

THE EDITOR AND PUBLISHER AND JOURNALIST

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10 Cents a Copy

GERMAN NEWS SCHEME

LONDON WHITE PAPER TELLS OF SECRET PLAN TO INFLU- ENCE FOREIGN PRESS.

**Business Association Under Govern-
ment Control Was to Spend Great
Sums Annually in Interest of Ger-
man Export Trade—Sir Edward
Goschen Relates Secret of Organi-
zation and Gives Details of Plan.**

The establishment under German govern-
ment control of a powerful secret
association for the purpose of influencing
the foreign press in the interest of Ger-
man export trade and the spread of
German influence generally is told in a
report from Sir Edward Goschen, for-
merly British Ambassador at Berlin.
The story is contained in a dispatch
on February 27 last and was issued
Thursday in a White Paper from Lon-
don.

Sir Edward, after referring to a
variety of schemes which were secretly
organized with the object of improving
German trade abroad says:

LEADING BUSINESS MEN PRESENT.

"A meeting, originated by Dr. Homan,
the notorious head of the press bureau
of the German Foreign Office, was held
sometime ago at the Ministry of Foreign
Affairs. The Foreign Secretary himself
was present, and the meeting was at-
tended by members of the leading in-
dustrial concerns of the country, such
as the North German Lloyd and Ham-
burg-American steamship companies, the
Deutsches Bank, the Disconto Gesell-
schaft, the Allegeimeine Electricitaets
Gesellschaft, the Siemens & Halske and
Schukert works and the Krupps and
Cruson works.

"This meeting formed a private com-
pany for the purpose of furthering Ger-
man industrial prestige abroad, which
is a conveniently vague purpose. The
company will be financed by private
subscriptions. The government will first
grant a sum which was suggested as
the necessary revenue.

"The private subscriptions amounted
to \$62,500, but the delegates present at
the first meeting were so enthusiastic
that definite promises of annual sub-
scriptions of \$125,000 were made and
the company promised to add \$62,500
per annum.

AGREEMENT WITH NEWS AGENCIES.

"The company has entered into an
agreement with the Agence Havas by
which the latter will in the future only
publish news concerning Germany if it
is supplied through Wolff's Telegraphic
Bureau. The latter will receive its
German news exclusively from the new
company.

"The company intends to make a
similar arrangement with Reuter's
Telegraphic Bureau for those foreign
countries in which Reuter controls tele-
graphic communications. If Reuter de-
clines, the Deutsche Kabelgesellschaft,
a smaller German news agency which is
supplying telegrams from certain coun-
tries, such as Mexico, working in agree-
ment with Wolff's Telegraphic Bureau,
is to be financed by the new company,
which is to run a service in competi-
tion with Reuter's.

"All concerns represented at the meet-
ing furthermore agreed to pay into a
pool for the new company the very
vast sums which they had been accus-
tomed to spend abroad for advertise-
ments in foreign papers. The total of
this item alone is believed to be not
less than \$125,000 per annum, so the

(Continued on page 239.)

How Newspapers Can Help Business

NEVER before has there been presented to the newspapers
of America so important or urgent an opportunity for
concerted service to our commercial interests as exists
right now.

All the logic of the war situation favors a big revival and
expansion of business in the United States. But, unhappily, an
affection of nerve forces which we might call "the rattles" has
taken hold of a large number of people who are pessimists by
temperament and are exercising a blighting influence upon many
lines of enterprise.

These unintentional obstructionists may be turned to face
the light, and the wheels of trade may be set going at a pace that
will not slacken for a generation by one day's work on the part
of all American newspapers.

THE EDITOR AND PUBLISHER urges all publishers to imme-
diately begin preparations to issue a Trade Expansion Number
on September 23. Make it a day of National Good Cheer—an
official funeral day for all pessimism, an official birthday for a
new business revival and expansion.

In this special issue the newspapers should devote as much
space as possible to an attractive presentation of the encouraging
facts of the local business situation; it should contain boosting
interviews with every leader of business activity in your city, and
advertisements from the local merchants of special Expansion
Day Sales. On that day all others news and feature matter
should be subordinated to the main purpose of the number.

The publication of this special issue will have a four-fold
effect. It will make the pessimists ashamed of themselves for
their lack of faith in their country and people; it will strengthen
the weak-kneed, it will take the brakes off the wheels of industry,
and it will put heart into business men so that they will go out
after trade in old and in new markets.

The success of this plan depends upon its very wide adoption
by the newspapers. Let every publisher in the country, whether
he issues a daily or a weekly, write **THE EDITOR AND PUBLISHER**
that he will join the army of live town business men in this nation-
wide movement for business revival and expansion.

There are 2,646 daily newspapers in America. If every one
of them should, on September 23 publish an issue bubbling over
with optimism, and filled with facts showing our resources and
our capacity for turning out manufactured products; presenting
lists of foreign markets that, because of the war, are open to us
without competition for the first time; and giving estimates of the
needs of those foreign countries whose commerce and industries
have been wrecked, it would have a profoundly stimulating effect
upon the entire country, and would, we believe, start it upon a
great era of prosperity, such as we have never known before.

WHY HANNA WITHDREW

GIVES REASON FOR QUITTING WESTERN RESERVE SCHOOL OF JOURNALISM.

**Says University Officials Did Not
Talks Over Staff Appointments
With Him Beforehand, Although
Agreement to That Effect Had Been
Made When His Offer Was Re-
ceived—Did Not Dictate Action.**

In our issue of August 22 appeared
the announcement that the proposed
school of journalism which was to be
established this fall at Western Reserve
University, Cleveland, had been aban-
doned because Dan R. Hanna had with-
drawn his financial support of \$10,000
a year. Efforts to get in touch with
Mr. Hanna before the publication of the
article, and ascertain his reasons for the
step, proved unavailing because of his
absence from home. This week the
following letter, dated at Cleveland,
August 31, was received from him.

"In reply to your letter of August
18, requesting a statement from me as
to the reasons for the failure of the
proposed School of Journalism at West-
ern Reserve University, I herewith pre-
sent all the facts in the case within my
knowledge:

"I am glad that you have asked me
for this statement because I feel that
your article under a Cleveland date line
in a recent issue of **THE EDITOR AND
PUBLISHER** conveyed a very unfair im-
pression of the matter—unfair to me
and to the university as well.

LONG CHERISHED IDEA.

"My offer to give \$10,000 a year to
Western Reserve was the outcome of a
long-cherished idea of helping to found
a school in which should be taught
journalism as a profession, with a com-
petent faculty, and from which men
should be graduated who would be thor-
oughly competent and ready to take up
actual newspaper work with honor to
themselves and their calling.

"I believed that the success of the
school and the attainment of the high
purposes I hoped for depended to a
large extent upon the personnel of the
faculty, and the only request I made
in offering my financial support was that
the matter of selecting a staff for the
school be discussed with me before final
action was taken. This request was not
made with any idea of dictating the ap-
pointments, or of demanding the selec-
tion of any certain men, or the prefer-
ment of any particular newspaper or
newspapers. Rather, I wished to be sat-
isfied in my own mind that competent
men were to be selected, and that the
appointments from Cleveland newspa-
pers be such that the co-operation of all
four would be assured.

SHOULD HAVE BEEN CONSULTED.

"President Thwing, of Western Re-
serve, agreed fully with me that I
should be consulted as to the faculty
appointments, and had this been done
I feel certain that the unhappy termina-
tion of my plans would have been
avoided.

"But the University officials, without
doing me the courtesy of talking over
the proposed staff, or without notifying
me that their choice had been made,
announced the names of those they had
decided on.

"Under the plan announced by the
University the head of the school was
to have been H. F. Harrington, of Co-
lumbus, with another Columbus man as

next in rank. Two instructors were named from the Cleveland Plain-Dealer, one from the Cleveland Leader, one from a trade paper and not one from either of the Cleveland afternoon newspapers.

"The University's selection of a dean and members of the staff from outside of Cleveland was not one of the points at issue, but it was my belief that all four of the Cleveland newspapers should be given representation on the staff of the school. The school as outlined would have been devoted entirely to morning newspaper methods instruction, and the afternoon newspapers, I feel sure, have men of sufficient talent to warrant the selection of at least one from each.

FACULTY NOT SATISFACTORY.

"The appointments, therefore, were such that I could not concur in them, because I did not believe, leaving aside the question of individual merit, that the proposed faculty could bring about, in a spirit of complete harmony, the results I desired. I feel that the enterprise would be a source of constant annoyance to me, rather than a pleasure that I had anticipated, and I notified Mr. Thwing I would not be satisfied unless we started afresh.

"Mr. Thwing took the matter up with Mr. Harrington, who replied in terms I considered so insulting that I could not have anything further to do with the proposition so long as he was connected with it.

"The university trustees met soon after, and it was announced by them that the establishment of the proposed school had been indefinitely postponed.

Yours very truly,

D. R. HANNA.

ROOSEVELT-BARNES SUIT.

Ex-President Files Answer to Libel Action for \$50,000 for Alleged Attack in Statement.

An answer was filed Monday by Colonel Roosevelt, through his attorney, William H. Van Benschoten of Bowers & Sands, to the \$50,000 libel suit brought against him by William Barnes, owner of the Albany Evening Journal, and chairman of the Republican State Committee. Mr. Barnes sued the ex-President on July 23 as a result of an attack made upon him in a statement a few days before, and the Colonel had forty days from that time to file his answer. He took the full time allotted by law.

The answer, it is said, is a long one, and the Colonel intends to use it as a campaign document in case the suit does not come to trial before the election. Part of it, it was said, deals with investigations at Albany and an attempt has been made to show the existence of a working agreement between Mr. Barnes and Charles F. Murphy.

One of the principal witnesses for the Colonel, it was said, is to be William Loeb, Jr., his one-time secretary. Mr. Barnes' attorney in the suit is William M. Ivins.

Buys Natchez (Miss.) News for \$6,000.

The plant of the Natchez (Miss.) News and Publishing Company, a daily afternoon paper owned by a stock company, was sold Saturday at public auction at the courthouse. It was bought in by R. F. Learned and M. Beltzhoover for \$6,000. It is understood that the paper will continue as heretofore.

Laurel Daily Argus Changes Hands.

The Laurel (Miss.) Daily Argus, which was established three years ago by Capt. Edgar G. Harris, has passed into the ownership of the Leader Publishing Company, a new corporation, of which Col. Mott Ayres of Fulton, Ky., is president and general manager. The plant is being moved into a new and large building, and a new Goss press will be installed early this month, when the name of the publication will be changed to the Laurel Daily Leader. Captain Harris, who retires from active connection with the paper, has been recommended for postmaster, and will assume the duties of his new position early in October.



GEORGE F. MORAN,
ASSISTANT GENERAL MANAGER CLEVELAND LEADER AND NEWS.

MORAN ON CLEVELAND LEADER.

Leaves Plain Dealer to Become Assistant General Manager of Rival Daily.

After ten years of service in which he rose rapidly from solicitor to classified advertising manager, to advertising manager, and then to business manager, George F. Moran last week left the Cleveland Plain Dealer to become assistant general manager of the Cleveland Leader and the Cleveland News. William P. Leach is the general manager.

Mr. Moran is one of the youngest men in the country to fill such a position and this, coupled with the fact that newspaper experts the country over have asserted that Cleveland, the sixth city, offers remarkable opportunities for the development of more newspapers than it has previously supported, should hasten his and their success.

No Cleveland newspaper man is better known, or possesses a wider circle of friends than Mr. Moran, who is known widely and affectionately as "King George I."

He also is well known among American publishers as the man who invented and developed the "civil service" system of the Plain Dealer—that is, the system for hiring and development of employes which has been widely copied.

Under his system promising young men, just out of high school and college are employed to receive ads across the counter and to solicit by telephone.

After the first six months, and every six months thereafter, the man is either given an advance in salary, or dismissed from the service. This arrangement applies until he becomes a classified solicitor. Then he is graduated to display solicitation. But the "get raised or get out" system still applies.

It is conceded that this system, omitting the necessity for drawing men from outside sources, has built up for the Plain Dealer one of the most efficient organizations in the country. Mr. Moran's slogan has always been "if a man is not entitled to a raise, he is not entitled to stay with us."

At a farewell meeting of the Plain Dealer staff heads, presided over by E. H. Baker, general manager, resolutions of regret and good wishes were presented to the departing chief.

Quit When Foreman Becomes Editor.

A shake-up came in the editorial management of the Crowley (La.) Daily Signal after the appointment of Foreman Mat Shaffer as new managing editor. W. C. Kelley, the managing editor, and Marx Kahn, news editor, resigned. H. R. Dupre is to be the news editor. Mr. Kahn and James L. Craig of the Rayne Tribune, will launch a new daily in 20 days, to be known as the Daily Chronicle. The Signal is owned by P. L. Lawrence, president of the First National Bank, and Freeland Brothers.

Progressive Papers May Combine.

Conferences have been held in Rochester, N. Y., concerning a proposed plan for the consolidation of the Quality Print Shop, of Lyons, N. Y., which has been publishing the Wayne County Progressive for the last few months, with the Progressive News Publishing Company, of Rochester, which has been publishing the Progressive News since March. It is understood that the Lyons corporation's plant will be moved to Rochester if the contemplated arrangement is effected, and that eventually the Progressive News and the Wayne County Progressive may be combined, although the latter step is not the subject of negotiations now. It is likely that Charles E. Saunders will be business manager of the new corporation, if it is formed, and that if the two newspapers are combined the new paper will be under the same editorial management as the Progressive News.

The Griffin (Ga.) News and Sun and the Westerly (R. I.) Sun have been elected to associate membership in the American Newspaper Publishers' Assn.

PARTNERS BUY TABER STOCK. DRYS BUY SIOUX CITY TIMES.

Pay \$15,000 for One-third Interest in Salem Capital Journal.

Charles S. Fisher and L. S. Barnes have purchased the interest of Charles P. Taber in the Salem (Ore.) Capital Journal. The price paid was \$15,800. An agreement has also been reached whereby the suit of Taber against Barnes for \$25,000 damages because of alleged false arrest on an embezzlement charge will be dismissed. It is also agreed that further litigation shall be barred and Taber shall be liable for none of the debts of the Capital Journal Printing Company.

Messrs. Taber and Barnes purchased the Salem Capital Journal from Colonel E. Hofer two years ago. Early this year Charles H. Fisher, formerly of Eugene, Boise and Roseburg, purchased a one-third interest and the company reorganized, with Mr. Fisher as editor and Mr. Taber as business manager.

In a controversy last spring Barnes had Taber arrested on an embezzlement charge, but failed to push the prosecution and the case was dismissed. Afterward Taber sued Barnes for damages in the circuit court.

Taber owned 120 shares in the company, or one-third interest.

Fake Solicitor Working Vermont.

A bogus newspaper solicitor has been working Vermont and a number of persons have reported that they have been led to pay subscriptions to newspapers. The man recently appeared at Jericho Center, Vt., and tried to secure subscribers to the Boston Post and other New England papers, offering subscription at greatly reduced rates. The police in several Vermont towns are watching out for him.

The Printing Machinery Company of Cincinnati has increased its capital from \$450,000 to \$900,000.

Iowa Daily to Champion Temperance Cause in State.

The temperance forces of Iowa have purchased a large block of stock in the Sioux City (Ia.) Daily News, sufficient, it is understood, to put that publication in the position of an Iowa champion of temperance. F. M. Collord, vice-president of the Business Men's Temperance Association of Iowa, a corporation with an authorized capital stock of a million dollars, has become associate editor and circulation manager of the paper.

The association has sent out a circular announcing that liquor advertising will be banished from the paper as soon as the contracts expire, and that the publication will help fight the battles of clean government and for the suppression of the liquor traffic.

The circular indicates that it is up against a hard fight from the liquor interests and appeals to temperance people to loyally support the paper's circulation.

Prize for Press Golfers.

Several members of the Newspaper Golf Club have conceived the idea of presenting to the club a prize, to be called the Press Championship Trophy, to be played for annually by men employed on newspapers in New York City. The trophy will become the property of the winner for one year, the winner also to receive a medal emblematic of the championship, and when the trophy has been won by one person three times it shall become his property outright. It has not yet been decided whether the tournament will be played at Van Cortlandt or elsewhere.

A rumor is current in Chicago that the daily newspapers are contemplating the raising of their price to 2 cents.

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

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

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

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York, N. Y.

POWER OF PRESS IN CIVIC CAPACITY.

By Sophie Irene Loeb.

(Concluded from last week.)

[In last week's issue Miss Loeb told how the movement for fairer taxicab rates was started, what Europe was doing to solve the problem, creation of public opinion by the press and the efforts to bring about effective action through the Board of Aldermen.—Ed.]

By this ordinance all the private hack stands were abolished and public hack stands were put in their places in front of hotels and restaurants. Temporary signs were later placed to designate them by the License Department.

All the public hackmen got busy and applied for new licenses and endeavored in every way to conform with the ordinance. The cab companies did not seemingly make a move in that direction. It was plainly evident they were going to defy the law to the limit.

Two days before August 1, 1913, when the ordinance went into effect the cab companies were granted an injunction against the new ordinance, and conditions became chaotic. We practically had no ordinance. The old one was repealed, and the new one was thus held up from being enforced. The long fight must now be continued in the courts.

Our scenes were shifted to Corporation Counsel's office, and for once I was almost discouraged, for when I went in to see Corporation Counsel, Mr. Terence Farley, who had charge of the case, he said to me, "What's all this about?"

It meant going over the whole question, and again meeting the contentions of the cab companies before the courts which had formerly been tried at the public hearings. It meant endless affidavits as to cost of operation in Europe and in this country by public cab drivers and taxicab experts. It practically meant the same old thing all over again—only the stage setting was changed.

It was necessary to get experts to make affidavits on all the questions involved. Among these was William T. Eno, the noted traffic expert, who has earnestly endorsed the whole taxicab fight.

We began again. Articles and editorials kept appearing almost daily in the Evening World. The other papers now joined in, since the news feature had strongly entered into it, and editorials were also frequently printed by all the papers. Public interest never abated. Everybody was alive to the situation.

It being hot-weather, it was somewhat difficult to find a judge to hear the case. In fact it was passed from one judge to another until finally Judge Seabury agreed to hear the arguments. Corporation Counsel worked day and night in an effort to hurry the preparation of the cases.

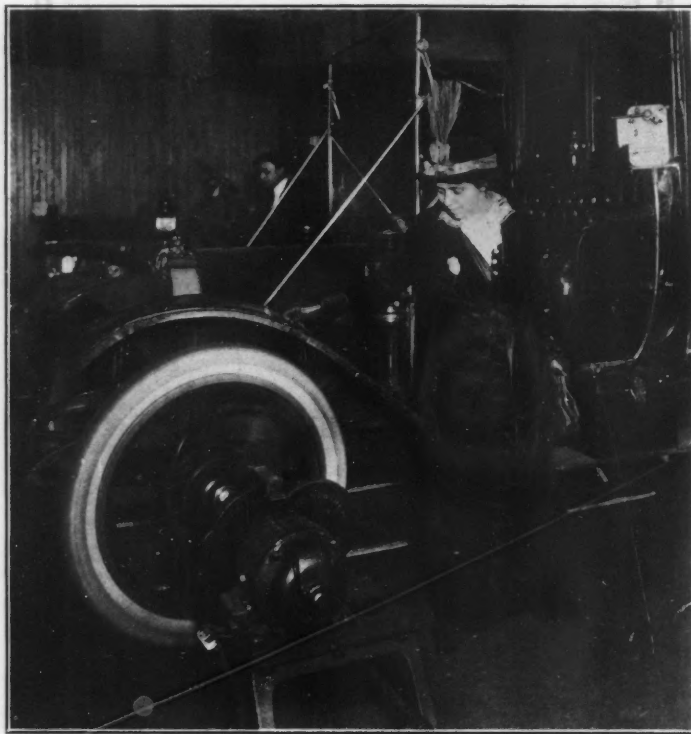
The cab companies and hotel men drawing together in this fight secured the ablest legal talent they could engage. Ex-Judge Brackett came down from Saratoga to plead the case, and took occasion to take a shot at me, saying something like this, "If you please, your honor, the affidavits brought here by the learned Corporation Counsel are the results of the imagination of one female."

I have often wondered what this highly paid i-dge-lawyer thought when he received the telegram telling of the sweeping decision of Judge Seabury upholding the entire ordinance; a decision that has been uniformly upheld in all the courts. The next day the signs designating public hack stands were put up all over the city in front of hotels. But not for long.

Another injunction was obtained, this time by the hotel companies, who claimed their rights were infringed upon as abutting owners to the property, and that their consent must be necessary to the establishment of a public hack stand. These cases went to the Appellate Division and the hotels lost the case, but they appealed to the Court of Appeals in Albany.

Again the signs were put up. These signs were beginning to be a case of "now you see them, now you don't," during these court procedures. All these places were now public hackstands again, and only cabs operating at the reduced rates were allowed here.

But the cab companies still defied the law and continued to operate their cabs at the higher rates. As the ordinance was now in operation without injunction the companies operated under a cloak of a clause contained in the new ordinance. This clause stated:



TESTING A TAXICAB METER.

"This ordinance shall not apply to or govern any vehicle hired or obtained from a livery stable or garage and which does not solicit patronage upon the streets; nor to any omnibus running by authority of any ordinance, law, charter or permit upon a fixed route through the city."

They held accordingly that they were "private" cabs. One violation after another followed and was taken before the magistrates.

HOW THE LAW OPERATED.

Finally, after several weeks, realizing that they could not come upon the public hackstands without a license, in November of last year the Mason-Seaman Company procured licenses and changed their meters as quickly as possible.

There were now competing on the streets all the public hackmen, small companies and this company. Only the Yellow Taxicab Company held out against the ordinance. They continued to operate under the old rate, using the cloak mentioned. Meanwhile, there was one violation after another by this company. Cases constantly came before the magistrates. Their drivers were arrested for soliciting passengers on the street, standing on public hackstands, etc.

The magistrates became incensed against the attitude of the Yellow Taxicab Company in defying the law, and prescribed maximum penalties. Mr. John Drennan, chief of the License Bureau, who has been one of the ablest officials in the city, worked day and night in organizing this new system of public hackstands. His inspectors were everlastingly on the streets, arresting violators of the new law.

At the same time, the hotel men who had lost their case in the lower courts as to the rights of the city to establish a public hack stand in front of their premises, took it to the Court of Appeals at Albany. They engaged the ablest legal talent. Ex-Judge Hatch, who had defended them in the Appellate Division of the Supreme Court, and ex-Judge Brackett were also of their counsel in

these later cases. But again they lost the cases. The higher courts sustained all the lower courts.

The city's interests were taken care of by Corporation Counsel George Nicholson and Terence Farley. I want to say that it is generally conceded by lawyers and law-makers that these two men deserve great credit for the way they defended the city before all the courts against the taxi trusts and the

get the emergency message from Governor Glynn, who had just taken office, and the impeachment proceedings were being cleared up.

But Mr. Tennant refused point blank. "I'll give you no help," he said. "Do it yourself." It was one time in the history of this whole work that, womanlike, I felt very much "abused."

However, this certainly was a monster proposition. I did not feel equal to it. I was not afraid, but I did not think it could be done, on account of all the extenuating circumstances to get it through.

Yet, with every despair a new hope is born. I do not know whether Mr. Tennant thought that I would do it or not. At any rate, one cold Monday morning I started for Albany, knowing that the bill would have to be introduced and passed before that week was over.

When I arrived and saw the political leaders, they almost laughed at me—at the idea of my coming there to put a new bill through; get it out of committee, get unanimous consent at every step of the way, and in the vernacular, "get away with it."

From their attitude, I got the feeling that "fools rush in," and was very much inclined to believe it. But we had a "friend in court," as it were, Aaron J. Levy, the leader of the house, was on a State Commission with me—a Commission on Relief for Widowed Mothers.

MR. LEVY FATHERS THE BILL.

He was in thorough sympathy with our long fight of the taxicab situation, and knew all the facts. He agreed to father the bill and do all he could to get it through. I found also that evidently Mr. Tennant believed more in my power of persistence than I believed myself, for he had sent a few telegrams that paved the way.

I then went to the Governor to ask for the emergency message. He realized it was a splendid bill and a necessary one, but he did not think it possible to pass it. Yet he finally suggested that if I could get all the leaders interested enough to see the measure through, with some security as to success, he would write the message; otherwise he thought it were wiser to present the bill in the next session.

I knew that in the next session all the hotels and cab companies would be up there in droves to block the passage of such a bill.

To tell the story of the emergency message; getting the bill through the Senate, getting it through the House; and then having the House reject the Senate bill, since they wanted it to be a House bill, getting it through the Senate a second time; watching the bill so that every step was taken precisely and without any hitch, because a wrong move would have meant putting over the bill, since everybody had to agree to it—well it would take another edition of THE EDITOR AND PUBLISHER.

PASSED THE LEGISLATURE.

Suffice it to say that after making a personal appeal to every leader and keeping in constant telephone communication with Mr. Tennant, and the excellent powerful work done by Mr. Levy, the bill was passed, after a three days' crusade with continuous effort night and day.

And when I said good-bye to the Governor and thanked him, he said that such a thing had not happened in the State before, a brand new bill with an emergency message passing all committees and both houses unanimously, in extraordinary session. It was done so quickly and so thoroughly that the vested interests in the city did not know of it until it had passed.

After the final vote was taken, I took a train home and arrived at 11 o'clock at night. I found that the papers were full of it now, and it struck me that perhaps the Governor might wish to give the cab companies and hotels a hearing, and that I should be there if such a thing came to pass.

Without taking my hat off, my grip still unpacked, I rushed back to Albany on the next train, arriving there in deep snow, in the wee sma' hours of the morning. Mr. Levy was surprised, as he had bidden me good night the eve-

(Continued on page 228.)

PASSING A BILL IN THREE DAYS.

I explained the situation to Mr. Tennant and he said, "Go to Albany." Here was a new "kettle of fish." It meant convincing the two Houses and the Governor that this law was urgent. Besides, the legislature was then in extraordinary session.

In order to do this, it was necessary to get an emergency message from the governor. Not only this, but it had to go through unanimously, as one objection would have set it over until after the time of adjournment of the session.

The task looked Herculean. It seemed overwhelming and like a stone-wall proposition. I begged for some help. I wanted Mr. Tennant to send some one else to work on this job, or at least to

“World Leadership” and “Reasons Why”

THE ADVERTISING TEST! THE PROOF!!!

This advertiser carefully analyzed results.

Every advertisement was keyed.

The WORLD produced best.

NEW YORK TELEPHONE
2879 STUYVESANT

CAPITAL \$100,000 00

BOSTON OFFICE
100 BOYLSTON ST
CHICAGO OFFICE
32 S WABASH AVE
CEDAR RAPIDS IOWA
PALMER BUILDING

The A. N. Palmer Co.

A. N. PALMER, PRESIDENT
S. W. PALMER, VICE PRESIDENT
F. F. VON COURT, SECRETARY
G. C. GILFILLAN, TREASURER

PRACTICAL PENMANSHIP PUBLICATIONS

30 IRVING PLACE
(COR 16TH STREET)

NEW YORK July 15, 1914

The Editor and Publisher Co.

Gentlemen:

I am very glad to answer your inquiry as to the little advertising campaign which I managed for The A. N. Palmer Co. recently.

We advertised The Palmer Method School of Penmanship by Correspondence. We had an appropriation of \$1500. We used fifteen mediums, in which were not included any strictly educational publications.

We used five daily newspapers (three of them in New York City), four Sunday magazines, two combinations of so called regular popular magazines, one of the leading regular magazines, one civil service weekly publication, one woman's monthly magazine, and one weekly magazine with a great national circulation.

Our advertisement was keyed in all of these, and we carefully analyzed the results.

I am free to say that our advertisement in the New York World, running daily for a month was the best investment. I can best illustrate this by telling you that the cost per letter of inquiry received by us from the advertisement in the World, was 25 cents. It cost us 54 cents per answer from the next best medium which was the magazine with a great national circulation. In all these mediums the cost per answer received by us varied from 25 cents to \$6.00.

It is true that we were surprised at the results from the advertisement in the World.

I think the figures I have given in this letter speak for themselves.

Cordially yours,

Philip R. Dillon

PRD:EFB.

“The New York World was the Best Investment.”

PACIFIC COAST NEWS.

Rumors That Will Not Down Assert That the Hill Interests Seek to Acquire Newspaper Properties—Newspaper Day in Grass Valley and San Diego—One Base Ball Club That Advertises—A Few Personals.

(Special Correspondence.)

SAN FRANCISCO, Aug. 29.—I have been informed that the J. J. Hill interests are endeavoring to add to their newspaper properties in the Pacific Northwest; that they have acquired or are about to acquire the Tacoma Ledger, and had an option on the Portland Oregonian. H. L. Pittock, owner of the Oregonian, in a recent editorial, denied that anyone had an option on his paper—the child of Pittock's earlier energies. The rumor, however, will not down.

The Chamber of Commerce of Grass Valley, Cal., is behind the movement indorsing a State-wide Newspaper Day, and has taken steps toward arousing an interest in the event. On Newspaper Day thousands of copies of the local papers are sent to friends all over the world by citizens, and in this way the State of California and its activities and possibilities are made known generally. San Diego originated the idea, and it has proved a great success in that city.

The owners of the San Francisco Press Club Baseball Club have fallen in line with their brethren of other cities and are now regular advertisers in the daily newspapers. The promoters of the local prize fights have followed suit and the much mooted question of whether these interests should spend money for this purpose has, seemingly, been settled for all time.

CAME THROUGH WITH ANTE.

As elsewhere, it has always been a problem in this vicinity of whether or no the baseball and prize fight promoters should be required to run ads in the newspapers, in exchange for the thousands of dollars that the papers annually devote to their cause. Some declared that dope on the ball games and fistic contests was good news—news that the public wanted and required, as attested by the popularity of the sporting editions—and, as such, gave immunity to these promoters from the advances of the ad man. Others argued to the contrary. The matter was finally settled when the outside interests voluntarily came through with their ante.

At the request of the Chico (Cal.) Daily Tribune Company, the Dry Federation of California, represented by B. A. M. Brown of Los Angeles, is looking into the present standing of the publication with a view of buying the paper. The Tribune for some time past has been in financial difficulties, according to report, which recently culminated in a series of attachments.

The Marysville (Cal.) Appeal has discarded its editorial page. Rumor has it that L. C. Roberts, the editor, let some syndicated stuff slip through, attacking the Progressive Party, of which Adjutant General Forbes, the publisher, is a big chief in this State. The result was the discontinuance of the editorial section.

A FEW PERSONALS.

W. E. Horrisbeiger is one of the live advertising men on the San Francisco Examiner. He was formerly on the Evening Post.

Helmer Bryn has been on the advertising staff of the San Francisco Call and Post for the past month. Prior to that time he worked for the Daily News, the Scripps newspaper.



HARRY A. AHERN,
NEW ADVERTISING MANAGER OF THE NEW YORK EVENING POST.

George F. Eberhard, the ad specialist of San Francisco, is handling the Ingersoll Watch account in this vicinity, and is making a good job of it, too.

N. Jasper, editor of the Eureka Humboldt Beacon and A. Decker, editor of the River Rambler, Des Molinos, were in San Francisco during the month.

Raymond S. Richmond, one of the proprietors of the Auburn Daily Journal, has been named secretary of the Auburn (Cal.) Chamber of Commerce.

H. F. Baker, for many years editor of the Sacramento Courier Free Press, has returned to the Searchlight, of that city, as news editor.

Ulysses Mercer Eshleman and Miss Eleanor Browne Thompson, both of Los Angeles, were married at Fair Oaks, Cal., August 6 by the Rev. Robert M. Stevenson, pastor of the Presbyterian Church. Mr. Eshleman is on the staff of the Los Angeles Times.

Alfred Metzger, editor of the Musical Review, Oakland, Cal., gave a talk on comic opera, illustrating his discussion with the characters of "Olivette," a French comic opera being revived in that city, at the occasion of a banquet last week in honor of Miss Myrtle Dingwall, leading woman of the Ferris Hartman Company, now playing at Idora Park.

Edward J. Murphy has been appointed business manager of the Redondo Breeze, of Redondo Beach, Cal.

Howard L. Hindley has been made managing editor of the Rutland (Vt.) Herald. Until recently Hindley was the dramatic writer for the Spokesman-Review, of Spokane, Wash.

George Brannack is to start a newspaper at Dorris, Cal.

Adam Hull Skirk is no longer the city editor of the Oakland Enquirer. His successor will be named shortly. Skirk is prominent in press club activities the State over. He is a playwright of no mean ability, having had several of his efforts successfully produced.

Rev. Frank M. Larkin, D.D., the newly elected editor of the California Christian Advocate, official organ of the Methodist Church on the Pacific Coast, gave an interesting address on "The Conservation of American Character," at the Hamilton M. E. Church in San Francisco Sunday evening, August 9.

The wedding of Donald E. Cruzan, a well known young newspaper man of Santa Rosa, Cal., and the Republican candidate for the State Assembly from that district, and Miss Blanche Ursala Griffiths took place in that city on the evening of August 6.

Chester Rowell, editor of the Fresno (Cal.) Republican, recently delivered an address before the San Francisco Civic Center on the present European war.

CLARENCE P. KANE.

EVENING POST'S AD MANAGER.

He is Harry A. Ahern, Late of the New York American.

The New York Evening Post announces the appointment of Harry A. Ahern as advertising manager, dating from September 1.

Mr. Ahern was born in New York City, where he received his education in the public schools. After spending a short time in the contracting business, he entered the advertising department of the New York Tribune as an advertising solicitor. Here he made such an excellent showing that when the Yonkers Daily News was started in the spring of 1907, Dan C. Nolan sent for him and made him advertising manager. There he made an immediate impression, producing a first issue containing fifty-six columns of local advertising, all secured on yearly contracts.

But the suburban field did not appeal to Mr. Ahern, and it was not long before he joined the New York American as real estate solicitor. In this work he formed an intimate acquaintance with the leaders among the real estate men in New York City. He secured the bulk of the advertising which appeared in the American's first Apartment House Guide in 1908. In October, 1912, Mr. Ahern joined the staff of the New York Evening Post as its real estate advertising manager, and the following fall issued the first Apartment House Guide for the Evening Post. The Guide for 1914, a forty-two-page supplement, took its place as a leader among this class of publications issued by either morning or evening newspapers.

Mr. Ahern is of the "never say die" type, and while modest in his predictions his associates say that in spite of an apparent business depression he will continue the splendid gains made so far this year.

In making this appointment, a highly developed, aggressive type of man has been selected, assuring further success in the winning fight for business the Evening Post has been conducting under the business management of Emil M. Scholz. The recent 50 per cent. increase in the circulation of the only 3-cent afternoon newspaper in New York is considered remarkable, and is only eclipsed by the continued gains in advertising at a time when most afternoon papers, not only in New York, but elsewhere, are losing. Part of recent gains in advertising shown by the New York Evening Post have been in real estate advertising, of which Mr. Ahern has been in charge since October, 1912.

Mt. Pleasant (Tenn.) Record Assigns.

The Mt. Pleasant (Tenn.) Record has made an assignment in favor of L. H. Hammond, trustee. In the bill, which is registered, it is alleged that the liabilities of the company aggregate \$1,430, and assets will meet this amount. The plant and all stock will be offered for sale.

Comerford Buys Kingston Leader.

The ownership of the Kingston (N. Y.) Daily Leader, which has been vested in John E. Kraft for a quarter of a century, has been sold to Thomas J. Comerford. Mr. Kraft has resigned both as president and director of the publishing company, Mr. Thomas J. Comerford, the new controlling owner, having been elected as his successor. Roscoe Irwin has been made secretary of the reorganized company and David Burgevin, treasurer. Many improvements in the paper are contemplated under the new management.

INTERTYPE

THE ACME OF HIGH QUALITY

INSTRUCT your machinist to order Intertype parts and matrices for your Linotype machines. Interchangeability guaranteed. Get superior quality for less money.

International Typesetting Machine Co.
World Building, New York

CHICAGO HAPPENINGS.

Effect of War on Circulations—Agencies Advise American Merchants to Make Larger Advertising Appropriations—Keeley to Speak at Shepard Memorial—Medill McCormick on Bull Moose Stump—Personals.

(Special Correspondence.)

CHICAGO, Sept. 2.—The war has greatly increased the circulations of local papers and reports on August circulations are looked for with interest. The Tribune gives an idea of the gains by stating that its daily has increased in circulation from 285,000 to 350,000 and its Sunday from 430,000 to 550,000. It disputes the claim of some advertisers that the war news hurts advertising values by stating that advertising returns are reported good and also calls attention to the increased circulation given at the old rates.

Preparations have already been begun for the meeting of the Illinois Newspaper Association to be held here in October. A special committee met at Rockford last week to formulate plans.

ADVISE MORE ADVERTISING.

The tendency of local advertisers to curtail or even stop their advertising during the uncertainty of these war times is being advised against by advertising agents who declare that they should instead advertise more extensively in order to get the new business now opening to American merchants and manufacturers in different fields formerly supplied by foreign firms.

Members of the Press Club of Chicago nominated H. Percy Millar and Thornton L. Smith as candidates for directors on the newspaper men's ticket on account of the withdrawal of David B. Clarkson and Christian Hagerly who had previously been nominated.

The Chicago Press Writer's Club met at the John Crerar Library on Friday evening of last week and read and criticized original manuscripts.

The wholesale department of Marshall Field & Co. will distribute 12,000 reproductions of the first page of a recent copy of the Tribune presenting Chicago's movement to aid the cotton-burdened south.

ZARING WAS IN PARIS.

Editor E. R. Zaring, of the Northwestern Christian Advocate, was one of the Americans in Paris during the mobilization of the French troops and wrote it up for his paper.

James Keely of the Herald will be one of the speakers at the unveiling on Labor Day at the new Henry O. Shepard school of a memorial tablet to the deceased master printer who was once editor of the Inland Printer. Lewis F. Post, assistant secretary of labor, will be the principal speaker.

Local papers have a fad just now for Japanese photographers whom they occasionally assign to write a story to accompany pictures they took.

The Herald is sending war bulletins out to some county fairs near Chicago.

The wife of Jefferson Jackson, publisher of the National Harness Review, is marooned in Paris, which she describes in a recent letter as a "dead City."

Medill McCormick is stumping the State just now for the Progressive party.

A tournament of the Western Advertising Golfers' Association was scheduled to be played at the Midlothian Club links on the 4th.

James O'Donnell Bennett, the Herald's former dramatic critic, now a Tribune war correspondent, has sent several cable letters from Brussels telling of conditions there which must have cost that paper heavily for the tolls; they were such long letters.

Charles W. Baldwin, editor of the Pythian Record, who also conducts an advertising business in Chicago, is a candidate for the Republican nomination for clerk of the Supreme Court. For fourteen years he has been enroll-

ing and engraving clerk of the house of representatives.

HEATON TO DIRECT PLAYERS.

Harold Heaton, late cartoonist on the Inter Ocean, has been engaged by the Hull House players to direct the production of the plays of American authorship to be presented in the opening bill of their season at Hull House Theater. Mr. Heaton has had considerable theatrical experience.

The American Retail Jewelers' Association at its annual meeting here last week adopted resolutions condemning fraudulent advertising.

Taking advantage of the dearth of display advertising just now and the fact that the war news takes up the first page and will do so for a long time the Herald has turned its last page into a local display page, thus giving, as it says, two first pages.

The Tribune has added a big war map to the Dearborn street side of its building whereon the results of the fighting are shown with frequent changes.

The Post has enlisted many of the local foreign newspaper editors to write on the war, interpreting the news as they see it from the standpoint of different foreign countries.

PHILADELPHIA NOTES.

(Special Correspondence.)

PHILADELPHIA, Aug. 26.—War correspondents of one kind and another have figured in the local news this week. To begin with, there was the full-page and highly interesting article in the Public Ledger last Sunday written by Joseph Jackson, that paper's invaluable handy reference book on every conceivable subject connected with the past, covering the field from Russell down, with due comment on the present exasperating press censorship. The pictures made the sheet look like an old copy of Leslie's Weekly.

On Tuesday the wife of Reginald Kauffman, the well-known erstwhile Philadelphia writer, now living in Cloughton-under-Scarborough, England, sent a lively column from Yorkshire describing, among other things, the sensations of living "on the unfortified shore, at which, if it is to strike at the English coast, Germany must strike."

Today Mrs. Leopold Stokowski, wife of the leader of the Philadelphia Orchestra, who has just returned from Munich, contributed three columns to the same paper detailing her flight from Germany.

H. T. Craven, who has heretofore indulged in the highly unmilitary occupation of writing musical and dramatic critiques for the North American, having gone to Paris last spring, is now under orders to remain there and discourse upon things far removed from grand opera.

BONTE RETURNS FROM SPAIN.

C. H. Bonte, dramatic editor of the Ledger, has returned from an extensive trip in Spain and Italy.

S. H. Robison, formerly general manager of the American Bill-Posting Company, died in Prescott, Arizona, on August 12. At the time of his death he was president of the S. H. Robison Company and a director of the Philadelphia Bill-Posting Company and other firms. He was one of the best-known advertising men in the city and a prominent Mason.

The North American has lost one of its best editorial writers by the death of Peter H. Doyle, who died of heart failure at his home last Saturday. He was one of the oldest newspaper men in Philadelphia and noted for his kindly disposition and generous heart, as well as for his brilliant achievements. His fondness for languages made him conversant with French, Spanish, Italian, German, Swedish, Polish, Russian, Hungarian, Turkish, Greek, Portuguese, Chinese and Japanese. His start in the profession was gained on the Press, and he later became dramatic critic on the Times under Col. McClure. He was also associated with the Saturday Evening Post, both before and after it was purchased by Cyrus H. K. Curtis.

TELL OF TRADE OPPORTUNITY.

Financiers Back from Europe Urge Reaching for South American Commerce.

That the European war has brought a great commercial opportunity to this country, particularly in closer trade relations with South America, is the opinion of American financiers and manufacturers returning from abroad. Theodore P. Shonts, president of the Interborough Rapid Transit Company, who arrived on the Olympic Saturday, had this to say of the present situation abroad and our opportunity:

"This war will be a life and death struggle between France and Germany. With Great Britain's navy dominating the sea, the United States finds at this time the opportunity of centuries. We can establish branch Federal banks all over South America and control the commerce of that continent. They are bound to need our products, because they cannot get them from their old buying ground in Europe. But it is necessary that we establish a great merchant marine and thus help our commerce, because it is not fair to compel our merchants to bear the burden that is borne by governments in other countries."

Daniel Guggenheim, who was also a passenger on the Olympic, said America is facing the greatest opportunity for commercial expansion and unprecedented prosperity it has ever known. He believes the war will be long, and this country should lose no time in reaching out for the rich fields of trade in South America.

"The government," continued Mr. Guggenheim, "should now stop baiting the trusts. In the new Currency law we have all the provisions necessary for the financial machinery to carry on the business of this country. No other troubles exist, and the United States should capture the trade of the world. The great opportunity lies in South America. It is necessary to provide a merchant marine ample to carry the trade of this country. Provided our government does its part, the country will enter upon its great era of prosperity within six months."

John N. Wyllys, president of the Willys-Overland Company, of Toledo, was in Paris when war was declared. With his wife and daughter he sought to escape in his automobile, but the car was commandeered before they could get it out of the country. He was enthusiastic about the business outlook in this country and the great opportunity at hand.

WAR CENSORS HOLD TIGHT.

British Officials Even Ban French Government Announcements.

The English and French censors seem to be as busy with the news passed by one or the other of the Allies' official news bureaus as with the dispatches of the newspaper correspondents. The British censors stop parts of official communications issued by the War Office in Paris, and the French censors apparently have delayed on two or three occasions announcements regarding the situation of the armies made in the House of Commons. The French censorship, however, seems to be less severe than that in England on news originating in France.

The rigorous character of the censorship pertaining to German military movements is attested by notices carried in the various German papers explaining that the dissemination of unwarranted war news and false reports will be punished by suppression of the offending newspaper's edition and imprisonment of the proprietors in a fortress for terms ranging up to three years, as well as by a fine of 5,000 marks.

In order, if possible, to overcome the many complaints made against the British system of censorship the Government today directed the creation of a chief censorship bureau. It is thought that this will obviate the inequalities hitherto complained of.

A strict censorship has been placed on the newspapers in Turkey, which are now controlled by the military and are being used, according to diplomatic dispatches here, to create a strong pro-German feeling.

Because, he says, American newspapers publish sensational reports of wholesale British defeats, and magnify "imaginary" German victories, the mayor of Vancouver, B. C., called Monday upon the chief of police and the city solicitor for advice on how he could prevent legally the bringing of American papers into the city.

Information was received Tuesday by the cable companies in New York that Japan has lifted the censorship on all cable messages. Code in any form or any language is accepted now without the formality of filing an explanation of it at certain central offices.

TEXAS CIRCULATORS MEET.

A. P. Goodman of the Houston Post Elected President of the Association.

(Special Correspondence.)

HOUSTON, TEX., Sept. 2.—The Texas Circulation Managers' Association, which met here today in annual session, elected the following officers: President, A. P. Goodman, Houston Post; vice-president, E. C. White, Houston Chronicle; secretary, Harold Hough, Fort Worth Star-Telegram. Dallas was selected as the next convention city.

Because of the demand for print paper on account of the war and a possible shortage in the supply, the association adopted resolutions urging all state publishers to discontinue all returns still allowed, including train agents, and discouraging the issuance of war extras. The association decided to inaugurate an aggressive campaign to secure the convention of the International Circulation Managers' Association for 1916 for Texas.

WOODHEAD FORMS COMPANY.

Corporation Capitalized at \$170,000 Now in Control of Sunset Magazine.

Articles of incorporation of Woodhead, Field & Co., which has taken over the publication at San Francisco of the Sunset Magazine, formerly controlled by the Southern Pacific Company, have been filed in California. The corporation is capitalized at \$170,000.

The following are the directors: William Woodhead, Charles K. Field, John B. Scofield, J. Charles Green, Frank P. Deering, all of San Francisco, and Walter V. Woehlke, of Pasadena, and John Renfrew, of Los Angeles. Mr. Woodhead is president; Mr. Field, vice-president, and Mr. Scofield, secretary of the concern.

Mr. Woodhead, who is serving his second term as president of the Associated Advertising Clubs of the World, has been business manager of the magazine since July, 1906; Mr. Field was associate editor from 1908 to 1911 and has been editor since then; Mr. Woehlke has been a contributing editor since 1912.

The stockholders are, almost entirely, persons in the various departments of the magazine, ad and circulation managers, associate editors, artists and contributors.

Asquith Rebukes the Thunderer.

Premier Asquith publicly reprimanded the London Times in the House of Commons Monday afternoon for having published the despatch which created such excitement on Sunday morning. "The publication of this despatch," said the Premier, "seems to me a regrettable exception to the patriotic reticence which the press as a whole has shown up to the present, and I trust it will not recur." Mr. Asquith opposed the suggestion to allow correspondents to go to the front, but admitted that the public was entitled to prompt and authentic information as to what was happening there, and said that arrangements were being made which he hoped would prove adequate.

POWER OF THE PRESS

(Continued from page 224.)

ning before, and thought he was through with me.

I went to the Governor the next day and asked if he was going to give them a hearing. But the Governor knew the whole situation and realized that this bill merely put "teeth" in the ordinance that had already been passed by the Board of Aldermen.

That is to say, it merely placed a penalty in the way of a misdemeanor which the Aldermen had not the power to do; that no one should have the right to make any arrangement for the use of a public street in front of property for pay or compensation of any kind.

The Governor stated that since the ordinance was a home bill, passed by the Aldermen and courts and the State bill merely added the penalty of crime, that a hearing was unnecessary.

He assured me that he would sign the bill after going over it again carefully, and ordered his secretary to send me a hand-made copy of the bill together with the pen that he used in signing it. I then came home and was about "all in."

I saw Mr. Tennant the next morning, and he said simply, "See, I knew you could do it"—which meant more than a volume of words. The private hackstand idea is therefore a thing of the past in New York State. The courts have also decided that the consent of an abutting owner is unnecessary in establishing hackstands wherever they are needed through the city.

A NEW LICENSE SYSTEM CREATED.

With the ordinance, the Board of Estimate also granted twenty-five inspectors to carry out its provisions. This is the first time in the history of New York City that twenty-five inspectors have been allotted to any particular ordinance. In connection with this, Mr. Mitchell May, Secretary of State, appointed me State Inspector of Automobiles and perhaps the only woman wearing such a badge in the United States. For example, there are only two inspectors of moving pictures in the city. In fact, there are approximately not more than twenty-five inspectors for all the licenses issued in the License Bureau. I hope to see the day when this condition will be changed, in an educational campaign for policemen, and the License Bureau put under the police system, where it rightly belongs, as is the case in European cities.

Also there was an appropriation of \$35,000 for a new building of taxicab inspection, which is now the most complete of its kind in this country. But Mr. Drennan is looking forward to many improvements, so that it may compare well with those of London.

CONSOLIDATION OF COMPANIES.

A few weeks ago, the two largest companies in the city joined forces—the Mason-Seaman Company and the Yellow Taxicab Company. The Mason-Seaman cars are all licensed. The Yellows still hold on the possibility of operating as private carriers.

At this writing there is an amendment being drawn to the ordinance which has the support of Mayor Mitchel and Commissioner Bell of the License Bureau, by which all taxicabs operating in the City of New York, and in fact all vehicles for hire, will come under the License Bureau, so that the Yellows or any other operators can no longer use this cloak.

This will come up when the Board of Aldermen resume work in the fall. It was intended that this should pass before the summer vacation. The amendment as it is drawn makes it necessary for all the undertakers, and, in fact any vehicle that carries passengers for hire, to come under the jurisdiction of the License Bureau.

A body of the undertakers came before the Welfare Committee, of which Alderman Brush is chairman, and opposed the measure. Their argument was that they should not be licensed under the public hack ordinance. Incidentally they were represented by a lawyer from the Yellow Taxicab Company.

Mr. William H. Barnard, President



EDGAR H. YOUNG,
FORMERLY OF PAYNE & YOUNG, AND NOW A CHICAGO SPECIAL.

of the combined companies, also appeared before the new Welfare Committee and argued against the passage of the amendment. Corporation Counsel, Mr. George Nicholson, Mr. Rosenthal, Deputy Commissioner of the License Bureau, appeared on behalf of the city. I also spoke before the committee, in favor of the amendment.

The committee reported the amendment out unanimously. However, it was deemed advisable to change the

wording of it, so that the undertakers could make all their own rates, not have to wear badges, display licenses, and all the other requirements of the general public hack ordinance. Mayor Mitchel is very anxious to carry out the provisions of the ordinance that has stood the test of the courts, and will lend his support to this amendment, so that every cab carrying passengers in the city will be properly licensed. He hopes to so perfect the system of public

conveyances that they will be a credit to the city.

In conclusion I want to say that it is generally believed that no ordinance in the City of New York has had such a continuous campaign against such mighty vested interests, which powerfully fought every step of the way, from every conceivable legal technicality.

That this ordinance will create a foundation for a popular cab service is beyond cavil. Other companies are bound to come in and compete with the present operators. Even Mr. Barnard announced last week that he would in a few days put two hundred cabs on the streets of New York at 20 cents for the first half mile and 10 cents for each succeeding half mile; which is certainly a drop from the original rates.

Also I had the pleasure of announcing the formation of a new company that will use Ford cars. They will be known as the International Cab Company and will begin to operate in the fall.

RATES OF NEW COMPANY.

The rates will be 25 cents for the first half mile and 5 cents for each quarter of a mile thereafter. This rate is only 3 or 4 cents more than the London taxicab rates. The managers of this new company are well-known in the taxicab business of New York City, having "grown up" with it as it were.

Mr. P. J. Holdsworth, who was manager of the Yellow Taxicab Company and later of the consolidated companies, mentioned above, and who resigned from that company recently, will be manager of the new concern.

I consider Mr. Holdsworth, who has been our bitter opponent in all this taxicab fight, as one of the best, if not the best, taxicab expert in this country. Also Mr. Benedict Holden, who was general counsel for the Yellow Taxicab Company, will be assistant general manager and counsel of the new company.

That these two forces have arrived at a basis of reason, born of such long experience in taxicab matters, that they can operate taxicabs profitably in New York City at these low rates, is certainly significant, and bears out the belief that the City of New York, as well as any other city in the United States, may have a popular public conveyance service that will come within the means of the ordinary individual, as is the case in Europe.

These men claim that cars can be made cheaper in this country than they can on the other side—that the old way of private monopoly, high commissions and extortionate rates are obsolete—that the public demands will not down—that operators who wish to meet these demands must change their systems to conform very closely with those long perfected abroad.

The Printer as a Manufacturer Should Look Well to Production Cost

There is no economy possible when you compel your compositors to be Yankee Whittlers, your stonemen experts in driving the Dutchman home and your pressmen Scotland Yard graduates in ferreting out the hieroglyphics sent in from the composing room.

These men kick on the lost time of these make-shift methods, and YOU pay the freight, and will continue to pay it until you install a Miller Saw-Trimmed equipment.

The Miller will standardize every piece of material used in your composing room. Reduce cuts to exact points and plane them type high at the rate of one a minute. It will accomplish anything in the field of routing, jig sawing, inside or outside mortising, reduce linotype slugs to labor-saving spacing material, make 32 low-slugs per minute and 101 other operations that will save dollar after dollar—every operation being controlled by micrometer gauges.

Miller Saw-Trimmed Company - Pittsburgh, Pa.

501 Fisher Building
Chicago, Ill.

1125 World Bldg.
New York, N. Y.

PRESS ASSOCIATIONS.

Sixty-four persons attended the banquet of the New Mexico Press Association held at Albuquerque, recently. Nestor Montoya was toastmaster, and Senator Thomas Benton Catron and Antonio Lucero, secretary of state, were the chief speakers.

Vincent Mooney, candidate for municipal judge at the fall election in Chicago, was introduced as a speaker at the Democratic Women's Press Association meeting in that city, last week. The days were all-fired hot. Mr. Mooney arose, mopped his brow a few times with a handkerchief, and then said: "No, I can't make a speech on a day like this, but I'll take everyone of you women across the street and buy you a drink." The meeting disbanded without adjourning, and in three minutes thirty women were enjoying as many ice cream sodas.

At the annual meeting of the East Tennessee Press Association held in Athens last week the old officers were re-elected, as follows: President, James B. Hedge, Athens; vice-president, H. O. Eckle, Sevierville; secretary-treasurer, E. M. Hardy, Morristown.

The Little Rock (Ark.) Press Club has adopted a resolution urging Senators and Representatives in Congress to do what they can to hasten government action in assisting or taking over the surplus of the cotton crop of the South.

The ninth annual session of the National Negro Press Association was held at Muskogee, Okla., August 17 and 18. Reports submitted showed that over five thousand letters were written to colored newspaper men and publishers during the year. One of the features of the convention was an exhibition of publications printed by negroes.

The following officers were elected at the recent meeting of the Louisiana State Press Association, held in New Orleans. The officers elected were: W. E. Krebs, editor of the Lake Charles American-Press, president; Leo De Coux, editor of the Commercial, Kentwood, vice-president; Mrs. J. Vol Brock, of the Franklinton New Era, second vice-president; Miss Vandegear, who held that place, having announced her withdrawal from newspaper business; L. Lippe, re-elected treasurer; L. E. Bentley, editor of the Donaldsonville Chief, re-elected secretary.

The editors of Cambria County, Pa., are organizing a county press association.

The Northwest Texas Press Association, at its twenty-sixth annual session, held August 15, elected these officers: Edgar P. Haney, Wichita Tribune, re-elected president; J. C. Wells, Hedley Informer, vice-president; Cyrus Coleman, Henrietta Independent, re-elected secretary; Sam A. Roberts, Burkburnett Star, re-elected treasurer.

Mrs. Arthur Murphy of Edmonton, president of the Canadian Women's Press Club, known throughout the English-speaking literary world as "Janey Canuck," has recommended to the

New York Evening Post Features can be obtained in restricted territory. Special daily financial letter by telegraph, literary supplement features, foreign cables, etc. **Address Syndicate Department, New York Evening Post, 20 Vesey Street, New York City.**

women's press clubs all over the dominion to issue at regular intervals a "home letter" to the Canadians enlisted as soldiers, sailors and nurses in Europe. The Women's Press Club of Edmonton was the first to take up the idea. Its officers will issue letters twice a month for distribution among the men and women sent to the front from the province of Alberta. These letters will contain brief items of news from the various cities, town and villages and cheery editorials. It is estimated that 20 per cent. of the adult male population of Edmonton, a city of 73,000, has enlisted for service in various branches of Great Britain's army and navy.

Keats Speed was elected temporary chairman of a meeting recently held preliminary to the organization of a press club at Atlanta, Ga. It is proposed to start with a capital of not less than \$25,000.

STAATS ZEITUNG'S AEROPLANE

German Paper Gets Attachment Against Mysterious Flying Machine.

Has anybody seen within the three-mile limit a mysterious aeroplane owned by the International Flying Company, Inc.? If so, please wire, phone or write the New York Staats Zeitung, Herman Ridder, editor.

Fear that the air vehicle might be secretly taken out of the country to aid the French against the Germans may have been the predominant reason that has led Victor F. Ridder, on behalf of the New York German daily, to obtain an order of attachment against the aeroplane from Justice Delany, of the Supreme Court.

The attachment was obtained in an action begun by the newspaper against the aeroplane incorporation, in which Victor F. Ridder makes affidavit that the company owes the Staats Zeitung \$491 and is secreting a flying machine owned by it with the ultimate object of removing it from the country.

Justice Delany permits the Staats Zeitung to take charge of the aeroplane if it can be found.

New Illustrated Weekly for Tacoma.

"What's Doing" is the name of a Tacoma (Wash.) new illustrated weekly. The paper is seeking favor and success on its merits, and aims to be clean, bright, aggressive, but not prudish or radical. The publication is alive to the good of Tacoma and Washington. A. R. Fenwick is the publisher. The typography and the makeup of the new publication are creditable.

Reciprocity in Nebraska.

Nebraska newspapers which are opposed to the re-election of Governor Morehead are making political capital out of the fact that his picture and the announcement that he is a candidate appear simultaneously with the three constitutional amendments which the Governor publishes at the expense of the State. First the Governor designated the newspapers that are to divide the \$17,000 of State funds that must be paid for the publication of amendments. The Governor's list of newspapers was used by his campaign managers as a mailing list and a half tone engraving of the Governor's portrait was mailed about the time the papers received notice they were chosen to publish the constitutional amendments. Nearly every paper so chosen ran the Governor's picture and the announcement of his candidacy along with the first publication of the amendments.

Curtis Co. Stock Now \$25,000,000.

The Curtis Publishing Company, of Philadelphia, of which Cyrus H. K. Curtis is president, and which owns the Philadelphia Public Ledger, Saturday Evening Post, Ladies' Home Journal, Country Gentleman, and other national publications, filed notice on Saturday of increase of stock from \$10,000,000 to \$25,000,000.

Who Leads in Poultry Advertising?

THE SHAFFER GROUP.

THE EDITOR AND PUBLISHER,

August 26, 1914.

I wonder if you have the information handy which would enable you to tell me what daily newspaper in the United States carries the largest amount of poultry advertising. I have an idea that one of the papers of the Shaffer Group, the Indianapolis Star, is the leader in that class of advertising. The only other daily newspaper that I can think of that carries a large amount of poultry advertising is the Philadelphia North American. I believe the Star leads the North American.

In the year 1913 The Star carried 64,308 lines of poultry advertising, and in the past six months of 1914, 54,243 lines.

G. C. ENZINGER,
Manager of Publicity.

Old Newspaperman Dead.

The death of Robert Boyd Wentworth, at Portage, Wis., where he had resided since 1857, at the age of 87, was the passing of the last of the charter members of the nation's first State press Association organized at Madison in January, 1853. He learned the printers' trade in the early 40s at Portland, Me., and reached Milwaukee in 1848, working at his trade in that city, Elkhorn, Lake Geneva and Madison. After that he published papers at Juneau and Portage. He was an honorary member of the State press association, and attended many of its sessions, the last one in 1911.

Poughkeepsie Publisher Dead.

Derrick Brown, who helped found the Poughkeepsie (N. Y.) Enterprise shortly after the Civil War, and was president of the publishing company, died of heart failure Monday, after several months' illness. He was editor of the paper until he retired from active service two years ago. Mr. Brown was 75 years old, was born in Dutchess County, N. Y., and previous to his newspaper career was a public school teacher.

J. R. Gunter, Alabama Editor, Dead.

J. R. Gunter, editor of the Mountain Eagle at Jasper, Ala., was found dead in his bed last week when called for breakfast. He had been connected with the Eagle practically all his life and had been editor-in-chief for the past twenty-four years. Mr. Gunter was 53 years old. His death is the second to occur on that paper this summer, the former being W. R. Richardson, part owner and managing editor, who died last June.

OBITUARY NOTES.

JOSEPH G. FIVEASH, SR., who established the Norfolk (Va.) Public Ledger in 1876, died in that city last Sunday night at the age of 68 years. He retired from business some time ago.

PETER H. DOYLE, one of the oldest newspaper men in Philadelphia, died of heart failure last week. He was a distinguished linguist as well as journalist. Born in the Quaker City his first work as a staff newspaper man was upon the Philadelphia Press, later becoming connected with the Times as dramatic critic, during the editorship of Colonel A. K. McClure. He was also associated with the Saturday Evening Post, both before and after it was purchased by Cyrus H. K. Curtis. For the last 13 years he had been a member of the editorial staff of the North American.

HARRINGTON D. GREEN, a member of the editorial staff of the Cincinnati Enquirer, died at a local hospital following a minor operation. A sudden complication was fatal. Mr. Green began newspaper work two years ago and was a promising editorial writer.

EDWIN A. NYE, editor-in-chief of the Des Moines Daily News, well-known author and lecturer, died of apoplexy last week. Mr. Nye's career as a news-

paper editor extended over thirty years. In that time he had owned or managed ten or fifteen newspapers in various states. He was born in Dearborn County, Indiana, in 1856. For several years he conducted the Auburn (Ind.) Dispatch and for seven years was head of the Danville (Ill.) Evening Commercial. He also worked on the Indianapolis Press, and on Sundays preached for the Indianapolis Christian Church. In 1897 he went to Des Moines and purchased a one-third interest in the Daily News. For eleven years he was editor of that paper, resigning in 1908 to accept the position of western representative of the American Press Association.

JUD WILEY, a well-known newspaper man, for many years editor and owner of the Willis Point (Tex.) Chronicle, and long time editor and part owner of the Grand Saline Sun, and late editor of the Grand Saline Journal, died last week after a six months' illness, aged 49 years.

RICHARD VAN DOREN, a New York newspaper reporter, died Sunday in the Muhlenberg Hospital, Plainfield, N. J. He was 53 years old. Mr. Van Doren was formerly a practicing physician and later took up newspaper work.

DAVID RAMALEY, patriarch of Minnesota editors, and linked with the early history of the State, is dead. He was 86 years old and was for 75 years continuously in the newspaper field. In 1859 he became business manager of the St. Paul Pioneer and later took a similar position on the Minneapolis Tribune. He was associated with H. P. Hall in the early days of the St. Paul Dispatch, but in 1876 became manager of the Minnesota Type foundry. He served for ten years, 1885 to 1895, as State expert printer. For the last twenty-five years he has been editor and publisher of the A. O. U. W. Guide. He also published street guides of Minneapolis and St. Paul.

Chicago News Correspondent Shot?

Maurice Gerbeault, correspondent of the Chicago Daily News, is reported to have been shot in Brussels. He has been at this post since 1898. An investigation is being made by the State Department. Mr. Gerbeault, though of French origin, has passed the greater part of his life in Belgium. In addition to French, he spoke and wrote English fluently. For years he was attached in various capacities to the American Consulate General in Brussels. When the German forces invaded Belgium Mr. Gerbeault described the various phases of the war in a series of graphic cable despatches.

Buys Evening Times Equipment.

The Philadelphia Public Ledger has purchased the entire printing machinery and equipment of the defunct Philadelphia Evening Times from Frank A. Munsey, and has also taken over the building at 612 Chestnut street. The afternoon edition of the Public Ledger, which owes its being to the present war and has gained considerable foothold in the Quaker City during the past few weeks, will hereafter be published from the former Evening Times Building. The Public Ledger is owned by the Curtis Publishing Company, of which Cyrus H. K. Curtis is president.



The distinction of being the foremost daily newspaper in America rests with The New York Evening Post. For over 112 years it has maintained a sound attitude on all great questions.

It has adhered to a lofty moral and academic standard since its inception in 1801. Men of national and worldwide repute; men and women of science, letters, and culture; men of standing in all walks of life are **Evening Post** readers. If you are interested in marketing quality goods and wish to obtain access among cultivated people whose knowledge and good opinion of you and your product are necessary to your success, learn about

The New York Evening Post

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Sept. 5, 1914

AMERICAN PRESS NEUTRALITY.

President Wilson's advice to the people of this country to preserve absolute neutrality toward the nations now engaged in war was sound and timely. It is exceedingly gratifying to note that it is being faithfully followed, not only by the public generally but by the majority of the newspaper publishers.

We cannot, for the moment, call to mind a single important daily that is not, editorially at least, preserving a neutral position, notwithstanding the temptation to take sides that is ever present. The greatest difficulty that has been encountered thus far is to keep prejudice and favoritism out of the news. Special correspondents at the front are apt to take sides with the army to which they are attached or the people with whom they are staying. It is almost impossible for them to look at the conflict impartially; hence, their dispatches must be carefully edited by the home paper, even though they have passed through a censor's hands before being forwarded.

Another difficulty in the way of editors who try to follow the President's advice lies in the character of the news forwarded by the press associations. With press censors at work in England, France, Germany, Russia, Austria and several other countries, what chance is there that any news not directly favorable to the nation in which it originates will be allowed to be sent to the United States?

Hence, war news from Germany is pro-German; from France, pro-French, from Russia, pro-Russian. There is no way of getting an independent and correct account of the battles that have already been fought. We do not know what the actual losses of any of the armies have been.

The German citizens of the United States have complained that the American newspapers are against Germany. This is not true. If the news has seemed to have favored other countries it is because of the difficulty experienced in getting information from official German sources. There has been no suppression of news favorable to that country and, unless something of tremendous importance happens to change the attitude of the American press, the record of the war will hereafter be kept as impartially as it is at present.

AN OPTIMISTIC PRESS.

American newspapers are generally optimistic about the effect the European war is to have on our business. With hardly a dissenting voice they insist that the country faces the greatest period of prosperity in its history. They are talking good times because they believe they are coming to-

morrow, and that nothing can keep them back. The Chicago Tribune has just inaugurated a campaign of promotional advertising for the purpose of establishing public confidence in the business outlook. Whole pages are used, and although half of them are written and signed by Chicago advertising agents they are printed without charge. How many daily papers are there in the United States that are giving up entire pages for such or a similar service?

The best newspapers in New York, Boston, Atlanta, Chicago, Los Angeles and San Francisco have entered upon a "Made in America" campaign that has attracted much attention. The New York Herald is daily printing articles that are encouraging to the business men of the country. Good work is also being done by the World and the Sun, by the Philadelphia North American, the Boston Post and the New Orleans Times-Picayune and Item.

EDITORIAL COMMENT

War has brought the newspaper office boy, in Paris at least, into his own. In the French capital the newspapers were hard hit by the general mobilization orders which took in all men between the ages of 20 and 48. Rene Biere, managing editor of Excelsior, one of the biggest of the Paris dailies, was called to the colors. He went as a private soldier. The porter on Biere's paper also went, but as an adjutant. They were assigned to the same company. The editor is now fighting under the command of his office boy. In some New York offices the office boys come pretty near to commanding the whole editorial staff as it is. But those same boys often develop into mighty good newspaper men.

It is with sincere regret that we learn of the calamity that has fallen upon Thomas E. Dockrell, the brilliant, though somewhat erratic, advertising specialist of New York City, as recorded in last week's issue. During the last three years he has become known to advertisers throughout the country as a man with original ideas in publicity and salesmanship. As a speaker on advertising topics he appeared before clubs and business organizations with great success. The series of articles contributed by him to THE EDITOR AND PUBLISHER two years ago showed him to be a virile and forceful writer. His book on "Mental Domination" will become a classic in the advertising world. Mr. Dockrell will be sincerely missed by all who knew him.

THE EDITOR AND PUBLISHER is always glad to record the results obtained through advertising. The most notable achievement recently brought to our attention is that of the Maxwell Motor Co., Inc., of Detroit. This company used two pages in the Albany (N. Y.) Times-Union on August 1 to advertise its new 1915 Maxwell "25," which sells for \$695. J. R. Hanks, district manager of the company, recently wrote a letter to the Times-Union in which he stated that nearly two hundred cars, valued at \$139,000, have been sold as the result of the ad, and that, in addition, many inquiries had been received asking for details.

The newspaper war correspondents are having a mighty tough time of it trying to get the news from the front. Half a dozen of them were arrested this week and ordered out of the war zone. The day of the war correspondent has passed. He isn't wanted or tolerated with the armies. He must now get his news second hand.

The more hopeful and confident feeling in regard to business that now prevails is already beginning to bear fruit. There has been a notable increase in the number of factories that have started up after having been closed down for several weeks. Even the advertising columns of the newspapers have a more cheerful appearance.

Labor Day marks the end of summer and the vacation period for the multitude of wage earners and the rank and file of professional and business men. With the opening of the public schools and the starting up of the wheels of industry the country enters upon the period of its greatest commercial activity.

AMONG THE NEW BOOKS.

SOCIAL HARMONISM, by Holmes W. Merton, published by Holmes W. Merton, New York City.

For thousands of years men have been wrestling with the problem of government, but although many solutions have been offered and many experiments tried the ideal government has not yet been established. Perhaps one of the difficulties in the way is the seeming impossibility for statesmen and thinkers to agree as to how such a government should be constituted. That our present form is full of imperfections is freely admitted. That it could be greatly improved is self-evident. If we can agree as to what changes are necessary and then carry them out, notwithstanding the legal traditions of generations that have hitherto controlled and hampered us, then there is hope that an ideal government may be possible in the near future.

The author of "Social Harmonism," who has given much earnest thought and patient investigation to the subject, presents in this volume an outline of what he considers a just, rational and equitable government. In the early chapters Mr. Merton points out the inherent evils of our present form of government, and charges that it is responsible for much of the unhappiness that exists. He declares that poverty, want, ignorance and misery are absolutely unnecessary and are social crimes resulting from rules based upon the oppressive methods of earlier low-grade states. While we do not always agree with Mr. Merton's views, we admit that they possess originality and force. In any event, they are well worth consideration by those who do their own thinking.

According to Mr. Merton, "Social harmonism is an organic, rational government which ensures equal opportunities for all and equal compensation for all for equal expenditure of vital energy. It places the same restrictions upon all and protects the rights of all alike by preventing any kind of personal advantage at the disadvantage of another individual."

It is impossible within the limits of this article to reproduce even an outline of Mr. Merton's plan of government. It must be read and studied to be appreciated at its full worth. Hard-headed statesmen may say that Mr. Merton's plan is impracticable, but the careful student who is not hiebound by prejudice and who possesses an open mind will agree that it contains many recommendations that are reasonable and that, if adopted, would greatly aid in the establishing of a purer democracy than we have at present.

DIVERS DASHES.

I admire the nerve of the New York Evening Telegram as exhibited in its recent double-column display editorial addressed to foreigners who have written to the Telegram sharp criticisms of its war news and its editorial expressions concerning the European war. Among other frank things the Telegram said:

It appears to be about time for the newspapers in New York, which are perfectly sincere in publishing the news of the European war just as they receive it, to inform a lot of letter writing, bombastic Germans that all their abuse and vituperation and threats are not worth the paper on which they are written.

The Evening Telegram does not care a rap for the individual opinion of any one person or group of persons who are so unfair and biased in their opinions as to even intimate that the reputable newspapers in New York have any ulterior motive whatsoever in publishing news and displaying this news prominently whether it be about German defeats, French victories, Austrian setbacks or Russian triumphs.

The thousands of Germans in New York, which include reputable conscientious and high class business men, as well as those who have not been so fortunate in their callings, must bear in mind that this is not Germany; that the press here is not at the beck and call of any despot; that news which does not please the German Kaiser, or that which in Germany might be a case of lese majesty, will be printed now and so long as newspapers are published whether it pleases them or not.

If all the other papers in the country do not feel the same as the Telegram on this subject they ought to. America prides itself on its free press.

The man who possesses a lot of good photographs of places within the European fighting zone, or of anything else made timely by the present war, finds himself the owner of a little gold mine if he cares to sell his treasures. The demand for "war" pictures by the daily press is great and good prices are paid. Both the young folk and grown-ups like pictures. A good picture often tells a story better than a column of type could do it. Just now many of the European pictures have a positive educational value. Photographs of men and of places concerned in the present great struggle are studied with eager interest and we all learn something from them. Moreover, a picture is remembered long after printed words have been forgotten.

A new controversy regarding the question of copyright has arisen over the publication of Kipling's war poem, "For All We Have and Are." It seems to me that a copyright which gives copy rights would be a desirable substitute for the present form.

JIM DASH.

PERSONALS.

Robert J. Collier, the publisher, who has been seriously ill of uremic poisoning the past two weeks at his home in this city, is reported to be steadily improving. For the first time in the two weeks he has been able to recognize and talk with those in the sick room.

Rollo Ogden, editor of the New York Evening Post, has gone to Quebec on a vacation. He is registered at the Chateau Frontenac.

John A. Hennessy, former managing editor of the New York Press, and candidate for the nomination for Governor, opened his campaign at a large mass meeting at Cooper Union Wednesday night.

William Allen White, editor and proprietor of the Emporia (Kan.) Gazette, author and prominent Bull Mooser, has been spending several weeks at Estes Park, Denver, Col.

E. G. Burkam, publisher of the Dayton (O.) Journal, has declined to serve on the Ohio Republican State Committee on the ground that "it is incompatible with the freedom that newspaper work demands." Mr. Burkam declares in his letter of declination that "for a newspaper editor or owner to accept honors or be a candidate for or hold a public office is almost indefensible from a journalistic point of view."

James J. Smith, publisher of the Birmingham (Ala.) Ledger, is spending his vacation with his family at Skyland, Asheville, N. C.

E. D. Lambright, editor of the Tampa (Fla.) Tribune, accompanied by his wife and daughter, spent the week in New York on a business and pleasure trip. They return home by steamer today.

J. W. Gitt, business manager, and A. E. Lehman, advertising manager, of the York (Pa.) Gazette, were in town this week.

W. F. Menton, editor and publisher of the Santa Anna (Cal.) Register, is on a tour of the country and was last reported at New Orleans.

Dr. Guy Cathcart Pelton of Vancouver, B. C., editor of the British Columbia Magazine and correspondent of the Canadian Journal of Commerce, has returned home after spending a month in Edmonton, Alberta.

P. E. Bissell, editor of the Ashtabula (O.) Beacon, is slowly improving after a serious illness.

Louis Murphy, for twelve years editor of the Dubuque (Ia.) Telegraph-Herald, has severed his connection with the paper. Mr. Murphy succeeded his father, the late John S. Murphy, as editor, the elder Murphy having been identified with the Telegraph-Herald thirty years.

Howard I. Wood, for the past year managing editor of the Menominee (Mich.) Herald-Leader, is to take up the editorship of a national trade journal to be published in Marquette, Mich., early in October.

James Goshlin, formerly with the Opera House Reporter at Iowa Falls, Ia., is announced as the editor and manager of the Estherville (Ia.) Democrat.

A. P. Jordan, editor of the Punta Gorda (Fla.) Herald, is also State pure food inspector for Florida.

Major N. P. Houx, editor of the Mexia (Tex.) News, would be a candidate for florial representative from his district in the special election that has been called by Governor Colquitt for September 8. Major Houx served a number of years as member of the Texas Democratic executive committee.

Frank Grimes, formerly with the Temple (Tex.) Telegram, has succeeded R. H. Fischer as editor of the Brenham (Tex.) Banner-Press.

Garland Buck, editor of the Corpus Christi (Tex.) Evening Democrat, who succeeded A. B. O'Flaherty about three months ago, has resigned.

Charles W. Miller, for the past sixteen years editor of the Natchez (Miss.) Daily Democrat, has written his valedictory and will retire from active journalism.

J. M. Hawkins, for eleven years postmaster of Alamogordo, N. M., has resigned. Mr. Hawkins fourteen years ago was editor of the Santa Fe Daily New Mexican and prior to that was on the editorial staff of the Los Angeles Times. After leaving Santa Fe he was publisher for a time and editor of the Alamogordo News. He has also worked on the El Paso Times.

George S. Faxon, publisher of the Kendall County News at Plano, Ill., had a narrow escape from death last week when he fell under his automobile. He was severely hurt but is on the road to recovery.

Charles E. Albright, editor and publisher of the Eaton (Ind.) Register, has been appointed a member of the Indiana State Republican executive committee.

GENERAL STAFF PERSONALS.

Hector Fuller, dramatic critic of the Indianapolis Star, has returned from a vacation at Saratoga Springs and New York.

Herbert L. Grimm, until recently city editor of the Harrisburg (Pa.) Patriot, has become editor of the Gettysburg Star and Sentinel.

C. A. Booth, for many years connected with the Evening Wisconsin of Milwaukee, as circulation manager and manager of the Milwaukee Newspaper Union; also secretary of the Wisconsin Press Association, has resigned from the Evening Wisconsin Company.

Alfred Hopkirk, city editor of the Englewood (N. J.) Press, who has been seriously ill while marooned in England, returned last Sunday and is now recuperating at Leonia, N. J.

Hal Brown, assistant financial editor of the Montreal Herald, has enlisted in the Grenadier Guards. Harold P. Feeney, the Herald's City Hall reporter, a reservist, is already on his way to England.

J. F. Murray, of the San Francisco Star, is the guest of his brother, T. C. Murray, at Wheeling, W. Va.

Ed Hullinger, advertising manager of the Urbana (O.) Daily Citizen, has resigned to take a similar position on the Urbana Democrat. His position on the Citizen will be taken by Paul Pence of the Democrat.

Ring W. Lardner, sporting editor of the Chicago Tribune, has returned to his desk after a vacation at his old home at Niles, Mich.

J. G. Packard has associated himself with the business and editorial management of the Cedar Falls (Ia.) Gazette.

William J. Conway, an Albany, N. Y., newspaper man, has been appointed to a \$3,000 a year clerkship in the Attorney General's office.

Mack Back in New York.

Norman E. Mack, of Buffalo, arrived in New York on the Mauretania on Thursday. He was at Aix-les-Bains, France, when the war broke out. He said, on landing here:

"We certainly had a tough time of it for awhile. With others I formed a committee to relieve the three hundred Americans and one hundred and twenty English who were at the Hotel de Europe, and after three weeks we managed to charter a special train. None of us had any cash left, and it was only the kindness of the owner of the hotel that saved us from real privation. He said that he and his father had run the hotel for sixty years and had only lost fifty dollars on Americans in that time, so he guessed he could cash our checks and realize on them after the war."

Eugene Field's Daughter Weds.

Ruth Gray Field, the youngest daughter of Eugene Field and the inspiration for many of his poems, notably "Little Mistress Sans Souci" and "The Stork," was married in Chicago on Thursday to Elmer David Foster, of Tomahawk, Wis., in St. Peter's Episcopal Church. Miss Field, "Sister Child," as she was styled by her father, was less than two years old when her father died. She has lived with her mother in the old Eugene Field home at 4242 Clarendon avenue.

IN NEW YORK TOWN.

A. C. Haeselbarth, of the World editorial staff, is resting in Dutchess County, New York, for two weeks.

F. B. Saumenig, of the Sunday World staff, returned on Monday from a two weeks' vacation.

Alexander MacFarland, head of the World's biographical department, is at Lake George on a two weeks' vacation.

George Gaston, who covers the Bronx for the Sun, is spending his vacation along the Jersey shore, practicing some new stories to regale the boys with during the long winter evenings.

Charles R. Brown, financial editor of the Journal of Commerce, has returned from a vacation in New Hampshire.

Jessie Long, general manager of the McKeysport Daily News, was in town this week en route to Atlantic City.

Alan Dawson, editor, Mrs. N. P. Dawson, book reviewer, A. J. Kobler, of the advertising department, and Pitts Sandorn, musical editor of the Globe, were all in Paris at the breaking out of hostilities. They had many difficulties to overcome in returning home.

E. P. Howard, assistant managing editor of the Press, is taking a vacation in an automobile tour.

Ervin Wardman, editor of the Press, is at North Hadley, Quebec, Can.

George H. Fleming, on the make-up and copy desk of the Globe, familiarly known as "the count" and who is Woodrow Wilson's double, is spending his vacation in New Hampshire.

Arthur D. La Hines of the Globe goes on his vacation next week. His wife and baby recently returned from Denver, Colo. She was formerly Miss Elizabeth Kelly, one of the best known newspaper women of the West. She was for several years a special writer on the Denver Post.

E. R. Caldwell, assistant city editor of the Globe, is adding to his musical reputation by participation in the Roberson travelogues as given in Carnegie Hall. On September 2 Mr. Caldwell gave a program of music all in German.

BUSINESS OPPORTUNITY

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

FOR SALE—16-PAGE PONY QUAD HOE PRESS, STEREOTYPING EQUIPMENT AND MOTORS; A GREAT BARGAIN FOR QUICK SALE. DAILY PRESS, NEWPORT NEWS, VA.

JOB AND NEWSPAPER PLANT FOR SALE Job and weekly newspaper plant in rapidly growing section for sale. Excellent opportunity for hustler; good reason for selling. Publishing Co., care Editor and Publisher.

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

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 traders' leading journal. Write for rates.

WHERE THE GOLD COMES FROM!

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

\$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

\$60,000 CASH

In hand as first payment on successful Daily Newspaper Property. Opportunity for larger development a prime consideration.

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

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

SITUATION WANTED

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 1288, 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.

STEREOTYPE FOREMAN.

Of long experience on large newspapers, able and dependable; salary to depend on "showing" made. Address D 1301, care Editor and Publisher.

Will furnish household and children's department and other circulation-winning features for magazine or newspaper. Editor juvenile section of late Chicago Progress Magazine; Author of many published stories, essays, poems; with Erie Railroad in 1911 as advertisement writer; will go anywhere. FREDERICK B. HAWKINS, Westwood, N. J.

Circulation Manager, 25, good record, desirable position of any kind. All propositions considered. Box D, 1280, Care The Editor and Publisher.

With eight years behind me in complete charge of local and foreign advertising, am open for consideration of proposition. Not a whirlwind or phenom., and not looking for a chance to put life into a dead proposition. Am sober, reliable and industrious, and know somewhat of the business. If you need an advertising man with these qualifications, we might get together. Address Reliability, care of Editor and Publisher.

Editorial executive—Either city or managing editor's position, where new ideas, clean work, energy and popularity are needed. No salary under \$35 considered. D. 1274, Care The Editor and Publisher.

MISCELLANEOUS

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

DAILY NEWS REPORTS.

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

SPECIAL CORRESPONDENCE

LET ME SERVE as your Pacific Coast Trade Reporter or Special Correspondent. I will send you a sample letter, free of charge. C. P. Kane, 268 Market Street, San Francisco.

Of Two Evils Chooses Least.

The little boy was evidently a firm believer in the old adage, "Of two evils choose the least." Turning a corner at full speed he collided with the minister.

"Where are you running to, my little man?" asked the minister, when he had regained his breath.

"Home!" panted the boy. "Ma's going to spank me."

"What!" gasped the astonished minister. "Are you eager to have your mother spank you that you run home so fast?"

"No," shouted the boy over his shoulder as he resumed his homeward flight, "but if I don't get there before pa he'll do it!"—*Minneapolis Journal.*

ALONG THE ROW.

GERMAN FIGHTING COLUMNS.
The good old Staats Zeitung's.

FREE FROM HOLD UPS.
Now is the time for resorts and railroads to advertise—"See America First."

VICTORIES FOR ALL.
There is no need of any of our foreign born citizens—no matter what their nationality, being sad, or disheartened over the war news. There are German, French, Hungarian, Bohemian, Greek, and Russian papers published in New York. If a foreigner wants to read of a victory for his particular nation, why let him buy the paper published for the people of that particular nation—see?

THE NIGHT SCHEDULE.

War8 Pages
Mexico½ Col.
Roosevelt1 Stick
Huerta2 lines

HEARD NEAR THE GERMAN PRESS CLUB.
"This war is awful."
"Horrible—the imported beer supply will be exhausted in four weeks."
"Mine Gott!"

PRETTY GIRL CUTS DISCARDED.

We have no room for seaside cuts of pretty girls along the sand; They're crowded out by battle scenes and maps that show where armies land.

THE LAY OUT.

Give Muelhausen now a dot, and Altkirch, where the cannon roars. Remember it is "Meuse"—not "Moose." Yes, war, indeed, is Helsingfors.

FROM THE SKINNERSVILLE SIGNAL.

It is reported that the Government, in order to make up for loss of revenue, caused by the falling off of import duties, may require a 2-cent revenue stamp on every check. Well let it come. We are not worried. The only check we have seen for two years was on a suit of clothes we took for an eight dollar ad.

OFF TO THE WAR.

Half a dozen war correspondents have sailed from New York for Europe. No fears, however, need be felt for their safety. They will be kept many miles

MOST CONVENIENT

News matrix service in the market—saves time, patience, money.
Central Press Association, Cleveland

Weekly Home Circle Page

Contains Sedgwick's House Plans, fashion sketches by Ethel Demarest, articles by Elizabeth Lee, Louise Goodloe Falconer, Ned Padgett, etc.

The International Syndicate

Features for Newspapers, Baltimore, Md.

WAR PICTURES

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

BRUCE W. ULSH
Morgue Systems Wabash, Ind.

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.

from the fighting and will have no more chance of seeing a battle than a man in Printing House Square. The good old days when correspondents used to ride with the generals into the fray and give them tips on what they ought to do, have gone forever. Besides fighting, generals now edit war news copy, and when they get through with it, there isn't much to send. Still it is rather a pleasant assignment to be sent to cover a war. There are worse jobs than sitting in a cafe on the Boulevard waiting for something to happen two or three hundred miles away—while one is close to the base of supplies, and the waiter is attentive—on the level, it's easier than covering the Essex Market Police Court.

AT LAST.

The battlefield is getting more space these days than the ball field.

SHIP NEWS ACTIVITY.

These are busy days for the Ship News Reporter. One day he tells of the sailing of a great and mighty liner—bravely putting out to sea in defiance of war ships, and the next day he tells of how she returned to Hoboken, and asked for police protection.

JOY UNCONFINED.

The newsboy now feasts on hot dogs—and sodawater and ice cream, And three-cent pie, and other things He'd only eaten in a dream. He buys jam tarts, and lemonade His appetite let's have full sway— He can afford it—sure he can With ten War EXTRAS every day.

NO LAY OFFS.

The scrap among the nations Plays the devil with vacations— Puts a kink in recreations: But cheer up, and do not sob. For, because of foreign fightin' All the boys are kept a-writin' And the staff, they do not lighten But keep all hands on the job. TOM W. JACKSON.

American Enterprise Abroad.

Tourists in Europe who are realizing that "there's no place like home" are being reminded through the Paris and London papers that Asheville is far out of the war zone and offers advantages not to be found elsewhere. Large display advertisements in the newspapers of those cities call attention of tourists to the many advantages of the chief city of the North Carolina playground, urging them to investigate this city's offerings when they return from their interrupted vacations, and suggesting that in view of present conditions in Europe they spend the remainder of the summer and the winter months at Asheville.

Affiliation Meeting at Detroit.

The annual meeting of the Affiliated Advertising Clubs consisting of Detroit, Rochester, Cleveland, and Buffalo will be held in Detroit, October 2 and 3. A partial list of the speakers is as follows: James Keeley, editor and owner of the Chicago Herald; Mark Sullivan, editor of Collier's Weekly, and J. B. Dignam, of Cone, Lorenzen and Woodman. Negotiations are under way with a number of other prominent advertising men. The Affiliated Advertising Clubs formerly met for one day semi-annually, but at a meeting of the joint committee last spring it was decided to meet once a year for a two days' session.

Wreckers Cost Newspaper \$20,000.

Damages amounting to \$20,000 are said to have been done by the persons who first wrecked the newspaper office and plant of Morris McDermut of Grantwood, N. J., because he printed derogatory matter concerning Congressman A. C. Hart of Hackensack and later wrecked the studio at Edgewater, where the political cartoons were drawn. County detectives are endeavoring to find the persons who are suspected of the crime.

FREDERICK PALMER'S CAREER.

Noted War Correspondent With British Forces Has Been Under Fire In Many Campaigns.

Frederick Palmer, the well-known war correspondent who has been designated by Secretary of State Bryan as the American correspondent best qualified to accompany the expeditionary forces of Great Britain engaged in the European war, and who is the only authorized American newspaper man permitted to take the field, has seen more of the stern reality of war than probably any other man alive today. He has been under fire times without num-



Courtesy N. Y. Times.
FREDERICK PALMER.

ber, and has studied the complex tactics of the military authorities of nearly every nation. His practical experience as a war correspondent began in the Greco-Turkish campaign in 1896, and his latest exploit was being arrested by the troops of General Maas outside of Vera Cruz, after the American troops had occupied the port.

Mr. Palmer is a native of Pleasantville, Pa., where he was born on January 29, 1873. He was graduated from Allegheny College in the class of 1893, and received the assignment from a London newspaper three years later, to report the campaign between the Greeks and the Turks. At the close of the war he spent several months at the Klondike before going to the Philippines in 1897.

Returning from the Philippines with Admiral Dewey in 1899, he accompanied the expedition of the allied forces to the relief of Peking, during the Boxer uprising in 1900. Two years later he went to Central America, and in 1903 reported the Macedonian insurrection.

When the first Japanese army took the field in Manchuria in the war with Russia in 1904 Frederick Palmer was assigned as special correspondent for Collier's Weekly and the London Times. Of the correspondents at the front Mr. Palmer probably obtained the most comprehensive knowledge of the campaign, and shortly afterward his book, "With Kuroki in Manchuria," was published.

In 1897 he accompanied the United States battle ship fleet in its cruise around the world and the following year made an investigation of Central American conditions. The Balkan campaign, in 1912, was his next war assignment and when the American marines and bluejackets were landed at Vera Cruz last April Mr. Palmer was one of the first correspondents to arrive there.

Among his best known works are "Going to War in Greece," "In the Klondike," "The Vagabond," and "With Kuroki in Manchuria." Mr. Palmer is a resident of New York.

WAR NEWS
and
PICTURES

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

International News Service
238 William St. New York City

No Use Talking—

folks—home folks—the people Lincoln said the Lord must have loved "because he made so many of 'em"—the home folks, I say, are strong for Newton Newkirk's BINGVILLE BUGLE

It's a scream!—in a page mat 20 or 21 inches deep. Brim full of quaint, old fashioned, homely humor that "warms the cockle of the heart" and makes the reader stick.

Send for sample pages and see for yourself.

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

NEW PUBLICITY IDEAS.

Mr. Cressy Tries Out Several on the Chicago Examiner With Gratifying Results—Success of "Straw Hat Day" Leads to the Inauguration of Other Special Merchandising Days That Have Brought in Many Ads.

By KENDALL B. CRESSEY.
(Of the Chicago Examiner.)

The Chicago Examiner is applying a new principle in merchandising, and one that is calling forth a great deal of favorable comment not only in Chicago but throughout the United States generally.

The idea is born of the thought that when a newspaper gets back of the sales of any particular product and concentrates the attention of its readers on its merits the power of newspaper publicity is so great that it can make successful any merchandising campaign which it undertakes.

Last spring, in studying the local conditions in Chicago, I found that May 30 was customarily Straw Hat Day. The weather had been warm for several weeks, and a great many persons in Chicago were already wearing straw hats. The merchants had been advertising them, but the straw hat trade seemed to be listless, and the season gave no promise of developing any more life than would come from natural results of trade conditions.

START STRAW HAT DAY.

Arguing that May 30 was entirely too late to start the wearing of straw hats, I had the hatters of Chicago canvassed, with the result that the Examiner decided to put on a new straw hat day on May 23. It would have gone on earlier had the thought come to me sooner.

We started a week previous running business editorials, telling our readers that now was the time to buy straw hats. These business notices were two, three and four columns in width. On the front page we ran a series of double-column boxes, about sixty lines deep, and we used one ear box each day. For attention-getters we ran single-column cartoons on every page.

The result was that on Saturday, May 23, the Examiner published large advertising for twelve of the leading hat stores in Chicago. A canvass made the following Monday developed the fact that as a result of the Examiner's publicity these stores had sold over 10,000 hats. This is particularly remarkable, in view of the fact that it rained all Saturday morning and it was a dreary day until the stores closed that night.

On the morning of Straw Hat Day the secretary of the Chicago Retail Shoe Dealers' Association formally requested the Chicago Examiner to inaugurate a similar co-operative merchandising campaign for the shoe dealers, and suggested the following Friday, May 29, as the next day, Saturday, was Memorial Day. It gave us no time for preparation, yet we immediately started the campaign, the local shoe stores co-operating, and thus likewise proved to be a big success.

MERIT OF CO-OPERATION.

Both of these spring merchandising campaigns were, frankly, "tryouts," but the results were so positively enormous that we became convinced of the merit of this method of newspaper co-operation.

The Examiner has planned a series of smaller co-operative merchandising days for this fall and winter. Our Fall Hat Days will be Friday, September 4 and Saturday, September 5, and the indications are that this will eclipse Straw Hat Day in the spring.

The entire plan was laid before all the manufacturing hatters in the United States, the hat trade journals, advertising agencies in the country and a large number of general advertisers, with the result that we have a mass of correspondence commending this feature.

We suggested to the manufacturing hatters and to their national organization through them, that they inaugurate a Straw Hat Day for every spring and a Fall Hat Day for every fall, to be

carried out in each city, and the indications are that this will be done.

We have used a series of letters to the hat interests throughout the country and in Chicago, as well as a series of circulars, all of which produced good results.

We have also planned a campaign for High Shoe Days in Chicago on September 18 and 19, Friday and Saturday, and are following in the same general way the campaign as outlined for fall hats.

We have received requests from all branches of business to put on special days. One man wants us to put on an Apron Day, another a Spring Medicine Day, another a Garden Seed Day, etc.

I believe that the newspapers in any city will not only secure considerable extra advertising, but that they can always aid the local merchants by the means of similar campaigns.

I have received numerous requests from newspapers and advertising agencies throughout the country to give full details of these campaigns, but it is absolutely impossible to comply with them, as it is an immense lot of labor to answer as many inquiries as this involves.

The Chicago hat stores will make special window displays and will have window signs for the fall hat days. Outdoor publicity is also being used. The hatters have also been requested to send publicity to their own mailing lists.

From a newspaper standpoint, best of all, it proves the strength of circulation and always secures the appreciation of the merchants.

CANADIAN NORTHWEST.

E. L. Ellsworth of the Daily Capital, of Edmonton, Alta., has gone to Fort Angeles, Wash., to become owner and publisher of the Bee.

C. W. Niemeyer, librarian and special writer on the staff of the Daily Journal of Edmonton, Alta., has gone to the front as a member of the 19th Alberta Dragoons' overseas contingent. He is a British reservist.

George P. Smith, managing director of the Camrose Canadian and member of the provincial parliament of Alberta, has launched a movement to raise a relief fund for war sufferers. He has already interested farmers in his district to contribute livestock and grain and others are responding with cash contributions.

J. Beverley Robinson, traveling representative of the Heaton Advertising Agency, Toronto, who is making a tour of western Canada, says that there is no reason why the European war should cause any cessation of advertising efforts on the part of communities in the West. He predicted a rush to the farms in all parts of the Northwest.

D. C. MacMillan, press photographer and motion picture cameraman, who has just returned to Edmonton, passed three strenuous weeks on the pacific coast taking pictures of the mobilizing of fleets and troops. He reports that the most rigid censorship was maintained. The military authorities at Ottawa will pass upon the photographs before permission is granted for publication.

Bryant Liked the Editorial.

W. B. Bryant, general manager of the Paterson (N. J.) Daily Press, in a letter to the Editor and Publisher says: "I enjoyed your front page essay on 'America's Great Business Opportunity' in last week's Editor and Publisher, and I believe it will accomplish great good."

French Daily for Soldiers at Front.

The French government has begun to print an official daily paper for the use of the army in the field. A copy will be sent to each soldier, but will not be sold to the public. The suggestion for such a journal was made by M. Messimy, the minister of war, to Premier Viviani. M. Messimy called the premier's attention to the fact that as the French armies are spread over 250 miles the soldiers cannot know what is happening, and therefore they have no opportunity to develop individual effort.

MOSES WANTS THE JOB.

Ambitious to Arrange Program for the Next A. A. C. W. Convention.

By BERT MOSES.

Formal application is hereby registered by this writer for the job of Program-Maker Extraordinary for the next annual meeting of the Associated Advertising Clubs of the World, which, I believe, includes the Indian Archipelago and the Windward Islands.

As proof of ability, I submit the program itself that will be forthcoming if I land the job.

Here it is:

(Two Days' Session.)

FIRST DAY.

Morning—Henry Ford, talk on "Common sense."

Afternoon—John Wanamaker, remarks about "Common Sense."

Evening—Meditation by everybody upon the desirability of Common Sense in advertising.

SECOND DAY.

Morning—Sir Thomas Lipton, address on "Common Sense."

Afternoon—William Jennings Bryan, oration on "Common Sense."

Evening—Theodore Roosevelt, speech on "Common Sense."
(Banus and booze barred until this program is completed.)

Now, here is a program that would pull—a program that would in Chicago so full of sincere, earnest people that the notes couldn't care for them, and many would have to sleep on the shores of the great inland unsalted sea, lulled by the sweet ozone wafted across the blue waters.

This program would get on the first page of every daily paper without the stimulating urge of the crafty press agent. It would be a program with a purpose and a meeting with a mission. It would advertise advertising more than advertising was ever advertised before. These men would tell us a few things that are so, and thus act as a counter irritant for the many things which have been told us that are not so.

At all previous conventions Common Sense has been as scarce as money after Billy Sunday gets through working a town, and I feel justified in giving it recognition in some slight degree.

God knows if there is anything in the world right now that needs a stimulating anti-toxin, it is advertising, and Common Sense seems to be all that will save it from collapsing like a wet towel. It will be a grateful change to listen to the wisdom that these mental giants can pass along to us.

The absence from the platform of advertising jumping jacks and esoteric aphorisms will be as sweet to a tired world as the songs mother used to sing. The chiefest virtue of this program is that it sidesteps the pulpit. Business has no amnesty for theology. Theology is matter of belief—business a matter of facts.

As between belief and facts, the gulf is as wide and as deep as the war in Europe.

After the program is completed, the presiding officer will announce that all delegates and visiting brethren may do whatever they listen—that is to say, whatever they damn please. They may visit the new courtouse, the public library and the bowling alleys if they wish, or they can have Ed Merritt show them through the Armour shambles.

But, by all the goddesses, past, present and to come, if this job is laded out to me, there will be no enthymemes, syllogisms or flappedoodle on the program.

All who favor a sane and common sensical program at Chicago, hold up their hands!

Off for Glacier National Park Trip.

A party of newspaper men from New York, Boston and Philadelphia left New York Wednesday for a trip through the Glacier National Park, Montana. They will tour through Uncle Sam's newest playground as guests of the transportation lines which carry them there. They left for Buffalo by way of the Lackawanna and from there sail to Chicago by the S. S. Northland of the North Steamship Company.

ENJOINS "TRICKY" MERCHANT.

B. V. D. Company Obtains Court Aid in Restraining Unfair Trade.

A permanent injunction, restraining the unfair merchandising of their products by the B.V.D. Company, was recently obtained from Judge Learned Hand, sitting in the United States District Court for the Southern District of New York.

The defendant is Lucien J. Freud, operating under his own name and as Freud Bros., Heck, Heck & Co. and as The Madison, who advertised the B.V.D. underwear and displayed it in his show windows but offered substitutions when customers appeared.

The decree restrains the defendant from all acts of unfair merchandising methods and takes a long step in advance in the direction of cleaner business methods. The selling agency must, under Judge Hand's ruling, carry a stock that is sufficient to supply normal demands on the part of customers, created by various forms of advertising. The use of words or devices such as "B.V.D. Style" is interdicted.

Booklet on Ads That Help You Sell.

"Advertising That Helps You Sell," is the title given to a bound collection of advertisements placed in popular magazines by the Westinghouse Electric and Manufacturing Company. The booklet includes advertisements of domestic and industrial applications of electricity which have been placed by this company in the various magazines and is being distributed to central stations and dealers to inform them of the service furnished by this company.

No "Extras" in Paris.

The Paris newspapers have been forbidden to publish more than one edition in every twenty-four hours. Failure to observe the order, which was issued by Celestin Hennion, Prefect of Police, and approved by Gen. Gallieni, Military Governor of Paris, will result in the suspension of the newspaper concerned, and in the total suppression of the paper in case of a second attempt.

War's Gift to Two States.

On the front page of a recent issue of the New Orleans Item appeared a two column article headed "War's Gift to Two States, Louisiana and Mississippi, is Fifty Million Dollars." The article was prepared by the Item's staff to show exactly what the effect of the European War had already had upon the staple farm products of those two states. In Louisiana the gain in the value of the sugar crop is \$14,300,000; molasses, \$2,500,000; rice, \$4,020,000; corn, \$3,666,000; oats, \$66,000; livestock, \$7,300,000; total, \$31,852,000. In Mississippi: Corn, \$7,000,000; oats, \$150,000; livestock, \$9,128,000.

The Editor of the News-Post.

We are informed that the item printed in last week's issue of THE EDITOR AND PUBLISHER, stating that C. W. Ervin, who had been arrested for speaking at a Socialist meeting, was editor of the Philadelphia News-Post, was incorrect. The editor of the News-Post is Edward F. Roberts.

Woman Appointed News Teacher.

Miss Merze Marvin of Shenandoah, Ia., is the first woman to become a member of the teaching staff of the school of journalism in the University of Missouri. At Columbia Miss Marvin, a junior, has been appointed student assistant in journalism by the university curators. She won the honor through the ability she displayed in the first two years in the university in gathering, writing and editing news. Miss Marvin is the daughter of C. N. Marvin, editor of the Sentinel-Post, in Shenandoah. She is secretary of the company which owns that paper. This summer she is acting as one of the editors of the paper.

The Pueblo (Colo.) Sun Publishing Company has filed articles of dissolution.

The Orchard & Farm Record, San Francisco, a Hearst weekly, has reduced the price of its subscription to 50 cents a year. The Orchard and Farm Record is a fine appearing forty-page publication.

CONFIDENCE CREATING ADS.

Notable Campaign Started by the Chicago Tribune.

The Chicago Tribune, which has probably done more and better promotion work in behalf of advertising than any other newspaper in America, has just launched a new campaign not in its own interest alone but for the benefit of all newspapers. Twelve advertisements will be printed, six of which will be written by Chicago advertising agents and printed without cost to them, and six will be signed by the Tribune.

Two of the advertisements written by Witt K. Cochrane, president of the W. K. Cochrane Advertising Agency, of 30 North Dearborn street, and Claude C. Hopkins, of the Lord & Thomas agency, have already appeared. The text of Mr. Hopkins' ad reads as follows.

"WHY ADVERTISE NOW?"

"We are asked to advise if, under present conditions, advertising should be curtailed.

"But each line has its own unique 'present conditions.' Such a question involves several forms of advice.

"These are boom times in some lines. Many factories are overwhelmed with orders. Some face a demand far beyond their capacity.

"Some cater largely to farmers, and farmers in general seem this year to be getting rather more than their share of prosperity. The farmer with full pockets finds nothing too good for him. He's a magnificent spender.

"These fortunate advertisers who are oversold can very wisely cut down on their advertising. There is no virtue in selling more than one can deliver.

"There are other lines imported, or requiring imported materials, on which there is stoppage of supplies.

"There are lines which for these, or other transient reasons, sell now at abnormal prices. There are lines sold at fixed prices, on which advancing costs have decimated profits for a time. On all such lines one might advise curtailment in all forms of salesmanship.

"But 'present conditions' in general mean a degree of depression, a shade of uncertainty. And the query is, in such situations advertising should be curtailed or stopped.

"By all means, no. Should a runner stop for a rising grade, or a swimmer for an adverse tide? If they did, where might their rivals in the race be when they started up?

"Advertising ought to be the cheapest salesmanship. Also the most efficient. If it is that, then it is the last force to reduce. If it isn't, then it needs, in good or bad times, rehabilitation.

"In national advertising our most prosperous times come during business depression. Then is when men who are on the right lines fight hardest. Then is when waste is eliminated, and the cheapest and best methods are used to the limit. And then is when the weak and inefficient abandon the field to the stronger.

"There may be less business to get in dull times, but there are also less men who use the best ways to get it. Some of the greatest harvests ever gathered in advertising have been garnered in times of depression.

"We find that good advertising is rarely stopped by misfortune. It is ten times as often stopped by over-demand. The chief clients of this house are today pressing advertising harder than ever before.

"But is this in reality any time to feel blue? Doesn't it look as though we might be on the verge of unprecedented business prosperity?

"Home prospects look better than usual. Big crops at high prices bring smiles to the faces of nearly one-half of our people. The railroads got a little encouragement. Our new banking system will ward off some dangers.

"Then what new boons may come to us—like gifts from the dead—as a result of this pitiful war? Reason tells us they must come if we reach out to get them. Life still flows on amid that devastation. People must be clothed and fed. And the markets abandoned

by the nations which held them should be supplied by us.

"When millions desert the arts of peace, those who abide, well-equipped and ready, surely ought to prosper.

"As for war news affecting the value of ads, it certainly doesn't detract from them. It is giving to advertisers increased circulation with no present advance in cost.

"The argument that it makes newspapers too interesting is a new one in advertising. The most interesting magazines have always been the best patronized. Why should we seek for dull newspapers?

"In any event, the average woman is not a great reader of war news. Her favorite pages in the newspaper remain about as ever. She is the household buyer. And the majority of advertising—even on men's things—depends on its appeal to her.

"No, these are not times to cease advertising, save under rare conditions. The harder the fight the more one needs his best weapons. The more quitters there are the more there is for the rest of us. And we who keep ready and active and lit—who keep in the thick of things, dull times and good—will hold immeasurable advantage when the tide comes in.

"**LORD & THOMAS,**
Southeast corner Wabash and Madison, Chicago.

"**CLAUDE S. HOPKINS,**
"Vice-President."

WAR AND AMERICAN BUSINESS.

The Quoin Club of New York this week issued an open letter to American business men on "The War and American Business." After saying that this is not a time for alarm but for calm deliberate judgment and foresight the letter goes on to say that there are four underlying conditions that give hope and courage. These are:

First—The new Currency Law, which is just on the point of becoming operative as the great war breaks. The Federal Reserve Board has been created, the Federal Reserve centres located, and this whole scheme of sound and elastic currency is ready to stimulate trade, commerce and manufacturing. At last we are to have an elastic currency adjusted to the needs of business, rather than a currency based on the government debt, which can be contracted and controlled in a way that is apt to breed trouble and periodical business depressions. Surely business is given strong wings by the new currency legislation.

Second—Another broad, underlying condition is our great crops. These amount to hundreds of millions of dollars, beyond the needs of our own consumption and the government is already working out plans by which the crops can be sent to the warring nations that need them.

Third—Just as the war began, the Panama Canal was opened for traffic, and both coasts of South America are now brought within a distance, the same or shorter than Europe, from the South American countries—and this at a time when the European export trade has been practically destroyed. And Congress and the Administration with great foresight, have at once enacted a law admitting foreign built ships to American registry. So that, almost within a day, we shall have realized the dream of years—an American merchant marine. The American manufacturer, therefore, has not only his home market to occupy, with little foreign competition, but he has many of the world's markets to occupy on the same terms.

Fourth—The currency and the crops join in enriching our enormous home market, and it is now spread ready for the harvest before our American manufacturers, with little or no competition. It is an unprecedented commercial situation. The wise manufacturer will make a careful study of everything in his line that has been imported and will undertake to get part of the market that has hitherto been supplied from abroad. He will also make a more intensive effort to establish himself more firmly in the great American consuming market—for in generations he may never have another such unhampered opportunity.

JONES OUT OF READING NEWS.

Sells His Interest and Will Wind Up Business of News Corporation.

Announcement is made that Gilbert S. Jones has sold his interest in the Reading (Pa.) Printing Company and retired as vice-president of that concern, and as general manager of the Reading Telegram and News-Times.

Mr. Jones will continue for a time to reside in Reading, with his office at 22-24 North Fifth street, where he is engaged in winding up the business of the News Corporation.

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

Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation
in August, 1914 - - - **35,478**

Net Average in Topeka
in August, 1914 - - - **9,623**

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

Only 7-day-a-week paper in Kansas

Arthur Capper
TOPEKA, KAN. Publisher

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

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

(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 Peoples Gas Bldg.
New York City Chicago, Ill.

THE NEW HAVEN

Times-Leader

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

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

CONCENTRATED CIRCULATION

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

LIVE AD CLUB NEWS.

The Advertising Association of San Francisco recently gave a luncheon in the form of a subpoena. The case was the "People vs. the Copy." The plaintiffs represented their side of the question with three minute criticisms, comments, and suggestions on the advertisements run in a local newspaper by six retail firms. The advertising managers of these firms were present, and the discussion pro and con brought out some good ideas.

The Voice of India called the members to the Ad Club luncheon on August 19. Swami Trigunatita of the Hindu Temple spoke on "The Philosophy of Advertisement" (note wording). The word "Swami," is a title given to Hindu Priests, and means the same as reverend or rabbi. The Swami is a leader here and in India, and has under his charge a great many students of the grand philosophy of the Vedas.

E. C. Brown, of the H. S. Crocker Company, was chairman of the day, and introduced the speaker. After a very interesting twenty minute talk, the Swami answered questions concerning the philosophy of the subject from the Hindu standpoint. By request the Swami appeared in his national costume.

The Advertising Club of Baltimore has organized an Export Trade Bureau to assist in booming that city in the Latin-American Republics. The Committee in charge of the bureau consists of Alfred I. Hart, chairman; Edward J. Shay, former president of the club, and A. H. Hecht. The club has offered its services to Mayor Preston to assist in promulgating a campaign of publicity to be conducted in the Spanish language throughout the Latin-American countries.

"Specialty Advertising" was the subject of a paper by R. R. Shuman, of Chicago, read at a meeting of the Club. Mr. Shuman spoke of the good effect of boosting sales by giving away novelties with the orders. In backing up his statement the cases of the Larkin Soap Company and the American Tobacco Company were cited.

Sandusky, Ohio, Ad Club is planning to place on all the roads leading to the city metal signs inscribed "This way to Sandusky."

The Wheeling Ad Club held an interesting meeting Friday evening, August 21, at the Hotel Windsor. After a 6 o'clock dinner had been served plans for club work during the winter months were adopted, and vigilance work discussed. Favorable action was taken with regard to the local club affiliating with the Associated Advertising Clubs of the Central West. This being the first meeting since the Toronto Convention, inspiring reports of the event were made by Leroy A. Kling and John H. Rennard, delegates. In addition to the club meetings to be held the first Tuesday evening of each month it was decided to hold an auxiliary meeting each week for discussion on some particular topic, the subject to be made known at least four days in advance.

Officers for the coming year were elected at the meeting of the Lincoln (Neb.) Ad Club last week. About fifty men were present. Entertainment was furnished by candidates, who were sent through their paces for the benefit of the ad men. The officers elected follow: President, J. W. Thomas; vice-president, Lee Soukup; secretary, Roscoe Taylor; treasurer, E. E. Smith. The board of governors comprises J. S. Brown, Will Hyde, L. B. Tobin, H. V. Westfall and A. E. Evans. The members were provided with printed ballots containing the names of two candidates for each office. The names of the defeated candidates were placed with six other names, and from these a board of five was selected. The regular sessions will be resumed in the fall.

C. B. Harman was chosen to head the Waco (Tex.) Ad club for the ensuing year at the regular meeting of the club last week. Mr. Harman succeeds W. J. Mitchell, who has been the president of the Admen for the past two administrations. T. W. Robertson and William P. Killingsworth were elected respectively first and second vice-presidents of the club, and T. H. Jackson was re-elected as secretary-treasurer. The six directors selected were: A. C. Patton, W. J. Mitchell, J. M. Barnett, Dr. W. B. Georgia, Clarence Kelley and Louis Crow. The meeting was one of the best attended and most enthusiastic of the year. About 75 members were present.

GLAD TO GET BACK HOME.

Interesting, Though Far From Pleasant, Were the Experiences of Americans in Zone.

United States Senator George F. Oliver, owner of the Pittsburgh Chronicle-Telegraph and Gazette-Times, arrived in New York on the Olympic Saturday. He had with him his wife and their granddaughter, Barbara, the nine months old daughter of Lieut. Commander Edward McCaully, U. S. N., stationed at Constantinople. They were in Switzerland when the war started. Senator Oliver said there were many Americans in Europe still who had no means of obtaining funds, and that their predicament was serious. He had booked on five ships before the Olympic, all of which were compelled to cancel their sailings.

George Hammerling, president of the American Association of Foreign Language Newspapers, returned from Cracow on the Scandinavian-American steamer Oscar II last week. He has an estate in Cracow, which he inherited a few years ago. A fortress is included in his property, Mr. Hammerling said, and he had lent it to the Austrian Government, with his horses, carriages, and automobiles when the war began.

Dr. C. B. Spencer, editor of the Central Christian Advocate, Kansas City, Mo., has returned home from London. Owing to the rush home by Americans he was obliged to come in the steerage. Dr. Spencer was in Germany when war broke out and was treated roughly before making his way out of the country.

Frederick A. Shepherd, a newspaper writer, of Waterville, Me., who arrived at Boston on the Cunard liner Franconia August 30, was mistaken for a German spy when in New Castle, Eng., and narrowly escaped being mobbed before he established his identity.

Hans Neble, owner of the Omaha (Neb.) Pioneer, arrived in New York Monday on the Danish steamer Hellig Olav from Copenhagen and Christiania. He came in the steerage but was accommodated at a table in the cabin.

Arno Dosch, correspondent of the World's Work, is in London, where he arrived Monday from Brussels.

W. M. Reedy, editor of the St. Louis Mirror, arrived on the Adriatic from London, Saturday. Mrs. Samuel G. Blythe also came in on the Adriatic.

Louis Stark, a New York newspaper man, who came in on the Olympic, Saturday, said that in Heidelberg he had been arrested three times as a spy.

Telegram Bars Wireless News.

The New York Evening Telegram announced Wednesday that "so long as the present war lasts it will not publish again one single line of 'war news' which is sent out through any agency, German or otherwise, as having come from Berlin by wireless." The Telegram says that it is in "a position to know that wireless stations in this country have not, are not and will not receive any authentic war news from Berlin, and that the news which has already been credited as having come from the capital of Germany to this country by wireless has been the rankest fake imaginable with not one shred of authenticity."

THE PITTSBURG PRESS
Has the Largest
 Daily and Sunday
CIRCULATION
 IN PITTSBURG
 Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

There is no Duplication or Substitution in
Pittsburg Leader
Circulation
 Ask us about the Pittsburgh Territory and in what way the Leader is the important paper.
VERREE & CONKLIN
 Foreign Representatives
Steger Building, Chicago
Brunswick Bldg., New York

One priceless aid to advertisers is given by this paper. It is the FAITH of its readers.
THE PITTSBURGH SUN
 CONE, LORENZEN & WOODMAN
 Foreign Representatives
 New York, Kansas City, Chicago

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

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

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

Growth of Sunday Times
 In August the Sunday Edition of The New York Times published 279,476 lines of advertisements, 30,000 lines more than in August, 1913. This increase is six times that of the only other New York Sunday newspaper recording a gain in August.

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 July 31, 1914
155,602
 Net paid circulation for July 30, 1914
169,194

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

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

TIPS FOR THE MANUFACTURERS OF SUPPLIES.

NEW PUBLICATIONS.

LAPALPA, OKLA.—The Press, a morning paper, will be started this week. O. M. Irelan, J. H. Stroup and E. N. White are president, treasurer and secretary of the company. O. S. Todd will be editor of the paper. While the new paper will be independent of politics, every member of the organization is Republican. The purpose of the paper will be to favor a more thorough prohibition movement, and encourage law enforcement.

JERSEY, N. Y.—The Weekly Star, an independent newspaper, devoted to the interests of Grenloch, Blackwood and vicinity, has been launched by Horace J. Gardner.

ROCKVILLE CENTRE, L. I.—Andrew J. MacElroy, proprietor of the Owl, has started a newspaper in Valley Stream. It is known as the Star.

BRANTLEY, ALA.—Local merchants and several newspaper men are interested in the establishment of a paper in this town.

RALEIGH, N. C.—The Labor Educator is a new weekly newspaper that was recently started. W. H. Singleton is editor

and manager, and Thomas F. McNully, advertising manager of the new publication. It will be independent in politics.

IRONTON, MINN.—E. A. Smith, of Minneapolis, will soon launch a newspaper here.

SEVIERSVILLE, TENN.—H. O. Eckel, who has edited the Sevier County Republican for the past five years, has started a new paper in this town.

NEW INCORPORATIONS.

WEST POINT, MISS.—West Point Publishing Company; capital stock, \$10,000; incorporators: L. T. Carlisle, H. L. Finn, W. S. Fisher, E. H. Percy and C. C. Clark.

PORTLAND, ORE.—Farm Magazine Company; capitalized at \$10,000; incorporated by C. J. Owen, C. L. Burton and D. L. Carpenter.

KOKOMO, MINN.—The Dispatch Publishing Company; capital stock, \$50,000; to operate a newspaper, etc.; incorporators: B. F. Louthain, V. J. Obenauer and R. C. Kloepper, of Logansport.

NEW YORK, N. Y.—The Topical News Company; capital, \$100,000; incorporated by Maxwell Ryder, Carlisle H. Rogerman and Alfred A. Sommerville.

PORTLAND, ORE.—Telegram Publishing Company; incorporated for \$200,000 by John E. Wheeler and others.

HEMPSTEAD, L. I.—Hempstead Publishing Corporation; capital stock, \$5,000; incorporators: P. R. Fadden, D. R. Harvey and Oakley Ketcham.

JERSEY CITY, N. J.—Brunswick Press; printers, publishers, etc.; capitalized at \$25,000; incorporators: E. C. Dennig, B. Olsen and G. W. Rurods.

CHANGES IN INTEREST.

BELINGTON, W. VA.—Charles Lee Weymouth, formerly editor of the Randolph Enterprise, has leased the plant of the Belington Progressive at Belington. He is now issuing a newsy and entertaining paper.

LAUREL, DEL.—Col. Sirman D. Marvil has announced the indefinite suspension of the Delaware Leader. The paper was established two years ago by the Colonel and has been considered as one of the strongest Republican organs in the State.

WEST LORNE, ONT.—Thomas W. Sims, editor and proprietor of the Sun, has bought the Rodney Mercury.

IOWA FALLS, IA.—M. Bilderback, formerly with the Hampton (Kan.) Globe and the Wichita of the same State, has acquired the Thornton (Ia.) Enterprise.

SCRANTON, PA.—J. T. Howe has sold his interest in the Lackawanna Democrat to his partner J. T. Lutton.

FARGO, N. D.—E. M. Warren of La Moure has sold his interest in the Valley Times-Record to E. D. Lum.

LAKE CITY, IA.—A. L. Clark, who formerly owned and edited the Lake City News, has bought the Laneshoro Topic of E. A. Place, the present editor.

NEW AD INCORPORATIONS.

ST. LOUIS, Mo.—The General Advertising Company; capital stock, \$10,000; to do a general advertising business; incorporators: Joel E. Davidson, H. S. Rosenheim, Edward H. Hofferkamp and Edward S. Little.

NEW YORK, N. Y.—Mil-O-Gram Service; general advertising; capital stock, \$10,000; incorporated by David Lion, M. Eisner and J. H. Sau.

NEW YORK, N. Y.—Display Advertising Company; capital, \$5,000; incorporators: A. Miller, M. Bandler and L. Abraham.

Boston Journal Issues More Stock.

The Journal Newspaper Company of Boston has issued 207 additional preferred shares (\$20,700), which cancels a like amount of indebtedness carried on the books on account of cash previously advanced. Authorized preferred capital is 2,000 shares; there are now outstanding 1,546 shares.

STRENGTH OF THE WEEKLIES, Chicago, Ill., Aug. 27.

THE EDITOR AND PUBLISHER: In THE EDITOR AND PUBLISHER for June 27, 1914, Mr. C. P. Knill is reported as follows: "If I had the placing of the advertising appropriation for the two California Expositions, I would use it practically all in newspapers, not because I am a newspaper man, but because I believe that in newspapers only can be obtained the maximum results for this particular advertising, and I would use large space. Cut out the magazine and weeklies. The newspapers do not need the support of any other media. Why? Because they reach all the people there are to reach. The only way to back up a newspaper campaign is with more newspapers and more copy. Why use several classes of media with a lot of duplication to reach the same people? All or nearly all of the publicity for the two expositions will appear in newspapers."

I have no ambition to get into a controversy with Mr. Knill regarding the merits of various classes of publications but I have been under the impression that there were several million of the inhabitants of the United States that seldom if ever see a daily newspaper. A majority of these are subscribers to weekly newspapers which are in the majority of all publications issued regularly in the United States.

According to Ayer's Newspaper Annual for 1914 there were a total of 22,977 newspapers and other publications issued at regular intervals, divided as follows: Dailies, 2,483; tri-weeklies, 66; semi-weeklies, 601; weeklies, 16,266; fortnightly, 62; semi-monthly, 299; monthly, 2,879; bi-monthly, 68; quarterly, 230; miscellaneous, 23. Included in the weekly class will be found most of the so-called foreign language newspapers and because I happen to be advertising director for a publication of this type I take exception to the language used in Mr. Knill's letter.

I hold no brief for any class of publications as a class. There are good and poor publications in every class of which I have any knowledge but I do not believe that it lies within the province of any man or group of men to judge accurately the comparative values of any class of publications because there are very few men of my acquaintance that are sufficiently familiar with the situation surrounding the publishing business to act as judges.

HEMLANDT COMPANY, J. H. RIGOUR, Adv. Director.

LOCAL CO-OPERATION.

What a Salesman Says About It in a Letter to Publisher.

In a letter addressed to the representatives of several New York City newspapers at Rockville Center, N. Y., James L. Sullivan, the sales manager of the Frantz Premier Vacuum Cleaner Company, pays an appreciative tribute to newspaper advertising. He says:

"We are conducting a national campaign and desire this to be supplemented by local advertising in the newspapers in your locality. We furnish the electros free—the local distributor or dealer pays for the advertising. Will you kindly have your local solicitor call upon the above, and present to him the fact that the Premier Vacuum Cleaner Company can advertise their product nationally until they are black in the face, but they cannot produce results for him unless the local firm will advise the prospective customers where the machine can be bought in his particular territory. The Frantz Premier campaign will run continuously in the seventeen largest national magazines, having been started with the hack cover in Collier's July 25, and to continue on through until next June."

The Daily Tribune, Chico, Cal., has reopened its doors after several days of inactivity, following the presentation to the city authorities of proper bonds, to cover the amounts of several attachments recently levied against it.

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

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO. 154 Nassau Street Tel. 4900-4 Beckman

Because you do not, at the present time, take small Classified Advertisements over the phone, does not mean, we hope, that you would not take them over the phone if Collections Could Be Satisfactorily Made

Winthrop Coin Cards

are collecting this class of accounts for over four hundred daily newspapers to their satisfaction and profit.

Do you get the point?

THE WINTHROP PRESS
141 East 25th Street New York City

These war times

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

JOHN B. GALLAGHER & CO.

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

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

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

WAR WRITERS HARD PUT.

American Correspondents in London Bitterly Disappointed at Being Kept from Field.

All the war correspondents in London, among whom there is a swarm of Americans, are bitterly disappointed at being kept from the front. The London Daily News says the effect of the stricter censorship of the Belgians is being felt, and that very little news comes from the front. From the outset of the war it has been evident that the military authorities would not welcome newspaper men within the lines or in the immediate neighborhood of operations.

It would seem that some arrangement has been entered into by the chiefs of staffs of the various allied powers whereby all the correspondents, no matter of what nationality, will be kept not only out of the immediate field of operations, but out of practically the whole theater of war.

During the past few weeks London has been filled with a swarm of American correspondents who are anxious to get to the front. From the beginning of hostilities it was made known that only nationals would be allowed to accompany any of the respective armies, so the American correspondents' chances of seeing any fighting were very slim, and now arrangements have been completed between the allied war offices which will bring those chances down to the minimum.

SEES BIGGEST AUTO SEASON.

Country to Enjoy New Era of Prosperity, Says Jamison.

"Bountiful crops and a sound, stable banking system have pulled American business through a trying situation caused by the breaking out of the war in Europe," says C. F. Jamison, sales manager of the Saxon Motor Company, "and this country has settled down to enjoy the biggest year in its history."

"There is going to be a great business done in this country this fall. The United States is the most favored nation in the world. We are prosperous; we are at peace, and shall continue so."

"A record-breaking year in the automobile industry is under way simply because public confidence has been restored in the ability of American business to weather any storm and to come out with colors flying."

American Newspaper Men Held.

The State Department received a cable from Consul Thompson at Aix-la-Chapelle that John T. McCutcheon and James O'Donnell Bennett, of the Chicago Tribune; Harry Hanson, of the Chicago Daily News; Roger Lewis, of the Associated Press, and Irvin S. Cobb, of the Saturday Evening Post, are "all temporarily detained at Aix-la-Chapelle in company with French and Belgian correspondents and are expecting to return to London."

The American Bulletin.

Through the courtesy of Albert E. Walker, now at the Savoy Hotel, London, but a resident of Charlottesville, Va., we have received a copy of the American Bulletin, a four page sheet issued by the American Citizens' Committee, London, containing information of service to Americans who find themselves in trouble because of the war. Its publication was made possible by the generosity of Gordon Selfridge, the great London department store owner who is an American.

Gilbertson Buys Montgomery Leader.

G. T. Gilbertson of Carlinville, Ill., and William Fields of New York City have purchased the Montgomery County Leader, published at Montgomery City, Mo., by Howard Ellis. The new owners have taken immediate possession. Mr. Ellis was formerly president of the Missouri Press Association.

Texarkana Evening Paper Suspends.

The Texarkana (Ark.) Evening Post, which began publication about three months ago, being issued from the Four States Press office, has suspended publication on account of the dull season. The management announce, however, that it is intended to resume publication of the paper about September 1. M. G. Caldwell is the editor and publisher of the Post.

Prints War Extra Single Handed.

L. Wessel, Jr., a newspaper man of Chicago, has the distinction of being the first man to publish a war extra single handed aboard ship. Mr. Wessel wrote, edited, and printed the paper both in English and French on the steamship La France during its stay at Havre and its subsequent voyage. A passengers' committee financed the paper.

CAMPAIGN AGAINST FAKE ADS.

Ad Men's League and Weights Commissioner to Co-operate This Fall.

A vigorous campaign against fraudulent and misleading advertisements will be conducted this fall by a special committee of the Advertising Men's League, in co-operation with the New York City Bureau of Weights and Measures. William H. Ingersoll, advertising manager of R. H. Ingersoll & Bro., is the chairman of this committee. Joseph Hartigan, the Commissioner of the Bureau of Weights and Measures, will investigate cases that appear fraudulent and, whenever the evidence warrants, will place the matter before the District Attorney. An ordinance against fraudulent advertising in this city went into effect last July.

The League's committee has organized a committee among the merchants of the city who will give expert advice and assist financially in the purchase of goods and proper analysis of its quality. Seven cases of "fake" ads have already been brought to the attention of the District Attorney for criminal prosecution.

The League's committee has the co-operation also of the advertising agents and national advertisers. The newspapers have likewise fallen into line. The Tribune, Evening Globe, Evening Mail and the Brooklyn Eagle are among the metropolitan papers that will aid the committee in a practical way. A fund of twenty thousand dollars is being raised by the committee to finance the campaign.

Want Export Law Repealed.

Canadian lumbermen who cut pulp wood products will ask the provincial governments of Quebec, Ontario and New Brunswick to repeal the laws whereby the export of pulp wood cut upon crown lands of these provinces is prohibited. This action will be taken in order to meet the unusual situation which has arisen. It is argued that the repeal of these laws will permit of much industrial activity taking place in Canada during the coming winter in connection with logging operations in the woods.

Two New Scale Agreements.

The Typographical Journal reports two new scale agreements. The members of the New York Italian Typographical Union No. 261 are now working under a scale providing for a seven-hour day at \$23 for day work and \$25 for night work, an increase of \$2 per week. The agreement, which was negotiated by Representative John E. McLoughlin, covers a period of four years from June 1, 1914. Vice-President Hertenstein assisted in negotiating a new wage scale for book and job work at Fort Wayne, Ind. The scale is to run for three years from July 9, 1914, and provides for payment of \$20 per week for handmen, the newspaper scale to apply to machine operators. This is an increase of \$2 per week over the old scale.

WAR-TIME CIRCULATIONS.

How the Sales of the New York Press Are Affected.

The effect of the war on circulations is not always what the public supposes. Those of morning newspapers are not as greatly affected as those of the evening dailies with their numerous editions.

Ervin Wardman, publisher of the New York Press, alluded to the fact in talking with a representative of THE EDITOR AND PUBLISHER.

"At the beginning of the Spanish war," said Mr. Wardman, "the Press was sold in both town and country at one cent. The other papers were selling at two cents and when we increased our price to that figure there was no diminution in circulation figures. The people would no doubt have paid five cents as readily as two cents. The Spanish war made the Press and established its circulation."

"The more recent Mexican war promised to have a tremendous effect on circulation but turned out to be a disappointment in this regard. Its short duration, the lack of general public interest in the outcome and other causes kept the sales of copies down to about normal."

"The excitement and interest in the present war reached the maximum on the Friday preceding the outbreak of hostilities. The circulation figures ran as follows: June 22, 105,000; June 29, 105,600; July 6, 106,600; July 13, 107,200; July 22, 107,200; July 27, 107,867; Aug. 3, 110,000; Aug. 10, 119,000."

Adolph S. Ochs, publisher of the New York Times, in response to an inquiry from THE EDITOR AND PUBLISHER, writes:

"The maximum circulation of the New York Times was reached on August 10, when the net sales were 298,564, about 40,000 increase from the New York Times' minimum summer figures. These figures encourage us to believe that October 1 the New York Times will permanently pass 300,000 net, because the New York Times invariably retains nearly all its new readers."

Parsons Heads N. Y. Editors.

At the biennial meeting of the New York State Democratic Editorial Association held at Saratoga Springs last week the following officers were elected for the ensuing term: President, Fay C. Parsons, Cortland Democrat; vice-presidents, Albert E. Hoyt, Albany; M. F. Collins, Troy Observer; G. C. Baggerly, Savannah Times; A. C. Lux, Clyde Herald; George F. Ketcham, Warwick Despatch; secretary, M. A. Bowen, Medina Register; executive committee, A. R. Kessinger, Rome Sentinel; Hon. D. D. Frisbie, Schoharie Republican; Dr. Jas. W. O'Brien, New York Sunday Union; George H. Carley, Cooperstown Freeman's Journal; Charles E. Stewart, Bronx North-east News; W. A. Patten, Canandaigua Repository; Frank E. Gannett, Elmira Star-Gazette; B. R. Mitchell, Ithaca News.

Eastern Office for the Crescent.

The business of the Crescent, an organ of the Mystic Shriners, has grown to such an extent that it has been found necessary to secure an Eastern representative, who will devote his entire time and energy to the development of the publication. James S. Vance, formerly business manager of the New Age, has assumed that office, with headquarters at 1 Madison avenue, New York City.

Employment Bureau's Anniversary.

The Free Employment Bureau of the New York Press has just announced the anniversary of its establishment. Nearly one-third of all the applications registered were supplied with paying positions. The Press has called attention to this feature of its service in which it takes a justifiable pride.

Cartoonists as Judges.

William A. Ireland, cartoonist on the Columbus (O.) Dispatch; Harry Westerman, cartoonist on the Ohio State Journal, and Harry Keys, cartoonist on the Columbus Citizen, are the judges in a \$100 cash prize show poster contest recently held in that city.

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.

We Are Ready for War!

We are shooting to the front several special war extras besides our regular editions of dailies, and our facilities can take care of a few more.

DUHAN FOR DISTRIBUTION

DO your DUTY—WIRE, 'PHONE or WRITE

DUHAN BROTHERS

Newspaper Distributors who have made good since 1892

TRIBUNE BUILDING, Telephone, 3584 Beekman. NEW YORK

TIPS FOR THE AD MANAGER.

Hanff-Metzger Advertising Agency, 95 Madison avenue, New York City, will soon be placing orders with a selected list of papers for F. M. Hoyt Shoe Company, "Beacon Shoes," Manchester, N. H. At present they are making 5,000-line contracts with a selected list of Eastern papers, for Best & Company, Fifth avenue, New York City.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., is issuing 3-line 5-time orders with Western Weeklies for Geahart Knitting Machinery Company. They are also making 8,000-line contracts with some Ohio papers for Fleischman's Company, 701 Washington street, New York City.

J. B. Haines, Bailey Building, Philadelphia, Pa., is placing classified for Garside Iron Rust Soap Company.

George Batten Company, Fourth Avenue Building, New York City, is making contracts with some New England and New York State papers for Fuller & Warren Company, "Stewart Ideal Range," Troy, N. Y.

Louis Brown Advertising Agency, 99 Nassau street, New York, is placing classified advertising for Lande Lock Company, and Gem Pen Company and Bowman.

Blackman-Ross Company, 95 Madison avenue, New York City, is contracting generally with large city papers for the American Express Company, 65 Broadway, and 487 Fifth avenue, New York City.

Wyckoff Advertising Company is placing classified advertising generally for W. M. Ostrander, Real Estate, 12 West 31st street, New York City.

Humphrey's Homeopathic Medicine, "Humphrey's yy," 156 William street, New York City, usually make contracts the early part of September.

Wood, Putnam & Wood Co., 111 Devonshire street, Boston, Mass., is contracting for 6-inch 1-time orders with a selected list of papers for Tuttle Elixir Company, Beverly street, Boston, Mass.

Johnson Advertising Corporation, 20 East Jackson Boulevard, Chicago, Ill., is placing large copy with Eastern papers for Chicago, Milwaukee & St. Paul Railway, Chicago, Ill.

M. Weingarten, 286 Fifth avenue, New York City, is making contracts with New England papers for Baldwin Garment Company, Holyoke, Mass.

Lesing Advertising Company, Des Moines, Iowa, is issuing 65-line 2-time orders with some Western papers for William Galloway & Co., Waterloo, Iowa.

Morse International Agency, Fourth avenue and 30th street, New York City, is issuing orders with some New York State and New England papers for Weir Stove Company, "Glenwood Stoves and Ranges," Taunton, Mass. This

agency is also making 1,000-line contracts with a selected list of papers for Pratt Food Company, Philadelphia, Pa.

Taylor-Critchfield Co., Brooks Building, Chicago, Ill., is placing orders with some large city papers for the Farm Journal, Washington Square, Philadelphia, Pa.

Lord & Thomas, 341 Fifth avenue, New York City, is handling orders with large list of papers for Charles A. Tyrell, "J. B. L." Cascade, 570 West 150th street, New York City.

William A. Stiles, 123 West Madison street, Chicago, Ill., is making 5,000-line contracts with some western papers for Atwill Makemson Coal and Coke Company.

Stack Advertising Agency, Heyworth Building, Chicago, Ill., is handling advertising for Swift & Co., Chicago, Ill., using Ohio papers.

Ruthrauff & Ryan, 450 Fifth avenue, New York City, is again placing orders with some New York State papers for Pilgrim Manufacturing Company, 37 East 28th street, New York City.

Scheck Advertising Agency, 9 Clinton street, Newark, N. J., is contracting 100-line 8-time orders with some Indiana papers for Mendel Co.

E. Everett Smith Advertising Agency Mutual Life Building, Philadelphia, Pa., is placing orders with Ohio papers for Swift & Co., Chicago, Ill.

Kastor & Sons, St. Louis, Mo., are placing 26-time orders with a selected list for Anti-Kamnia Chemical Company.

H. E. Janes, Philadelphia, Pa., is contracting for 624 inches, three years with Texas and Southern papers for Sloan's Liniment, Philadelphia.

W. W. Sharpe, New York City, is issuing orders of 40-line two times a week with a few papers for E. Fougere (Fastep).

H. I. Ireland Agency, Philadelphia, is contracting for 200-line sixteen times with a selected list of papers for S. B. & B. W. Fleischer, Philadelphia.

Frank Presbrey Agency, New York City, is making renewals of the advertising for the American Tobacco Company.

Earnshaw-Lent, New York City, is placing 8-inch 4-time orders with a few Pennsylvania papers for L. & M. Brooklyn.

JOURNALISTIC CHRONOLOGY.

Anniversaries of Interest to Newspaper Folk During Coming Week.

SEPT. 7—Eugene V. Brewster, editor of Moving Picture Story Magazine, born at Bayshore, L. I. (1869).

SEPT. 7—Niles' Register (later known all over the civilized world) first issued in Baltimore, Md., by Hezekiah Niles (1811).

SEPT. 9—Christian Advocate first issued (1826).

SEPT. 9—Victor F. Lawson, journalist and capitalist, born (1850).

SEPT. 10—Arthur Lucas, managing editor of the Albany (N. Y.) Evening Journal, born at Albany, N. Y. (1859).

SEPT. 10—John Brisben Walker, editor, author and founder of Cosmopolitan Magazine, born (1847).

SEPT. 11—Henry C. Bowen, co-founder and long editor of the Independent, born at Woodstock, Conn. (1848).

SEPT. 12—George J. Hager, cyclopaedic editor, formerly for fifteen years editor of Leslie's Weekly, born at Newark, N. J. (1847).

SEPT. 12—Charles Dudley Warner, journalist and author, born at Plainfield, Mass. (1829).

ROLL OF HONOR

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

ARIZONA.

GAZETTE—Av. Gross Cir. Mar., 1914, Government Statement, Apr. 1, 1914 6,544
Gross 7,001

CALIFORNIA.

THE NEWS.....Santa Barbara
BULLETINSan Francisco

GEORGIA.

ATLANTA JOURNAL (Cir. 57,531) Atlanta
CHRONICLEAugusta

LEDGERColumbus

ILLINOIS.

POLISH DAILY ZGODA.....Chicago

SKANDINAVENChicago

HERALDJoliet

HERALD-TRANSCRIPTPeoria

JOURNALPeoria

STAR (Circulation 21,589)Peoria

INDIANA.

THE AVE MARIA.....Notre Dame

IOWA.

REGISTER & LEADER...Des Moines

THE TIMES-JOURNAL....Dubuque

KANSAS.

CAPITALTopeka

KENTUCKY.

COURIER-JOURNALLouisville

TIMESLouisville

LOUISIANA.

DAILY STATES.....New Orleans

ITEMNew Orleans

TIMES-PICAYUNE ...New Orleans

MARYLAND.

THE SUNBaltimore

has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.

MICHIGAN.

PATRIOT (No Monday Issue) Jackson Average 1st qu. 1914: Daily 10,963; Sunday 12,554. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.

MINNESOTA.

TRIBUNE, Mon. & Eve....Minneapolis

MISSOURI.

POST-DISPATCHSt. Louis

MONTANA.

MINERButte

NEBRASKA.

FREIE PRESSE (Cir. 128,384). Lincoln

NEW JERSEY.

PRESSAsbury Park

JOURNALElizabeth

COURIER-NEWSPlainfield

NEW YORK.

BUFFALO EVENING NEWS, Buffalo

BOLLETTINO DELLA SERA, New York

EVENING MAIL.....New York

OHIO.

PLAIN DEALER.....Cleveland

Circulation for July, 1914. Daily126,067

Sunday153,058

VINDICATORYoungstown

PENNSYLVANIA.

TIMESChester

DAILY DEMOCRAT.....Johnstown

DISPATCHPittsburgh

PRESSPittsburgh

GERMAN GAZETTE.....Philadelphia

TIMES-LEADERWilkes-Barre

GAZETTEYork

SOUTH CAROLINA.

DAILY MAIL.....Anderson

THE STATE.....Columbia

(Sworn Cir. Mech. 1914. D. 22,850; S. 23,444)

TENNESSEE.

NEWS-SCIMITARMemphis

BANNERNashville

TEXAS.

STAR-TELEGRAMFort Worth

Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.

CHRONICLEHouston

The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.

WASHINGTON.

POST-INTELLIGENCERSeattle

CANADA.

BRITISH COLUMBIA.

WORLDVancouver

ONTARIO.

FREE PRESS.....London

QUEBEC.

LA PATRIE.....Montreal

LA PRESSE.....Montreal

Ave. Cir. for 1913, 127,722

Puts Ban on Misleading Ads.

In Louisville, Ky., fraudulent advertising will be punishable by a fine of \$5 to \$35 for each offense if an ordinance introduced by President William G. Miller, of the Board of Aldermen, at the meeting of the General Council

a few nights ago, is passed. The ordinance would require, under penalty of a fine, truthful reports in all advertisements. Misleading, deceptive and untruthful advertising are placed under the ban by the measure which, it is believed, will be passed.

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.

C. George Krogness, the well-known Chicago special, who has been abroad for several weeks, arrived in New York on the Mauretania on Thursday.

W. C. Simons of the Lawrence (Kan.) Journal-World has been spending a week in Chicago in the interest of his publication. Mr. Simons reports a nice line of contracts for the Journal-World and the outlook very bright for foreign business. Mr. Simons' family is spending their summer on the South Shore, where he has taken a cottage for the season.

Mrs. G. L. Overman and Miss E. S. Leonard, for fifteen years with the advertising agency of J. A. Richards and staff, will be associated, after September 1, with Churchill-Hall.

Charles A. Brownell, for the past six years manager of the Detroit branch of the J. Walter Thompson advertising Agency, has resigned to handle the ad-



CHARLES A. BROWNELL.

vertising of the Ford Motor Company. Frank W. Farnsworth succeeds him as the Thompson agency branch manager in Detroit.

H. S. Tibbs, whose resignation as assistant advertising manager for Gimbel Bros. was announced in THE EDITOR AND PUBLISHER last week, is making his headquarters with James O. Flaherty (Suburban List).

E. G. Nankervis, advertising manager of the Butte (Mont.) Miner, has returned with his family from a trip through the Yellowstone National Park.

Charles R. Barnes, advertising manager of C. W. Klemm, Bloomington, Ill., is on a short vacation at Pekin, Ill.

J. H. Newmark, one of the best known advertising men in the motor industry, has moved from Pontiac, Mich., to Kokomo, Ind., where he has joined the Apperson forces.

Arden Yinkey, who has been with the MacManus Agency for six years, is now with the Dunlap-Ward Co., of Detroit.

E. St. Elmo Lewis, whose resignation as advertising manager of the Burroughs Adding Machine Company to become vice-president and general manager of the Art Metal Construction Company, of Jamestown, N. Y., was mentioned in THE EDITOR AND PUBLISHER of August 22, is now being banqueted. Mr. Lewis was the guest of honor of the Detroit Club on August 25. He was also similarly honored by the Detroit Board of Commerce.

Miss Lucille M. Ewen, who has been connected with the advertising department of the New York Press, has been placed in charge of the service department of Vogue and Vanity Fair.

W. L. Austin has been appointed head of the advertising department of the Detroit Lubricator Company. He was formerly advertising manager of the Gray Motor Company of the same city.

E. Wentz, who has been with the Carl M. Green Company, of Detroit, since its organization, has resigned to become the advertising manager of the Detroit Fuse & Manufacturing Company.



GEORGE J. BURNS,
Who Has Joined the Staff of the G. Logan Payne Company, Chicago and New York.

Cincinnati Ad Club Elects Officers.

A warmly contested election last week at the annual meeting and banquet of the Cincinnati Advertisers' Club resulted in the re-election of President Albert De Montzulin. Other new officers are Bert Alexander, first vice-president; C. S. Clark, second vice-president; J. R. Tomlin, financial secretary; Melville Snowden, recording secretary; W. F. Chambers, treasurer; W. B. Holliday, Ben Meilziner, T. J. Kiphart, A. S. Crawford, Joseph Schmidt and C. Lee Downey, board of governors.

The Wrigley Ad Campaign.

The Stewart-Davis Advertising Agency, 1402 Kesner Building, Chicago, are taking up their fall campaign for William Wrigley, Jr., Co., manufacturers of Wrigley's Spearmint chewing gum. Wrigley, this fall, is introducing Wrigley's Doublemint, a new chewing gum with double strength peppermint flavor. A double ended Spear has been adopted as the Doublemint trade-mark. The new gum will be introduced first in the Eastern, Middle and Central Western States and the advertising extended westward and southward as fast as conditions permit. The Stewart-Davis Agency contracts, already made with the publishers, cover this fall schedule.

Mr. Daniels Resigns.

M. E. Daniels, manager of the Miller Saw-Trimmer Company, Pittsburgh, has resigned. Mr. Daniels has many friends in the advertising field whose best wishes will follow him in whatever line of endeavor he may follow. It is quite probable that he will continue in the printing supply business.

National Newspaper Window Display.

October 19-24 has been fixed by the A. N. P. A. Bureau of Advertising as the date for National Newspaper Window Display Week and plans are now under way to make this a universal newspaper movement as convincing as possible to the national advertiser. In addition to the newspapers belonging to the bureau it is the intention to invite the co-operation of other newspapers. The bureau will furnish the large national advertisers with a list of newspapers that are co-operating so that they may get into closer relations. The Bureau wants to make this as practical a movement as possible; one that will not only benefit the newspapers but directly benefit the advertisers. Within a very short time it will have a list of the advertisers who are actively co-operating and working with the dealers.

The Hudson (N. Y.) Register has just installed a 12-page webb duplex perfecting press.

Directory of Advertisers Aids.

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

Kipling Denies Sale to American.

The publication of Kipling's war poem by the New York American, marked "copyright, 1914," has again brought up the newspaper "copyright" question. Mr. Kipling in a cable to the New York Times says: "Neither I nor my agent sold verses to Hearst, or authorized the London Times to sell or copyright them." Mr. Kipling himself copyrighted his verses, entitled "For What We Have and Are," which were sold to the Tribune, the World, and the Times. The Times claims, therefore, the Hearst newspapers had no right to make use of the phrase, "Copyright, 1914, by the New York American."

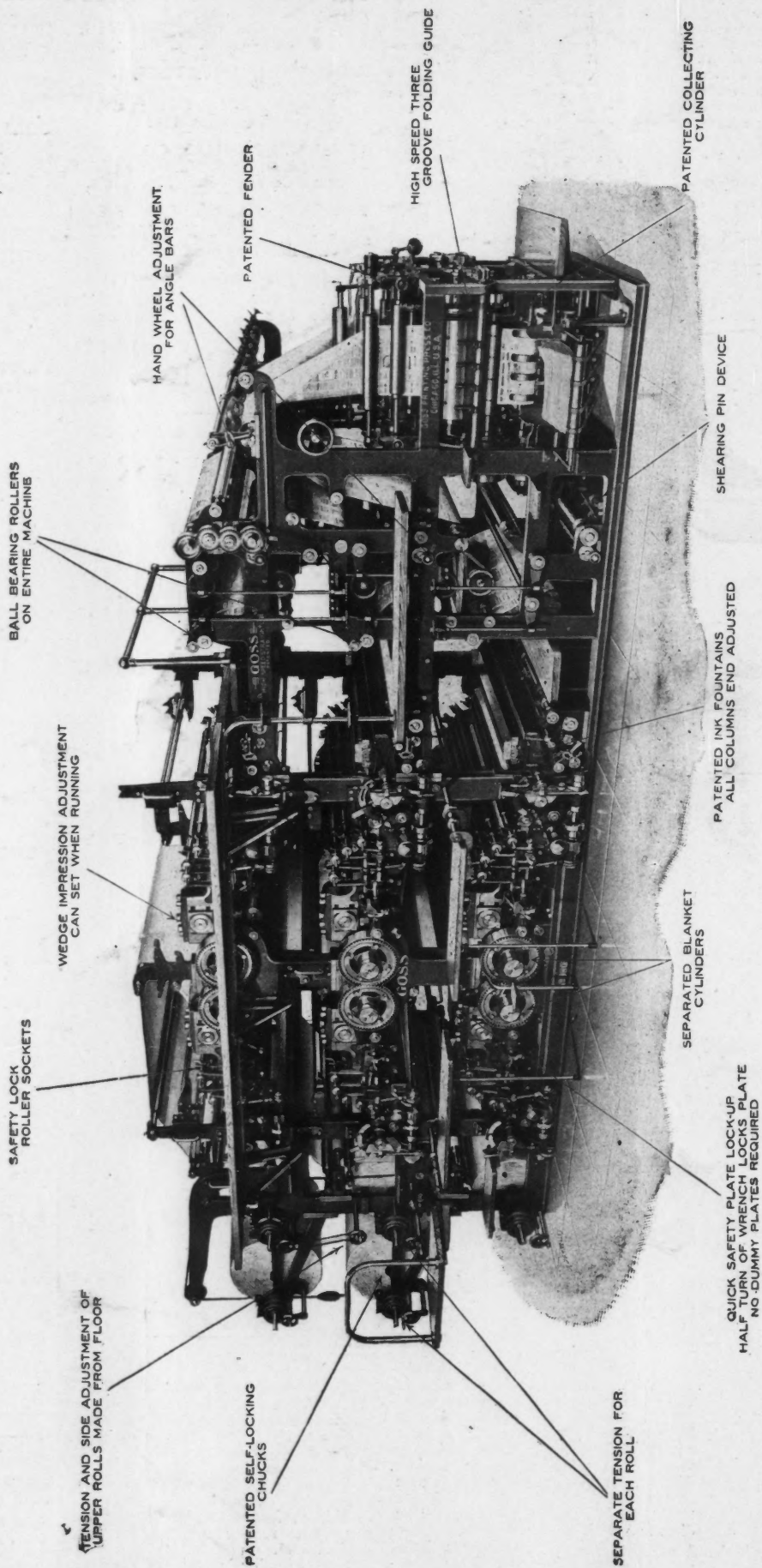
The McKeesport (Pa.) News has been re-elected to active membership in the American Newspaper Publishers' Association.

THE HERALD
HAS THE
LARGEST MORNING CIRCULATION
IN
WASHINGTON
C. T. BRAINARD, President.
Representatives:
J. C. WILBERDING, Brunswick Bldg., NEW YORK.
A. R. KEATOR, 601 Hartford Bldg., CHICAGO.

Send for samples of Half-tone Diamond Black. This Ink will print Jet Black on the most difficult paper. 40c. net.
Every pound guaranteed
F. E. OKIE CO.
PHILADELPHIA, PA.

GOSS PRESSES EFFICIENCY

THE GOSS "HIGH SPEED STRAIGHT LINE" PRESSES



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

NEW YORK OFFICE
METROPOLITAN BUILDING
No. 1 MADISON AVE.

THE GOSS PRINTING PRESS CO.

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

LIBRARY

LIBRARY