher.

FOREMAN—Stereotyper, extended experience on large newspapers, familiar with all branches, conservative, able, reliable, showing made to determine salary. Box 1306, care The Editor and Publisher.

Editorial Writer.—Any publisher wishing editorial writer of snap and ability, young and now drawing a good salary, but wants to step higher, write D 1298, care Editor and Publisher.

City Editor.—Thoroughly experienced on metropolitan as well as small newspapers, a good developer of features, reliable, energetic, able to assume full charge of the editorial department, will consider change. Give full particulars in answer. D 1299, care Editor and Publisher.

Thoroughly trained news-writer and copy reader desires a position on some live afternoon daily. At present employed as city editor on morning daily of 45,000 circulation. Married and 31 years old. Could invest a small sum in stock, where dividends could be guaranteed. Would expect \$30 a week salary to start. Address D 1305, The Editor and Publisher.

Herbert M. Peet, editor of the Allegheny County News, at Coudersport, Pa., is the Democratic candidate for member of the Assembly from his district.

# NEW ENGLANDERS UNDERSTAND THE LAW

They are not accustomed to frills, froth or buncombe. They  
the man who wants to sell them something  
integrity as well as that of th

A New England man or woman, while very proud of America as a whole, believes that the greatest section of the country is embraced by the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut.

While the inhabitants of this section realize that they represent about 1/15 of the total inhabitants of America, nevertheless they think that because the other 14/15 do not live in New England they are not competent judges as to where or how to live.

The same number of people in New York City and vicinity feel that those who live in New England can't quite appreciate what it means to live in the Garden Spot of America.

So it goes.

In every town, every city, every State, every section, the people are drawn together by pride and loyalty.

What helps or harms any considerable number of the people is regarded as helpful or harmful to all of the people.

They stand together.

The Advertiser making a broad, general, national appeal for business does not get as close to the people as if he advertised in sections with an understanding of the habits and thoughts of the people in each section.

In other words, the shrewd advertiser addresses himself to the people of a section in **their** language and according to **their** viewpoint.

It is intelligent salesmanship—that's all.

Method of approach in advertising is the same as the method employed by the salesman who calls on different people to sell his goods.

If all people were approached in like manner, sales would not be made in great numbers.

The good salesman studies and understands the various types of mankind and womankind and uses his power to effect sales.

Newspaper advertising, besides being more economical and more timely than any other form of publicity, offers opportunity for special salesmanship in a section.

A Presentment by Wi

One Million Five Hundred and Thirty-

## CONNECTICUT.

| Paper                               | Circulation | 2,500 l. | 10,000 l. |
|-------------------------------------|-------------|----------|-----------|
| Bridgeport Farmer (E).....          | °10,429     | .0285    | .0175     |
| Bridgeport Post (E).....            | °12,735     | .035     | .025      |
| Bridgeport Post (S).....            | 7,000       | .025     | .02       |
| Bridgeport Standard (E).....        | °8,244      | .035     | .015      |
| †Bridgeport Telegram (M).....       | 11,394      | .02      | .02       |
| Danbury News (E).....               | 6,168       | .0118    | .0118     |
| Hartford Courant (M).....           | 16,535      | .06      | .035      |
| Hartford Courant (S).....           | 16,000      | .06      | .035      |
| Hartford Post (E).....              | 15,856      | .025     | .02       |
| Hartford Post (S).....              | 5,000       | .025     | .02       |
| Hartford Times (E).....             | *22,085     | .06      | .04       |
| †Meriden Journal (E).....           | †7,000      | .03      | .015      |
| Meriden Record (M).....             | °7,000      | .0357    | .015      |
| †New Haven Journal-Courier (M)..... | 12,727      | .03      | .025      |
| New Haven Union (E).....            | **16,913    | .05      | .03       |
| New Haven Union (S).....            | 8,821       | .0285    | .02       |
| New London Day (E).....             | *7,783      | .0285    | .0157     |
| †Norwich Bulletin (M).....          | 8,771       | .04      | .018      |
| Waterbury American (E).....         | 7,300       | .0357    | .0235     |
| Waterbury Republican (M).....       | 8,385       | .0285    | .02       |
| Population 1,114,756.               |             |          |           |

## MAINE.

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

## MASSACHUSETTS.

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

21 Leading Magazines Charge \$6.29 a Line for 1,338,006

Times the Rate of the Above Listed Newspapers for N

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

# LANGUAGE OF NEW ENGLAND—TALK IT!

They want facts. They want truth. They want to understand something. They must be convinced of his own merit of the article he offers for sale.

by William C. Freeman

Thirty-two Thousand at \$2.37 per Line

MASSACHUSETTS—(Continued).

| Paper  | Circulation | 2,500 l. | 10,000  |
|--|-------------|----------|---------|
| New Bedford Standard and Mercury (ME)  | *19,458     | .03      | .03     |
| New Bedford Standard and Mercury (S)   | *13,839     | .03      | .03     |
| Newburyport News (E)   | 5,601       | .0178    | .0125   |
| †Northampton Gazette (E)   | 5,411       | .021     | .014    |
| *Pittsfield Eagle (E)  | *11,874     | .02      | .0157   |
| Salem News (E)   | 19,198      | .042     | .03     |
| †Springfield Republican (M)  | 17,008      | .075     | .0625   |
| †Springfield Republican (S)  | 18,463      | .075     | .0625   |
| Springfield Union (ME)   | 28,430      | .075     | .06     |
| Springfield Union (S)  | 18,576      | .075     | .06     |
| Taunton Herald-News (E)  | 5,404       | .025     | .0178   |
| †Taunton Gazette (E)   | 6,044       | .0215    | .015    |
| Worcester Gazette (E)  | *20,661     | .0425    | .032    |
| Worcester Telegram (M)   | 28,275      | .05      | .05     |
| Worcester Telegram (S)   | 31,726      | .05      | .05     |
| †Worcester Post (E)  | 13,135      | .0285    | .0221   |
| Population 3,336,416.  |             |          |         |
| NEW HAMPSHIRE.   |             |          |         |
| †Manchester Union & Leader (ME)  | 25,000      | .08      | .05     |
| Population 430,572.  |             |          |         |
| RHODE ISLAND.  |             |          |         |
| Providence Bulletin (E)  | ††47,620    | .09      | .09     |
| Providence Journal (M)   | ††19,002    | .07      | .07     |
| Providence Journal (S)   | ††30,567    | .08      | .08     |
| Westerly Sun (E)   | 5,630       | .0178    | .0128   |
| Woonsocket Call & Reporter (E)   | 12,183      | .0357    | .0214   |
| Population 542,610.  |             |          |         |
| VERMONT.   |             |          |         |
| †Barre Times (E)   | 6,210       | .0215    | .015    |
| Burlington Free Press (M)  | 9,418       | .025     | .0157   |
| Burlington News (E)  | 5,976       | .0214    | .0171   |
| Rutland Herald (M)   | 5,475       | .0214    | .0171   |
| Population 355,956.  |             |          |         |
| Total for New England  | 1,531,378   | \$2.8788 | \$2.371 |
| *Net paid figures supplied by publisher.   |             |          |         |
| †Government Report.  |             |          |         |
| **Net paid figures certified by A. A. A. auditor.                                |             |          |         |
| †Publishers' signed statement of average gross figures on file in this office.   |             |          |         |
| ††Net paid averages for 1913 attested by N. W. Ayer & Son.                       |             |          |         |
| Other circulation ratings are from Nelson Chesman's Rate Book for 1913 and 1914. |             |          |         |
| Population New England, 6,552,681.   |             |          |         |

In New England, by using the newspapers mentioned on this page, the advertiser can talk to them in the plain, direct, common-sense way that New Englanders themselves talk.

New Englanders are not accustomed to frills, froth or buncombe. They want facts. They want the truth. They want to understand the man who wants to sell them something. They want him to give them details that will convince them of his own integrity as well as that of the article he offers for sale.

In a general medium, it is impossible to give the color and touch to an advertisement that will especially appeal to New Englanders.

The newspapers are the only media that enlist their steady interest and attention because they touch on the things that are a part of their daily life.

And if advertisements are written for them—the writer keeping in mind the touch that editors and reporters give to editorials and news—they will read them and respond to them.

Anything appearing in their local paper is regarded by the New Englanders as belonging to them. They forthwith give it their attention. It makes a direct personal appeal to them. It will make them customers almost immediately. And then if it makes good, permanent sales are maintained.

The New England section is marvelous in opportunities to general advertisers.

Why not select the advertising route that will reach New Englanders in the most intimate way—through their newspapers?

Just look over the rates that the newspapers on this page charge.

Think of the circulation you get.

Think of the homes into which your message will be carried with confidence in it already secured because it is in the home paper.

Then think of the **kind** of homes!

Then think of the trivial cost per annum to get into these homes.

It figures out so that the cost in any community—by employing newspapers—is only about one cent per inhabitant per annum!

for 1,338,006 Circulation in New England, Over Two and One Half Newspapers Nearly Two Hundred Thousand Less Circulation.

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

## PRESS ASSOCIATIONS.

The Chicago Press Club has elected these officers for the ensuing year: President, R. R. Atkinson, night editor of the Herald; first vice-president, Herley H. Boone, night city editor of the Tribune; second vice-president, Hon. Frank Comberford; treasurer, Charles E. Schlytern, president of the Union Bank of Chicago; financial secretary, Edwin F. Clipson, formerly of the Inter Ocean; recording secretary, P. F. (Jim) Lowder, of the Herald; librarian, William Lightfoot Visscher; directors, Former Judge Michael F. Girten, Thornton L. Smith of the Associated Press, H. Percy Millar, Chicago Correspondent for the New York Times; Stanley B. Mitchell, of the Herald; Robert Rhode, of the Tribune.

Open house was kept by the Baltimore Press Club during the week of the Star Spangled Banner Centennial. The club was headquarters for visiting newspaper men from all over the country. For their convenience 50 typewriting machines were installed in the club rooms, together with programs, directories and other reference books, and telegraph messengers were in constant attendance. On Saturday, the last day of the week of festivities, the club was the host of the newspaper men working in Washington, who went to Baltimore in a body.

The first fall meeting and smoker of the Brooklyn Press Club brought a number of members to the club house, Fulton street, last week, at which plans for the coming season were made. New quarters for the club were talked over but no action taken. The treasurer's report showed the club to be in excellent financial condition. John N. Harmon, president of the club, was in the chair.

The annual meeting of the Pennsylvania State Editorial Association will be held in Pittsburgh September 29 and 30. Practically the entire membership of the association is expected to be present. The convention headquarters will be in the Hotel Schenley. The speaking program, aside from professional papers by members of the association, will be featured by addresses by Arthur Brisbane and Chancellor S. B. McCormick of the University of Pittsburgh. An elaborate program for the entertainment of the visiting editors is being arranged.

Organization of the South Bend (Ind.) Press Club was completed last week by the election of the following officers for the ensuing year: Rudolph W. Horst, president; Irvin Dolk, vice-president, nad Wilbur R. Armstrong, secretary-treasurer.

### OBITUARY NOTES.

LEE OPPENHEIMER, 66 years old, who for many years was the publisher of the Long Island Reporter and the Long Island Central Zeitung, died September 11 at his home at College Point. He was born in Germany and came to this country forty years ago. He leaves a wife and a son.

JOHN T. ROBINSON, 46 years old, one of the best known lawyers of Queens county, died September 11 at his home in Elmhurst, after a stroke of apoplexy. Mr. Robinson was a newspaper writer on Brooklyn and New York papers for several years.

## 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

DANIEL WELD BAKER, for years one of the leading newspaper men of Boston, died last week at the age of 82. He had retired from active literary work for almost 20 years. Mr. Baker, as a reporter, was accounted one of the most efficient newspaper men in Boston. He took up more and more special work, and for many years contributed special articles to the Boston Advertiser and the journal, especially dealing with astronomy.

THOMAS H. RECORDS, aged 37, a well-known newspaper man of Pittsburgh, died September 10. He had been suffering from heart trouble for several weeks. He had been city editor of the Chronicle Telegraph for some time, but of late had been connected with the Post.

NELSON H. THURBER, one of the oldest newspaper men in Western New York, and a pioneer publisher of Springville, N. Y., died at his home last week. He was 74 years old. He launched the Springville Tribune and during two years, 1865-66, published that paper. For nearly 28 years he worked on the Herald, when he again decided to go into business for himself. He bought the Springville News, and for the past 19 years has published that paper.

J. E. VALJEAN, editor of the Orange County Plaindealer of Anaheim, Cal., for seventeen years, died at his home in that city recently after an illness of many months. Before going to California he was engaged in the newspaper business at Portsmouth, Ohio.

MAX LOWENTHAL, one of Rochester's best-known citizens, is dead, aged 71. Before he founded Max Lowenthal & Brothers, manufacturers of knitted goods, he had engaged in editorial work for Harper, the Methodist Book Concern and Theodore De Vinne, and at one time was editor of the Beobachter, a German newspaper published in Rochester.

HORACE G. MYERS, president of the Myers Advertising Agency, died in Rochester recently following an operation for appendicitis. Mr. Myers was born in New Boston, Ill., April 20, 1860. He went to Chicago at the age of 18 and entered the advertising department of the A. T. Kellogg Newspaper Company. It was about 20 years ago that Mr. Myers first went to Rochester. He accepted a position in the advertising department of the Post Express, where he remained for five years. He then established the agency which bears his name. He was one of the first to use the country newspapers on a big scale. Mr. Myers was instrumental in organizing the Rochester Ad Club.

ARTHUR FRANK FRANCIS, editor of the Cripple Creek (Col.) Times, and a pioneer newspaper man of the state, died at the Colorado sanitarium, Boulder, of acute nephritis last week. Francis had entered the sanitarium for treatment only a few days before.

## SMALL DAILY PROBLEM

(Continued from page 267.)

Not of least importance is the mechanical department. The most important man in this is the foreman, and as in every other department, on his ability will depend very largely the efficiency and smoothness of this department. The managing editor should be given a voice in the selection of a foreman wherever possible, because his force comes into contact with that functionary at every turn. A foreman who does not work in harmony with the editorial department can do a great deal of harm before he is detected by the business department, which hires and pays him, and to which he is always sure to be very obsequious. The foreman of a newspaper composing room should know how to get the best results from the smallest payroll, but he should also know how to make up a newspaper without some one standing over him constantly with instructions. Above all, he should not fraternize with his help outside of the office, and on the floor should always be recognized

as the representative of the firm and not of the employes.

Many small dailies have a job printing department, and this is very valuable when properly managed. It should be entirely under the jurisdiction of the business manager, who will usually find some difficulty in preventing its requirements from crippling the newspaper, especially where machine facilities are limited. Where a newspaper is large enough to afford a mechanical superintendent, he should have charge of the job department, so far as its actual operation is concerned, because on such a paper the business manager will need all the assistance he can get.

The business manager on one of the smaller dailies is the most important and usually the most worried of any of the staff. In the light of this fact it is difficult to see why so many of them are always anxious to spend part of their time in the editorial department and insist on doing work which ought to be left to others. This is generally the work of a business manager whose paper has outgrown him, or who cannot adapt himself to changed conditions. The business manager should have a voice in the selection of every employe on the paper, even the editor and managing editor, but he should let it go at that. If he cannot have at the head of the departments men who are more competent in each and with more time for the work of each than he has, he might as well quit anyway, for he cannot achieve success.

### BUSINESS MANAGER'S POSITION.

Under the business manager directly should be the circulation manager, the foreman of the composing and press rooms, and the advertising manager. The latter is the gentleman who will demand most of his attention, for he will need constant assistance and encouragement, as well as instructions. The press room, also, should be given special attention by the business manager. A good managing editor will keep a composing room in shape with the help of an efficient foreman, but he can do little with a press room.

The editor, whose proud position was once the highest pinnacle, needs now only to be a forceful writer, with a large fund of information and a judicial temperament which will enable him to view public questions from all sides. He

has the one position on a newspaper where age is an advantage. Good editorials will no longer sustain a poor newspaper, but they are a great help to a good newspaper. Bad ones, especially if they are unfair, illogical or colored by personal or private interest, will ruin even a good newspaper.

### APPROXIMATE EXPENSE.

Finally, a most important and most often neglected part of the organization of a newspaper is the distribution of revenues to the various departments so as to bring the largest return. In actual experience, it will be found that on a well balanced newspaper, the expense will be located approximately as follows: 25 per cent in the business and circulation departments (exclusive of white paper bills, which should be charged against the circulation account and their amount, at least, realized from it); 35 per cent in the editorial department, and 40 per cent in the mechanical department. The general expense account should be charged, of course, against all of these departments and its amount deducted pro rata from their appropriation. This will vary on different papers, and on papers of different circulation and importance. The larger the paper and the wider its field, the greater will be the cost of the editorial department, on account of more extensive telegraph service, special correspondence, and many other things which must increase in cost and quality with a newspaper's circulation. The payroll on a paper with 5,000 circulation should never exceed \$2,000 per month, while on a paper with 50,000 it may be as high as \$7,500 per month without causing undue alarm.

The newspaper owner who is losing money should look first into his field, and next, with considerably more care, into his organization. Nine times out of ten he will find that the troubles lie there. The newspaper business is no longer the simple proposition of twenty years ago, but a complex, highly developed enterprise, requiring special knowledge and special ability of a high order. This is the day of the specialist in all things, but particularly in the newspaper business, where a few years have eliminated all sentiment on the part of readers and publishers alike, and introduced exactly the same elements that make for success or failure in all other lines of enterprise.

## 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.

## Did You Ever Hear the Story

Of how the utility man on a daily newspaper in a town of 15,000 was called to the position of circulation manager on a Boston daily and saved the publisher \$40,000 before he was a year on the job? It may sound like a dream, but the man is still living and holding down the same job.

## How Did He Do It?

Very simple! As a publisher he knew the value of co-operating with independent newspaper distributors. Therefore, instead of making his own distribution he called upon independent wholesalers.

DUHAN FOR DISTRIBUTION  
Write—Phone—or Wire

## DUHAN BROTHERS

Newspaper distributors who have made good since 1892.

TRIBUNE BUILDING

Telephone: 3584 Beekman

NEW YORK CITY

**MAKE PLEA FOR HONEST ADS.**

**Speakers at Retail Merchants' Convention Urge Intelligent Publicity.**

Intelligent and truthful advertising is as necessary for the growth of the small business as for the large, according to speakers at the convention of the Retail Merchants' Association of Pennsylvania in Philadelphia last week.

Nearly 900 delegates attended. William Smedley, organizer for the association, told the merchants advertising should be coupled with good organization. The methods employed by great business houses should be copied by the smaller merchants, he said. If this is done, the small business will be a success.

A complete organization of all the smaller business men of the state was suggested by J. Denny O'Neill, the new president of the organization. Of the 70,000 small merchants in all lines of business in the state, he said, only about 9,000 are organized. All should be members of a great association, he added, so the common enemies of the small business man could be fought with effect.

**Weekly Children's Page**

Lately placed with Minneapolis Journal. "Nuff Sed."

**The International Syndicate**  
Features for Newspapers, Baltimore, Md.

**Local Editorials**

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

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

**BRUCE W. ULSH**  
Prestige Promoter Wabash, Indiana

**The Times Star of Cincinnati says: "The Winthrop Coin Card**

is a mighty force as a Selling Agent for it usually

**Comes Back with the Coin.**

We have been using these cards for quite a while and are very well pleased with the service rendered."

Are you profiting by the use of Winthrop Coin Cards? If not, we'll gladly explain how you can—at very little cost.

Write today for samples and details.

**THE WINTHROP PRESS**  
141 East 25th Street New York City

**These war times**

records are in dire danger of showing slump. 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.

**T. C. M. A.'S NEW PRESIDENT.**

**A. P. Goodman of Houston Post Gained Experience in Chicago and Cleveland.**

A. P. Goodman, circulation manager of the Houston Post, and new president of the Texas Circulation Managers' Association, is a product of the Chicago field, receiving his early experience on the Chicago Tribune under Mr. W. T. Adair. He later associated himself with Mr. Adair and others in forming a promotion company. When Dan R. Hanna purchased the Cleveland Leader Mr.

**Portugal Editor in American Field.**

With his printing office in Portugal blown to atoms and his life threatened by Black Hand letters because of editorials in his paper in support of the dethroned King Manuel, Albert Costa Nunes Morrow is now in this country, and intends to launch a newspaper at Bedford, Mass. Morrow, while in Europe, conducted a paper known as A Verdade (The Truth). At the time Manual was forced to abdicate the throne Morrow wrote several stinging editorials against the people of Lisbon, condemning them for their action against the crown.



TEXAS CIRCULATION MANAGERS AT GALVESTON.

Goodman was placed in charge of the promotion department of that paper and after a short time became circulation manager of the Cleveland Leader and News.

Mr. Goodman went to Texas two years ago as assistant general manager of the Fort Worth Record, going from Fort Worth to his present position as circulation manager of the Houston Post.

His recent selection as president of the Texas Circulation Managers' Association was unanimous, as the members looked upon him as the logical man to carry out some important reforms in the Texas field. The new position carries with it the responsibility of securing the 1916 I. C. M. A. meeting for Texas, a matter which will involve extensive detail as well as executive plans.

**F. P. Clarkson Buys Santa Ana Blade.**

Frank P. Clarkson who recently sold the Ida Grove (Ia.) Pioneer to J. H. Moist after twelve years as its editor, has purchased the Santa Ana (Cal.) Blade, an evening paper. Mr. Clarkson has already taken charge. His removal to California was caused by his rheumatism which forced him to seek a different climate. Mr. Clarkson is a son of the late R. P. Clarkson, editor for many years of the Iowa State Register at Des Moines.



A. P. GOODMAN,  
New President of the Texas Circulation Managers' Association.

**Creditors After Asbury Park Times.**

Involuntary proceedings in bankruptcy have been instituted in the United States District Court at Trenton, N. J., against the Asbury Park Publishing Company, which formerly published the Times. The complaining creditors and the amounts of their claims are the International Paper Company, New York, \$371; the Great Northern Paper Company, New York, \$190; George H. Chandler, Asbury Park, \$58. The petition stated that officials of the company had admitted that it was without funds to meet these obligations.

**J. B. Pound Buys Savannah Hotel.**

The control of the Hotel Savannah, of Savannah, Ga., lately completed at an expenditure of \$1,000,000, has been taken over by J. B. Pound, who has purchased all the stock of the Newcomb Hotel Company. This hotel is the fifth that has been added to the Pound syndicate, the others being the Ansley, in Atlanta; the Henry Watterson, at Louisville, Ky.; the Patten, at Chattanooga, Tenn., and the Seminole, of Jacksonville, Fla. Mr. Pound has been unusually successful in his hotel ventures. Up to six years ago, he was a well-known newspaper publisher, owning for a number of years the Memphis News, Chattanooga Daily News, Knoxville Evening Sentinel and Knoxville Daily Tribune.

**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

**A Great Feature Service**

in mat form—eight pages—the output of *The Philadelphia Press* organization. Every feature is high grade and a puller.

Beauty—Health—Home—Housewife—and other strong pages—See for yourself—Send for sample pages!

**World Color Printing Co.**

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

USE  
**UNITED PRESS**

FOR  
**Afternoon Papers**

General Offices, World Bldg., New York

**THE TEST**

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

**NEWSPAPER FEATURE SERVICE**  
M. Koenigsberg, Manager.  
41 PARK ROW, NEW YORK

**WAR NEWS. AUTHENTIC WAR NEWS.**

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

CENTRAL NEWS OF AMERICA, 26-28 BEAVER STREET, NEW YORK

## R. J. BIDWELL CO.

Pacific Coast Representative  
of  
**Los Angeles Times**  
**Portland Oregonian**  
**Seattle Post-Intelligencer**  
**Spokane Spokesman-Review**  
**The Editor & Publisher (N. V.)**  
**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

(96% in Nebraska)  
**OMAHA**  
**DAILY**  
**NEWS**  
July Average  
**73,959**

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

**C. D. Bertolet**  
Boyce Building, Chicago  
New York Representative:  
A. K. Hammond, 366 Fifth Ave.

## THE 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

## STOPPED RATE CUTTING

**How Clyde Glenn, of Tampa, Succeeded in Organizing the South Florida Newspaper Publishers and Put an End to an Evil Practice—All Foreign Advertising Now Handled Through a Single Agency.**

A little more than five years ago Clyde Glenn started an advertising agency in Tampa, Fla. Being the first and only agency south of Atlanta, Ga., he found the business public densely ignorant as to the value of an advertising agency, and almost as ignorant of the value of persistent and intelligent advertising. So at the start his efforts were largely and are still in a large measure educational, that is, educating the people of the value of advertising. He soon became convinced that it was inexpedient for a mercantile concern to spend all of its advertising appropriation in the local newspapers, as Tampa is the commercial center of the entire South Florida district. Mr. Glenn therefore bent his energies to the task of persuading the merchants to use outside newspapers in this territory.

He discovered that the average rural paper had no established rate, and would accept advertising at almost anything that was offered. In fact, in calling personally upon the newspapers in this territory, he found many of them carrying advertising for as little as 2 cents per inch, which did not pay for the white paper upon which it was printed. The consequence was that after he had laid out a prospective advertising campaign the advertiser would write to a number of the papers he contemplated using and secure rates direct, in many instances lower than had been quoted to him. The consequence was that the advertiser immediately presumed that he was overcharging him and he was unable to make the contract.

### INSISTED ON FAIR RATE.

Mr. Glenn endeavored to overcome this condition by securing contracts from the papers individually which would compel them to maintain a legitimate rate. He was as insistent that the papers charge a legitimate rate for their space as he was that the advertiser pay a legitimate rate. This naturally resulted in the loss of considerable foreign business that had been carried at a less rate and a few of the papers got cold feet and violated their contracts.

He did not think that it was good policy on his part to compel the papers to live up to their contracts by the use of legal measures and so the first of this year, 1914, he wrote a series of letters to all of the editors in South Florida asking them to meet in Tampa on a certain date, as his guests, for the purpose of talking over the advisability of the organization of the South Florida Press Association, whose purpose would be to establish legitimate rates and arrange for their maintenance. This meeting was well attended and Mr. Glenn went into full details as to the organization and its purpose. Two weeks later another meeting was held in Lakeland, Fla., which resulted in a permanent organization and the adoption of a constitution and by-laws. Two weeks from that date the first regular meeting of the South Florida Press Association was held in Arcadia, Fla., and at this meeting the Clyde Glenn Co. agency was designated as the official clearance house of all foreign advertising in the papers which were members of the South Florida Press Association.

### CENTRALIZING THE WORK.

The result is that South Florida now has an organization which absolutely provides for the maintenance of legitimate rates. All inquiries received are immediately sent to the agency and all correspondence concerning foreign advertising carried on by it. This arrangement centralizes the work and relieves the individual newspaper of a lot of details better performed by the agency.

While the proposition has only been at work a few weeks, it is proving to be very successful, and in my estimation

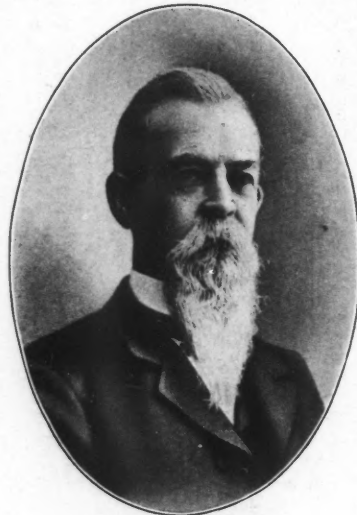
will result in great benefit both to the advertiser and the foreign papers. Not only does it minimize the work of the newspaper, but it saves the advertiser time and money as no matter how many papers he desires to use in the territory, he has only to advise Mr. Glenn's office and all the detail work is attended to.

### SEVENTY YEARS ON ONE PAPER.

**A Remarkable Man Is W. H. Hodgson of the West Chester News.**

One of the best-known small town newspapers in Pennsylvania is the West Chester Local News, of which W. H. Hodgson is president and sole owner. Typographically, and from a news standpoint, it stands head and shoulders above many newspapers published in cities of 50,000 and upwards.

Mr. Hodgson, although now eighty-four years of age, is at the office every



W. H. HODGSON.

day, and takes as much interest in his work as he did seventy years ago, when, at the age of fourteen, he first started on the paper, which was then owned by his father.

The Local News, which is never over six pages in size, is a good example of a tabloid newspaper, all the news being condensed and made especially attractive by neat, condensed heads.

In a talk with a representative of THE EDITOR AND PUBLISHER, Mr. Hodgson stated that years ago he decided that from a general news standpoint he could not compete with the newspapers in the larger cities, and that the printing of much outside news was a mistake. He therefore concluded to make the News a home paper, filled with an abundance of live town news.

Mr. Hodgson has cultivated the field so thoroughly and has made for his paper so many friends that today it has a circulation of over 15,000 copies. The wonderful part of it is that West Chester has a population of only 13,000 people. Not only is West Chester itself thoroughly covered by the distribution, but the outlying district as well. The establishing of rural routes and the employment of hustling canvassers make this possible. It quite frequently happens that several persons in one house will each subscribe for the paper. It is said that the Local News is one of the best paying papers in the United States.

### Pittsburgh (Pa.) Paper in Movies.

In Carrick Park, Pittsburgh, Pa., a few nights ago, the entire process of making a modern metropolitan daily newspaper, including the gathering and writing of the news, the preparation of the illustrations, the setting of the type and the printing, was described to an audience of over one thousand persons by D. T. Jonas, assistant managing editor of the Pittsburgh Leader, with the aid of motion pictures. The motion pictures were made in the publishing plant of the Leader, and show in graphic detail the employees at work.

## The Seattle Times

"THE BEST THAT MONEY CAN BUY"

Circulation for June, 1914—  
**Daily, 69,152 Sunday, 89,318**  
**47,000—In Seattle—50,000**

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

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

**LARGEST QUANTITY—**  
**BEST QUALITY CIRCULATION**

Buy the best and you will be content

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

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

**THE CHICAGO EVENING POST**  
(Evening Daily)

**INDIANAPOLIS STAR**  
(Morning Daily and Sunday)  
**TERRE HAUTE STAR**  
(Morning Daily and Sunday)  
**MUNCIE STAR**  
(Morning Daily and Sunday)

**THE ROCKY MOUNTAIN NEWS**  
(Morning Daily and Sunday)

**THE DENVER TIMES**  
(Evening Daily)

**THE LOUISVILLE HERALD**  
(Morning Daily and Sunday)

## The Shaffer Group

## Los Angeles Examiner

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

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

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

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

## The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER  
**JACKSONVILLE, FLA.**

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

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

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

# 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 |
| Reissue | No. 614,230 | No. 718,781 | No. 758,103 | No. 830,436 |
|         | 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

### SCHOOL FOR PROOFREADING.

Free Course of Instruction Established by Board of Education.

The Board of Education of New York City announces a free course of evening instruction in proofreading, copy editing and typography for job compositors, linotype and monotype operators, proofreaders and editorial workers at the Stuyvesant Evening Trade School, 15th street near First avenue.

The course consists of the following subjects:

1. LECTURES (Monday and Wednesday). 60 Evenings—120 Hours.
1. Proofreaders' Marks (2 lectures).
2. Punctuation (8 lectures).
3. Marks of Reference and Accents (2 lectures).
4. Capitalization (4 lectures).
5. Division of Words (3 lectures). (a) English; (b) German; (c) French; (d) Spanish; (e) Italian.
6. Abbreviations and Contractions (3 lectures).
7. Compounds (7 lectures). (a) Compound Words. (b) Compound Nouns. (c) Compounds Other Than Nouns. (d) Interrupted Compounds. (e) Solid Compounds. (f) Miscellaneous Compounds.
8. Grammatical Divisions and Subdivisions of the Book (1 lecture).
9. Making Up a Book (2 lectures).
10. Copy-Editing (1 lecture).
11. English in Modern Typography (3 lectures). (a) Simplified Spelling. (b) Distinction Between American and English Spelling.
12. Orthography (9 lectures). (a) Derivatives; (b) Final Consonants; (c) Plurals; (d) Miscellaneous Rules.
13. Synonyms and Antonyms (1 lecture).
14. Homonyms (1 lecture).
15. Rules of Geographic Board (1 lecture).
16. Indexing (1 lecture).
17. Computation of Space (1 lecture).
18. The Practical Procedure in the Proofroom (2 lectures). (a) Proofroom Rules and Regulations. (b) Methods of Procedure. (c) How to Consult Reference Books.
19. The Typographical and Editorial Construction of the Magazine and Book (2 lectures).
20. Modern Methods of Typography (1 lecture).
11. PRACTICAL WORK (Tuesday and Thursday). 80 Evenings—120 Hours.

1. Galley Reading (16 hours).
2. Ad Reading (20 hours).
3. Proofreading by Copy (16 hours).
4. Revising (10 hours).
5. Page Reading (10 hours).
6. Final Reading (10 hours).
7. Editorial Reading (10 hours).
8. Proof Criticisms (20 hours—10 lectures).
9. Preparation of Manuscript (8 hours).
10. Question Box.

The course is conducted by Arnold Levitas, a member of Typographical Union No. 6. The sessions are on Monday, Tuesday, Wednesday and Thursday evenings from 7:30 to 9:30. This is an excellent opportunity for printers to increase their efficiency and to acquire that necessary training which will make it possible for them to advance in their respective lines.

Students may start at any time during the year and continue the following year until the full course is completed. Certificates of proficiency are issued on completion of the course at the end of the year. Those desiring to take the course should register at the Stuyvesant Evening Trade School, 15th street near First Avenue, during the first four evenings of the week. The school opens September 21.

### Pringle Heads Toronto Rifle Club.

On account of some of the officers of the Toronto Newspaper Rifle Association having left for the front a special meeting last week was held in the Globe office for the purpose of re-organization. Representatives from all of the papers, and from trade and other publications were present and a large number of new members were enrolled. The membership will soon reach the 100 mark. The following officers were elected: Captain, A. Pringle, Mail and Empire; lieutenant, T. A. Smith, Globe; secretary, J. W. Lester, Telegram; treasurer, E. V. Corbett, Telegram; executive committee, T. G. Graveley, Globe; W. Dyer, Mail and Empire; Hubert Evans, World; G. W. Bowles, Telegram; J. Frise, Star; T. Little, News; Fergus Kyle, allied publications; R. G. Smith, trade journals, and G. W. Fowler, Saturday Night.

### BETTER BUSINESS FEELING.

John N. Willys of Detroit Finds Confidence Returning and Conditions Much Improved.

A renewal of confidence in the soundness of business conditions in this country has set in, according to John N. Willys of Toledo, president of the Willys-Overland Company, who is in New York looking after the extension of the automobile business. Mr. and Mrs. Willys and their daughter recently returned from France, where they were caught in the stampede of refugees following the declaration of war.

"There is nothing to stop this country's quick advance to the foremost place in the world's industries," says Mr. Willys, "unless it be the psychological element, the tendency in some quarters to halt just because Europe has halted. All nations are looking for us to assume the aggressive in trade. They will look to us more and more to supply their demands for most of the necessities."

"We are not seeking business in England, France or Germany now, but we are losing no time in going after the trade in South America, Australia and South Africa, which had been practically preempted by the German and French makes."

"As I conceive it, it is the patriotic duty of every citizen to cease the hoarding of gold. Some of the savings bank depositors, fearing the enforcement of the sixty-day clause, have shown a disposition to put their cash in safe deposit boxes. Naturally this constricts the lending power of banks and tends to limit business extensions which are necessary if the country is to take advantage of the greatest opportunity since the Civil War to build up its commerce. The great class of small depositors can help the situation by meeting the plain duty of increasing the gold circulation. "Competent heads are working out the foreign exchange situation. This is imperative and financiers are rising to the occasion."

### GETTING AFTER THE GROCERS.

Senator Oliver's Pittsburgh (Pa.) Papers Are Conducting a Live Campaign.

The Gazette Times and the Chronicle Telegraph, Senator Oliver's Pittsburgh papers, are distributing an eight page paper to the grocery trade of Greater Pittsburgh and vicinity. The first page contains a number of talks to the merchants and dealers with reference to window displays and co-operation.

The advertisements of sixty national advertisers are reproduced. The dealer is asked to display the advertised goods in windows and show cases and to familiarize himself with the selling points of the national advertising campaign.

The last page is devoted to the reproduction of a map of the Pittsburgh district, and to an appeal to those who appreciate, "local co-operative service," "maximum advertising efficiency," "circulation that circulates," "modern progressive newspapers," and to consideration of the claims of Alleghany County, Pittsburgh, and its "two leading newspapers."

Urlean E. Dice, foreign advertising manager of these papers, believes in safe and sane co-operation.

### Willsden's War Atlas.

S. Blake Willsden & Co., Chicago, announce a new edition of "The European War Atlas." It contains a list of cities in the war zone, with pronunciation and population, maps of the several countries of Europe, list of fortified towns, portraits of members of royal families, etc.

### Wisconsin Editor Missing.

Herbert Schiebel, for the past two years editor and proprietor of the Cassville (Wis.) Record, left that city last week and since then has been heard from just once, at Savanna, Ill. A search is being made for the missing editor.

## 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

**Why England and Germany Went to War**

The Official "White Papers" of both countries in pamphlet form. Full text of the White Paper of the British Foreign Office and the Memorandum issued by the German Government, both of which were printed exclusively in The New York Times. Of inestimable value to all who wish to form a coherent and unprejudiced opinion of the relative position of Great Britain and Germany in regard to responsibility for the war. Price Ten Cents by mail.

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

**LIVE AD CLUB NEWS.**

The Ad Men's Club of Atlanta on September 10 held its first meeting of the season. President St. Elmo Massingale announced the program for the year and named the members of the special committees. A movement was started to bring the Seventeenth United States Infantry back to Fort McPherson from the Texas border. The club commended and pledged co-operation to the southward movement to encourage everybody in the buying of distress-cotton at 10 cents. The following new members were elected: George W. Simms, Massengale Advertising Agency; J. H. L. Janson, Armour and Co.; C. E. Littleton, Multigraph Service Co.; W. R. Massengale, Massengale Advertising Agency; Charles G. Day, Hotel Ansley; R. M. Dodson, Atlanta Georgian-American; E. W. Ramspeck, Lowry National Bank; Gordon B. Massengale, Massengale Bulletin System; Milt H. Saul, Southern Golf Magazine; and W. T. Waters, Atlanta Journal. Rabbi David Marx, the guest of honor, who was the principal speaker, related his experiences, humorous and otherwise in escaping from the war area in Europe.

"The Future of the Specialized Store" was discussed at the weekly luncheon of the St. Louis Advertising Men's League by W. Appleton Ferree of Nelson Shesman & Co. After comparing the specialized stores with the department stores, Mr. Ferree took up the character of the specialized store and of the advertising that should be used by it. Among those who participated in the informal discussion following the address was Flint Garrison, editor of the Drygoodsman. W. S. Donaldson, vice-president of the National Printing and Engraving Company, presided.

C. J. Zaiser, advertising manager of the Houston Telegram, addressed the members of the ad club of that city on "Why Is Newspaper Advertising the Most Effective Kind of Advertising for a Retail Store?" Mr. Zaiser brought out the following points: That newspaper advertising is superior to magazine advertising, that billboard advertising and cards in street cars are not effective unless backed up by newspaper advertising, and, lastly, that it is exceptional for a merchant to get anything like "what otherwise ought to be coming to him" without using newspaper advertising. General discussion followed the address.

An entertaining program with a number of novel features has been arranged for the first banquet of the season of the South Bend (Ind.) Ad-Sell League, which will be held on September 24. William B. Woodhead, president of the Associated Ad Clubs of the World, and publisher of the Sunset magazine at San Francisco, will be one of the principal speakers. He will speak upon "The Future of Advertising." Major Charles T. Cahall, advertising manager of the United Shoe Machinery Co. of Boston, Mass., will also be one of the speakers on the topic, "The Story of the Shoe."

The El Paso (Tex.) Ad Club started preparations at last week's luncheon for sending a big delegation to Dallas next spring to make an effort to capture the 1916 state convention. It was asserted that sufficient pledges from other cities have already been secured to almost assure the convention for El Paso. R. E. Sherman was elected vice-president of the local club today to fill a vacancy.

Members of the Advertisers' Club of Milwaukee elected the following officers last week: President, Vincent M. Pace, Gimbels; vice-president, E. C. Hoe, Fay-Lewis; secretary, Herbert G. Schmidt, Journal Co.; treasurer, Frank J. Bruce, School Board Journal; board of governors, A. M. Candee, National Enameling

& Stamping Co.; R. T. Carver, Cramer-Krasselt Co.; Henry Brockbank, Atlas Flour Mills; the Rev. E. J. Copus, Marquette university, and F. J. Benjamin, Milwaukee-Western Fuel Co.

"How Shall the Advertiser Compete With the War News?" was the subject for discussion at the weekly luncheon of the Birmingham (Ala.) Ad Club. A. O. Lindsay and Joe K. Saks faced each other in the discussion of the subject, and strong points were brought out. A large attendance was on hand.

An address on "Woman—The Greatest Buyer" featured the weekly meeting of the Advertising Club of Denver last week. A special educational campaign will be conducted by the club this fall. This work is in charge of O. J. Baum of the educational committee.

The Young Men's Christian Association of Fort Worth, Texas, has asked the Ad Club of that city to assist it in establishing a night school for training young men to become solicitors and writers.

A club has recently been organized in Toronto by the producers and creators of advertising, with the purpose in view of affording the members mutual assistance in dealing with advertising problems. No name has as yet been selected for the organization, but it will probably be modeled on the lines of the Thirty Club of London.

Local buyers of advertising space are also considering the formation of a Canadian Advertisers' Association, which will deal with the securing of standard circulation statements, etc. Some such organization has been much needed, and its existence should do a good deal towards making the whole business of buying and selling advertising run more smoothly.

**TORONTO NEWS NOTES.**

Owing to the increasing cost of production and the heavy expense of getting out war editions, the Toronto Star and the Toronto News are increasing their out-of-town subscription rate on October 1 from \$1.50 to \$2.00.

For the first time since Labor Day was established, the Toronto evening papers got out their regular editions on the holiday this year.

The Toronto Telegram issues a 10 P. M. edition each night giving the last war news of the day. This "Watchfire Edition" is much appreciated by those who are following the course of the campaign closely.

Two hundred and fifty newspaper men attended the luncheon to the press at the Toronto Exhibition, last Friday. They assembled from all over Ontario and listened to inspiring speeches from the Hon. Sam Hughes, Minister of Militia, and the Hon. G. P. Graham, both veteran press men themselves.

**JOURNALISTIC CHRONOLOGY.**

Anniversaries of Interest to Newspaper Folk During the Coming Week.

SEPT. 20.—Lloyd Brice, editor and author, long editor of North American Review, born at Flushing, N. Y. (1851).

SEPT. 20.—Kendall Banning, managing editor of System, Chicago, since 1903, born in New York City (1879).

SEPT. 21.—Clark Howell, long editor of Atlanta (Ga.) Constitution, born in Bardwell District, S. C. (1863).

SEPT. 22.—Henry Theophilus, general editorial writer and musical critic on the New York Post and The Nation since 1881, born at Bethel, Mo. (1854).

SEPT. 24.—Walter Romeyn Benjamin, editor and publisher of The Collector, born at Guilford, Conn. (1854).

SEPT. 25.—Samuel Selwyn Chamberlain, editor-in-chief of New York American, born (1851).

SEPT. 25.—John S. Sleeper, editor of Lowell (Mass.) Daily Journal and other papers, born (1794). He died in 1878.

**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

Reach the men and women who can afford to buy advertised products through

**THE PITTSBURGH POST**

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 Peldin, as both other Peoria newspapers combined."

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



TIPS FOR THE MANUFACTURERS OF SUPPLIES

NEW PUBLICATIONS.

PRINCETON, N. J.—A new paper, the Post, has made its appearance this week and was favorably received by the merchants and townspeople in general. Taylor Cook of Princeton Township, Edward F. Connelly of Pennington, and Peter E. Wurflein of Trenton are the owners of the new weekly publication. Charles F. Latourette of Princeton, is connected with the publication in an editorial capacity.

WILKES-BARRE, PA.—Copies of first issue of a paper called Free Poland are being distributed in this city. The publication, its editor announces, will be devoted to "the truth about Poland and her people." The editor takes care to state that he, as an American citizen, will observe the President's neutrality proclamation.

BECKLEY, W. VA.—A movement is on foot to start a Republican newspaper at Beckley. Charles A. Honaker, for some time with the Daily Telegraph, will be the editor and business manager of the new venture. The new company that is being organized will put in a modern plant.

LEHIGHTON, PA.—William Mortheimer proposes to establish a Progressive newspaper in this city.

PATERSON, N. J.—Another newspaper was added to Passaic County's already long list last week. The publication is the Szabad Sajtó, a Hungarian daily, to be circulated in the county by the Cosmopolitan Publishing Company, Inc.

SHENANDOAH, PA.—There is a story afloat that the new paper to be established at Tamaqua, is being backed by Robert Heaton, the coal operator, and who is the Republican candidate for Congress. The paper is to make its first appearance in the course of another week.

PITTSFIELD, MASS.—I. H. Potter, publisher of the Sunday Morning Call, has decided to issue a daily paper beginning this week. It is understood that the paper will be issued afternoons and that J. B. O'Hearn, now associate editor of the Sunday paper, will be its editor.

BEMIDJI, MINN.—This city has a Socialist newspaper. It will be known as the Plain Facts, and John G. Zeizler will be editor.

RICHMOND, MO.—George A. Trigg will start the publication of a semi-weekly newspaper, the Richmond News, this week.

CHANGES IN INTEREST.

ATCHISON, KAN.—Lieutenant Governor Sheffield Ingalls has taken editorial charge of the Champion, succeeding Eugene Puliam, who retired on account of ill health. Ingalls is Progressive candidate for Congress, which means a shifting of the Champion's political politics from Republican to Bull Moose. Ingalls was editor of the Champion several years ago and his father, the late John J. Ingalls, was also connected with the paper at one time.

ALVINSTON, ONT.—The Free Press has been bought from J. W. Kedwell by Mr. Harold Ketch. Mr. Ketch's father established the paper in Alvinston and built up the business.

FORT KLAMATH, CAL.—Miss Catherine Prehm, publisher of the Merrill (Cal.) Record, has bought the News. She will hereafter issue both papers.

SEBREE, KY.—R. H. Royster of this city has purchased the plant and good will of the News from R. B. McGregor, who has published the paper for the past two years.

DODGEVILLE, WIS.—James A. Orrock, a newspaper man of Wabasha, Minn., has become the sole owner of the Sun-Republic. He takes possession Oct. 1.

CLAY CITY, KY.—M. P. O'Mara of the Winchester (Ky.) Sun has purchased the Times from J. C. Burgher. The Times will probably be printed in Winchester or Lexington.

BRADDOCK, N. D.—F. B. Streeter, who purchased the Linton Record a year ago from his father, has just bought the News of this place from James and Mamie McCormick. He will have a local editor in charge and continue to conduct his home paper as formerly.

CASSVILLE, WIS.—The Record was sold last Saturday to Clinton F. Budworth. He will take charge of his new enterprise at once.

FENVILLE, MICH.—The Herald was purchased last week by Rex R. Royal of Shelby, Mich., who will succeed Jay Palmiter as editor. The new editor is a son of Harry Royal, editor of the Oceana Herald.

OID, N. Y.—J. W. Shaw, of Erie, Pa., has purchased the Gazette and Independent and took possession this week. Since the tragic death of Editor Charles Garnett last spring the paper has been published by Manager Harry Swarthout.

GARRISON, IA.—The Independent, edited and published for many years by F. M. Springsteen, has been sold to C. A. Knapp of Marble Rock. Possession will be given October 1.

LEBANON, TENN.—Dixon C. Merritt, formerly on the editorial force of the Nashville Banner, has purchased the plant of the Democrat from E. E. Adams.

HILLSBORO, ILL.—Charles S. Betz, who has edited and published the Farmersville Post for the last eleven years, has sold the paper to T. P. Dunn.

SEAFORD, PA.—The News, formerly owned and edited by the late William H. Stevens, has been purchased by Wood D. Stevens, his son.

NEW INCORPORATIONS.

CHESTER, W. VA.—Courier Publishing Company; to publish a weekly newspaper known as the Courier; capitalized at \$5,000; incorporators: G. L. Bambrick, J. R. Plattenburg, James L. McFadden, of New Cumberland, and T. T. Brambrick, of Chester.

ONONDAGA, N. Y.—Star Publishing Company; capital stock, \$175,000; general publishing and printing business; incorporated by Charles T. Hurst, G. A. Gallinger, A. J. McGuire, J. M. Scism, F. P. Costigan, W. H. Buhl and A. M. Hoffman. The stock is divided into 7,000 shares at \$25 each. There are 4,000 shares preferred, and 3,000 common stock.

WAVERLY, O.—Republican Herald Publishing Company; capital stock, \$5,000; incorporated by Lloyd Gehres, J. W. Logan, H. A. McKenzie, G. E. Hill and F. E. Dougherty.

PASSIAC, N. J.—Cosmopolitan Publishing Company; capital stock, \$10,000; incorporated by Joseph Rosenberg, Herman Virig and D. H. Butz.

SAN DIEGO, CAL.—The Labor Bulletin Publishing Company; capital stock, \$10,000; incorporated by Schuyler C. Kelley and others.

Sphinx Club's First Dinner, Oct. 13.

The Sphinx Club of New York will inaugurate its eighteenth year this season by an initial dinner at the Waldorf-Astoria, October 13. President H. C. Brown, with the co-operation of the various committees, is arranging for a series of banquets during the coming season that will prove a pleasurable diversion and also broaden the members' views on the subject of advertising and merchandise distribution. Says Mr. Brown: "Our idea is that the speakers of the evening, following promptly the coffee and cigars of Oscar's famous menus, should talk to you on subjects that are paramount in modern business building; and that two, and two speakers only, will be called upon to address the members during any one evening. These,

with incidental, yet necessary, introductory remarks from the president, will not hold the diners in restraint for an unreasonable length of time, and should make it easily possible to sound the closing gavel on the sunny side of eleven o'clock."

FAILURE OF MOLINE MAIL.

Illinois Evening Paper, Taken Over a Year Ago, in Charge of a Temporary Receiver.

A petition in bankruptcy has been filed against the Moline (Ill.) Evening Mail. The paper suspended last week. The liabilities of the publishing company are said to be \$10,000 current debts, and \$21,500 on bonds issued. The plant is valued at \$25,000 and there are said to be other assets amounting to \$2,000.

The Mail Publishing Company was formed less than a year ago, when the plant was purchased from the Rock Island Mail Company. The officers of the company were Woodworth Clum, president; Charles Rosenfield, secretary and treasurer, and T. J. Van Duzen, vice-president and manager. When the bondholders took over the concern last June, Mr. Rosenfield and Mr. Van Duzen resigned and it was continued under the direction of Mr. Clum. Mr. Roy A. Sears was then put in charge of the editorial end.

The paper has been put in charge of A. L. Talbot, advertising manager of the mail. There are rumors that two of the former owners may buy the plant and re-establish a newspaper in Moline, but these rumors are indefinite and lack confirmation.

"ON THE FIRING LINE."

Wilfred Patterson, the New England manager for Frank A. Selah, of the United Sunday Magazines, writing from Boston under date of the sixteenth, says: "An ad which the Shumway Agency promised me of 'Serpentine Crepe' is off for a new reason but one I find now prevailing here, viz., that the mills are flooded with orders—three times what they can fill in many months! I also heard today that English and French buyers are here buying up all the blankets they can get at any price; also a shoe factory in Manchester has a foreign order for 300,000 pairs of shoes—cash on shipment."

To a representative of THE EDITOR AND PUBLISHER Selah said that his information is that New England manufacturers are busier today than at any time in the past fifteen years.

J. C. Wilberding, he well-known New York special representative, said: "The depression, if there is a depression (and, I confess, I have been unable to find it), is purely psychological. The eastern foreign advertising of the papers I represent show a nice gain in August last, as compared with August, 1913. During the week we have received renewals on Scott's Emulsion, Hoyt's Shoes, and American Tobacco, and a new contract with Schloss Clothing; Waterman Fountain Pen will soon be out, and Educator and La Frenche Shoes. Business certainly looks good to me. From where I stand I can see the nations of Europe journeying to our shores to secure 'Made in America' goods, to supplant some of those 'Made in Germany.' THE EDITOR AND PUBLISHER is doing great work. Keep it up!"

Mr. Wilberding represents the Minneapolis Tribune, Cleveland Plain-Dealer, Pittsburgh Gazette-Times, St. Joseph News-Press, Louisville Post, and others.

Press Ads Popular in India.

Even in India merchants know the value of newspaper advertising. Newspaper advertising, even though it reaches only a small proportion of the total population, is probably the best general medium for advertising such articles as are used by the most well-to-do and well educated persons with a high standard of living. In proportion to circulation, Indian newspaper rates are high as compared with the United States.

Executive Position

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

Are You the Man?

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

FOR SALE.

Duplex, Twelve Page, Flat Bed Perfecting Press

prints four, six, eight, ten and twelve pages from type; speed, 4500 per hour; length of page, 22 1/2"; 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  
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OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH  
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Send for samples of Half-tone Diamond Black. This Ink will print Jet Black on the most difficult paper. 40c. net.

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PHILADELPHIA, PA.

**TIPS FOR THE AD MANAGER.**

The Dunlap Ward Co., Chicago, Ill., is making 5,000-line contracts for Dodge Bros. with Western papers.

Kastor & Sons, Chicago, Ill., are issuing Anti-Kammia copy 27 times in a selected list of papers.

The Menter Co., Rochester, N. Y., is making contracts in cities where they have stores through the Genesee Agency, Rochester.

Lord & Thomas, 341 Fifth avenue, New York City, are placing orders with papers in small New York state towns for the Eckerson Company, "Gold Coin Oleomargarine," Jersey City, N. J.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is issuing 150 inches to be used in one year to some western papers for the Black Silk Stove Polish Works, Sterling, Ill.

Dollenmayer Advertising Agency, Lincoln Building, Minneapolis, Minn., is forwarding seven-line three-time orders to western weeklies for E. H. Erickson Artificial Limb Company, 12 Washington avenue north, Minneapolis, Minn.

Street & Finney, 171 Madison avenue, New York City, are reported to be making 5,000-line contracts with large city papers for the Briscoe Manufacturing Co., "Briscoe Auto," Detroit, Mich.

Peris M. Pomeroy Advertising Agency, 225 Fifth avenue, New York City, is again placing copy on contracts for Warner Brothers, "Warner's Rust-Proof Corsets," Bridgeport, Conn.

It is reported that L. A. Sandlass, 7 Clay street, Baltimore, Md., will shortly make renewals for Schloss Bros. & Co., "Schloss Fine Clothing," 500 West Baltimore street, Baltimore, Md.

Charles Advertising Service, 23 East 26th street, New York City, is handling a few orders with New Jersey papers for the Standard Paint Co., 100 William street, New York City.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are sending out orders to western papers for the Bowerstock Mills & Power Company, "Zephyr Flour," Lawrence, Mass.

Charles W. Hoyt, 120 West 32d street, New York City, is issuing orders to New York state papers for the Gold Coin Stoves Company, Troy, N. Y.

The Anti-Vaccination League of America, Charles M. Higgins, treasurer, 271 Ninth street, Brooklyn, N. Y., is placing orders direct with some New York state papers.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago, Ill., is forwarding 224-line three-time orders to a few western papers for the Northern Milling Company, Wausau, Wis.

It is reported that the Green-Lucas Company, 21 West Fayette street, Baltimore, Md., is planning the next spring's

campaign of advertising for the Varsity Underwear Company, of the same city.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is issuing orders to a few New York state papers for the Tiona Oil Company, Binghamton, N. Y.

Mumm-Romer Company, Spahr Building, Columbus, O., is sending out orders to western weeklies for the American Products Company, "Ambrew Beer," American Building, Cincinnati, O.

Gundlach Advertising Company, People's Gas Building, Chicago, Ill., is placing fourteen-line two-time orders with western weeklies for the Burns School of Wrestling, Chicago, Ill.

Genesee Advertising Agency, Rochester, N. Y., is making contracts with papers in cities where the Menter Company, clothing, of Rochester, N. Y., have stores.

Hanff-Metzger, 95 Madison avenue, New York City, is issuing new schedules for F. M. Hoyt Shoe Company, "Beacon Shoes," Manchester, N. H.

E. T. Howard Company, 432 Fourth avenue, New York City, is again placing orders with papers in selected sections of the country for L. E. Waterman Company, "Waterman's Ideal Fountain Pen," 173 Broadway, New York City.

Charles H. Touzalin Agency, Kesner Building, Chicago, Ill., is making 3,000-line contracts with some western papers for the Thermoid Rubber Company, Trenton, N. J., and 250 West 54th street, New York City.

Hollyday's Advertising Service, Boyce Building, Chicago, Ill., is forwarding orders to some western weekly papers for Daniels Woolen Mills, Chicago, Ill.

Keech & Beck, 1269 Broadway, New York City, are sending out 33-line 12-time orders to some southern papers for Pace & Pace School, 30 Church street, New York City.

Albert D. Samuel Advertising Agency, 118 East 28th street, New York City, is again placing orders for H. D. Comb Company, 118 East 28th street, New York City.

Wood, Putnam & Wood Company, 111 Devonshire street, Boston, Mass., is issuing orders to papers in cities where the Emerson Shoe Company, "Emerson Shoes," Rockland, Mass., have stores.

Snitzler Advertising Company, Hearst Building, Chicago, Ill., is again sending out orders generally for the American Croxone Company, "Avron" and "Delatone," Cleveland, O.

M. Volkmann Advertising Agency, Temple Court, New York City, is forwarding orders to New York state papers for Dad's Breakfast Food Company, Watertown, N. Y. This agency will also place orders shortly for the Vapo Cresoline Company, 62 Courtlandt street, New York City.

Morse International Agency, Fourth avenue and 30th street, New York City, is making new contracts where they have expired for B. F. Allen & Co., "Beecham's Pills," 417 Canal street, New York City.

H. W. Kastor & Sons Advertising Company, Lytton Building, Chicago, Ill., is forwarding 1,000-line one-year contracts to Pacific coast papers for the Mercantile Trust Company.

Metropolitan Advertising Company, 6 Wall street, New York City, is sending out October schedule for George P. Ide.

Frank Presbrey Company, 456 Fourth

**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.

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| <b>ARIZONA.</b>  | <b>NEW JERSEY.</b>   |
| GAZETTE—Av. Gross Cir. Mar., 1914, Government Statement, Apr. 1, 1914 ..... 6,544<br>Gross ..... 7,001   | PRESS ..... Asbury Park<br>JOURNAL ..... Elizabeth<br>COURIER-NEWS ..... Plainfield  |
| <b>CALIFORNIA.</b>   | <b>NEW YORK.</b>   |
| THE NEWS.....Santa Barbara<br>BULLETIN .....San Francisco  | BUFFALO EVENING NEWS..Buffalo<br>BOLLETTINO DELLA SERA,<br>New York<br>EVENING MAIL.....New York   |
| <b>GEORGIA.</b>  | <b>OHIO.</b>   |
| ATLANTA JOURNAL (Cir. 57,531)<br>Atlanta<br>CHRONICLE .....Augusta<br>LEDGER .....Columbus   | PLAIN DEALER.....Cleveland<br>Circulation for August, 1914.<br>Daily .....129,563<br>Sunday .....154,992<br>VINDICATOR .....Youngstown   |
| <b>ILLINOIS.</b>   | <b>PENNSYLVANIA.</b>   |
| POLISH DAILY ZGODA.....Chicago<br>SKANDINAVEN .....Chicago<br>HERALD .....Joliet<br>HERALD-TRANSCRIPT .....Peoria<br>JOURNAL .....Peoria<br>STAR (Circulation 21,589) .....Peoria  | TIMES .....Chester<br>DAILY DEMOCRAT.....Johnstown<br>DISPATCH .....Pittsburgh<br>PRESS .....Pittsburgh<br>GERMAN GAZETTE.....Philadelphia<br>TIMES-LEADER .....Wilkes-Barre<br>GAZETTE .....York  |
| <b>INDIANA.</b>  | <b>SOUTH CAROLINA.</b>   |
| THE AVE MARIA.....Notre Dame   | DAILY MAIL.....Anderson<br>THE STATE.....Columbia<br>(Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)  |
| <b>IOWA.</b>   | <b>TENNESSEE.</b>  |
| REGISTER & LEADER...Des Moines<br>THE TIMES-JOURNAL.....Dubuque  | NEWS-SCIMITAR .....Memphis<br>BANNER .....Nashville  |
| <b>KANSAS.</b>   | <b>TEXAS.</b>  |
| CAPITAL .....Topeka  | STAR-TELEGRAM .....Fort Worth<br>Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.   |
| <b>KENTUCKY.</b>   | <b>WASHINGTON.</b>   |
| COURIER-JOURNAL .....Louisville<br>TIMES .....Louisville   | POST-INTELLIGENCER ....Seattle   |
| <b>LOUISIANA.</b>  | <b>CANADA.</b>   |
| DAILY STATES.....New Orleans<br>ITEM .....New Orleans<br>TIMES-PICAYUNE ...New Orleans   | <b>BRITISH COLUMBIA.</b>   |
| <b>MARYLAND.</b>   | WORLD .....Vancouver   |
| THE SUN .....Baltimore<br>has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.  | <b>ONTARIO.</b>  |
| <b>MICHIGAN.</b>   | FREE PRESS.....London  |
| PATRIOT (No Monday Issue) Jackson<br>Average 1st qu. 1914: Daily 10,963; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.   | <b>QUEBEC.</b>   |
| <b>MINNESOTA.</b>  | LA PATRIE.....Montreal<br>LA PRESSE.....Montreal<br>Ave. Cir. for 1913, 127,722  |
| TRIBUNE, Mon. & Eve....Minneapolis   |  |
| <b>MISSOURI.</b>   |  |
| POST-DISPATCH .....St. Louis   |  |
| <b>MONTANA.</b>  |  |
| MINER .....Butte   |  |
| <b>NEBRASKA.</b>   |  |
| FREIE PRESSE (Cir. 128,384) .Lincoln<br>avenue, New York City, is sending out schedule to western papers for the American Tobacco Company.<br>Snitzler Advertising Agency, Hearst Building, Chicago, Ill., is making 5,000-line one-year contracts with western papers for the Canada Mills Company. | Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is issuing fifty-line six-time contracts to farm papers for the Kalamazoo Stove Co.<br>Louis E. Anfenger, Holland Building, St. Louis, Mo., is placing copy in the middle west for Hayner Dist. Company. |

**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.**

H. L. Strange, general manager of the Honolulu (Hawaii) Gas Company, and secretary of the Honolulu Ad Club, is in San Francisco.

William E. Haskell, Jr., has joined the advertising department of the New York Herald. Mr. Haskell is well known in the newspaper and advertising field, having been associated with the advertising staffs of the Boston Herald, New York American, and more recently as advertising and mail order manager of the Simpson-Crawford store. He left the latter to take his present position with the Herald. He is the son of Col. Haskell, formerly proprietor of the Boston Herald and several western newspaper properties.

C. H. Eldredge, who for the past three years has been covering a part of the Chicago territory of the Capper Publications under J. C. Feeley, has been promoted to the management of the St. Louis territory, comprising Missouri, southern Illinois and the south, with headquarters at 1106 Chemical Building, St. Louis.

C. F. Kelly, of the Kelly-Smith Co., publishers' representatives, accompanied by Mrs. Kelly, returned home after a tour of Europe, last Saturday.

Charles N. Moore, advertising manager of the Robeson Process Company, Trenton, N. J., has gone to Columbus, Ohio, on a vacation.

Harry C. Goodwin, president of the Rochester (N. Y.) Ad Club, and one of the best known advertising and publicity men of that city, has become general manager and active head of the Myers Advertising Agency. Horace G. Myers, president of the agency, died several weeks ago and his widow decided to continue the business with Mr. Goodwin in direct charge.

William D. Stewart of Akron, O., who has been connected with a number of the leading newspapers of the country and who formerly was engaged in mercantile lines, has become advertising manager of C. H. Yeager & Co., Sharon, Pennsylvania.

H. T. Sigwalt has become advertising manager of the Federal Motor Truck Company, Detroit, Mich.

F. J. Baum, of the Baum Advertising Agency, Los Angeles, Cal., is on a trip in the East.

**WASHINGTON PERSONALS.**

James B. Nevin has been named as the Washington representative of the Atlanta Georgian.

Charles R. Adams, managing editor of the Minneapolis Journal, was a visitor to the city this week.

Ralph Graves, for many years Sunday editor of the Washington Post, who has been writing special articles from London to the Post since the European War began, has sailed for home.

Rosecoe E. Mitchell has arrived in Washington to represent the Philadelphia Evening Public Ledger.

Ambrose Bierce, for many years connected with the New York American, is reported missing in Mexico. His friends have asked the State Department to help find him.

Mrs. Frank I. Whitehead, wife of the popular representative of the Washington Post, on the Senate side of the Capitol, who with her daughter has been residing in Paris for the last five years, has returned to Washington.

Robt. J. Mooney, formerly of the Chicago Inter-Ocean, has been a visitor in Washington recently.

Norborne Robinson is now the Washington representative of the Buffalo Evening News.

H. Parker Willis, a well known financial writer, has been named as secretary of the Federal Reserve Board, and Sherman Allen, formerly of the New York Herald bureau, and more recently Assistant Secretary of the Treasury, has been named as assistant secretary of the board.

Dr. George Barthelme, Washington representative of the Cologne Gazette, is visiting in New York City.

George Garner, of the Washington bureau of the Boston Globe, has taken over also the correspondence of the Birmingham Age-Herald and the Mobile Register, formerly handled by C. E. Stewart. Mr. Stewart has been appointed chief clerk of the Department of Justice.

Guy McLaughlin, of Houston, Tex., a contributor to the Houston Chronicle, was a visitor in the Press Galleries of Congress this week.



**CHRISTAL HERNE,**

The Well-Known Actress, Who Married Harold Stanley Pollard, of the New York Evening World.

**C. R. Macauley Writes Peace Play.**

C. R. Macauley, for many years cartoonist on the New York World, and author of "The Red Tavern," has written a symbolical spectacle called "The Prince of Peace," which is to be produced at an early date in a New York theater by David Belasco. The play, it is announced, is financially backed by Andrew Carnegie, and is in line with the peace advocate's propaganda to put an end to war. In "The Prince of Peace" a history of the world will be epitomized and unfolded in a series of stage pictures that will be realistic in their revelations of bloodshed, of tyranny, of selfishness, and of the tragic misery and devastation following in the train of wars.

**J. E. Sullivan, Athletics Dean, Dead.**

James E. Sullivan, dean of amateur athletics in America, and former publisher, died Wednesday at Mount Sinai Hospital, New York, after an operation for intestinal trouble. Mr. Sullivan was born in 1862. As president of the American Sports Publishing Company Sullivan had been in the same business since 1878, when he went to work for the publishing house of Mrs. Frank Leslie. For a while he ran a department entitled the "Boys' and Girls' Weekly," the first department of its kind attempted in America by a home weekly. Early in the '80s Sullivan started the Athletic News, and in 1887 and 1888 was athletic editor of the Morning Journal. About that time he contributed regular athletic notes to the Sun. A little later he became business manager of Mrs. Frank Leslie's publishing concern, but resigned in 1889 to become editor of the Sporting Times. Soon afterward the Sporting Times moved to 241 Broadway, where it died in the winter of 1893. In its stead Sullivan started the Spalding Athletic Library, which has continued successfully ever since. As a traveler and official at athletic games Sullivan easily held the record. He officiated at 40,000 sets of games, and in covering the distances more or less not long ago computed that he had traveled 197,000 miles.

**DALLAS AD CLUB ACTIVITY.**

(Special Correspondence.)  
DALLAS, TEX., Sept. 11.—In response to a request from Gus W. Thomasson, president of the State Association of Ad Clubs of Texas, Tuesday, October 27, has been named as "Advertising Men's Day" at the State Fair of Texas at Dallas. President Thomasson is planning a program of unusual interest and some noted out of town advertising men will be invited to come to Dallas and make addresses to the ad men of Texas during their day at the State Fair. At a meeting of the Texas Ohio Association—September 8, Byron W. Orr

**Directory of Advertisers Aids.**

| Publishers' Representatives  | Advertising Agents  |
|--|---|
| <b>ALLEN &amp; WARD</b><br>Brunswick Bldg., New York<br>Advertising Bldg., Chicago                                 | <b>AMERICAN SPORTS PUB. CO.</b><br>21 Warren St., New York<br>Tel. Barclay 7095   |
| <b>ANDERSON, C. J., SPECIAL AGENCY</b><br>Marquette Bldg., Chicago, Ill.<br>Tel. Cent. 1112                        | <b>COLLIN ARMSTRONG</b><br>Incorporated<br>Advertising & Sales Service<br>115 Broadway, New York                              |
| <b>JOHN M. BRANHAM CO.</b><br>Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Chemical Bldg., St. Louis.             | <b>ARMSTRONG, COLLIN ADV. CO.</b><br>115 Broadway, New York<br>Tel. 4280 Rector   |
| <b>BROOKE, WALLACE G. &amp; SON,</b><br>225 Fifth Ave., New York City.<br>Tel. 4955 Madison Sq.                    | <b>BRICKA, GEORGE W., Adv. Agent</b><br>114-116 East 28th St., New York<br>Tel. 9101-9102 Mad. Sq.                            |
| <b>BUDD, THE JOHN, COMPANY</b><br>Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis.         | <b>FRANK, ALBERT &amp; CO.</b><br>26-28 Beaver St., New York<br>Tel. Broad 3831   |
| <b>CARPENTER-SCHEERER-SULLIVAN SP. AGENCY</b><br>Fifth Ave. Bldg., New York.<br>People's Gas Bldg., Chicago        | <b>HOWLAND, H. S. ADV. AGCY., Inc.</b><br>20 Broad St., New York<br>Tel. Rector 2573  |
| <b>CONE, LORENZEN &amp; WOOD-MAN</b><br>Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.    | <b>GJENTHER-BRADFORD &amp; CO.,</b><br>Chicago, Ill.  |
| <b>DE CLERQUE, HENRY,</b><br>Chicago Office, 5 S. Wabash Ave.<br>New York Office, 1 W. 34th St.                    | <b>THE BEERS ADV. AGENCY,</b><br>Latin-American "Specialists."<br>Main Offices, Havana, Club.<br>N. Y. Office, Flatiron Bldg. |
| <b>HENKEL, F. W.</b><br>People's Gas Bldg., Chicago<br>Metropolitan Bldg., New York                                | <b>THE EXPORT ADV. AGENCY</b><br>Specialists on Exp.: Advertising<br>Chicago, Ill.  |
| <b>KEATOR, A. R.</b><br>601 Hartford Bldg., Chicago, Ill.<br>Tel. Randolph 6065.<br>171 Madison Av., New York.     |   |
| <b>NORTHRUP, FRANK R.</b><br>225 Fifth Ave., New York<br>Tel. Madison Sq. 2042.                                    |   |
| <b>O'FLAHERTY'S N. Y. SUBURB. LIST</b><br>22 North William St., New York<br>Tel. Beekman 3636                      |   |
| <b>PAYNE, G. LOGAN, CO.</b><br>747-8 Marquette Bldg., Chicago; 200 Fifth Ave., New York; 40 Bromfield St., Boston. |   |
| <b>VERREE &amp; CONKLIN, Inc.</b><br>225 Fifth Avenue, New York<br>Tel. Madison Sq. 962                            |   |

was elected as one of the vice-presidents, and as chairman of the publicity committee and authorized to arrange for "Texas Ohio Day" at the fair.

The Dallas Ad League at its meeting last Tuesday at the Oriental Hotel voted to join the "Buy-a-Bale" movement and a bale of cotton was immediately bought from the Texas Industrial Congress. Mr. Brady, president of the Temple (Tex.) Ad Club, the baby club of the State, was among the visitors at the luncheon meeting.

**NATIONAL DISPLAY WEEK.**

**Bureau of Advertising Makes Valuable Suggestions to Newspapers About It.**

The Bureau of Advertising in a recent bulletin gives some good suggestions to the newspapers of the country on how to prepare for National Newspaper Window Display Week, October 19-24. It points out that the local dealer is prone to neglect his opportunity to sell nationally advertised goods by not bringing to the attention of his customers the fact that he handles these goods; that the national advertiser can advertise until he is "blue in the face" without any results for the local dealer unless the dealer, himself acquaints the people in his community that that particular brand of goods can be bought in his store.

In answer to many questions from the newspapers as to how they can stimulate interest for this event, the Bureau offers the following suggestions:

First—Make out a list of national advertisers who advertise in your newspaper. Write to them that you purpose to urge dealers to make displays during that week. Ask them to co-operate with you. Of course, the suggestion for additional advertising preceding or during display week is permissible.

Second—Make out a list of some of the manufacturers who have distribution in your community but who have not yet used your newspaper. Write to them along the same lines, and point out that this is the time to start the goods moving from the dealer's shelves.

Third—Get in touch with the local dealers by letter or otherwise and arouse their interest. Some of these may be able to give valuable suggestions as to products that might be influenced.

Fourth—Keep the Bureau informed of any specific cases where we can help you.

The Bureau this week sent out letters to all national advertisers telling them about this proposed display and the splendid way in which the newspapers were co-operating. This was a preliminary letter so worded as to bring back immediate answers and give us a list of active prospects.

That the plan is already attracting the attention of advertisers is evidenced by letters that are coming in. For instance, Armour & Company, who are at present using large newspaper space and who are conducting an experimental newspaper campaign in a large way in several cities, have written in to the Bureau saying that they wanted to co-operate in this movement and asking for particulars.

# NOTICE!

We respectfully caution all those who intend installing JUNIOR or SEMI-AUTOPLATE machines that orders are now reaching us so rapidly that we shall shortly be obliged to accept them only upon condition that no date for delivery is named.

In order to meet the pressure that the war has put upon us we have already taken extraordinary precautions to prepare a large number of machines for quick shipment, but we now foresee that we shall be wholly unable to meet this demand unless we have sufficient advanced information of what is to be expected of us.

Under the circumstances we shall deem it a favor if publishers will kindly inform us whether or not they are likely to increase their stereotyping equipment during the present year.

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## WOOD NEWSPAPER MACHINERY CORPORATION

HENRY A. WISE WOOD President BENJAMIN WOOD, Vice-Pres. and Treas.

This Corporation is the Successor of the  
AUTOPLATE COMPANY OF AMERICA

