

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## NEW AUDIT COMPANY.

### ADVERTISING MEN ORGANIZE ASSOCIATION TO EXAMINE CIRCULATIONS.

**Russell R. Whitman, Late Publisher of Boston American to Become General Manager—Headquarters to Be in Chicago—How the Assessments Are to Be Arranged—Executive Committee to Be in Control.**

(Special Correspondence.)

CHICAGO, Dec. 17.—The Advertising Audit Association, a new circulation verification and data gathering organization, with which shortly will be merged the work of the Association of American Advertisers—better known as the "Three A's"—was quietly launched this week by Lewis Bruch, of the American Radiator Co., Chicago, chairman, and the following members of the organization committee:

Emery Mapes, president of the Cream of Wheat Co., Minneapolis, representing the A. A. A.; Stanley Clague, of the Clague Agency, representing the advertising agents (East and West); Curtis P. Brady, the magazines, and B. D. Butler, of the Prairie Farmer, representing the farm papers. Elbert H. Baker, of the Cleveland Plain-Dealer and present of the A. N. P. A., has been asked to represent the newspapers, but it is not known that he will accept.

Russell R. Whitman, for five years, and until last week, publisher of the Boston American, has accepted the general management of the new organization and will enter upon his new duties on Jan. 1.

Temporary offices will be secured in the Peoples Gas Building, Chicago, and for the present Mr. Whitman may be reached in care of Mr. Bruch.

The prospectus, which will be sent to any publisher on request, after reciting that "the time has arrived for the formation of such an authoritative association"—states that:

There are three factors which should band together—advertisers, advertising agents and publishers.

Advertisers and advertising agents have heretofore had only one source from which to secure such information, the A. A. A., and the officers of this association are free to admit that, through lack of adequate funds, their service, while successfully extended in recent years, is inadequate.

Publishers, on the other hand, have had in some cases cause for complaint against the incomplete circulation investigation methods to which they have heretofore been subjected, and all are tired of the duplication of these inadequate investigations.

It is proposed:

That an executive committee composed of nine members be in control of the organization composed of five national advertisers, two advertising agents and two publishers.

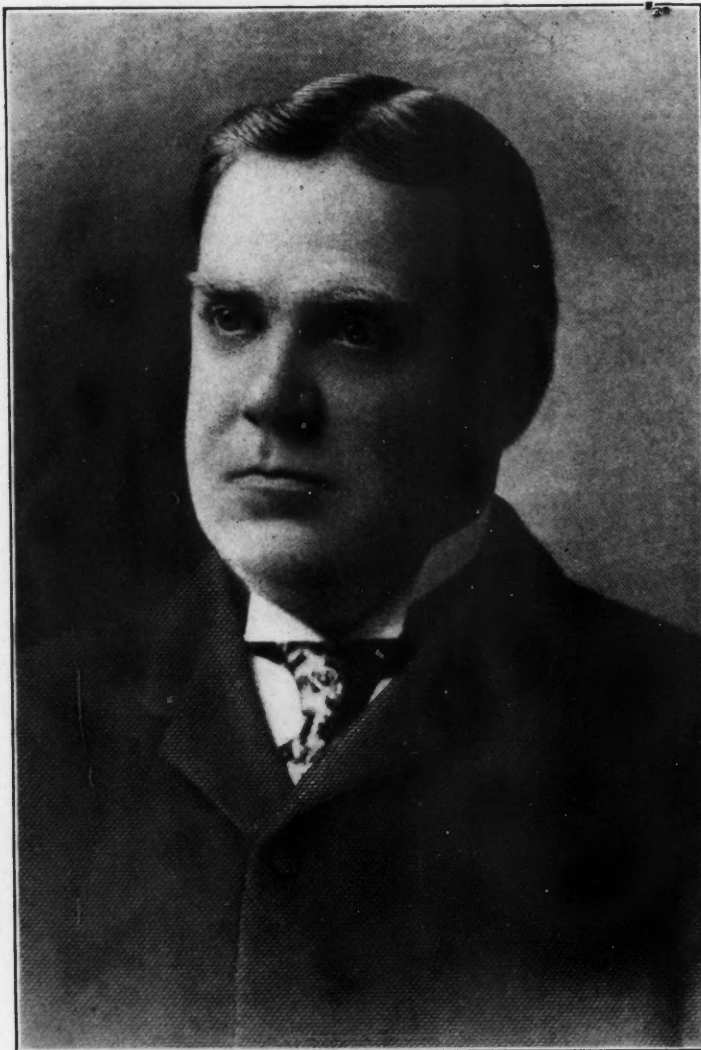
That a thoroughly competent body of auditors be employed, under the guidance of a highly qualified paid official, to justly and fairly investigate quantity and quality of circulation and to give such further information to the membership of the association as will further both the interests of advertisers and publishers.

That the present machinery and experience of the American Advertisers' Association be used as the foundation of this institution, with the understanding that all that is good of the present organization in the opinion of the executive committee be retained, rejecting any features which in the opinion of the committee are undesirable for the object to be accomplished.

An organization such as we have outlined above will be able to examine, at least once a year, every important medium of advertising in the United States and Canada.

It will be possible to issue not only a complete report giving information in detail of the preceding annual circulation, but will also be able to distribute to its

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J. McCAN DAVIS,

PRESIDENT OF THE AMERICAN ASSOCIATED NEWSPAPERS.

### Herald Cashier and \$24,000 Gone. New Daily at East Moline Assured.

Charged with the embezzlement of \$24,000 Ernest Laporte, cashier of the Paris edition of the New York Herald, is on his way to this country. A warrant has been issued for his arrest. Before departing Laporte left a letter for James Gordon Bennett saying he was a partner in a prosperous Oriental pearl business in America. Some time ago he wished to extend this business and took \$20,000 of the Herald's money, which he sent to his partner, and the latter disappeared. Laporte says he did not want the business to collapse so he took \$4,000 more and started for America. In his note Laporte says he hopes to repay the money with interest in a short time.

### Unknown Girl Writer Wins \$10,000.

Miss Leona Dalrymple, of Passaic, N. J., who won a prize in a story-writing contest conducted by the New York Herald some five years ago, was on Dec. 10 the recipient of a check for \$10,000 as first prize in a novel-writing contest inaugurated by the Riley-Britton Publishing Co., of Chicago. Miss Dalrymple's story, "Diane of the Green Van," was one of nearly a thousand manuscript offerings. S. S. McClure and Ida M. Tarbell acted as the judges.

Stockholders of the proposed daily newspaper for East Moline, Ill., met last week and laid plans for carrying out the purposes of the organization. The newspaper will be known as the East Moline Daily Record and will be issued every evening except Sunday. Publication will begin, it is expected, shortly after the first of the new year. George W. Dick, Scott Evans, T. J. Gorman, John Koppenberg, George L. Rowe and J. L. Greer are the shareholders. They will incorporate.

### German Daily Buys Fifth Paper.

The Philadelphia German Daily Gazette Publishing Co. has purchased the Vereins Reporter—a German weekly, which was established in 1893 and has a circulation of about 3,000 copies. This makes five publications that the Philadelphia German Gazette has purchased during the past year.

### Tulsa Sun, New Afternoon Newspaper

The Tulsa (Okla.) Daily World, a morning newspaper, has entered the afternoon field with a new sheet, known as the Evening Sun. Eugene Lorton is publisher of both dailies. Four previous attempts to launch a successful afternoon paper in Tulsa have failed.

## TO AID SMALL PAPERS.

### AMERICAN ASSOCIATED NEWS- PAPERS WITH \$1,000,000 CAPITAL ENTERS FIELD.

**Its Functions to Be Limited at the Start to Development of General Advertising for Country Press—J. McCan Davis Is President and Managing Director—Principal Office Located in Chicago.**

(From a Staff Correspondent.)

CHICAGO, Dec. 17.—A new newspaper organization of national scope has come into existence with the recent incorporation in Maine of the American Associated Newspapers, with a capital stock of \$1,000,000. The business was founded in Chicago during the past year and has now been taken over by the corporation just organized, with broadened plans and purposes. The general offices are located in the new Rand-McNally Building, Chicago, and branch offices are to be opened in January in New York and San Francisco, with representatives in all of the principal cities of the United States.

ABOUT MR. DAVIS.

The head of the new organization is J. McCan Davis, widely known in the newspaper world, and particularly in Illinois, where he is a public man of considerable prominence. Mr. Davis defines the new organization in general terms as "a newspaper service corporation," for, as projected, it will ultimately fulfill a variety of functions for newspapers of all classes; but, at the outset, its work is to be limited to the advertising field, its specialty being the development of general advertising for country newspapers—the local weeklies and the small-town dailies—papers not large enough to maintain special representatives in the general advertising field, but having a total circulation of millions and reaching a constituency not otherwise accessible.

CHARACTER OF ORGANIZATION.

The organization is unique in several respects, for while it is a business corporation, organized and operated to produce a profit to its stockholders, it will have several co-operative features that differentiate it from similar organizations. Not only will a considerable part of the stock be held by newspaper publishers, but there will be an auxiliary organization composed of "associate members," non-stockholders, made up of publishers of papers which fulfill certain requirements as to sworn circulation, etc., that will give them a place on the preferred list. A general advisory board, consisting of one member from each State, will be chosen annually by the associate members. In this way the organization will keep in the closest touch with the country newspapers and with local conditions everywhere. Other co-operative features are to be added from time to time.

J. McCan Davis, president and managing director, is conceded to be especially fitted for the general management of an organization of this kind. He began his career as a country publisher, but soon emerged into a larger field. In 1891 he was appointed political and legislative correspondent at Springfield of the St. Louis Globe-Democrat by J. B. McCullagh, the editor. Later his metropolitan and other newspaper connections were greatly extended. He was for several years manager of the legislative bureau of the Associated Press; publisher of a daily paper in



Springfield, and was a magazine contributor. He is widely known as an authority on the life of Abraham Lincoln, having written extensively on the subject, as well as upon the life of Lincoln's great political rival, Stephen A. Douglas. His little volume, "How Abraham Lincoln Became President," is regarded as a masterpiece.

In 1908 Mr. Davis attracted national attention among newspaper publishers by his brilliant and successful campaign for the Republican nomination for Clerk of the Supreme Court, owing to the fact that he used large display advertising space in several hundred country newspapers for a number of weeks before the primaries were held to make his appeal directly to the voters of the State.

The campaign was successful and he was nominated and elected to the office for a six-year term, which expires in 1914.

His success proved a big boost for political advertising in the country papers. Mr. Davis is conceded to have been the pioneer in political advertising in Illinois; for although now in every campaign country newspapers are filled with the display advertisements of candidates, nothing in Illinois has since equaled his country newspaper campaign of 1908 in its completeness and its extraordinary success.

"The country newspaper," said Mr. Davis, in talking with me the other day, "is just beginning to be properly appreciated by the general advertiser. Everybody knows, but perhaps everybody does not fully realize, that within a few years we have had a complete revolution in rural life. The farmers of to-day, as a class, have an abundance of money and are spending it in ways undreamed of a few years ago. For example, witness the thousands of automobiles now owned by farmers. The country banks are filled with the money of the farmer—millions of it.

"The surest and most effective way of reaching the country people is through the columns of the country papers. I do not decry advertising in the metropolitan dailies, the magazines, or the national weeklies; in nearly every instance, beyond doubt, the advertiser gets the worth of his money; but for advertising that appeals to the country people there is no medium that gives the advertiser such excess value for his expenditure as the country weekly and the small-town daily.

"Everybody at all familiar with country life knows how carefully and thoroughly the home paper is read. Every member of the family reads it—father and mother, the boys and the girls, and the hired man. The advertisements, far from being overlooked or slighted, are read by practically everybody who reads the paper.

"The country papers have had an insignificant share of the general advertising that rightly belongs to them, largely, I think, because of the lack of a widespread, comprehensive and aggressive business organization working exclusively in their interest, devoted to the development of general advertising for the country press. It is a fact, too—and this is said not in criticism, but as a statement of an acknowledged fact—that the average advertising agency does not encourage the general advertiser to buy space in the country weekly, because of the vast amount of detail work involved in dealing with several thousand small newspapers.

"It is the business of the American Associated Newspapers, through its advertising department, to take care of all these details. The advertiser signs but one contract and makes but one settlement—instead of 5,000 contracts and 5,000 settlements. As rapidly as possible, we are standardizing rates, basing them on actual circulation. We place the advertiser in a position to know exactly what he is getting for his money.

"Summing up the situation, I would say that country newspaper advertising has these advantages:

"First—The thoroughness with which the

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## INCREASES IN WAGES. WASHINGTON TOPICS. PAGE WOULD IMPROVE PAPERS.

### Typographical Unions in a Number of Cities Secure the Adoption of New Scales, Under Which the Pay of Members Is Advanced from \$1.50 to \$2.92 a Week.

During the past month a number of new scales have been adopted in Typographical Union shops. An agreement has been signed between the employers and printers of Schenectady calling for an increase of \$1 a week for machine operators and \$2 for hand men. The first year, hand men are to receive \$20 a week and thereafter \$21 a week. The machine operators get \$21 during the entire period.

Quincy, Ill., printers have received a substantial increase in wages. On the newspapers both daily and weekly, a flat scale of \$21 per week for day work and \$23 for night work, has been adopted. The old scale was \$19.20 and \$21.60. The new scale will be in force for three years.

Under the terms of the new agreement adopted at Streator, Ill., each member of the union receives an increase of \$1.50 per week, the scale running as follows: Foreman, \$18.50 per week; hand men on newspapers and book and job men, \$16.50; machine operators, \$19.50.

### MINNEAPOLIS INCREASE.

The Minneapolis Typographical Union has been successful in securing the adoption of a new scale which is to be in force until May 1, 1918, which provides an increase for time hands of \$2.80 per week for night work, and \$2.92 for day work, the wages to be \$28.80 and \$25.92, respectively, on the morning and evening newspapers. The piece scale on machines is increased one-half of a cent per thousand ems, the new prices being 9½ cents for agate, 10 cents for nonpareil, and 10½ cents for minion for day work, and one cent additional for night work. Foremen get 25 cents per day in addition to regular scale.

Scale negotiations in Greeley, Col., have resulted in an agreement which goes into effect the first of the year. This provides that foremen in newspaper and job offices shall receive \$22.50 per week; morning papers, \$24; machine operators, \$22 and \$23.50, for day and night work, respectively, hand men, \$19 for day work, and \$22.50 for night work. This is approximately an increase of \$2.50 per week all around.

At Bloomington, Ill., a new scale has been agreed upon which gives night foremen on newspapers an immediate increase of \$2 a week and another increase of \$1 and \$2 for the second and third of the three years it is to run; machine operators get a raise of \$2, day newspaper men \$2 for two years and \$1 more for the third year. The day schedule is \$20 and the morning \$22.

### Receiver for Washington Record.

Charles S. Howell, formerly city editor of the old Pittsburgh (Pa.) Times, has been appointed receiver of the Washington (Pa.) Record, following the embarrassments of the Jones interests, which controlled the paper. Mr. Howell held down the city desk on the Times when the late Christopher L. Magee took over that paper. After leaving the paper he was claim agent for the Baltimore & Ohio railroad, and for the Consolidated Railways Co. He returns to the newspaper game after twenty years in other fields.

### Editor and Cartoonist Arraigned.

Max Eastman, editor, and Arthur Young, cartoonist, of the radical monthly, the Masses, were arraigned last week on a charge of criminal libel on complaint of the Associated Press. The men pleaded not guilty before Judge Swann in the Court of General Sessions, and were released in \$1,000 bail each. The charge is based on an editorial and cartoon which appeared in the July Masses reflecting upon the Associated Press service.

### Administration Men and Measures Grilled at Gridiron Dinner—Ernest G. Walker Elected President of the Club—Bill to Provide Calendar of Hearings—Haskin's Articles.

(Special Correspondence.)

WASHINGTON, D. C., Dec. 16.—The first of the famous Gridiron Club's dinners for this season was given last Saturday night. The Mexican situation furnished the material for the feature takeoff of the evening. Speeches were made by Vice-President Marshall, Secretary of State Bryan and others.

A Federal reserve board, consisting of Gen. Coxe, chairman, and Harry Thaw, David Lamar, Col. Mulhall, Jack Johnson, William Sulzer and Charles F. Murphy, initiated the five new members of the club who had been elected since the last dinner a year ago—E. A. Fowler, of the New York Sun; Arthur B. Krock, of the Louisville Courier-Journal; John P. Ryan, San Francisco Post; Frederick Essary, Baltimore Sun, and Thomas W. Brahan, assistant secretary to the President—the latter a limited member.

The new officers of the Gridiron Club are Ernest G. Walker, of the Boston Herald, president; Edgar C. Snyder, of the Omaha Bee, vice-president; John Shriver, of the Baltimore Star, secretary; Louis W. Strayer, Pittsburgh Dispatch, treasurer. Executive committee: Louis Garthe, of the Baltimore American; N. O. Messenger, of the Washington Evening Star, and J. Harry Cunningham.

Representative Peters, of Massachusetts, has pending in the House a bill to provide a calendar of hearings and committee meetings of Congress. Such an official publication would materially assist the Washington correspondents in gathering the Congressional news, as it would officially inform them when hearings and committee meetings would be held. The bill is one that every newspaper man believes should be passed.

Frederick J. Haskin's syndicate articles on rural credits have been printed as a public document at the suggestion of Senator Fletcher of Florida.

A veteran correspondent suggests that if the newspaper writers of the country were members of a union and stood together they might be able to stop baseball players and actors from invading their fields in describing great events, such as the World series. Suppose these writers of newspapers should "keep tab" on the actor-player fellows and every time there was an opportunity just "hand them one." It might take some little time for the actor-player crowd to get next to what it all meant, but the time would come when they would hesitate about allowing the use of their names to crowd out men who have given years of time to fitting themselves for a profession.

There was talk in Washington the other day about a recent newspaper sensation. It related to Panama and came by way of Bogota and New Orleans. After the sensation had frightened half a dozen correspondents, who feel that they must never get left on foreign news, an official of the State Department opened the books and showed them the whole story in a message from President Taft to Congress, printed in the Congressional Record last winter. But that did not make any difference. There was no one who could recollect anything about the story in the message.

It was Mr. Taft who said when he was Secretary of War that if he had something important which he wished to conceal from the public and the newspaper men, he put it in an annual report.

Max Seckendorf, who for many years was chief of the New York Tribune bureau in Washington, said that he had made a careful investigation as to the time when stories might be repeated. He found that all stories after two years can be reprinted and no one will remember that they have been resurrected.

### Ambassador Advocates Exchange of British and American Journalists.

The exchange of British and American journalists as a means of improving newspaper reports of international events, was advocated by Ambassador Walter H. Page, at the annual dinner of the Institute of Journalists in London Saturday. Every man directing a London paper, he said, should be compelled to work a while on an American newspaper.

Ambassador Page thanked the British press for its cordiality to himself and said that the relations between the two countries were advanced by the newspapers and were largely dependent upon the manner in which events were chronicled.

But, he added, much mischief was still done by undue haste and by a desire for scare headlines and exclusive information. He thought that something better could be done by having the true ideals and the spirit of each country correctly reflected in the journals.

"The reporting of international events properly is even more important than the reporting of domestic happenings," said the Ambassador. "Recently, when President Wilson unfolded his historic policy I failed to find in the English press, with one or two exceptions, any intelligent or lucid explanations of it.

"The trouble arose through the system by which the proprietors of the daily press of the English-speaking world developed what on my side is called a 'beat.' The greatest qualities a journalist needs are perspective and proportion."

### MEMORIAL TO WHITELAW REID.

#### Mark First Anniversary of Death by Unveiling of Cathedral Window.

The first anniversary of the death of Whitelaw Reid, editor of the Tribune, was commemorated on Monday, Dec. 15, by the unveiling of a stained glass window, erected in his memory by Mrs. Reid, in the Cathedral of St. John the Divine. The service was conducted by Bishop Greer, who dedicated and blessed the window, assisted by Dean Grosvenor and the Rev. Howard Robbins. Mrs. Reid was present at the unveiling with her son, Ogden Mills Reid, and other members of her family, as well as a number of friends. The window was designed by the Messrs. Powell, of London, and cost \$10,000. It was shipped from England last June in eight sections.

The subject is "The Light of the World," and the central figure is the Son of Man, as described in the Book of Revelation. He stands with upraised arms, wearing a crown and a crimson mantle and a golden pallium. He is surrounded by winged seraphim. Around Him are seven golden candlesticks. Beneath is a rainbow of emeralds overarching the sea of glass, "like unto crystal."

At the base is the river of the water of life flowing through all three lights of the window, and in the side lights are the four archangels, St. Michael, St. Uriel, St. Gabriel and St. Raphael. In the circular piece of tracery at the top are two angels hold a star.

### Irwin's Illness Delays Libel Suit.

Owing to the illness of Will Irwin, the writer, a further postponement was granted to Robert J. Collier, at Buffalo Monday, in William J. Conners' \$100,000 libel suit against Collier's Weekly. Irwin is at General Hospital in that city suffering from diphtheria or tonsillitis. Justice Emery set the case for trial Jan. 5. Counsel for Mr. Conners pointed out that it was the eleventh postponement granted to Collier's Weekly and protested against more delay. Mr. Collier's attorneys replied that they could not proceed without Irwin because he wrote the article.

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## CHICAGO HAPPENINGS.

**Ordinance Against Misleading Medical Ads—Merchants Report That Advertising Pays—Mrs. Young Joins Tribune Editorial Staff—Controversy Over the Advance—Death of Frederick W. Friese—Personals.**  
(Special Correspondence.)

CHICAGO, Dec. 17.—Acting Corporation Counsel John W. Beckwith has introduced in the city council an ordinance prohibiting the public circulation of advertising of a fraudulent character. The measure is aimed at the medical quacks who fleece their victims by means of deceptive and misleading advertising. The drafted ordinance was referred to the committee on health. Several weeks ago the council passed an order calling on the corporation counsel to draft an ordinance for the suppression of medical charlatans.

"Advertising pays." This was the keynote of a report on advertising in Chicago made public by a committee of the Chicago Association of Commerce, which has been investigating that field of activity for some time. According to this report, Chicago expends more for advertising than any other city in the country of the same population and with the same trade zone. The report was submitted at the weekly luncheon of the association and was signed by Miles B. Hilly, as chairman of the committee and F. R. Bott, George F. Black, Orva G. Williams and G. G. Place.

President A. A. McCormick, of the county board, ridiculed the proposed immigration bill, which provides for an educational test, when he, last week, addressed a number of foreign language newspaper publishers, who were the guests of Abraham L. Liebling, of the Jewish Daily Press, at a luncheon in the Hotel La Salle.

### EXAMINER'S CHRISTMAS SHOW.

The Examiner gave its annual Christmas benefit show, the attractions comprising special acts by leading actors and actresses at the Grand, Friday afternoon.

Sir George Paish, one of the editors of the London Statist, was in Chicago this week.

Mrs. Ella F. Young, recently city superintendent of schools at \$10,000 a year, has been engaged by the Tribune as educational editor.

Joe Tinker, the baseball player, visited the Tribune office Saturday night, and in trying to find the sporting room, aroused the suspicions of the office policeman who beat him up before he could be rescued.

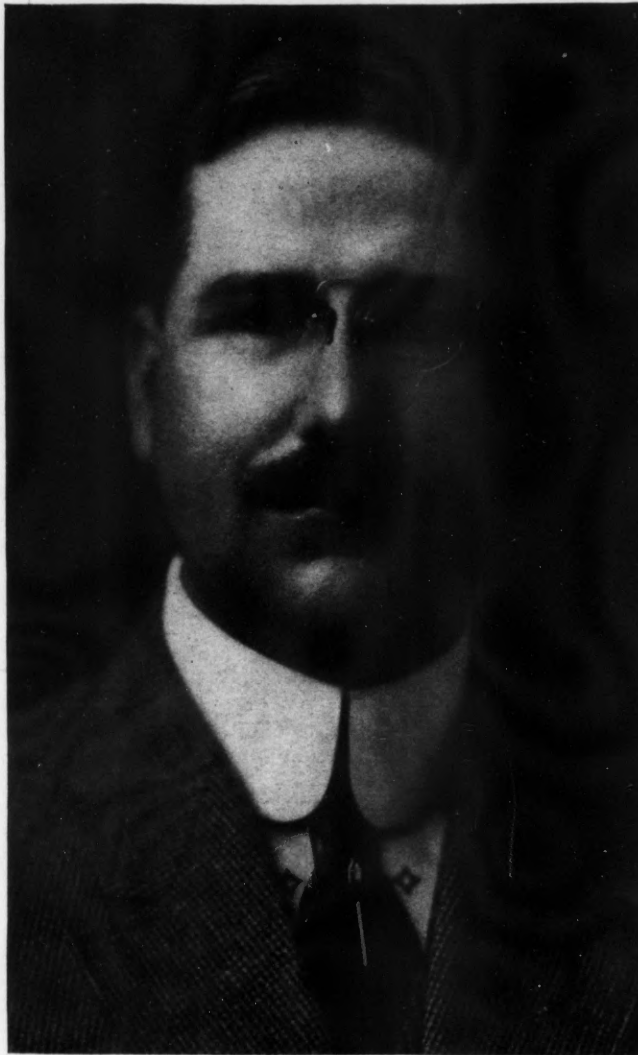
There is a controversy over the editorship of the Advance, a weekly Congregational Church paper. Rev. J. A. Adams, many years its editor, charges that he has been deposed while sick. His successors claim he did not conduct the paper satisfactorily.

### DEATH OF FRIESE.

A. William Friese, financial editor of the Chicago Journal, last week lost by death his father, Frederick W. Friese, owner and publisher of the Milwaukee Daily Market Letter, a commercial paper, a resident of Milwaukee for sixty-four years, and one of the oldest members of the Press Club. Death was due to pneumonia. He was seventy-five years old.

James G. Davis, soldier, tobacco buyer and writer, died last week at his residence, 4453 Oakenwald avenue. He was seventy-two years old. "Colonel" Davis, as he was better known, was the father of the "daughter of the Press Club." He had been a member of that organization for years and when his daughter, Virginia Lee Davis, was born he proudly gave her that title.

When the city fathers of Chicago ousted Mrs. Ella Flagg Young from the position of superintendent of Public Schools in that city, the Chicago Daily Tribune, with commendable enterprise, immediately secured her services as educational editor of the Tribune. Mrs. Young is considered one of the ablest educators in the United States



RUSSELL R. WHITMAN,  
GENERAL MANAGER OF ADVERTISING AUDIT ASSOCIATION.

and her removal from the position she had held with so much dignity and ability in Chicago, was due to politics more than to any other cause. In the columns of the Tribune Mrs. Young will have an opportunity to continue her work in behalf of educational interests. She will discuss the problems of school children, methods of teachings, and other subjects of importance. Mrs. Young will write what she thinks and believes entirely unfettered by the editorial management of the paper.

### Pearson's Sight Gone.

C. A. Pearson, the well known English publisher, who has been afflicted with partial blindness for several years, is now practically unable to see at all. This affliction has checked his public career on the sunny side of fifty, but, it has served to bring out the finer qualities of an exceptional character. He has mastered those aids to a happy and busy life which the blind possess. He can read and write and find his way about in a wonderful manner. It was Mr. Pearson who founded the London Fresh Air Fund twenty-one years ago, which has during that period been a holiday in the country to 3,500,000 poor children, besides providing a fortnight's holiday for nearly 30,000.

### Fined for Advertising Fraud.

The first conviction under a new Connecticut State law against fraudulent advertising of merchandise was obtained at Hartford Saturday, when William H. Meloney was fined \$20. He advertised a rug at \$65 which he had bought at a department store for \$12.50.

The Rosholt (Wis.) Record suspended publication last week.

### Dinner Marks Col. Hester's Birthday.

Col. William Hester, principal owner of the Brooklyn Eagle, was given a dinner last week at the Hotel Plaza to celebrate his seventy-eighth birthday. The speakers included ex-Senator Chauncey M. Depew, Dr. St. Clair McKelway, editor of the Eagle; Herbert F. Gunnison, its business manager; William A. Prendergast, R. A. C. Smith and Mrs. Martin W. Littleton. All paid affectionate tribute to the colonel. He began work on the staff of the Eagle at the age of sixteen, in 1862, so that his connection with the paper has passed three score years. The guests included a number of veteran members of the Eagle staff. Among the diners were: John J. Sinclair, James W. Lane, Francis L. Hine, Howard Carroll, Mrs. E. C. Tower, George C. Boldt, Mrs. Chauncey M. Depew, Mr. and Mrs. Martin W. Littleton, John S. Holbrook, Thomas B. Kent, Le Grand Beers, Fred Sterry, Mr. and Mrs. J. Sinclair Armstrong and Mr. and Mrs. George T. Wilson.

### Detroit Belgians to Launch Weekly.

The Gazette van Detroit is the name of a Belgian weekly that will soon be launched at Detroit, Mich. Belgians of that city have organized a stock company and news reporters and agents have been appointed all over the United States where there are Belgian settlements. There are about 25,000 Belgians in Detroit who cannot read English. The following officers have been elected: President, Camille Cools; vice-president, Jules Vandebussche; secretary-treasurer, Camille De Buck; controller, George Callewaert, and editor, Leo Leplac.

The Editor and Publisher is \$2 a year.

## LAFFERTY IS AT IT AGAIN.

### Attacks Press Associations and Talks of Newspaper Trust.

(Special Correspondence.)

WASHINGTON, D. C., Dec. 11.—Denunciation of the press of the country, with especial mention of the United and the Associated Press, which, he charged, were controlled by the money power, was made in the House this afternoon by Representative Lafferty, of Oregon.

The high court of impeachment which removed Sulzer, Lafferty said, was prejudiced, as was also the press of New York State. He recited the story of an alleged attempt made by Bond P. Geddes, of the United Press, to have him retract certain statements charging that the United Press was controlled by the money powers. Lafferty said he refused to withdraw his statement, and alleged, as a result, that the Portland News, which had supported him, was now attacking him.

"The United Press," Lafferty declared, "is owned by E. W. Scripps. He made millions by hiring reporters at starvation wages. Streams of pennies poured into his coffers—he is simply cashing in the misfortunes of the downtrodden. The president of the United Press, Roy W. Howard, directed the writer of an editorial in the Portland News to attack me or quit his job. He still has his job.

"Among other trusts there is the newspaper trust. The Associated Press supplies the Oregonian and the Telegram with news, and the United Press supplies the Journal and the Daily News. These press associations now have it in their power to control the policy of the papers they serve for the reason that they may withdraw their service at any contract expiring period."

### Jamaica Newspaper Wins City Suit.

The Long Island Farmer, a daily newspaper published at Jamaica by J. C. Kennahan, won its suit against the city of New York last week, when Justice Aspinall handed down a decision in favor of the Farmer. The action was based on the publication of election and official canvass notices. Both the Farmer and the Long Island City Star claimed payment. In 1904 the Board of Aldermen named the Farmer and the Flushing Times as the official papers of Queens to publish such notices. In 1912 the board passed another resolution naming the Star as one of the papers to publish notices. The board failed to state which of the two papers the Star was to succeed and never notified Kennahan not to print the notices. Although he did not receive them officially, Kennahan secured the notices that year and printed them.

### Papers Not to Appear Christmas Day.

The English press has decided to suspend publication on Christmas Day. Last year the London Times appeared for postal subscribers only, but this year it has definitely associated with every other English newspaper, morning and evening, in an agreement not to appear that day. It is estimated that more than a million workers engaged in the publication and distribution of newspapers enjoyed a real Christmas Day for the first time last year.

### Dean Walter Williams in Ceylon.

The Times of Ceylon, November 18, had a column interview with Walter Williams, dean of the journalism school of Missouri University, who is on a year's tour of the world. During the six months since Dr. Williams left New York he has visited the British Isles, France, Holland, Germany, Russia, Austria-Hungary and Italy. He is making an extensive study of the world's journalism. From Ceylon he goes to India, then on to Australia, and home by way of China and Japan.

The Gazette Publishing Co., of Kansas City, Kan., has increased its capital from \$50,000 to \$100,000.



**BETTER NEWSPAPERS.**

**They Will Come Through Elevation of Public Taste and Journalists Who Realize Responsibility, Says Prof. Cunliffe.**

"The Journalist's Responsibility" was the subject of the address at the Madison, Wis., conference last month by Prof. J. W. Cunliffe, associate director of the Pulitzer School of Journalism. He made a plea for reasonable consideration for the working journalists, and said in part:

"The newspaper is not exempt, any more than the journalist as an individual, from the duty of living honestly. Every enterprise has these two sides of private gain and public duty. The journalist who is the readiest to supply what the public wants cannot deny his responsibility, as an honest tradesman, or we should be bound to treat him as an enemy of the community, an undesirable citizen. The welfare side of the newspaper remains, however it may be minimized, and it must be important, because the newspaper has an influence on the public, at once more direct and more widespread, than any other business or profession, except perhaps that of the pulpit, which is obviously waning."

After discussing the disadvantages of the endowed or municipal newspaper, Prof. Cunliffe went on to say:

**VALUE OF CASH NEXUS.**  
"It is of primary importance that a newspaper should be in close touch with the community it serves, and the cash nexus is a very valuable means of securing that contact. It has its disadvantages, no doubt, but on the whole there can be little doubt that it is salutary and useful."

"The devil of circulation, it is said, sits on the desk of every editor of a one-cent paper. The necessity of the popular paper is under of giving the public in the main what it wants does not seem to me a calamity. I have faith in the democracy, and especially in the future of democracy. Give it time to grow. The popular paper, in my opinion, will improve with the people, and will help

the people in the path of improvement. The cheap papers are better than they were.

"A criticism of the cheap press demanding serious attention is that which attacks it on the score of morals and manners. I take it that the worst fault of that cheap press is what it somewhat vaguely described as sensationalism. If we try to resolve this into its constituent elements, we find that it consists of wilful exaggeration or reckless inaccuracy. In this respect the yellow press, no doubt, offends more flagrantly than its higher priced competitors; it is subject to more temptation, because it appeals to a less intelligent constituency."

**HIGH INTELLIGENCE WANTED.**  
"The love of truth and the power to discern it are among the rarest gifts of high intelligence. The readers of the cheap press get 'faked' news because they desire and demand it. I am not justifying on this account the journalists who pander to this appetite for 'faked' news, but I am suggesting that the true remedy of the evil is in the development of a more intelligent reading public."

"Another element of sensationalism, no less to be condemned is the exploiting of a morbid interest in abnormal vice or crime. There can be no question that in this respect the press often exercises an unwholesome influence. It is this feature of the popular press which, to my mind, is in most urgent needs of reform. The exploitation of sensational crime runs like a plague through the community, defiling the minds of our young people, corrupting their morals, degrading their tastes. I see no remedy for it except in an improvement in journalistic ethics and the controlling force of public opinion. The most effective mode of individual action is the refusal to subscribe to or advertise in journals guilty of such practices, and the encouragement, by subscription and advertisement, of those who show a more excellent way."

**NEED OF BETTER JOURNALISTS.**  
After giving his conception of the ideal newspaper, Prof. Cunliffe continued:

"Finally, let us ask ourselves: How

is this ideal to be, if not attained, at any rate, approached?

"First, by the elevation of the public taste. Our main hope is in the spread of education and the increase of intelligence. It is only vulgar readers who enjoy vulgar newspapers. The editor of a cheap newspaper is rarely a cheap man. He writes down to his public. He would much rather write up to them. But the newspapers themselves must be the main agency in their own improvement, and if we are to have better newspapers, we must have better journalists—journalists with a high sense of the importance and responsibility of their calling, of wide sympathy and cultivated intelligence."

**BUSINESS SIDE OF A NEWSPAPER.**

**Its Importance Emphasized in an Address to Journalism Students.**

Charles H. Browne, editor of the Horton Commercial Headlight, spoke to the classes in journalism at the University of Kansas, at Lawrence, recently, on "The Business Side of the Newspaper." A successful country newspaper man must not only be able to write, according to Mr. Browne, but he must be able to tell the printer in an intelligent manner what he wants done. He must also know where he stands in a financial way, or get out of business. "A man cannot be free to follow up his editorial policy unless his paper is on a firm basis financially," said Mr. Browne, and continued, "The business and mechanical end of the newspaper is every bit as important as the editorial. It's well enough to be a success as a writer and to be full of flowery thoughts, but you can't get them in print unless your paper is one that is successful and is going to stick. Real success in the newspaper field is not mere writing but is obtaining what you are in the game for, namely, money."

Mr. Browne went on to say that the country newspaper men are recruited from three classes: the metropolitan newspaper cub, the practical printer and the office man who understands a cost system. A working knowledge of all three departments is most desirable.

**ARTISTS' UNIQUE BANQUET.**

**Country's Famous Cartoonists Grace Post-Intelligencer Festal Board.**

One of the most unique drawings ever made by newspaper artists is the "banquet" of famous cartoonists, which appeared recently in the Sunday magazine section of the Seattle Post-Intelligencer. Sixteen men lent their efforts to the pictured feast, which is reproduced on this page.

It was some task to get the banquet board filled. The invitation was mailed March 4, of this year, and the banquet ended about three weeks ago, when the original drawing returned to Seattle after touring the United States.

"When the banquet was decided upon," says Jack Becholdt, who acted as toastmaster, "the blank card was sent to George Hager, who pictured himself in an attitude of pleased attention, hoping, no doubt, that somebody would make a speech. Somebody did make a speech, and an unkind one, as one may notice by scanning the drawing made by Williams, of the Indianapolis News."

"C. K. Berryman, of the Washington Star, is looking for a nut cracker, and Fred Morgan, of the Philadelphia Inquirer, who next received the drawing, very obligingly supplied one. Boardman Robinson glooms at the board in a drawing characteristic of his vigorous impressionistic style. 'Bart' of the Minneapolis Journal, forgot to have his hair cut before the guests sat down, but W. A. Ireland, of the Columbus Dispatch, is obligingly looking after it for him."

"The guests have all responded nobly to the Post-Intelligencer's invitation to 'order what you will to eat and drink, and, if you feel so moved, make a speech or sing a song.' A study of the picture is well worth while."

"Not the least valuable a souvenir of the undertaking is the pile of correspondence from the sixteen clever guests collected by the Sunday editor of the Post-Intelligencer. Characteristic notes adorned with sketches marked the receipt of invitations and the progress of the picture on its travels."



# VICTOR H. HANSON

Publisher of the

## Birmingham News

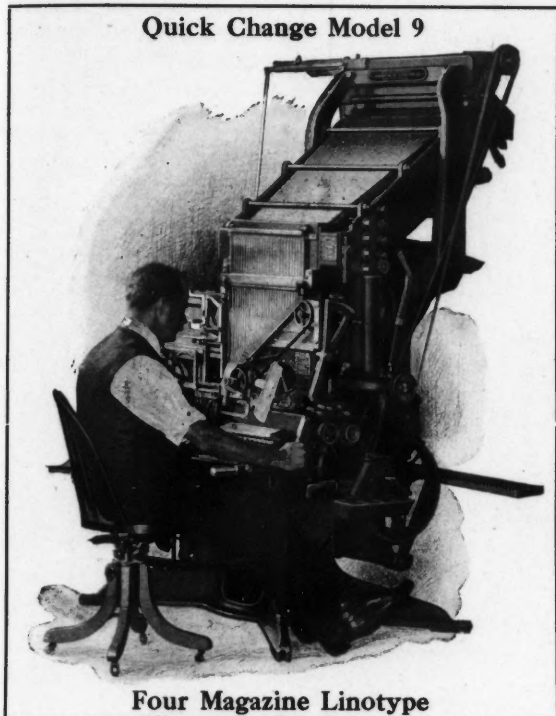
Might almost be called a Model 9 enthusiast.

Read what he wrote, not to us but to a brother publisher, about the

## Quick Change Model 9

## Four Magazine

# LINOTYPE



Quick Change Model 9

Four Magazine Linotype

MR. HARRY M. AYERS,  
Star Hot Blast, Anniston, Ala.

November 29, 1913.

Dear Mr. Ayers:

I understand you are considering the desirability of installing in your plant a Model 9 Linotype. I am very glad to hear this, and I sincerely hope that you will decide to make the installation.

For your information will state that I was the first purchaser in the South of a Model 9 machine. Incidentally, I was the first publisher in the South to give a repeat order. We now have two Model 9 machines in operation in our plant, and we are delighted with the product obtained from these two machines. As a matter of fact, I don't see how it would be possible for us to handle the terrific volume of advertising that the News carries but for the wonderful versatility of these Model 9 machines.

For the advertising department of a newspaper I regard the Model 9 machine as a great time saver, and I don't see how any plant could be regarded as complete without one or more of these machines.

Based on our actual experiences I unhesitatingly tell you you will not make any mistake to buy one of them.

Kind regards.

Yours very truly,

THE BIRMINGHAM NEWS,

(Signed) Victor H. Hanson, Publisher.

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## MAKING AN ALMANAC.

**Tribulations of the Editors of Newspaper Year Books Which Give Purchasers a Lot of Information for a Little Money—How They Are Compiled and What They Contain.**

By A. C. HASELBARTH.

Having been for many years closely connected with newspaper almanac making to have enabled me to acquire some knowledge of the amount of work necessary to produce in twelve months a first class year book like the World Almanac and Encyclopedia, the Chicago Daily News Almanac, the Baltimore Sun Almanac, the New York Tribune Almanac, the Brooklyn Daily Eagle Almanac and others, I will venture the assertion that such books give more information to the purchaser, more valuable research work results and more timely and practical information for a quarter or half-a-dollar than anything else between covers. More ponderous and scholarly tomes serve well their purpose in a library, but not as handbooks for the use of millions who want to know, in a hurry, all sorts of things about doings in every field of human endeavor.

### EDITORS UNDER CONSTANT STRAIN.

The editors of almanacs perform no easy tasks. They are under a constant mental and physical strain because of the multitudinous details of their work. As publication day approaches they consider themselves lucky if they find time to eat hurriedly and sleep a little. Especially are November and December in an almanac editorial room the months in which not to bother an almanac editor with anything foreign to his compiling stunt. Unless they have worked on the book, even the men in offices which publish an almanac know little about how it is made, although as newspapermen they may have a hazy general conception of the methods adopted. Just to show, therefore, that the almanac

editor does not revel in the possession of a sinecure, snap or cinch, and that compiling an almanac is not as easy as making stories out of morgue clips, I have asked some of the men who are identified with almanac editing to tell THE EDITOR AND PUBLISHER readers their respective little tales of toil.

Says James Langland, editor of the Chicago Daily News Almanac:

"The Daily News Almanac and Year-Book, like other similar publications, is the product of many men's minds and the result of many years of experience. No one compiler can claim the credit for the valuable features it may contain. Some of these have been inherited from the remote days when almanac-making was in its infancy both in the Old World and the New; some have been borrowed or adapted from contemporaneous annuals in all parts of the globe; the great bulk of them have probably been suggested by the numerous individuals who are in the habit of applying to the newspapers for information on almost every conceivable subject. The questions asked of the 'information bureau' supposed to exist in every newspaper office furnish the best pointers to the compilers of almanacs. If these do not answer most of the questions thus propounded they are a failure.

### EACH DAY BRINGS CHANGES.

"The work of compiling an almanac is practically ceaseless. Before the edition for 1913 is off the press notes are taken for the edition of 1914. Each day brings changes necessitating alterations, additions or emendations. The daily newspapers must be carefully read for the record of current events; various class publications—religious, political, social, statistical, sporting, military and others—must be looked over for matters within their special provinces; above all, care must be taken that official reports—National, State and local—are on hand for use at the proper time. If they do not come regularly they must be sent for.

"Correspondence is, of course, an important part of the compiler's work. Much of the matter that appears in almanacs is original and must be obtained at first hand. Hundreds of letters to officials, societies and private individuals have to be written. And it is just here that the compiler has his worst troubles. There is no law compelling a man to answer a request for information and even if he is quite willing to answer he often forgets to do so. Sometimes the editor has to apply to half a dozen different sources before he gets what he is after. This takes time, keeps the table or article in question in an unfinished state and prevents the 'closing up' of the page where it belongs. Towards the end of the year troubles accumulate. An almanac is not like a novel or other work which can be started at the beginning and be completed chapter by chapter. Nearly every part of an almanac, except the astronomical calculations and certain fixed features like weights and measures, holidays, etc., is subject to change up to the hour of going to press, for the world refuses to stand still. To come out with a book that is not already out of date is the problem before the editor every minute as the day for going to press draws near, and as page after page has to be recalled from the electrotypewriter or printer for revision his frame of mind may be better imagined than described.

### CALL FOR ACCURATE DATA.

"Naturally there are multitudinous chances for errors in a work made up largely of statistical matter obtained from many and diverse sources; and errors do occur in spite of all the efforts made by compilers, proofreaders and editors to avoid them. The misplacing of a single type in handling a page after it has been revised for the last time may make a most important table of no value. Errors like this and others for which there is less excuse are always discovered and called to the attention of the publisher or editor, courteously or otherwise as the critics may be inclined.

"In a general way it may be said that

the almanac of one year is based largely upon that of the preceding year, with such revisions and additions as will bring it down to date. New features are added from year to year in accordance with developments in various directions, but the character of the work remains essentially the same."

Frank H. Kenny, upon whose shoulders has rested for fifteen years the burden of getting out, as managing editor, the World Almanac and Encyclopedia, said:

### COMPILING WORLD ALMANAC.

"In explaining the process of almanac making, it may be taken as an axiom that facts, like truth, cannot remain hidden indefinitely, and in a work designated as an almanac, in its broad sense, facts are its fundamental basis.

"In compiling the World Almanac the dominating principle is 'accuracy, terseness, accuracy,' the principle enunciated by the late Joseph Pulitzer. Accuracy, of course, is the first and last essential in any work of reference and especially so in a popular priced one which can be found side by side with the Bible and dictionary in the homes of nearly every hamlet, as well as in the counting rooms of thousands of mercantile businesses and in all seats of learning and government throughout the land.

"Necessarily on an annual of the magnitude of the World Almanac the work of preparation is continuous throughout the year, requiring as it does not only the closest touch with current events, but also the recording of such occurrences as relates to the past and future.

### WORK BUILT ON A SYSTEM.

"System is the foundation on which the work is built and this system enables the editors to assemble the data for use as required. Equally important is the arranging for the publication of the almanac each year. The schedules of the forms or sections are so adjusted that the sequence of analogous subjects will not be interfered with, thus enabling the user of the almanac to find the desired information under a given classification. It sometimes happens, however, that because of lateness in receiving official confirmation of certain data it is impossible to print it strictly within the classification to which it belongs and it must be obvious to even the layman that a book containing over eight hundred pages of solid type, covering hundreds of distinct subjects, must be printed in separate forms or sections—a form consisting of thirty-two pages.

"As changes are constantly occurring, it is apparent that this mass of facts and figures must undergo careful revision in order to keep pace with the new order of things. This necessarily means the employment of many persons, all expert in their various specialties—astronomy, arts, science, religion, literature, law, sports, etc.—besides the large subjects of government, legislation, crops, railroads, shipping, finances, election returns, all commercial activities and the almost innumerable subjects requiring much clerical labor and editorial supervision. The danger of serious error in statement of fact or in tabulated data is minimized by the assistance of only those who are trained in the gathering of statistics and by expert proof reading, it being evident that even a single misplaced numeral in a column of figures might destroy the usefulness of the table in which it occurs. An error in print is an unsightly thing no matter from what cause it ensues.

### SELECTION OF NEW DATA.

"In analyzing the huge mass of data received from all sources, much discrimination is involved in the selection of new features and the discarding of old ones. The indexing is especially exacting, not only requiring concentration of thought but marked acumen in determining the proper heads under which each subject should be indexed.

"The value of suggestions received from users of the World Almanac from all parts of the globe is almost incalculable, and prompt acknowledgment is made of every suggestion received."

## New Jersey Weekly

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Every pound guaranteed.

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You would have a double advantage over your competitor who doesn't use the GLOBE.

In New York it's

**The Globe**

## FARM JOURNAL WANTED

By party with \$50,000 or more for investment. Location not important if proposition is a good one.

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**HENRY A. WISE WOOD**

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SPECIALISTS IN THE DESIGN, CONSTRUCTION AND ORGANIZATION OF NEWS-PAPER PLANTS

Professional services of the highest order rendered in the following matters: Construction or Reconstruction of Plants; Improvement of Departmental Efficiency; Examination of Materials; Ascertainment of Manufacturing Costs; Betterment of Printed Product; Appraisal of Plants; Solution of Particular Problems. Brochure sent on request.

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

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**CONNELLY CELEBRATES.**

**Superintendent of Newspaper and Periodical Postage Department Completes Forty Years' Service in the New York Post Office—His Interesting Career—Music a Hobby.**

No one connected with the New York post office is better known and beloved by the newspaper men of the city than Howard W. Connelly, superintendent of the Newspaper and Periodical Postage Department, who on Monday completed his fortieth year of service in the general post office of the city.

Mr. Connelly is a quiet, gentle spoken man who looks more like a lawyer than a post office official. If it wasn't for the twinkle in his eyes when he talks you might think he was a clergyman who had something serious on his mind. Mr. Connelly believes in being courteous and kindly to everyone.

Mr. Connelly was appointed to a clerkship in the newspaper distributing department of the postoffice at the request of Stewart L. Woodford by Postmaster Thomas L. James, Dec. 15, 1873.

At that time the postoffice was located in the old Dutch Church in Nassau street. A year later he was transferred to the Newspaper and Periodical Postage Department.

When the new law, known as the pound rate law became operative Jan. 1, 1875, there was great rivalry among publishers as to who should be the first to have his paper weighed, and be given the first receipt. In telling an EDITOR AND PUBLISHER reporter of what happened a few minutes after midnight on that day, Mr. Connelly said:

"Postmaster James had given instructions that no one was to be allowed to use the scales until after the clock in Old Trinity struck midnight. As the moment drew near, the faces of two men who had been waiting, each with a mail sack on his shoulder, for an hour, were flushed with excitement. Each was determined to be first on the scales and looked at his rival with an 'I'd-like-to-cut-your-throat' glare that was amusing to those of us who were on duty.

"Suddenly the bell in Trinity's tower began tolling the hour of twelve and immediately the two rivals started to throw their bundles on the scales, but in doing so collided and toppled over on the floor where they began pummeling each other in lively fashion.

"While they were engaged in this pastime, a third man, taking advantage of the opportunity, appeared with a push cart loaded with copies of a semi-monthly religious publication. The porter dumped the sacks upon the scale and a moment later he received the first weight receipt issued under the new law.

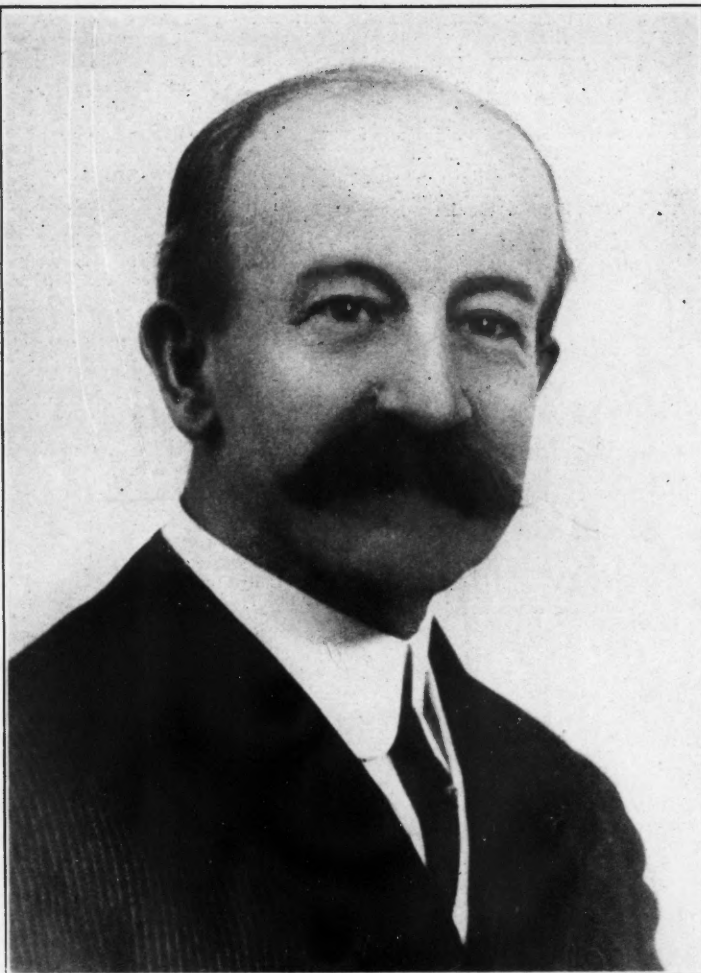
"Postmaster James, Assistant Postmaster Pearson, General Bangs, superintendent of the Railway Mail Service; Anthony Yeomans, superintendent of mail; W. H. Waring, superintendent of the Newspaper and Periodical Postage Department, who were present, congratulated the lucky man.

"Myself and fellow clerks worked for seventeen days and nights, going home only for a bath and change of clothes, and sleeping in the basement of the postoffice for three or four hours out of the twenty-four, in our efforts to get the new order of things going properly."

Mr. Connelly, who has filled every position in the department, on Jan. 1, 1884, was promoted to be superintendent of the Newspaper and Periodical Postage Department by Postmaster Pearson, a position which he has now held uninterruptedly for thirty years.

He weighed the first mail in the then new, but now the old postoffice, Aug. 28, 1875, and in the new Pennsylvania Terminal Station Nov. 26, 1910.

The tremendous growth of the amount of mail handled in the general post office during Mr. Connelly's period of service is shown by the fact that in 1875 7,737 tons were handled and in 1912 97,288 tons.



HOWARD W. CONNELLY,

FOR THIRTY YEARS SUPERINTENDENT OF THE NEWSPAPER AND PERIODICAL POSTAGE DEPARTMENT IN THE NEW YORK POST OFFICE.

Although Mr. Connelly's duties tie him down pretty closely, nevertheless he has found time to take an active interest in music in Brooklyn. He was associated with Theodore Thomas as secretary of the Philharmonic chorus for seven years, during which time he became warmly attached to the great music master who presented him his photograph with this inscription on the back:

"Howard W. Connelly.  
"From the other end man.  
"Theodore Thomas.  
"Nov. 1884."

The allusion is to the fact that Mr. Thomas and Mr. Connelly were the end men of his "minstrels."

Mr. Connelly for fifteen years was secretary of the Brooklyn Orators Society. Few amateurs have as accurate a knowledge of music as he.

**The Detroit News' New Home.**

The site of the historic Zachariah Chandler homestead in Detroit, at the northwest corner of Fort street and Second avenue, has been purchased by the Evening News Association from the Joy Realty Co. for the erection of a new home to house its publications, the News and the Tribune. The property has a frontage of 150 feet on Fort street and extends through 280 feet to Lafayette boulevard. The new building will be a ten-story loft structure and will be used exclusively for the publication of the association newspapers. The old residence has just been demolished. It was famous in its day as a house of entertainment for some of the nation's most prominent figures, who were friends of the late Senator "Zach" Chandler.

**Blaming Mother.**

"My mother made me what I am," said the political speaker as he proudly threw out his chest.  
"Well," said a small man at the rear of the hall, "she must have put in most of her time at other things."—Chicago Record-Herald.

**FOR EDITORIAL WRITERS ONLY.**

By THOMAS DREIER.

Ellen Terry says that Bernard Shaw is the tenderest soul that ever lived, and that his savagery is only a mask he wears to ward off the suspicion that he has anywhere about his person the quality of soft-heartedness. All this will serve editorial writers when they make explanations to their families for using harsh language of the kind Shaw makes Don Juan employ in one of his dainty conversations with the Devil. Many an editorial writer, in speaking of the members of the hated opposition, may find this one extract of great usefulness. Says Don Juan:

Your friends are the dullest dogs I know. They are not beautiful; they are only decorative. They are not clean; they are only shaved and starched. They are not dignified; they are only fashionably dressed. They are not educated; they are only college passmen. They are not religious; they are only pew-renters. They are not moral; they are only conventional. They are not virtuous; they are only cowardly. They are not even vicious; they are only "frail." They are not artistic; they are only lascivious. They are not prosperous; they are only rich. They are not loyal, only servile; not dutiful, only sheepish; not public-spirited, only patriotic; not courageous, only obtuse; not self-respecting, only vain; not kind, only sentimental; not social, only gregarious; not considerate, only polite; not intelligent, only opinionated; not progressive, only factious; not imaginative, only superstitious; not just, only vindictive; not generous, only propitiatory; not disciplined, only cowed, and not truthful at all—liars every one of them to the very backbone of their souls.

**Wanted It to Take.**

"Will you confess?" asked the police official. "Yes," replied the suspect. "But first I'd like to have some evidence taken as to my truth and veracity. It's mighty hard to get a confession believed nowadays."—Washington Star.

**CIRCULATION NOTES.**

The publishers of the Pirth (Western Australia) Sunday News uses settings of eggs as a premium for new subscribers. It has proved to be one of the most popular premiums on the News list. The subscription price is \$3.40. The eggs are purchased from a poultry farmer who usually gets \$5 a setting for eggs, but sells them to the News for \$1.

The El Paso Herald is believed to have the longest automobile route in this part of the country. The automobile that leaves the Herald office at 3.15 every afternoon runs to Las Cruces, N. M., a distance of forty miles, with only such stops as are necessary to drop off mail bags at the intervening stations. Other automobile routes serve the territory South of El Paso for twenty miles, so that the Herald reaches its readers throughout the Rio Grande valley before dark.

The New Haven Times-Leader is conducting a circulation campaign, offering between \$6,000 and \$7,000 worth of prizes to the participants securing the largest amount of business. Those who do not win prizes will receive a 20 per cent. commission on the cash which they turn in Blair, Kendall & Austin, of Louisville, Ky., are in charge of the campaign.

**Circulation by Towns and Zones.**

The Register and Leader, Evening Tribune and Sunday Register, and Leader of Des Moines, Iowa, has issued a booklet giving the circulation of those papers by towns and zones. The latter, three in number, are indicated upon a map showing Des Moines as the centre. The first shows the circulation within fifty miles of Des Moines, the second, within one hundred miles and the third in all cities and towns outside of the one hundred-mile zone. The booklet is of great convenience to advertisers who want to know just where this popular Des Moines newspaper circulates, and how many are sold.

**Successful Circulation Contest.**

The United Contest Co., of 911 East Seventy-second street, New York, of which Frank Hicks is general manager, recently closed a circulation campaign for the Denver News-Times in which "The Shower of Gold for Babies" was the feature. The cash receipts were more than \$8,000, and the number of new subscribers obtained was nearly 2,000.

**Crumbling Newspapers.**

In an address delivered before the Cumberland Valley Historical Association, at Carlisle, Pa., last week, Prof. C. F. Himes said:

"One of the greatest calamities facing the future generations is that the newspapers of to-day are being printed on paper that will not carry any message fifty years from now. Logically the newspapers as they are conducted in these days are the principal and most important sources to which the historians of the future should be enabled to turn. They will not be able to do this, however, for the reason that the ink will have faded and the paper itself will crumble to pieces when examined. There are a few newspapers in this country that are far-sighted enough to print a few copies for record on linen or rag paper. All the others seem indifferent to the matter."

Professor Himes deplored the criticism of newspapers by college men on the point of impurity of language. He said the average newspaper was more efficient than the average college, and that if the newspapers were run in as slipshod fashion as the average college they would speedily go out of business.

**Too Quick with Comment.**

Riggs (facetiously)—This is a picture of my wife's first husband.  
Diggs—Silly looking guy! But say, I did not know your wife was married before she met you.  
Riggs—She wasn't. This is a picture of myself when I was 25.



## ALONG THE ROW.

## IT PAYS TO ADVERTISE.

Fair Mary wrote a little ad,  
She wished a situation, see?  
Fair Mary was an expert in  
Typewriting and stenography.  
She got a job and pleased the boss,  
She did her work with speed and vim,  
Three months he dictated to her,  
Now Mary she dictates to him.

## HEARD IN THE CITY ROOM.

"What become of Johnson, who covered Flatbush?"  
"He's laid up."  
"What's the trouble?"  
"He was bitten by a police dog."  
"How did that happen?"  
"He called the dog Fido."

## MORE TO COME.

There will soon be another opportunity to get double leaded on the Row. Two new "sinker" palaces are almost prepared to receive victims.

## RIGHT ON THE JOB.

Hennessey is still blue penciling the canal and highway grafters.

## TRUTH.

This is a great year for truth. Publishers are telling the truth about their circulation and advertisers are telling the truth about their goods. The man who said he'd never live to see such things loses his bet.

## TO INQUIRER.

You win. Lots of flat papers are printed on cylinder presses.

## HOW HE GOT HIM.

City Editor—Did you get that theosophist leader?

Reporter—Yes, sir.

City Editor—Did you get him to talk?

Reporter—Yes, sir.

City Editor—I thought he refused to give interviews. How did you manage it?

Reporter—I blew him off to a Manhattan cocktail.

## ADVICE TO LOVERS.

Read the advertisements of the installment furniture houses.

## WHAT THEY SHOULD DRINK.

Sporting Editor .... Punch.  
Society Editor .... Fizz.  
Ship News Man .... Schooners.  
Yachting Editor .... Port.  
Dramatic Editor .... Star Brandy.  
Nat'l Game Writers. High Balls.  
Obituary Editor .... Beer.  
Copy Readers ..... Cobblers.  
Ulster Correspondent. Hot Irish.

## UP AGAINST IT.

"Always remember," said the city editor to the cub reporter, "to put a punch in the first line or so of your story," and that evening the cub sat in the corner lamenting and wondering how he could obey orders, for his first assignment had been the funeral of a fairly well-known citizen.

## AT THE EDITORIAL COUNCIL.

Managing Editor—What is the situation in Mexico.

News Editor—There is none—everybody down there is out of work.

## TOLD AT PERRY'S.

"What did Smith call his new paper that he started in New Jersey?"

"The Regulator."

"Queer name, isn't it?"

"Oh, no! Smith thinks people will go buy it."

## FROM THE SKINNERSVILLE SIGNAL.

A startling and sad accident happened here on Thursday afternoon. John Hand, a delivery clerk employed in Wyckoff's grocery, while crossing Main street, with a basket of eggs, was knocked down by a team of horses and run over by a truck—none of which he saw. Twice before has the unfortunate young man been knocked down by wagons, but this is the first time that any of them killed him.

## WHAT'S IN A NAME.

The "Last Edition" is not "Final."

## AT THE COPY DESK.

"I observe," remarked the Night City Editor, to the copy reader, who had upset a bottle of mucilage on a pile of flimsy, "that you are stuck on that story." "Oh! gum off," replied the copy reader. "It is such little things as this that help to make the long night pass pleasantly."

## CINCH.

1st Scribe—Gee, but Smithers has struck a rattling good job.

2d Scribe—What is it.

1st Scribe—He's press agent for a young ladies' seminary.

## STILL DOWNTOWN.

When the Herald moved uptown its new location was named "Herald Square." When the Times went northward the location was christened "Times Square." It is to be hoped, however, that our esteemed contemporary, Hrvatski Svijet, will not join the uptown movement, and seek to have a square, or plaza, named in its honor.

TOM W. JACKSON.

## Herald News Service for Riviera.

The European edition of the New York Herald has made arrangements to telegraph daily from Paris a complete news service to the Eclairer de Nice, to be published by the latter in English for the benefit of American and English readers in Nice, Cannes, Monte Carlo and the many charming resorts all along the Riviera. The Eclairer—in English "Scout"—of Nice was founded more than thirty years ago, and is the most enterprising and widely-read journal on the coast. As financial news is of particular interest regular bulletins from Wall street and Capel Court will be a feature of this new service.

## Newspaper Printers Ask 7-Hour Day.

A seven-hour day and the restriction of apprentices on daily newspapers are among the provisions of the wage scale report adopted by the "Big Six" at its meeting last Sunday, and now in the hands of Don C. Seitz, business manager of the World, and chairman of the local publishers' committee. In the opinion of a "Big Six" official, the seven-hour proposal is not as radical a measure as it would seem. He said Boston has a forty-two-hour-a-week scale and several Eastern cities limit working time to forty-five hours weekly. It is proposed that apprentices be examined as to qualification before registering.

## Venice Celebrates Birth of Gozzi.

The City of Venice, Italy, recently celebrated the bi-centennial of the birth of the poet and writer Gozzi. It also celebrated the birth of its oldest newspaper, which is still in existence and of which Gozzi was editor. The paper is called La Gazzetta di Venezia. The first number was published in 1600. Gozzi began to edit it on Feb. 6, 1760. He was, at the same time, editor, manager, writer of all special articles, reporter, critic, and corrector of proofs.

## Spread of Religious Advertising.

The Baltimore plan of religious advertising, which was launched here last January, has been adopted by St. Louis. Since the first big half-page advertisement appeared in the Baltimore News large and small cities have been rapidly falling into line. The religious press, the advertising trade press and leaders in religious work of all kinds have given hearty indorsement to the Baltimore plan and have helped to spread it.

The Birmingham (Ala.) Newspaper Club will move into new quarters, comprising three floors in the Jefferson County Bank building, on January 1.

The News Printing Co., of Columbia City, Ind., has dissolved.

The Rosholt (Wis.) Record suspended publication last week.

## DINNER OF THE OLD GUARD.

## Press Club Veterans Swap Stories of Early Days and Make Merry.

One of the most delightful entertainments ever held at the New York Press Club was the dinner of the Old Guard of that organization held on Thursday evening, Dec. 4. The edibles, drinkables, smokes and decorations, furnished and arranged under the direction of "Fred" Southemer, the genial superintendent of the club, could not have been surpassed at any of the finest uptown hosteries.

A person to be eligible for membership in the "Old Guard" must have been an active member of the Press Club for twenty years or more. The office of president is held by the member longest in the club, therefore the duties of the onerous position fall on the shoulders of the first president of the Press Club, "Jim" Porter, as all his good friends (he has no others) like to call him. Except for his characteristic whoops and his occasional "sallies," he presided with becoming dignity.

Major George F. Williams, the vice-president by virtue of his seniority in the club, repeated his oft-told reminiscences, which "time doth not stale nor constant repetition wither." The toastmaster was John W. Keller, who had also been a president of the Press Club during its halcyon days of twenty years or more ago. John had not forgotten any of his former friends in the journalistic field and took particular pleasure in calling on each one, as he said, "to sing a song, dance a jig, whistle a tune, tell a story or make a speech." Suffice it to say, most everyone called upon had a story to tell.

David A. Curtis told many a tale about what happened when he was working on the old Star and Sun. David Healey, the treasurer of the Guard, recited a pathetic little poem of his own production which was duly appreciated.

George F. Lyon and John W. McDonald told how they started as messengers for the City Hall reporters way back in Civil War times.

George P. H. McVay, the secretary of the Guard, was called upon to recite that oft-told love story. The toastmaster not having heard it before, nevertheless warned G. P. H. that there was a lady present. "Yes, I know," said Mac, "and there are some gentlemen, too." The story made a good impression, as it reminded the veterans of their youthful days on Harlem Lane when taking one's best girl out for a spin.

Jacob R. Abarbanell told how he used to get away with fake stories in years gone by, in newspaper offices where there are now posted in the reportorial rooms the words *Accuracy, ACCURACY, ACCURACY*.

Leon N. Salmon and George Harrison MacAdam discussed baseball games that they were sent to report in days of yore, when a fellow could make two home runs without stopping, and a ball caught on the bounce was out.

"Tom" Ford, the poet of Fordham, entertained the company with his poetic effusions, while E. L. Loewenstein, the old-time Masonic reporter, told of many stories reported by him from the square standpoint.

William N. Penney, known only as man can know, expressed regret that he ever abandoned newspaper work.

The affair closed by all joining hands and singing "Auld Lang Syne," while Secretary McVay, in the absence of "Al" Pearsall, sang the refrain of "Scatter Seeds of Kindness," the chorus of which was joined in by all present. This is the selection with which all Press Club affairs are closed.

Charles W. McMorran, who, in the absence of a regular domine, said "grace before meal" with as much reverence and dignity as though he were a member of the cloth himself. He subsequently referred to the fact that there was a wealthy friend of the club who intended to establish an endowment fund for the perpetuation of the New York Press Club's various charities.

## NEW PUBLICATIONS.

MENLO, Ga.—The first number of the Chatooga County Times has made its appearance. A. J. Lawrence is president of the publishing company, and J. H. Lee editor and manager of the new publication.

EUSTIS, Fla.—The Daily News is a new paper that was recently launched by business men of this town.

PRATT, Kan.—The Independent, a newsy twelve-page paper, made its initial appearance last week.

ASHLAND, Va.—L. R. Driver is the editor and publisher of a new weekly, known as the Hanover Press.

KINGSBURG, S. D.—The Kodak, owned by A. E. Smalley, editor and publisher of the Springfield (S. D.) Times, was launched last week.

LOSANTVILLE, Ind.—The Independent made its first appearance last week. Harlan G. Finch is editor and Ira C. Penery publisher of the paper.

ALMYRA, Ark.—J. H. Longenbach is editor and manager of the Rural Messenger, a new weekly publication that was launched last week.

CHATTAHOOGA, Tenn.—W. B. Clegue is planning to establish a new paper to be called the Hamilton Country Record and it is to appear the first of the year.

## Breaking Into the Newspaper Game.

"The Cub Reporter," by Edward Mott Woolley, is a graphic account of the adventures of an ambitious, firm-set, and courageous youth in his efforts to break into the newspaper game. There are hard knocks in store for him at every turn and many a set-back does he experience. But the youth is determined and alert to his opportunities, and the lure and excitement of the work stimulate him to increased effort. How he overcame all obstacles and won his spurs as a full-fledged reporter is told in a highly graphic manner by the author. Mr. Woolley who has been himself a reporter, pictures vividly and accurately the hot, noisy city room, the bad-tempered, bullying night city editor, the star reporters, the clattering telegraph room, and the excitements of the professional news gatherer in New York. The book is published by Frederick A. Stokes Co., New York, and is illustrated by Arthur Hutchins.

## Hearst Annoyed by Central Trains.

William Randolph Hearst is suing to enjoin the New York Central from operating freight trains along its tracks on the west side at night. He took the stand in Justice Philbin's court Tuesday and told of the annoyance to which he had been subjected, particularly during the night, by the noise made by the switching of the trains in front of his home in the apartment house at Eighty-sixth street and Riverside Drive. He said he had put double windows in his apartment in an effort to deaden the sound, and that he had been unable to sleep even then. Other residents of the building testified in support of Mr. Hearst.

## Death of Eugene Van Zandt.

Eugene Van Zandt, well-known as a former special agent in New York, died in Philadelphia early this week. He was connected with the Philadelphia Record at the time of his death. Van Zandt entered the advertising business in 1891, on the staff of the Chicago Herald, and when the old Chicago Chronicle was started, joined its staff, serving as New York representative, and later as advertising manager. In 1901 he entered the special agency field in New York, in which he was successfully engaged for a number of years.

## Big Shake Up Rumored.

Rumor has it that on Jan. 1 there will be a great shake-up and reorganization of the staff of the Tribune. New blood is to be introduced, and the veterans are to be given easy work in recognition of their faithful service. The Tribune, it is said, intends to spend a good sum in bracing things up and making improvements all along the line.



**NEW AUDIT COMPANY.**

(Continued from front page.)

members quarterly reports sworn to an affidavit and subject to proof on yearly inspection.

It will also be able to publish a yearly statistical volume which will be of permanent value, and which will take the place of the various so-called directories, at present a source of irritation to publishers and mis-guides to advertisers and agents.

The constitution and by-laws provide that:

Each subscriber shall have one vote in the general conduct of any and all matters relating to the work of the association.

All meetings of the association or its directors, officers or committees shall at all times be open to any subscriber.

The general management of the work of the association shall be under a board of directors consisting of two advertising agents, two magazine publishers, two newspaper publishers, one farm journal publisher, one trade paper publisher and nine national advertisers.

When subscriptions to the amount of \$100,000 or over shall have been pledged, the association shall be duly incorporated. The incorporation shall be under the act covering associations not organized for profit. There shall be no shares or stock issued.

Advertisers' annual dues, \$200, payable in monthly instalments in advance.

Advertising agents' annual dues, \$300, payable in equal monthly instalments in advance.

Publishers' annual dues, based on circulation, as per table below, payable in equal monthly instalments:

Magazines and Periodicals (including farm papers):	Per week.
Over 1,000,000 circulation.....	\$15.00
Over 500,000 circulation.....	10.00
250,000 to 500,000 circulation.....	9.00
100,000 to 250,000 circulation.....	7.00
50,000 to 100,000 circulation.....	5.00
Under 50,000 circulation.....	2.50
Trade papers.....	5.00
Technical and farm over 20,000.....	2.50
Newspapers:	
200,000 or over circulation.....	10.00
150,000 to 199,000 circulation.....	8.00
100,000 to 149,000 circulation.....	6.00
50,000 to 99,000 circulation.....	5.00
25,000 to 49,000 circulation.....	3.00
15,000 to 24,000 circulation.....	2.00
10,000 to 14,000 circulation.....	1.50
Under 10,000 circulation.....	1.00

It is said that this idea has been developing since the Syracuse meeting last year, when the "Three A's" organization was manned by Western men and the offices moved to Chicago.

Among the prominent publishers called into conference, have been Life Young, Jr., of the Des Moines Capital; Jason Rogers, of the New York Globe, and the following well-known ad men: Harry Dumont, Pacific Coast Borax Co.; E. B. Merritt, of Armour & Co.; G. H. E. Hawkins, of N. K. Fairbanks, Mr. Whitman's career and others.

**MR. WHITMAN'S CAREER.**

Mr. Whitman, the first executive of the new organization, on whom will devolve largely the task of raising the \$200,000 fund, started his journalistic career as an editorial writer on the Kansas City World after taking his degree at the University of Kansas in 1893.

After several years' experience in this capacity, he left the editorial work to join the forces of the Kansas City Star as campaign manager. Jan. 1, 1899 he was appointed general advertising director of the Kansas City Journal, which position he occupied until he was appointed Western advertising manager for the Hearst papers, with headquarters in Chicago. In February, 1909, Mr. Whitman was appointed publisher of the Boston American. After five years in Boston Mr. Whitman leaves the Boston American firmly established in the New England territory, and recognized as one of the leading papers in the entire country, both in circulation and in advertising.

**Sale of Fulton (Ky.) Daily Leader.**

The Fulton (Ky.) Daily Leader and the Weekly Commercial, published by the Fulton Publishing Company, and edited by Mott Ayres, has been sold to a syndicate of business men in that city. The price paid for the plant is said to be about \$10,000. Mr. Ayres founded the Leader about fifteen years ago. He will go to Hot Springs, Ark., where he contemplates doing newspaper work.

The Harrisburg (Pa.) Star-Independent began its thirty-eighth year of life last week.

**Reminiscences of a Dramatic Critic.**

J. Ranken Towse, dramatic critic of the New York Evening Post for over forty years, began in last Saturday's magazine supplement a series of reminiscence articles under the heading, "Sixty Years of the Theater, an Old Critic's Memories." Mr. Towse was born in Streatham, Surrey, England, April 2, 1845, and received his early education at Highgate School. He was graduated from Cambridge University in 1869 and came to this country the same year. In 1870 he joined the Evening Post as reporter and four years later was made dramatic critic. In addition to his theater work Mr. Towse was for twenty years city editor of the Evening Post. Mr. Towse's theatrical reminiscences will be read with much interest by a host of readers, who have followed his refreshing dramatic criticisms for many years.

**CHANGES IN INTEREST.**

HOPKINSVILLE, Ky.—The Democrat, the morning daily started here the latter part of June by John C. Duffy, was sold last week to A. W. Wood, proprietor of the New Era, the afternoon paper.

HAZELTON, N. D.—W. P. Thurston, for fifteen years publisher of the Republican, has sold the paper to R. C. Colburn. Thurston still has interests in the Fryberg Pioneer and the Krem American.

KENDALLVILLE, Ind.—C. O. Merica, of Red Wing, Minn., has bought the Daily News.

MIDDLEBURG, Pa.—The Snyder County News has been sold to A. G. Gaugler and R. M. Barton.

KALISPELL, Mont.—J. T. La Fond, formerly editor of the Sweet Grass (Mont.) Tribune, has bought a controlling interest in the Interlake, a daily paper.

PITTSBURG, Kan.—George D. Brewer, of Girard, who was on the editorial staff of the Appeal to Reason several years, has bought a half interest in the Labor Herald, a weekly, and will be the editor of the Workers' Chronicle, a Socialist paper, into which the Labor Herald is to be converted.

MORRISTOWN, N. J.—Frederick B. Bardon, of Madison, has purchased the plant of the Morris County Press, a newspaper of this city. The Press for some months past has been owned and managed by John Wesley Smith. Mr. Bardon was one of the owners of the Madison Eagle for many years.

BROCKTON, N. Y.—The Enterprise has been sold to Carl F. Johnson, of Buffalo, who is now in charge of the paper.

CLARION, Pa.—S. L. Pickens, who for a number of years has been editor of the Republican, has sold his interests in that paper to Norman C. Ball, of Wilkingsburg. Mr. Pickens, it is understood, will revive the defunct Clarion County National at Knox.

**BROOKLYN PERSONALS.**

Harry Shellard, of the Eagle, is hard at work putting in finishing touches on the Eagle Almanac, which is certainly some job.

Charles L. Mulligan, who reads copy on the Standard-Union, is rapidly developing into a first-class poet. Several newspapers have recently published his verse, and it is mighty good stuff.

Frank Smollen was elected president. Otto Wyman treasurer and Thomas Covert secretary of the Brooklyn Times Benevolent Association at the annual meeting held on Tuesday. The association is in a most flourishing condition. It pays a sick and death benefit and has a "quick touch" department, which comes in mighty handy on certain occasions.

Bert Yoell, who covered the flourishing Brownsville district for the Citizen, has gone over to the Times and will do the same territory.

William B. Ten Eyek, who handles the cash for the Standard-Union, has become very popular since he inaugurated the system of handing out the pay envelopes promptly at 1 p. m. Saturdays instead of after twilight.

**Good Before—Better This Year Than Ever  
A Moving Picture Film of World Events**

**Ryan Walker's  
"REVIEW OF THE YEAR" Cartoon**

Issued in 5 and 7 col. sizes

The International Syndicate - Baltimore, Md.

**TO AID SMALL PAPERS.**

(Continued from page 510.)

country paper is read. Practically 100 per cent. of its readers are readers of the advertisements that appear on the home-print pages, alongside the home news.

Second—The completeness with which the country paper covers the territory in which it circulates. In a carefully selected list of country papers there is practically no duplication or overlapping of circulation.

Third—Country newspaper advertising is "intensive advertising" of the best quality. It reaches practically everybody in a given community, and collectively it reaches millions who cannot be reached through magazines or other publications of national circulation.

Fourth—The advertiser may localize his advertising—he may use the name of his local dealer or agent—which, of course, is impossible where national publications are used.

Fifth—The advertiser in a local paper (assuming him to be of the unobjectionable class) secures the good will and active co-operation of the editor and publisher. Thus, if he patronizes, we will say, 5,000 country papers he has 5,000 influential boosters in 5,000 communities scattered all over the country. That is a fact of great importance, and one, I think, that is too frequently lost sight of.

In reply to a question as to the exact status of the new organization—whether it is to be regarded as an advertising agency or otherwise—Mr. Davis said:

"Technically, it is not an advertising agency. It is really a business development organization for the newspapers. It stands in a class practically alone. Generally speaking, its relations with the newspapers are those of special representative—acting, for the most part, for papers that do not have special representatives, as that term is ordinarily employed. It goes after business very largely that heretofore the country papers have not been getting.

**AIDS ADVERTISER ALSO.**

"But, while it represents the newspapers, it performs a valuable service for the advertiser, planning campaigns for him, furnishing necessary data as to territory, circulation of papers, and in general advising him honestly and in every way aiding him to plan and conduct a profitable advertising campaign.

"Let me add," said Mr. Davis, in conclusion, "that there is no sort of antagonism between this organization and other organizations for the promotion of newspaper advertising generally. Our particular business in the advertising field is to reach the 50,000,000 people in the United States who live in the country."

While all questions of policy and general management will be determined by Mr. Davis, the details of the advertising department will be in charge of Samuel I. Lindsay, who, after several years of service with the American Press Association, has resigned to become advertising manager of the new organization. His years of experience cover practically every department of newspaper-making; he has a large personal acquaintance with country publishers, and is thoroughly familiar with the general advertising field.

PHILLIP LONGWORTH.

**Have You Seen the Proofs?**

Newspaper Feature Service announced more than a month ago that it had organized THE STRONGEST GROUP OF NEWSPAPER FEATURES UNDER THE CONTROL OF A SELLING SYNDICATE. Sample proofs are now ready to substantiate this announcement. If you have not seen these proofs, and if you really want the strongest circulation-making asset available for daily and Sunday newspapers, communicate with

**Newspaper Feature Service**

M. KOENIGSBERG, Manager  
41 Park Row New York City

**Attractive  
EMERGENCY  
MATS**

all sizes

Mats are made up to permit cutting in various sizes. Price attractively low. Send for Proofs.

World Color Printing Company  
ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

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Red Letter Service**

The Best "Time Copy"

**UNITED PRESS**

General Offices, World Building, New York

**EDITORIALS THAT WIN**

Attention on Subjects of  
**HUMAN WELFARE CIVIC PROGRESS  
SOCIAL SERVICE**

Mr. Editor: Let me help you set your city talking about your editorial columns. Your people are discussing Good Roads, Efficient City Government, Schools, Utilities, Labor, Rural Problems, Social Betterment, etc. Drop postal for week's trial of forceful, new editorials on these subjects of the day's vital interest. Full of ideas for your local community.

BRUCE W. ULSH, Wabash, Indiana

"Human Welfare News," brief daily symposium of developments in above fields. Authentic and endorsed series of 30 articles on Commission Government. Write for particulars.

**"THE WOMAN THOU  
GAVEST ME"**

By Hall Caine

Also other high-class serial stories. For prices and details address

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200 William Street New York City

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

CENTRAL PRESS ASSOCIATION, Cleveland

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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New York, Saturday, December 20, 1913

## THE CHRISTMAS SPIRIT.

While Santa Claus no longer comes down the chimney to fill our stockings on Christmas Eve, as he did in our nursery days, his genial presence is still felt as the great religious holiday approaches. The spirit of "peace on earth, good will to men" softens the acerbities of life, men and women entertain kindlier feelings toward each other, and the joy of giving and helping wells up in the human heart.

Christmas is still the children's festival, and always will be. The old legend concerning it is just as real and just as true to the little ones as it was years ago when first told to us at our mother's knee.

With the swift flight of years Santa Claus never grows old. Young eyes brighten, young hearts beat high with expectation, and young mouths can hardly wait to taste the toothsome dainties that the good Saint Nick will surely stuff into the stockings hung from the mantelpiece on Christmas Eve.

Surely we grown-ups have an important part to play at this time of year. Some of us, perhaps, will find our old hearts growing young again as we place gifts reflecting our love and affection in the hands of those who call us "papa." But, alas, many of us are denied that privilege. If we have no children of our own to whom we can be Santa Claus, we certainly can find one or two belonging to someone less favored by fortune than ourselves, whose Christmas can be made happier through our thoughtfulness.

It is one of the wonderful things of life that the greatest joy comes to us through serving others. Gifts that come from the heart, and not from a sense of duty, are those that carry with them the true Christmas spirit.

To the many readers of THE EDITOR AND PUBLISHER we extend our heartiest wishes for "A Merry Christmas."

## ON NEWS VALUES.

A good friend of THE EDITOR AND PUBLISHER wrote us a letter the other day calling our attention to the report of an accident in a railway tunnel near Chemnitz, Germany, which appeared in several New York newspapers. The cable dispatches said that, during a slight earthquake, a section of the roof of the tunnel fell in crushing the cars of a passenger train, which happened to be passing through, and killing eight people.

Our correspondent says:

Look at the three clippings from leading papers of this city yesterday evening and to-day. How much more does a reader know after he has read them than before? It strikes me that when I was working on the news desk I should have dropped this stuff into the "rejected" pile, for the reason that it merely looked like news but was not so. When will newspaper men get over being influenced by the false dignity that surrounds stuff that comes by wire? Am I wrong in thinking that this is no more news (with no names in it of persons injured or even of the

railroad on which the disaster took place) than Hamlet would be a real play with "Hamlet" left out?

It is a well known fact in journalistic circles that the value of a piece of news depends largely upon the distance of its source from the place of publication. For example, an accident on the New York Central railway, between New York and Albany, resulting in the loss of several lives, would be worth four or five columns, or perhaps a page, because it occurred near home and many New Yorkers were on the train. The public would be mightily interested in the story and would want full details of the tragic event including, of course, the names of those killed or injured.

On the other hand, a railway accident in Germany, involving a similar loss of life would be worth, from a news standpoint, not over two or three sticks, while a list of the names of the dead and the injured might be included in the press dispatches, its omission would not be regarded as inexcusable as there would be only a slight chance that any of the victims were known in New York.

The American newspapers are more exacting than the European newspapers in their demands upon correspondents. They are not satisfied with brief general statements, they must have details. The Associated Press and other news gathering organizations will not tolerate inaccuracies, exaggerations or slipshod statements of facts. They insist that news stories shall be complete as to details and true as to the statements they contain.

We believe that taken as a class our newspaper correspondents and reporters have a better conception of what constitutes news than those abroad.

## WHAT SHOULD NEWSPAPERS PRINT?

Richard Lloyd Jones, editor of the Wisconsin Journal, of Madison, published in his newspaper on Dec. 8 a strong editorial in which he gave his views as to what a model newspaper should print.

Among other things he said that the newspaper that does not record the crimes as well as the virtues of a community or country is not serving the public as it should.

"The greatest story in the history of the world," he continues, "was the story of a crucifixion when, as the reporters of this time tell us, the clouds hung black and low and the sun did not shine on Calvary."

"The greatest story in the history of America was a murder story. It occupied the first page of every newspaper of the country for more than three weeks. That was the story of the murder of Abraham Lincoln."

"The story of any war is always horrible, revolting, but it is important. They are the stories that have built and destroyed empires, armed and dethroned kings. So, too, is the story of any social or industrial warfare or conflict of vital importance to the State. The newspaper that does not inform the people of these struggles and interpret the causes of these struggles fails in its primary duty. The world is a task, not a picnic."

This is good strong talk and, moreover, it is true. No newspaper can claim to be doing its duty to the public that does not impartially record both the good and the evil that men do. It is as to the manner of the recording that men differ. Conservative editors believe that stories of crimes like murders, outrages and lynching should be told in the fewest possible words. No attempt should be made to color the news or go into gresome details that unnecessarily shock the finer sensibilities. Editors who conduct the sensational newspapers, on the other hand, believe that the public wants to read all the disgusting details, or at least those that can be printed without attracting the attention of Anthony Comstock.

Newspapers are not published for infants or young children, but for the grown-ups, who are supposed to know some things not taught within nursery walls. This world is not all smiles and sunshine. It has its moral and business storms and disturbances that try men's souls. We are not all saints, neither are we all sinners. If we do not know of the existence of evil how are we to learn to avoid it? The failure of

parents to acquaint their children with some of the fundamental facts concerning the relations of the sexes has ruined the lives of many.

It is the function of the newspaper to be a teacher as well as a reporter of news events. If, therefore, it does not point out the pitfalls that beset the pathway of youth, or sound the strident note of warning when danger threatens the moral, political or business life of a community, it is unworthy to be called a newspaper—it's a rag.

For the first time in the history of English journalism no morning or afternoon newspaper will appear in London on Christmas Day. Attempts to effect an agreement to this end have been made in former years, but without success. This year, however, all of the papers have signified their willingness to suspend publication on the great festival holiday. It would be a splendid idea if the New York newspapers and those of every other large city in the country would adopt a similar agreement.

Ninety per cent. of the members of Typographical Union No. 6, New York City, have signed a petition asking for a seven-hour day in newspaper offices. As a new scale is soon to be submitted to the publishers, it is certain that the seven-hour day will be demanded. At the present time a seven and a half hour day is in force. It is more than probable that the publishers will refuse to agree to the adoption of a seven-hour day. With wages at the highest point they have ever been and still going up, they say that they have reached a point where further concessions as to hours will be impossible.

A never failing sign of the approach of a new year is the appearance of the Washington Star Diary upon our editorial desk. Its broad pages are suggestive of the days to come, when upon their surfaces will be written new experiences, new ideas and new ambitions. Dan A. Carroll, who looks after the advertising interests of the Star in the foreign field, says that the Diary, next to THE EDITOR AND PUBLISHER, is the best medium he knows for advertising the Star among the users of newspaper space.

## THE LITTLE FELLOW'S STOCKING.

JOE LINCOLN in the Roller.

Oh, it's Christmas Eve, and moonlight, and the Christmas air is chill,  
And the frosty Christmas holly shines and sparkles on the hill,  
And the Christmas sleigh-bells jingle, and the Christmas laughter rings,  
As the last stray shoppers hurry, takin' home the Christmas things;  
And up yonder in the attic there's a little trundle bed  
Where there's Christmas dreams a'dancing through a sleepy curly head,  
And its "Merry Christmas," Mary, once agin fer me and you;  
With the little feller's stocking hangin' up beside the flue.

"Tisn't silk, that little stocking, and it isn't much fer show,  
And the darns are pretty plenty round about the heel and toe,  
And its color's kinder faded, and its sorter worn and old,  
But it really is serprising what a heap of love 'twill hold;  
And the little hand that hung it by the chimby there along,  
Has a grip upon our heartstrings that is mighty firm and strong;  
So old Santy don't forgit it, though it isn't fine and new,  
That little worsted stockin' hangin' up beside the flue.

The crops may fail, and leave us with our plans all gone ter smash,  
The mortgage may hang heavy, and the hills use up the cash,  
But whenever comes the season, jest so long's we've got a dime,  
There'll be something in that stockin'—won't there, Mary?—every time.  
And if, in among our sunshine there's a shower or two of rain,  
Why we'll face it bravely smilin', and we'll try to not complain,  
Long as Christmas comes and finds us here together me and you,  
With the little feller's stockin' hanging up beside the flue.



**PERSONALS.**

Edwin L. Shuman, literary editor of the Chicago Record-Herald, has been appointed assistant general manager of the Associated Sunday Magazines.

W. W. Young, once editor of Hearst's Chicago American, subsequently managing editor of Hampton's Magazine during its adventurous existence, and later of The Publishers' Guide, has left the latter publication to assume the management of the Youth Photoplay Company, where he will edit scenarios instead of ordinary manuscripts. Frank J. Arkins succeeds him as managing editor of the Publishers' Guide.

Dr. James A. Macdonald, editor of the Toronto Globe, addressed a large audience in the First Presbyterian Church, Brooklyn, Monday evening, on the subject, "The Church and the Social Order."

P. T. Ross, proprietor of the Ottawa (Can.) Evening Journal, is talked of prominently as a probable member of the Borden cabinet.

Ng Poon Chew, editor and publisher of Chung Sai Yat Pa, a Chinese daily newspaper published at San Francisco, has been awarded the honorary degree of Doctor of Letters by the University of Pittsburgh, where he has been lecturing.

Fred C. Kirkendall, editor of the Wilkes-Barre (Pa.) Times-Leader, has been appointed internal revenue collector for his district, with headquarters at Lancaster.

Charles W. Boggs, until recently business manager of the Democrat and Leader at Davenport, Ia., has become associated as a stockholder with the Oklahoma City Daily Oklahoman and will hereafter be business manager. Mr. Boggs succeeds R. M. Dickinson, who has gone to California.

George Densing, editor of the Sag Harbor (L. I.) News, was recently injured while vaulting a bar. He is attending to business, incased in plaster holding two fractured ribs in position.

Henry Stovell, editor and manager of the Seneca Falls (N. Y.) Reveille, was being congratulated last week on his fifty-sixth year as publisher of that paper.

E. E. Miller, formerly managing editor of the Progressive Farmer, has become editor of the Southern Farm Journal, Chattanooga, Tenn.

Gardner L. Harding, special correspondent of the London Daily Herald, is at Oakland, Cal., where he recently arrived after three years in China. During the Chinese Revolution he was associated with Dr. Sun Yat Sen in the publication of his official organ and also served as war correspondent of the London Daily Telegraph.

H. D. Johnson has been appointed business manager of the Decatur (Ill.) Daily Review.

**GENERAL STAFF PERSONALS.**

Wendell Phillips Dodge, formerly dramatic editor of the New York Press, has been appointed dramatic editor and critic of the Strand Magazine. The Strand is the latest magazine to open its columns to matters of theatrical interest.

Frank E. Phillips, a well-known Portland (Me.) newspaper man, was on Monday chosen clerk of the Common Council of that city. He is said to be the youngest man who has ever filled the office.

Colonel A. M. Soule, city editor of the Portland (Me.) Press, was recently

appointed secretary and treasurer of the Board of Overseers of the Poor in that city.

Stanley Mitchell, who has been working on the Kansas City Post, has returned to his old position on the Chicago Examiner.

H. Carton Field, managing editor of the Erie (Pa.) Herald, was tendered a dinner by his associates last week in celebration of his third anniversary as head of the editorial staff.

Captain Charles E. Clay, at one time managing editor of the Hartford (Conn.) Telegram, is ill at a hospital in that city. He was formerly connected with the New York Press.

George Innis has been appointed sporting editor of the Atlanta (Ga.) Journal.

A. L. Ford has resigned as secretary and business agent of the Houston Press Club to take a position on the editorial staff of the American Lumberman at Chicago.

Alice Coon Brown, dramatic editor of the Ohio State Journal, Columbus, has come to New York to see the new theatrical productions.

Rufus Johnson, circulation manager of the Salt Lake City Herald-Republican, has been promoted to the position of business manager.

E. P. Hopwood, for several years circulation manager of the Portland Oregonian, has resigned and purchased the circulation of the Vancouver (B. C.) News-Advocate.

**IN NEW YORK TOWN.**

R. H. Lyman, night managing editor of the World, returned Wednesday from a trip through the West Indies, where he has been recuperating from a long siege with pneumonia. He was accompanied on the tour by F. Ellery Anderson, the short story writer.

Albert Payson Terhune, of the Evening World, has a strong story, "The Merchant of Venus," in the January number of Smart Set Magazine.

John D. O'Leary, formerly financial editor of the Herald, and later with the World, has joined the editorial staff of the Tribune.

Alexander Jeffrey, managing editor of the Brooklyn Citizen, heard of the recent success of William Howard Taft in reducing weight, and as he was somewhat nervously prostrated he went to Bergen County, N. J., for a couple of weeks and tried walking. Instead of reducing his weight, however, he gained twelve pounds, and now that he is back at his desk he is looking fitter than ever.

Nelson H. Cobleigh, the veteran cable editor of the World, continues on sick leave.

William Gay, copy reader on the city desk of the World, is at Saranac Lake recuperating from an attack of grippe.

Jerome J. Beatty, recently of the Globe, is reported at Los Angeles, Cal., where he has joined the staff of the Express.

William J. Evans, of the Evening Mail copy desk, has been ill for the past two weeks following a nervous breakdown.

Percy M. Cushing, of the Evening Globe re-write staff, has gone over to the Press.

Miss Leona Dalrymple, of Passaic, N. J., who recently won a \$10,000 prize in a novel contest, was a visitor at the World office Thursday. Miss Dalrymple was a former contributor to the Sunday issue.

**WEDDING BELLS.**

A romance that had its inception in the newspaper plant of the Biddeford (Me.) Evening Record culminated last week when Miss Jessie L. Sands, cashier for several years, was married to Charles B. Hazeltine, foreman of the composing room. The bride is the daughter of the late George L. Sands, for years one of the proprietors of the Record.

Harry Griffith and Miss "Dot" Custer, both of the Los Angeles Evening Herald, were married Dec. 10 at Pomona, Cal.

Leon J. Kreft, managing editor of the Kreft News Bureau, New York and Boston, and Miss Jessie Laura Tourtelotte, were married Nov. 30 in North Grosvenordale, Conn., by the Rev. William J. Smith.

**Women to Edit Shaffer's New Paper.**

John C. Shaffer, owner of the Chicago Evening Post and six other newspapers, has bought the Evanston (Ill.) Index, a weekly publication. The paper will be run exclusively by women. Miss Hetty Catell, special writer and dramatic critic of the Rocky Mountain News at Denver, will be the managing editor under the new ownership.

R. G. McHenry, advertising manager of the Decatur (Ill.) Review, has resigned. Bertram Whitsitt succeeds him. Mr. McHenry intends to spend some time traveling in the South.

**PUBLISHER'S NOTICE.**

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

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

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

Brooklyn—Frank Williamson, Borough Hall, Washington, D. C.—Bert E. Treinis, 511 Fourteenth street, N. W.

Chicago—Morris Book Shop, 71 East Adams street.

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

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

San Francisco—R. J. Bidwell Co., 748 Market street.

**ADVERTISING MEDIA**

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

**BUSINESS OPPORTUNITY**

In order to effect a quick sale, owner will sell his special financial monthly for \$10,000. Gross business averages over \$20,000 for five years with corresponding profits. Should be published in Middle West or West. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

HIGH-GRADE NEWSPAPER PROPERTIES bought and sold. G. E. BARROWS, 141 Broadway, New York City.

**MISCELLANEOUS**

**KEEP YOUR CONTEST PROFITS.**

Pay no commissions. New plan gets big circulation and cash receipts at low cost; for large or small papers; a demonstrated success; costs one-third to one-fourth what other contests cost and it gets the business; no outlay in advance. Write TO-DAY for particulars. CONTEST COMPANY, 1010 Peachtree, Atlanta, Ga.

**DAILY NEWS**

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

**LINOTYPE MACHINES**

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

RICH & McLEAN, 51 Cliff St., New York

\$2,000 YEARLY BUSINESS OF YOUR OWN; mail order; success sure; honest, legitimate; small capital; original methods. Write M. CLEMENT MOORE, Specialist, New Egypt, N. J.

**\$5,000**

cash available for first payment on an attractive weekly newspaper property near New York City or in southern New England. Proposition I. M.

**C. M. PALMER**

Newspaper Properties

225 Fifth Ave. New York

**SITUATIONS WANTED**

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

**I AM LOOKING FOR A JOB**

Some big city publisher wants a real live advertising man and I want to meet that publisher.

I know the business well enough to put not only scientific methods, judgment, brains into an advertising department, but vigor, energy and "pepper" as well.

I have fought the fight successfully on three big dailies—twice as manager in cities of over 500,000.

I want a job that will require all of the ability, all of the energy and all of the enthusiasm that I have. Address "D-1138," care THE EDITOR AND PUBLISHER.

YOUNG MAN, several years' experience in Special Agency work, desires connection with metropolitan daily newspaper in advertising department. Address "B.," care THE EDITOR AND PUBLISHER.

STRONG EDITORIAL WRITER, also literary editor, experienced in Chicago and elsewhere, wants place; high endorsements. Address "J.," care THE EDITOR AND PUBLISHER, New York.

ADVERTISING MAN of proven ability; over ten years' daily newspaper experience; one who can write copy and manage campaigns as well as solicit business, wishes to hear from publisher who would consider placing advertising or business management on commission basis, or salary and commission. Address "G. M. C.," care THE EDITOR AND PUBLISHER.

ALL-ROUND NEWSPAPER MAN is open to editorial engagement; ten years' experience as secretary, shorthand reporter, writer and sub-editor on renowned daily paper. Has also studied deeply great variety of subjects: industries, commerce, technique, statistics, music. Accustomed to deal with printers without supervision. Alive and thorough; brilliant and terse style based on sound English; age 35. Willing to "make good" or to take consequences. First-class character and references. BOX D. 1137, care THE EDITOR AND PUBLISHER.

WANTED.—In New York City, an editorial position by an experienced woman editor who was for eight years in charge of the woman's department of one of the largest newspaper syndicates in the country. Clever fashion writer. Is familiar with the details of make-up and the selection and purchase of illustrations. "M. R.," care THE EDITOR AND PUBLISHER.

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

COMPETENT NEWSPAPER WOMAN wants dramatic or literary criticism, woman's page, general assignments. First-class reference. Address "D., 1137," care THE EDITOR AND PUBLISHER.

CARTOONIST of national reputation will make change Jan. 1. Publishers looking for one of the country's leading cartoonists can get in touch by addressing "CARTOONIST," care THE EDITOR AND PUBLISHER.

EDITORIAL WRITER, able, experienced, all around newspaper man, wants daily or weekly editorial place; can demonstrate ability to make good. WILLIAM H. DAVIS, Augusta, Me.



## NEWSPAPER ADVERTISING THE BEST.

### M. D. Hunton Submits to the Town Criers of Providence a Group of Strong Arguments Showing Its Superior Efficiency in Producing Business.

M. D. Hunton, the special newspaper representative of New York, was the guest of honor at a luncheon given by the Town Criers of Providence on Wednesday. The topic upon which he spoke to the members was "National Advertising." His address was listened to with close attention, and was frequently punctuated with applause.

Mr. Hunton began by saying that while there are many mediums for natural advertising, he desired to present a brief for the newspaper which he considered the best of them all.

After pointing out some of the advantages of the newspaper over billboards, signs and street cars, in reaching the public, and admitting that all are good mediums, Mr. Hunton proceeded to discuss the relative effectiveness of newspapers and magazines. He spoke in part as follows:

#### MUNSEY'S ESTIMATE.

No less an authority than Mr. Munsey, who is a large publisher of both newspapers and magazines, has stated in a public speech that there are but two million separate buyers of magazines in the United States. This means that the circulation of the magazines in excess of two millions is duplication—that one buyer (or family) takes more than one magazine.

Assuming that Mr. Munsey's statement is approximately accurate, it means that of the twenty million families in the United States, only one in ten takes a magazine. Or, if we deduct one-fifth of the total number of families as an allowance for those who do not or cannot read English, then one out of eight reading families in this country buys a magazine.

#### NEWSPAPERS READ BY EVERYBODY.

I respectfully submit that seven-eighths is rather a large slice of the community or of the nation for a national advertiser to overlook. And I reiterate that the medium which reaches eight-eighths of the families who read, that is the newspaper, is necessarily far and away more effective for the advertiser who wants to reach the whole country. And if this be true with the advertiser who has a nation-wide distribution and therefore wants to reach the whole country, how much truer it is that the advertiser who has a partial or sectional distribution of his goods should rely upon the newspaper as the foundation rock for his business.

If a Providence manufacturer has distribution only east of the Mississippi River, the circulation which the magazines could give him west of that river is valueless, or nearly so. But there is no newspaper within the territory of his distribution that would not add to his sales.

#### ONE MAGAZINE EXCUSE.

I frequently hear advertisers or advertising agents say that they are using magazines "for the effect upon the dealer." I don't understand this. If it means that the object of the advertising is to load up the dealer with the goods without regard as to how he is going to get rid of them, it seems to me had policy; for if he can't unload he won't buy again; and if it proves slow work unloading, he will be slow to order again. To my simple mind the way to sell goods is to create a demand for them. There is no question about the "effect on the dealer" then. But if the dealer is the chap the advertiser is after, I still can't see why newspaper advertising is not the most effective way of getting him. If an advertiser wants to sell a bill of goods in Providence and asks your local dealer if he would prefer six months' advertising in the eight largest magazines,

or six months' advertising in the Providence newspapers, as an inducement to the purchase, I think he will grab the latter with alacrity, particularly if his name is beneath the advertisement.

In fact, the co-operation of the dealer secured by newspaper advertising is becoming a strong feature in national advertising. You can get window displays through the influence of the newspaper which no amount of magazine advertising would produce. Scarcely a week goes by that I am not asked to secure some sort of dealers' co-operation for a national advertiser; it may be in the form of securing a local agent, or of ascertaining the condition of trade in articles similar to the advertisers, or in notifying the local dealers of an intended advertising campaign, but requests of this character are constantly increasing. This sort of work is not strictly advertising, but it is co-operation of the most valuable kind which the magazines cannot give.

The newspaper is more effective than the magazine also in the method of presenting advertisements. Of course the old style magazine published in book form, with its fifty or one hundred pages of solid advertising front and back, absolutely cut off from the editorial matter, is at a serious disadvantage. But the modern, tabloid style of magazine can do no better than place its advertisements alongside of reading matter, which reading matter, whether it be on the sublimity of Mount McKinley or popular fiction of the Get-Rich-Quick Wallingford type, lacks the vital, interest-compelling power of the news of the day, such as an account of a fire, a ball game, election returns or the passing of Ilueta. Alongside which kind of reading matter do you think your advertisement would most surely be seen? Reading magazines is a luxury. Reading newspapers is a necessity. The difference is that of going to the theater and to school.

#### THE CHARACTER ARGUMENT.

Sometimes I am told that the character of the advertisement is such that magazines are better adapted to sell it than newspapers. When I hear this I like to point out a face lotion or cream which retails at \$1.50 for a six-ounce bottle. It is advertised in two-inch single column space, with a cut of the bust of a woman whose hair and corsage are in the style of 1860, the text of the advertisement being set in diamond type. Can you think of an advertisement on which it would be harder for newspapers to make good? Yet this advertiser began using newspapers fifteen or twenty years ago, gradually extended his use of them, and now uses them almost exclusively, with the result that his business which was good twenty years ago, is now a thousand per cent. better, and that notwithstanding the many cheaper face creams which have come on the market in the meanwhile.

It is worth noting that this \$1.50 cream has one of its best sales territories in New Hampshire and Vermont, where a fashionable city population is not large and frivolous dollars are supposed to be not overabundant. When I am told that newspapers will not sell any specified article I am satisfied that the gentleman at the other end of the conversation hasn't tried them. For when newspapers sell automobiles, bonds, pianos, diamond necklaces and country estates, they have qualified as salesmen for everything else. I know of a newspaper which with a single page advertisement sold small lots of Florida land to the extent of \$38,290. The same paper distributed a can of milk to 107,000 homes on a coupon cut from a single page advertisement. The same paper sold 1,605,000 pennants at fifteen cents each through advertising in its own columns only, in a little over four months. I don't know of any magazine with achievements like this to its credit.

To sum up what I have said in this somewhat desultory talk on the greater effectiveness of the newspaper, I claim (1) that it is superior to signs, billboards, street cars, etc., in that it is bought to be read and its advertisements are a natural and not forced appeal. (2) That it has an advantage over these mediums in being taken into the homes and introduced as a welcome visitor to members of the family. (3) That it affords an opportunity to the advertiser to tell his story to give the reason why

his goods should be bought, which the space on the other mediums does not permit. (4) That it is superior to the magazine as well as these other mediums in the element of timeliness which can be produced in its advertisements. (5) That it is superior to the magazines and other mediums because it reaches all of the sixteen million families and not a fraction of them. (6) That it is the only means of binding the dealer hand and foot to the advertised article by making him a part of the advertising proposition—thus securing the much-prized "dealer co-operation." (7) That it is superior to all other mediums in presenting advertisements along with the crackling news of the day, which is of first interest to everybody.

I cannot compare cost in newspapers with cost of signs and billboards, for I don't know how many people see the latter and what theoretical number it would be necessary to use to cover New England or the nation. I know that solicitors for these mediums furnish statistics showing the number of people passing a given point in a specified time, but how many have them in a line of vision which insures attention, or how that attention varies in rainy or snowy weather, it seems to me renders it difficult to figure cost per thousand readers.

#### FIGURING ON STREET CARS.

For pretty much the same reason I don't understand how to figure the cost per thousand readers in the street cars. It is easy to ascertain the number of passengers carried, but not the number of separate passengers. For instance, I will ride on street cars (not being the proud possessor of a gas wagon) eighteen hundred times a year, and will therefore be figured as 1,800 passengers carried. But how many of us hoi polloi read the cards, or how our reading of them varies in open cars and closed cars, in empty cars or crowded cars, must be an uncertain computation. I do know that the concern I referred to earlier in these remarks as having made a \$520,000 contract for street car advertising this year could with that good money have bought sixteen thousand lines of advertising space in newspapers with a combined circulation of 22,000,000 copies each day, and that size newspaper contract will make a considerable dent in the consciousness of the dear public.

It is an easier matter to contrast the cost of newspaper and magazine advertising. The rates in newspapers as a rule vary from one-fifth to one-fifteenth of a cent per line per thousand circulation. One-seventh of a cent is an average rate on contract. The rates in magazines, as a rule, vary from one-third to two-thirds of a cent per line per thousand circulation. One-half a cent is an average rate. This means that magazine space costs three and a half times as much as newspaper space. You can therefore insert the same sized advertisement in newspapers three and one-half times for what you can insert it one time in magazines of equal circulation. Or you can present the same sized advertisement to three and one-half times as many readers in newspapers that you can in magazines at the same cost.

#### THE "I CAN'T AFFORD IT" ARGUMENT.

Some advertisers tell me that they cannot afford newspaper advertising. In the light of the foregoing figures I don't see how they can afford not to use it. What they mean is that they cannot spend the money at one time for a national campaign in newspapers. It seems to me that if I were a manufacturer in this position I would rather thoroughly cover one territory this year, and a further territory next year, and so on, firmly establishing my trade in each, than to attempt to reach over the entire country with thin advertising and a resulting light and scattered trade.

I think we sometimes overlook how economical newspaper advertising is. In comparison circularizing is a sinful waste of money, and postal cards an extravagance. A space the size of a postal card, say six inches across two columns, or twenty-five square inches, would cost in a paper of one hundred thousand circulation about \$30; 100,000 postal cards without any printing or other work on them would cost one thousand dollars, or thirty-three times as much. And do you know what size billboard that one insertion of a twenty-five-inch advertisement would make? If cut out of each copy of the paper and pasted together it would cover 17,361 square feet. Two insertions would make a billboard which would hide Rhode Island's beautiful Capitol from view.

Why is it that the newspaper has not been sooner generally recognized as the

(Continued on page 524.)

## R. J. BIDWELL CO.

Pacific Coast  
Representative

Of

Los Angeles Times  
Portland Oregonian  
Seattle Post-Intelligencer  
Spokane Spokesman-Review  
Portland Telegram

Chicago Tribune  
Denver News  
Salt Lake Herald-Republican

742 Market Street  
SAN FRANCISCO

Paid Circulation is the circulation that pays advertisers

### The Hartford Times.

HARTFORD, CONN.

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

KELLY-SMITH CO., Representatives  
New York, 220 Fifth Ave. Chicago, Lytton Bldg.

## THE HERALD

HAS THE  
LARGEST MORNING CIRCULATION

IN  
WASHINGTON

C. T. BRAINERD, President.

Representatives:

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

## The Seattle Times

STILL MAKING HISTORY

During 1912, the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor.

The foreign business amounted to 1,036,000 lines. Gain in foreign business was 238,000 agate lines over 1911.

During October, 1913, the Times carried 1,005,396 lines, leading the total of its two nearest competitors by 2,632 lines.

Present average circulation: Daily, 67,500; Sunday, 87,200 copies.

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives  
NEW YORK CHICAGO ST. LOUIS

## 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

## THE NEW ORLEANS ITEM

As They Told It to Uncle Sam

3D U. S. P. O. STATEMENT

The New Orleans Item ..... 53,901  
The Daily States ..... 32,532  
The Times-Democrat ..... 25,242  
The Picayune ..... 20,837  
That's why The Item every week in the year carried more paid advertising of any and all kinds.

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



## OHIO JOURNALISM LECTURES.

**T. T. Frankenberg Opens Series by Newspaper Men at State University.***(Special Correspondence)*

COLUMBUS, O. Dec. 13.—Opening a series of twelve lectures on journalism by newspaper men at Ohio State University, Theodore T. Frankenberg, special writer for the Ohio State Journal, spoke yesterday on "Breaking into the Front Page." The speaker was introduced by Prof. J. V. Denney, head of the department of English.

"Publicity is the cure for all the social evils, political publicity is cleaning up politics, the newspapers have succeeded in awakening the people to the conditions in the business world," declared Mr. Frankenberg, in referring to work of the present day press.

"The public can help the newspapers, also. People talk about yellow journalism. Why is it? Because the public demands a tinted paper. If the people would stop reading sensations, within a week, the newspapers would quit printing them. The press is the servant of the public, and, unless moral questions are involved, the newspaper is not justified in going contrary to the will of the public.

"The schools of journalism are the factors that make the matter of breaking into the front page a matter of weeks, and not of months and years. Formerly the cub on the paper could not aspire to become a writer of front page news until he had served his apprenticeship handling the routine news. The journalism course is a short cut to newspaper efficiency."

The course of lectures is under the auspices of Sigma Delta Chi fraternity, in connection with the department of journalism, of which H. F. Harrington is the head. The second lecture of the course will be given the second week in January, and will probably be by C. C. Martin, head of the Scripps-McRea League. The third will be delivered by George Burba, secretary to Governor Cox of Ohio, and formerly editorial writer and manager of the Dayton News.

The department of journalism at Ohio State University now has an enrollment of about 120 students. In addition, there are about twenty-five others in school that have taken courses and are engaged in different forms of newspaper work. The Ohio State Lantern, the official newspaper of the school, is used as a laboratory by the department of journalism. The Agricultural Student, the Sun Dial and the Monthly are other publications which are published here, in most part by the journalism students at the university.

**Representatives' Annual Dinner.**

The Representatives' Club of New York held its annual dinner yesterday at the Knickerbocker Hotel. The speakers including Erman J. Ridgway, editor of Everybody's Magazine, who spoke from a new advertising viewpoint; Dudley Field Malone, Collector of the Port of New York, and Richard H. Waldo, advertising manager of Good Housekeeping, who acted as toastmaster. Entertainment was provided by Marshall P. Wilder and a galaxy of professional cabaret stars.

**Elmira Paper's Big Issue.**

The Elmira (N. Y.) Star-Gazette on Dec. 12 issued the largest regular daily paper ever printed in that city during the holiday season. The paper contained 285 separate news and special items, a full classified ad page, and 249 advertisements, principally the announcements of the local merchants. Much credit is due Charles A. Hahnel, the advertising manager, for the 2,589 inches of advertising the paper contained.

The Evening Sun Employees Association, of New York City, will give a cabaret and ball at Webster Hall, Eleventh street near Third avenue, Sunday evening, Jan. 11.

# NEW YORK TRIBUNE

## Publicity

6 Large Illuminated Signs in the business centers of New York.

80 Painted Boards on lines of surface travel in New York and Brooklyn.

50 Large Painted Boards along the railroad lines entering the city.

Posters in every subway and elevated station of Greater New York.

Cards in "tube" trains and on the ferryboats.

The above statements outline only partially the greatest campaign of publicity by any New York paper in recent years.

THE NEW YORK TRIBUNE is a live paper for live readers.

And advertisers, who are alive to their own interests, should examine the New NEW YORK TRIBUNE and realize that TRIBUNE readers represent 100% of purchasing power for all products used by intelligent and well-to-do people.

## OBITUARY NOTES.

BRINLEY D. SLEIGHT, for more than fifty years publisher and editor of the Sag Harbor (L. I.) Corrector, one of the oldest Democratic newspapers in New York State, died December 10. Mr. Sleight was born on March 12, 1835. He was graduated from Yale in 1858 and after graduation became chief contributor to the Corrector. Mr. Sleight and Alexander A. Hunt, son of Col. Hunt, formed a partnership in 1859 and bought the paper.

JOHN A. TURNER, formerly the editor of the Texas Stockman, died in Auburn, Me., December 12, at the age of seventy-two. He had been residing in Maine for about twelve years and was active in politics, having served as City Marshal and as Collector of Taxes.

WILFRED A. WOODRING, for twenty-three years editor of the Peru (Ind.) Evening Journal, died December 10 at Macy. He had been in ill health for some time.

EDWIN SELLEW, of the Friend, a religious publication, and a prominent member of the Society of Friends, died in Philadelphia December 11. He was sixty years old.

JOSEPH LAWRENCE HARBISON, of Philadelphia, widely known as a publisher of trade journals and an advertising expert, died last week while on a train near Alton, Ill., on his way home from St. Louis.

SAMUEL WARREN LAWRENCE, founder and for twenty-one years publisher of the Medford (Mass.) Mercury, died there Saturday of a complication of diseases. He was fifty-three years old.

## NEW INCORPORATIONS.

AUGUSTA, Me.—American Associated Newspapers; general newspaper, publishing, lithographic, etc.; capital \$1,000,000; president and treasurer, E. M. Leavitt, Winthrop.

NEW YORK, N. Y.—The Greater City Corporation, Manhattan; publishing municipal administration and business systems; capital, \$100,000; incorporators: J. D. Crimmins, A. R. Watson, New York City; J. D. Kernon, Utica, and others.

JAMAICA, L. I.—The Long Island Home Journal has been incorporated with a capital of \$20,000 and the following as directors: F. W. Wilson of Brooklyn, J. R. Hazard of Richmond Hill, and J. S. Sutherland of Westfield, N. J.

TRENTON, N. J.—Siftings Publishing Co.; printers, publishers; capital, \$75,000; incorporators: W. M. Riggs, M. A. Riley and W. W. Mallett.

MUSCODA, Wis.—The Progressive Printing Co. has incorporated for the purpose of publishing a weekly newspaper; capital stock, \$2,500; incorporators: William Victoria, D. W. James and E. J. Schwingle.

ROANOKE RAPIDS, N. C.—Herald Publishing Co. to publish a weekly or semi-weekly newspaper; capital, \$5,000; incorporated by J. T. Chase, J. W. House, C. A. Wyche and others.

OKLAHOMA CITY, Okla.—Oklahoma News Co.; principal offices in Oklahoma City and Cincinnati, capital \$100,000; incorporators: J. W. Foster, F. R. Dickel, G. B. Parker, Oklahoma City; H. N. Rickey, Cleveland; C. F. Mosher, Cincinnati.

NILES, O.—The Ettehad Co., Arabic newspaper; capital, \$7,000; Joseph K. Abraham, J. A. Cowdery, E. J. Abraham, F. R. Cowdery and Isaac Shaker.

CHICAGO, Ill.—Russian Publishing Co.; capital stock, \$2,500; publication and circulation of weekly in Russian language; Alex. De Sheimo, Stephen Michnink, Bernard S. Cooper, incorporators.

## The Arizona Gazette Moves.

The Arizona Gazette, of Phoenix, has moved into new quarters in the new four-story fireproof Noll building and an extra deck has been added to the big duplex tubular press. The Gazette will shortly be able to boast of the finest equipped newspaper plant in that section of the country.

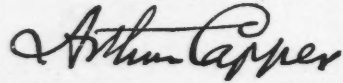
## Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation  
in October, 1913 **33,585**Net Average in Topeka  
in October, 1913 - - - **9,629**

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.



TOPEKA, KAN. Publisher

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

### The Official Catholic Directory

A unique medium which will interest any advertiser wishing to reach the 17,945 Catholic Clergymen, the 57,550 Nuns, the 5,256 Parochial Schools and the numerous other Catholic institutions in this country.

Send for full particulars.

### The Official Catholic Directory

P. J. Kenedy & Sons, Publishers  
44 Barclay Street, New York

### The Catholic Tribune

(English)

### Katholischer Westen

(German)

### Luxemburger Gazette

(German)

# 40,000

 Circulation  
Guaranteed
CATHOLIC PRINTING CO.  
Dubuque, Iowa

## Buffalo News

EDWARD H. BUTLER  
Editor and Proprietor

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

Foreign Advertising Representatives

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

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

### PRESS ASSOCIATIONS.

At the meeting of the Houston (Tex.) Press Club last week the report of the retiring secretary and business agent, A. L. Ford, showed that the club had passed through the most successful month of its history. Unusual social activities added interest for the membership. After Mr. Ford's resignation as secretary had been received Harry Van Demark was elected to succeed him. Mr. Ford was presented with a handsome gold watch chain as a token of esteem from the members of the club.

The Southern Oregon Editorial Association was organized at Roseburg last week and a committee appointed to draft a constitution and by-laws. Among those present at the founding of the organization were Elbert Bede, of the Cottage Grove Sentinel, A. V. Voorhees, of the Grants Pass Courier; W. R. Brower, of the Rogue River Argus; J. K. Coe, of the Glendale News; Bert Greer, of the Ashland Tidings; Carl D. Shoemaker and Lee Wimberly, of Roseburg.

The Toronto (Can.) Press Club is now an incorporated body and has legal status. The personal directors named in the charter are: William Banks, Sr., Clarke E. Locke, Guy E. Morlon, D. D. Eppes and Arthur Lowe.

All present officers of the Milwaukee (Wis.) Press club whose terms expire in January, were renominated at the regular meeting last week without opposition, thus making the election in January a formality. Those nominated were: President, Charles Dean; vice-president; W. J. Bollenbeck; treasurer, Frank A. Markle; secretary, Leonard E. Meyer; directors for three years, George C. Nuesse and James A. Fetterly. Herman Ewald was admitted to active membership.

### Advertising Women Meet.

The League of Advertising Women of New York held a monthly dinner on Tuesday evening, Dec. 9, at the Prince George Hotel. The topic discussed was "What Service Should the Publisher Give the Advertiser." Those scheduled to discuss the subject were Bert Moses vice president of the Omega Chemical Co., representing the National Advertisers; Don C. Seitz, of the New York World, representing the newspapers, and A. C. G. Hammesfahr, of Collier's, representing the magazines.

### New Business Monthly Appears.

"Business Education" under the editorship of Charles W. Gerstenberg, secretary of the New York University School of Commerce, and with Joseph French Johnson, dean of the school, as consulting editor, issued its first number this month. A unique feature of the new periodical appears in its comprehensive system of classification, which provides for the convenient grouping and envelope filing of the articles for future reference. Business methods, practices and traditions, as well as advertising, are authoritatively treated in its pages. The contents is carefully selected and attractively presented.

### Vogue Stockholders' Suit Dismissed.

Supreme Court Justice Philbin dismissed last week, the suit brought by Mrs. Frederick J. Stimpson, formerly Mrs. Arthur Turnure, widow of the original publisher of Vogue, and Miss Marie L. Harrison, her sister, against Conde Nast, publisher of Vogue, the plaintiffs. Owners of preferred stock in the company, sought to have the common stock, which is owned by Conde Nast and Barrett Andrews, declared void. After listening for several days to the testimony of Mr. and Mrs. Stimpson and Miss Harrison, who admitted the extraordinary success of Mr. Nast's management of the property, the court held on their own statement of the facts that there was no cause of action.

### WASHINGTON PERSONALS.

Carter Field, formerly of the Cumberland Press and Washington Bureau of the Baltimore Sun, is now a member of the Capitol staff of the United Press.

Steve Early, who for four years has served the United Press as a member of its Congressional staff, and relief bureau manager in Cleveland and Philadelphia, has resigned to accept a position with the Associated Press bureau here.

C. R. Michaels, of the Philadelphia Ledger, is in Washington on a special assignment.

William P. Spurgeon, editorial director of the Washington Herald, is now a member of the press galleries of Congress.

Alfred L. Geiger, formerly of the New York Sun, and more recently of the New York Herald bureau, is now with the Chicago Record-Herald bureau.

James M. Baker, the popular secretary of the Senate, has presented every member of the press galleries of Congress with one of the beautiful Senate calendars.

The annual election of officers of the National Press Club will be held on December 27. Oswald Schuette, of the Chicago Inter-Ocean, the present president of the club; Frank B. Lord, of the Philadelphia Evening Bulletin; Theodore Tiller, of the Washington Times, and G. A. Lyon, of the Washington Star, are spoken of as candidates.

Austin Cunningham, of the San Antonio Express, the popular secretary of the National Press Club, who recently announced his candidacy for Congress from Texas, will not be a candidate for re-election as secretary of the Press Club.

William Joseph Showalter announces that after six years of service with the Frederic J. Haskin Syndicate he has severed his connection therewith, and has now resumed writing under his own name. During his connection with Mr. Haskin he specialized on the work of the Government, the Panama Canal and scientific research, and will continue to work along the same lines in the future. He also announces that he now has in preparation a new book, "The Romances of Science," which will appear next fall, under his own name.

Louis Ludlow is now the correspondent of the Takoma (Wash.) News, the Jacksonville Metropolis, the Louisville (Ky.) Herald, the South Bend Times and the Cincinnati Commercial Tribune.

### George Harvey for French Embassy?

There is a report current in Washington that Colonel George Harvey is being considered by President Wilson for appointment as Ambassador to France. The rumor recalls the incident of the 1912 pre-convention days when Mr. Wilson repudiated the support of Harper's Weekly, of which Colonel Harvey then was editor. The result was a withdrawal of the support of Henry Watterson, editor of the Louisville Courier-Journal and a warm friend of the colonel, from the Wilson campaign. Mr. Wilson and Colonel Harvey later made their peace, at least outwardly, but Mr. Watterson supported Speaker Clark for the Democratic nomination.

### Kate Carew Under Knife in London.

Mrs. Kellett Chambers, known as Kate Carew, the cartoonist and newspaper woman of New York, is seriously ill at the Samaritan Hospital, London, where she underwent an operation last week, Friday. She is doing as well as can be expected. She has suffered from bad health for a long time.

### To Serve Foreign Language Press.

The Cleveland Association of Foreign Language Newspapers Co. has been incorporated in that city with \$10,000 capital stock. The purpose of the enterprise is to furnish general advertising and news service to American newspapers published in foreign languages. The incorporators are John H. Price, Samuel Bravo, John Paukuch, Frank J. Svoboda and John E. Bird.

## 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

THE EVENING MAIL has shown a consistent gain in lines of advertising printed for a period of more than six years—this in spite of a strict censorship of advertising not maintained by other newspapers.

## The Evening Mail

203 Broadway New York

## Half Million Lines Gain

In eleven months of 1913 THE NEW YORK TIMES published 8,513,675 lines of advertisements, a gain of 516,086 lines compared with the corresponding period in 1912.

There is the greatest volume of advertising carried in THE TIMES in any eleven months of its history and the gain greatly exceeds the combined net gains of FOUR other New York morning newspapers leading in volume of advertising.

## A PRODUCER OF RESULTS

## The Pittsburgh Post

Fastest growing morning newspaper in Its Field.

Put it on your list.

CONE, LORENZEN & WOODMAN,  
Foreign Advertising Representatives,  
NEW YORK. KANSAS CITY. CHICAGO.

## GET THE BEST ALWAYS

## The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

## THE PEORIA JOURNAL

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

THE LARGEST CIRCULATION.  
NET PAIDH. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.



BEECHAM'S MILLIONS.

Sir Joseph, Son of the Founder of the Great Pill Business Bearing His Name, Regards Newspapers as the Best Advertising Medium—Concern Has Spent \$5,000,000 in Publicity.

Sir Joseph Beecham, personal friend of King George and Queen Mary, and millionaire pillmaker, of England, left New York recently after a three months' tour through the United States.

The firm responsible for the production of Beecham's pills, are among the world's largest advertisers. Sir Joseph, son of the man who founded the business at St. Helens, a Lancashire town midway between the great cities of Liverpool and Manchester, told a representative of THE EDITOR AND PUBLISHER that during the last ten years his firm had paid over \$5,000,000 for newspaper advertising.

The Beechams were the first people to give whole page advertisements to newspapers, and their advertisements are to be seen in every civilized country in the world.

FATHER STARTED 70 YEARS AGO.

Seventy years ago Sir Joseph's father started making the now world-famous pills in a small drug store in St. Helens; to-day the firm has large factories in England and Brooklyn, N. Y., and the daily output is one and a quarter million pills. All the machines used for crushing the drugs and making the pills are American-made, the majority of them coming from Detroit, Mich.

Although Sir Joseph says he regards the newspaper as the best of all advertising mediums, he does not scorn other forms of advertising.

Some years ago the Foudroyant, Nelson's old flagship, was wrecked at Blackpool, one of the best known of the English seaside resorts. Crowds flocked to Blackpool to see the historic wreck. One morning visitors went to the shore and rubbed their eyes in astonishment. In big, white letters stretching from stem to stern of the wooden hulk this message met their gaze: "England expects that every man this day will do his duty—and take Beecham's pills."

BEECHAM'S BIG ORDER.

Another good story told by Sir Joseph Beecham before he left for England was of a young salesman who was selling a drug of particularly fine quality.

Sir Joseph carefully inspected the sample and then said, "Send me 1,000 tons." The salesman had never before sold more than fifty or sixty pounds at

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Wood, H. A. W. & Benjamin... 517
World Color Printing Co... 526
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It is read every day by a greater number of people than any other daily newspaper west of New York City—advertisers who concentrate in the
Chicago Evening American
Get the best results.

The Circulation of the NEW YORK EVENING JOURNAL is more than DOUBLE its nearest competitor in the evening field, exceeding it by over 400,000.

The Circulation of THE BOSTON AMERICAN IS OVER 400,000 DAILY and SUNDAY THE LARGEST IN NEW ENGLAND

The News League Papers are welcomed into four out of every five homes in Dayton and Springfield.
The News League Papers
want advertisers to KNOW what they are buying when ordering space—and therefore give EXACT NET PAID CIRCULATION FIGURES. For six months ending Sept. 30, 1913, the figures were 41,991
Combination Rate, 6 cents Per Line.
Home Office, DAYTON, OHIO
New York—La Costa & Maxwell, Monolith Bldg.
Chicago—John Glass, Peoples Gas Bldg.

Detroit Saturday Night is an established factor in the newspaper life of Detroit and Michigan. Its influence advances beyond the bounds of its home community, and in this larger influence there have come both to the readers of, and the advertisers in, DETROIT SATURDAY NIGHT a larger measure of personal profit.
Foreign Advertising Representatives
F. S. KELLY & CO. 1216 Peoples Gas Bldg. CHICAGO
GEO. H. ALCONR Tribune Bldg. NEW YORK

YOU MUST USE THE LOS ANGELES EXAMINER to cover the GREAT SOUTHWEST Sunday Circulation MORE THAN 135,000

one time and he thought Sir Joseph must have taken leave of his senses. He hurried back to his chief to tell him so.

"If Sir Joseph Beecham has ordered 1,000 tons you can send him 100,000 tons if we have it in stock," was the chief's reply.

Sir Joseph Beecham has one hobby—music. His son is Thomas Beecham, conductor of the famous English orchestra bearing his name. When Sir Joseph brought the Russian opera and ballet to London recently he was warmly congratulated by King George and Alexandra, the Queen Mother of England, attended thirteen performances of his German opera season at Convent Garden.

MUSIC HIS HOBBY.

The Aborns of the Century Opera House, New York, have asked Sir Joseph to arrange for a joint tour through America of the Russian Opera and ballet and Beecham's orchestra.

"It is a very difficult as well as a very expensive matter to get the Russian opera and ballet out of Russia, but I shall endeavor to comply with the request," he stated. "At any rate, I think there will be no difficulty in arranging for the Beecham orchestra to visit the States at a comparatively early date."

Sir Joseph Beecham is no stranger to America. He has crossed the Atlantic fifty-three times, and his recent trip across the continent was the sixth time that he has undertaken that journey. "I shall be back again next year," he said,

just before sailing for the British Isles.

The Aldwych Theater, London, is owned by Sir Joseph Beecham. He is the chairman of the Proprietary Articles section of the London Chamber of Commerce.

TAKES CIVIC INTEREST.

He also takes a keen interest in municipal government. He has been mayor of his native town of St. Helens for three terms. He is a strong advocate of the municipal ownership of public utilities—"where you can keep out graft," he added.

The English system of government he regards as better than that of America. "Members of the city councils give their services voluntarily and the work attracts the best men in the country," he says. "Under such conditions graft is practically impossible. A man found guilty of graft in England would be socially ostracised. Permanent officials are not dependent upon changes of administration. This enables the cities and the nation to get men who have been specially trained for their respective duties."

Pays \$1,000 for Reading Adler File.

The American Antiquarian Society, of Worcester, Mass., has bought at a price said to be approximately \$1,000 an exceptionally long file of an early American newspaper, the Reading (Pa.) Adler, which is printed in German. The paper issued its first number Nov. 29, 1796, and was published until the present year, when it was discontinued.

The Omaha Daily News 72,374
The World Herald - 56,311
The Bee - - - - 50,619
Sworn statements of circulation as required by Federal law for six months preceding Oct. 1, 1913. The Daily News lead reflects the confidence of its community. It has the largest circulation of any newspaper in the country in proportion to the population of its city and State.
"A Flat Rate and a Big Value."
C. D. BERTOLET, Manager. 1110 Boyce Bldg., Chicago.
A. K. HAMMOND, S. W. DUBOIS, 366 Fifth Ave., New York.
O. G. DAVIES, 306 Gumbel Bldg., Kansas City.

An Authoritative Testimonial
"Experience has shown me that a business in Detroit can be successfully advertised in that paper (The Detroit News) alone."
—C. A. Brownell, Mgr. Detroit branch J. Walter Thompson Advertising Agency.
THE EVENING NEWS ASSOCIATION Publishers of
The Detroit News—The Detroit Tribune
New York: Metropolitan Tower, I. A. KLEIN, Manager.
CHICAGO OFFICE: Peoples Gas Bldg., JOHN GLASS, Manager.



## DUTIES TO READERS.

Modern Public Looks to Newspapers Not Only for Record of Events, but Demands That Editor Champion Its Causes.

By W. G. VORPE,  
Of the Cleveland Plain Dealer.

A newspaper's obligations to its readers are growing in number with each year. Doubtless all agree that the first and perhaps the strongest obligation is to give them the news and give it as correctly as possible in this day when speed and many editions seem to be the paramount issues in most newspaper offices. No paper can give all the news all the time, but every paper can give the best of the news all the time.

The editor who is trying to give his readers the right sort of a newspaper will place before them each day as correct reports as possible of the doings of the past twenty-four hours. He must cater as nearly as possible to all sorts of readers—people of many minds, and many moods. Aside from the general news that covers city, State and nation there must be a careful survey of the financial, market and trade fields. Sporting must be covered. Women readers who make up sixty per cent. of any home paper's good will must be given most serious attention.

### DUTIES TO RISING GENERATION.

Few newspapers to-day pay much heed to the rising generation, forgetting that the children of to-day will be the subscribers of to-morrow. The editor who is just to his young readers will encourage them by printing stories that instruct as well as amuse, and provide occasional contests that will arouse the interest of the boy and girl in some especial way.

In selecting the material that goes into a daily paper the editor is never going to please all his readers. The wise editor makes the best selection possible from the matter at his disposal, plays it as strongly as he thinks it deserves, illustrates it with attractive art and then waits for the brickbats and bouquets. The brickbats always come his way. Bouquets are usually reserved for his funeral.

Perhaps the most insistent demand of a reader next to getting his news almost before it happens is to have it accurately told. Of course to report all news accurately in a daily paper is impossible. But the newspaper does owe it to its readers to get as near to accuracy as modern methods and reporters will permit.

### WHERE SOME EDITORS FAIL.

More often the editor falls down in fulfilling his obligations in the handling of his news rather than in his selection. There is too often a tendency to pick out a feature in an otherwise routine story and play it out of all proportion to its relative importance. This is distorted news and absolutely wrong. Too often the headlines are so written as to give the reader a wrong impression in order to make the story stand up to first page requirements. I hold that the editor is forgetful of his obligations when he willfully distorts a story to make it sensational, overplays it for effect or taints it for policy reasons. He is a menace rather than a help to the community.

Having come up to the requirement above quoted in the selection and handling of news the editor has done his share toward the payment of the paper's greatest of obligations to its readers. But the management shouldn't stop there. The news so carefully gleaned should be printed on paper that won't tear before it gets off the press, with ink that won't make reading a burden, and the paper should be circulated with such care that the reader can get it at least five out of the seven days for which he pays.

But giving its readers the news is only a part of the obligations that face the modern newspaper. There are wrongs that need resistance in every community and the newspaper that

hopes to amount to anything must act as sort of stop, look and listen sign for its readers. "Crusades" is a word spelled in caps in the lexicon of every city editor. There are usually so many wrongs that need righting in every community that the editor doesn't need go far to find them. And having found the evils it is his duty to attack them, not only in his editorial columns but in his news columns where illuminating stories may be printed, pointing out wherein the evil lies, how it injured and, if possible, suggest a remedy. Then he should go farther and use the influence of his paper to get the remedy adopted.

### MEETING THE ACID TEST.

There are many times when a newspaper must sound notes of warning to its readers. The newspaper should expose fakes when they know them to be such and never fail to warn the public when it is in danger of taking false steps. It should go even farther and remove the beam from its own eye by barring its columns to the get-rich-quick-advertiser with a gold brick to sell or the quack doctor with a patent medicine that was never intended to cure.

Editors can't always fulfill all their obligations. They are but human. But the editor who comes pretty nearly up to the requirements is he who instructs without being pedantic, advises without being a dictator, entertains without becoming a clown, fights fearlessly for the right as he sees the right and hammers evil every time it raises its hydra head.

### Pays \$12,000 for McCutcheon Serial.

The Abbott & Briggs Co., publishers of the Semi-Monthly Magazine, which is featured in many of the dailies throughout the country, has just purchased a serial from George Barr McCutcheon for \$12,000 which will be run as a feature. William Griffith, for many years on the Tribune, is now the editor of the Abbott & Briggs Magazine, taking the place of Henry Gallup Paine, formerly of Harper's Weekly, who is now connected with the Springfield Spelling Movement.

## NEWSPAPER ADS BEST.

(Continued from page 520.)

greatest medium in national advertising? The first and greatest reason is that the general advertising agent has persistently advocated the use of magazines and consistently ignored the newspapers. The general advertising agent has been actuated in this course, first, by the honest though mistaken belief that the magazines were better for his client; he has held this belief because he had much experience in magazines and very little in newspapers; understood how to get results from the former, and never stopped to analyze the latter.

The second reason that has caused him to favor the magazines is that he could place advertising in them with less work, more cheaply, and with more certainty that he was being protected in rates. Believing that the magazines were best for his client and himself, you can't blame him for advocating them. There has been no concerted effort on the part of the newsmen to controvert this belief. It is little wonder, therefore, that the average general agent, when he has \$5,000 or \$50,000 to spend for a client, places it in one or a dozen magazines instead of in ten or a hundred newspapers; in the former his correspondence, checking and bookkeeping is done with minimum effort; in the latter it is multiplied in all its details. In the former he is sure that no competitor can underbid him by cutting the commission; in the latter he is never certain how much of the commission another agent will offer to rebate the advertiser.

And yet, notwithstanding these adverse factors, the general agents as a whole are recognizing the power of newspaper advertising more and more every day and are presenting it more frequently to their clients, regardless of the smaller profit in it for themselves. A large Boston agency, recognized a few years ago as essentially magazine agents, told me recently that one-half of their business was now in newspapers. A prominent New York agency told me a few days ago that in 1900 over eighty per cent. of their business was done in the magazines and now over seventy-five per cent. is done in the newspapers.

Another reason that newspapers have

been slow in coming into their own is that many advertisers have thought that a much superior class of readers was reached by magazines. The fact that automobiles, encyclopedias, diamond necklaces, etc., have been so successfully advertised in newspapers has done much to dispel this idea. In fact, this idea of "class" in advertising is being slowly dissipated. If "class" means people with surplus incomes, then it is indeed a limited lot, for the United States Treasury Department estimates that there are but 425,000 people in this glorious country who will pay a tax on incomes of over \$3,000 or \$4,000 a year.

I am inclined to think that the very high class people (meaning the rich) do not respond much to advertising anyhow. The man of large means who wants to buy an automobile is usually a member of clubs and has a large acquaintance of other well-to-do people. I think he is more apt to inquire among them as to the merits of cars they own, the durability, cost of up-keep, hill-climbing qualities, etc., of a particular make of car than to be influenced by the advertisements of it.

### THE MAN WHO IS INFLUENCED.

But the corner grocer who has laid by a small amount of money and develops the gasoline fever hasn't the advantage of a circle of friends to whom he can go for information about their machines, and so replies to the advertisement he reads. And the small contractor who has made a good profit from a job is ripe material for the bond advertisement. It is the great middle class, and those of them under forty years of age, who, in my opinion, respond more largely to advertising. The newspapers have "class" and I am frequently called upon in my solicitation to demonstrate.

Another reason that newspapers have not been recognized as the greatest national advertising medium is that they themselves know nothing about advertising. It is the old case of bald-headed barbers recommending hair tonic. There has never been a concerted effort on the part of newspapers to educate advertisers as to the merits of their proposition as a whole. There is a bureau of the American Newspaper Publishers' Association, to which a few newspapers contribute, which is beginning to do a little work in a small way, but the association, with its large membership, is still blind to the opportunity. There is also an organization of newspaper representatives, the Six Point League, which has well-defined ideas about educating advertisers as to newspapers, but alas! this association, too, has more aspirations than money to do its work.

### VARIETY OF ADVERTISERS.

The last reason I shall offer for the slow recognition of the newspaper is the vanity of the advertiser. The appearance of the advertisement on calendared paper with half-tone illustrations is so pleasing to the eye of the advertiser that many times he does not stop to think how many other eyes and what kind of eyes should see his advertisement. And the comparatively inartistic effect in a newspaper of half a million circulation so frequently shocks the estheticism of an advertiser that he simply won't use it. I know of a concern which manufactures a device for keeping horses from slipping on icy pavements; their sales can be made only in the larger cities of the North and then only in wintry weather. Their small appropriation is to be spent in a large weekly magazine, one-half of whose circulation is in the Southern States or in country towns where icy pavements are never known, instead of in the newspapers of the Northern cities, and the reason given by the manager is that "his advertisement will be in such good company" in the aforesaid magazine.

I know of a clothing manufacturer who has a good business and wonderful whiskers. He had been solicited in vain by a certain publication of national circulation. Finally the clever solicitor took with him a series of drawings, in the center of each of which was the gentleman with his alfalfa, and around the edges a few random remarks about clothing. The old party fell for it, buying \$25,000 worth of space to advertise his need of a barber.

If I could urge but one thing on the advertiser for the improvement of financial returns from his advertising, I would say, "Don't try to sell your goods to yourself; what pleases your taste may not please the customer; adopt your argument and use the medium that reaches the composite picture of the chap you are after." And if I were permitted a second suggestion it would be "Make your advertisement a message of news,"

## SHOWING UP LAND FRAUDS.

Notable Contribution of the Essanay Film Co. to Vigilance Work.

The Essanay Film Co., of Chicago, has recently released a two-reel subject entitled "The Toll of the Marshes," dealing with the land frauds of Florida.

For nearly a year Charles F. Stark, of the Essanay company, has been trying to produce a constructive film on this subject that would meet the approval of the National Vigilance Committee of the A. A. C. A. The problem was not easy, because it was necessary to treat the subject in an interesting way, revealing the fraud and yet not in any manner reflecting on advertising as a whole.

This has been accomplished to the satisfaction of the committee. Mr. Stark and his company are entitled to praise for their co-operation in an exposure of these land frauds, which have absorbed the hard-earned savings of many thousands of victims, becoming so notorious, in fact, as to engage the attention of the Government.

Mr. Stark states that the film has been prepared entirely at the expense of the Essanay company and is contributed to the vigilance cause in the hope that it may help in some measure work with which the Essanay company is not only in sympathy but disposed to assist in any practical way it can.

No one who sees the photo-play can fail to appreciate the cruel results of these land frauds which some publishers are still willing to aid by selling advertising space to the promoters. Withdraw advertising privilege from these fakers and they will find it much more difficult to defraud.

Advertising clubs desiring to show the film to their members should arrange for it either through their local motion picture theaters or by addressing the General Film Co., 200 Fifth avenue, New York City, or one of its branches.

## HIGHAM'S NOVEL AD.

Tells of Condition Upon Which He Will Help Churches.

Charles Frederick Higham, advertising specialist, of London, ran a column advertisement headed "Advertise the Church," in the London and Manchester News and Leader of Dec. 4. The object of the ad was, of course, to bring to the attention of churches the value of publicity. The remarkable part of the ad was that in which he offered to help churches needing his aid free of charge, and reads as follows:

"I respectfully offer my services, free of charge, to help to fill the church of any clergyman who can preach a sermon which makes me feel when I hear him preach that this is a good world and a pleasant one to live in—who can make me feel that I should be kinder than I am—who can show me how to apply the golden rule in my daily life that I can make my little world better for being in it, and incidentally prepare myself to be worthy in the Great Hereafter of those blessings we have every reason to hope for, but which so few of us, I am afraid, really deserve.

"If you believe that such a man should be known to you and would like to see publicity—the greatest force in the world—used to the benefit of our churches, write and tell me so."

## Got It? Gosh! Didn't She?

The other day the Garv correspondent of the Associated Press sent a story which read something like this:

"GARY, Ind., Monday—Mrs. Salome Getit rushed into the police station this afternoon and screamed, 'I got it, I got it good from my husband.' When the policemen had soothed her she learned that she had been given a beating by her husband, Felix Getit. They got Getit." Thoron Smith, night city editor of the A. P., got a laugh out of the story and sat down to write it for the service. He placed a flimsy book in the typewriter, and, remembering the A. P. rule "instruct clang, started thusly:

"GARY, Ind., Monday—Mrs. Salome Getit rushed into the police station to-day crying, 'I received it, I received it.'"

Then he broke down.—Chicago P. C. Scoop.

Good Time to Send a Subscription.



## Some Rare Bargains in Newspaper and Magazine Printing Presses

Duplex Flat-Bed Press, Angle-Bar Pattern, printing 4, 6, 8, 10 and 12-page papers.

Duplex Flat-Bed Press, Angle-Bar Pattern, printing 4, 6 and 8-page papers.

Duplex Flat-Bed Press, Angle-Bar Pattern, with double-gear drive, printing 4, 6 and 8-page papers.

Duplex Flat-Bed Press, Columbian Pattern, printing 4, 6 and 8-page papers.

Campbell Multipress. A Roll-Fed Flat-Bed Machine, prints 4, 6 and 8-page papers and delivers them folded to half-size.

Scott Single-Roll Press, printing 4 and 8-page papers from stereotype plates.

Goss Single-Roll 3-page-wide Press, printing 4, 6, 8 and 12-page papers, from stereotype plates.

Goss Monitor Press, printing 4, 6, 8, 10 and 12-page papers from stereotype plates.

Potter 2-deck Press, printing 4, 6, 8, 10, 12 and 16-page papers from stereotype plates.

Goss 3-deck Press, printing 4, 6, 8, 10, 12, 14, 16, 18, 20, 24 and 28-page papers from stereotype plates.

Goss 4-deck Press, printing 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 and 32-page papers from stereotype plates.

Duplex Flat-Bed, Angle-Bar Pattern, printing 4, 6 and 8-page papers, periodical size.

## Magazine and Periodical Presses Printing from Curved Electrotype Plates

Cottrell 64-page Machine, for pages 6 $\frac{1}{4}$  x 9 $\frac{1}{4}$  inches. Delivers in signatures of 16 pages.

Goss Machine, suitable for fashion sheets and periodical. Delivers in signatures of 8 and 16 pages. Page size 11 $\frac{1}{2}$  x 16 $\frac{1}{2}$  inches.

Scott two-deck 64-page Machine, with color attachment, for pages 10 $\frac{1}{4}$  x 15 $\frac{1}{4}$  inches.

Scott four-deck 64-page Machine, for pages 10 $\frac{1}{4}$  x 15 $\frac{1}{2}$  inches.

Scott 32-page Farm Journal Machine, for pages 10% x 15 $\frac{1}{2}$  inches.

We also have several excellent RECONSTRUCTED PRESSES OF OUR OWN MAKE and a large assortment of STEREOTYPING, ELECTROTYPING, AND PHOTO-ENGRAVING MACHINERY.

All of which will be carefully repaired and put in good working condition.

If you require, or are likely to require, increased facilities now is the time to provide for them. Another such opportunity may never occur again.

Let us know your requirements; we probably have the machine to meet them and will make the Price and Terms Right. For further particulars apply to

## R. HOE & CO., 504-520 Grand Street, NEW YORK

7 WATER STREET, BOSTON, MASS.

7 SOUTH DEARBORN ST., CHICAGO, ILL.

120 ST. JAMES ST., MONTREAL, CANADA

### ACTIVITY ON PACIFIC COAST.

#### Lectures on Advertising and Plans for San Francisco Exposition.

(Special Correspondence.)

SAN FRANCISCO, Dec. 14.—The Advertising Association of San Francisco is continuing its policy of having addresses of interest to advertisers and business men at its regular Wednesday luncheons. In order that members should be fully posted on the progress of the Panama Pacific Exposition, a lecture, illustrated by moving pictures and lantern slides, was delivered by Louis Levy, of the publicity department of the exposition.

Other speakers and subjects during the month were Harry Edward Freund, of New York, who gave detailed information concerning the Campbell Bill, which prohibits fraud upon the public by requiring manufacturers to certify to the materials of which a product is composed, and to place their name upon articles or containers.

The club sent a delegation of eight men to attend a conference of thirty-three Northern and Central counties of California, at Marysville, the purpose of which was to devise ways and means for raising a fund of \$500,000 for advertising. Dr. W. G. Eggeston, a national authority on the subject of taxation, addressed the club on the subject of raising funds for community advertising—the fair and square method. A. W. Gibbs, upon returning from a 12,000-mile trip through Canada and the Middle and Eastern States, gave the members some interesting information concerning the viewpoint of different sections of the country regarding the Panama-Pacific Exposition.

George H. Eberhard, chairman of the education and research committees of the Advertising Association of San Francisco, and also of the National Salesman's Association, announces an important series of fifteen lectures on advertising and salesmanship. This marks the co-operation of the salesmen and advertising men of the

State of California, which has enabled the extension department of the University of California to offer this course for next semester.

#### Montreal Herald Cashier Robbed.

G. W. Moffatt, cashier of the Montreal (Can.) Herald Co., was held up and robbed of \$500 in the Herald building Tuesday by a youth whose identity is not known. The thief snatched Moffatt's revolver from his pocket and then seized a bag containing the money, which was part of the company's payroll. William C. Hall, an employe, attempted to prevent the man from escaping, but was shot in the thigh, the fleeing thief using Moffatt's revolver.

#### London Paper by Aeroplane Route.

The London Daily Mail is making an interesting experiment in connection with the distribution of its Riviera edition, which begins publication in Nice on Saturday. It has engaged the airman Salmel to leave Nice every morning with parcels of the newspaper, which he will deliver along the coast. Each parcel will be attached to a parachute, and Salmel will throw out a parcel at each of the principal towns over which he passes.

#### Publishes Paper in Six Languages.

Despairing in his efforts to issue a newspaper that will satisfy the demands of all his readers, who are for the most part steel workers, A. H. Senko, editor of the Slavish Daily, Gary, Ind., has started to issue his paper in six different languages. Italian, Bohemian, Croatian, Polish, Hungarian and English are the languages used each day. Complaints are less, but the Servian and Russian subscribers are demanding "their rights."

The Stockwell Special Agency, New York and Chicago, has added the Ottawa (Can.) Citizen and the Everywoman's World, Toronto, to its list of newspapers.

### Foreign Tongue Papers Form League.

The American League of Foreign Language Newspapers was organized at Cleveland, O., last week. Its object is to advance the usefulness and protect the interests of such newspapers and to offer club facilities to all men connected with them. The Cleveland charter members are: Svet, daily; Neue Heimath; Hungarian Sunday and The Dongo; Voce del Popolo; Naradovec and The Morning Star; People's Voice; Cleve-landska Amerika; Jewish Daily Press and the Daily World. These officials were elected: O. G. Melaragno, president; S. A. Dangel and S. Rocker, vice-presidents; Edward Kalish, secretary, and D. Gara, treasurer.

### Kansas City Gazette Buys Weekly.

The stock of the Kansas City (Kans.) Gazette Publishing Co. has been increased from \$50,000 to \$100,000, and the Daily Gazette is to absorb the Wyandotte Chief, a weekly paper owned by Grant Harrington, secretary to Governor Hughes, of Kansas. The Gazette is to issue a weekly edition and circulate it widely in Kansas among Democrats.

### Asks Judgment Against Towne.

Frank M. Bird, who holds a mortgage on the Scranton (Pa.) Tribune Building, has petitioned the court in that city to enter judgment against Robert D. Towne, editor of the Scranton Daily News, in the sum of \$100,000. He also requested that an execution be placed in the hands of the sheriff. According to the petition it is set forth that Mr. Towne has defaulted in the payments upon the mortgage. A payment of \$10,000 and interest of \$1,375 was due Jan. 1, 1913, according to the petitioner.

### New Chicago Advertising Agency.

The J. A. Cassell Advertising Service has been incorporated at Chicago for \$10,000, to do advertising and publishing. Israel Berkman, J. H. Brown and W. C. Brown are the incorporators.

### SUN EMPLOYEES DINE POWELL.

#### Circulation Manager Receives Watch Chain Pendant as Gift.

Employees of the circulation, mail and delivery departments of the New York Sun and Evening Sun tendered Robert E. Powell, the circulation manager, a testimonial dinner last Monday evening at the Cafe Boulevard.

Among the amusing incidents sprung upon the assembled party was the appearance of a messenger boy with telegrams, calling the members to report immediately at the office for an extra edition of the evening paper. About the time they were preparing to respond to the call, a typical newsboy rushed in with a bundle of papers, yelling "Xtra Edition Evening Sun."

Miniature copies of the paper were handed around and when opened were found to contain a variety of department stories and humor which were fully enjoyed.

Interesting incidents of the newspaper business were referred to in several speeches by those called upon by the toastmaster, Mr. Isaacs. A surprise in the form of a very handsome watch chain pendant was presented to Mr. Powell, the speech being made by Mr. O'Brien.

Among those who attended were Thos. McCue, I. Isaacs, R. Oldham, D. J. O'Brien, C. Niemever, Alex. McLean, M. Kupfer, Peter Hart, J. Hurst, Wm. Rague, Robt. Evans, Harry Braelow and David Powers.

### Clark May Purchase Scranton Papers.

Negotiations for the sale of the Scranton (Pa.) Tribune-Republican and the Truth are still hanging fire. No tangible conclusions have been reached between the receivers of these papers and Walter A. Clark, former Governor of Alaska, for the purchase of the two papers. Mr. Clark has left the city, but there is a report that he may yet close the deal.

TIPS FOR THE AD MANAGER.

Hanff-Metzger, Inc. 95 Madison avenue, New York City, is handling the advertising account for the Yale & Towne Manufacturing Co., 95 West Fortieth street, New York City.

Cowen Co., John Hancock building, Boston, Mass., and 50 Union square, New York City, is renewing contracts where they have expired and making some new ones for the P. Lorillard Co., Jersey City, N. J.

A. R. Elliott, 62 West Broadway, New York City, it is reported, is getting up a list for John Duncan's Sons, "Lea & Perrin's Worcestershire Sauce," 241 West street, New York City.

Van Cleve Co., 1790 Broadway, New York City, is placing orders with Pacific Coast papers for the U. S. Tire Co., of 1790 Broadway, the same city.

It is reported that the Glidden Varnish Co., "Jap-a-lac," Cleveland, O., has transferred its advertising account to the Fowler-Simpson Co., 1906 Euclid avenue, Cleveland, O.

Frank Presbrey Co., 456 Fourth avenue, New York City, is sending out one-time orders to a few selected papers for the Neverslip Manufacturing Co., "Red Top Emergency Shoe," New Brunswick, N. J.

Erickson Co., 381 Fourth avenue, New York City, is forwarding some orders to a few selected papers for the Barrett Manufacturing Co., "Amatite Roofing," 17 Battery Place, New York City.

The Amsterdam Advertising Agency, 1178 Broadway, New York City, is issuing orders for the Clarendon Hotel, of Seabreeze, Fla., and not for the New York City hotel of the same name, as heretofore reported.

Charles Blum Advertising Corporation, 608 Chestnut street, Philadelphia, Pa., is placing contracts with Pennsylvania papers for W. B. Seeley, Trusses, 1027 Walnut street, of the same city.

Dunlap-Ward Advertising Co., 123 W. Madison street, Chicago, Ill., is making 5,000 l. contracts with Western papers for the Carnegie Automatic Fuel Savings Co., Chicago, Ill.

The newspaper list for E. De Raimboulville, "Vichy Celestines," 220 Broadway, New York City, is generally prepared about this time. The advertising account is placed by Earnshaw-Lent Co., 80 Maiden lane, New York City.

The Matos-Menz Advertising Co., Bulletin building, Philadelphia, Pa., is extending the list of papers in Pennsylvania and New York for the Mac Drug Co.

F. P. Shumway Co., 378 Washington street, Boston, Mass., is again forwarding contracts to a few New York State papers for Wait & Bond, "Blackstone Cigar," Boston, Mass.

Lydon & Hanford Co., 200 Fifth avenue, New York City and Rochester, N. Y., is again issuing new copy to a few cities where they have stores for the United Cigar Stores Co., 44 West Eighteenth street, New York City.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York City, will shortly place orders with Pennsylvania papers for Henry J. Roussel, Toilet Articles, 1269 Broadway, New York City.

Chambers Agency, Hibernia Bank building, New Orleans, La., is sending orders to Canadian papers for the Galvez Hotel, M. K. & T. R. R., Galveston, Tex.

The Beers Advertising Agency, Havana and New York, is asking rates from leading United States magazines, preferably those reaching the better class of men smokers, for a campaign for a Cuban cigar proposition soon to be launched. It is also placing 10 in. s. c. 26 t. orders for Evelyn Cunningham in the leading Cuban Spanish papers.

The Merrill Advertising Agency, Inc., 1161-1175 Broadway, New York City, is placing the advertising on the exchange basis for the Commonwealth Hotel, Boston Mass.; Winston Hotel, Washington, D. C.; Albany Hotel, Denver, Colo., and the Ansley Hotel, Atlanta, Ga.

Bromfield & Field, Inc., are forwarding or-

New Orleans States

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

32,532 DAILY

Per P. O. Statement

Carrier circulation averages over 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

ders to State farm papers for the Ajax-Grieb Rubber Co., Trenton, N. J., manufacturers of Ajax tires.

George E. Denneen, of the Standard-Union, it is reported, stands a good chance of being appointed Compensation Commissioner by Governor Glynn, under the new law providing for compensation for injured workmen.

Col. John Brockway, of the Standard-Union, is responsible for a guessing match every Monday afternoon when he hands out theater tickets.

James Haigney, of the business end of the Times, says that the Times will probably be in its new quarters at Flatbush and Fourth avenues by Feb. 1.

George Chambers, who covers South Brooklyn for the Times, it is reported, has become fluent in the Swedish and Norwegian languages, which prevail to a large extent in that section.

Joe Early is hard at work preparing some new and novel stunts for the annual racket of the Anvil Chorus. It is said that the next number of the Anvil, which is only issued once a year, will be a corker and chock full of hammers.

Jim Mulhane is still on the trail of the man who stole his overcoat. He has found the door through which the wretch left the building with the garment.

WANAMAKER ON DAILY ADS.

Advises Merchants to Use Newspapers as Best Means of Reaching the Public.

John Wanamaker gave frank and earnest counsel, the result of his lifetime of experience in successful merchandising, at the opening of the pure food exposition in Philadelphia recently. Mr. Wanamaker urged especially the absolute necessity of newspaper advertising for an expanding trade and told of the remarkable results that can be accomplished by proper publicity.

"The first necessity to success in retail trade," Mr. Wanamaker said, "is, of course, good merchandise. Quite as much a necessity to a business that is to keep up a healthy growth is good advertising. If you have in your shop exactly what 500,000 people in this city want, but only 500 of them know that you have it, the care and energy you have expended in maintaining a stock of high quality do little good either to your customers or to your own business.

"The satisfaction of knowing that your name stands for good merchandise is a great thing certainly, but it is not apt to be greatly profitable unless the public at large knows it also. And the profit of judicious and well-justified advertising does not exist merely for the large merchant. A large newspaper advertisement undoubtedly attracts attention, and if it is attractively put it holds attention.

"But there are hundreds of small dealers throughout the city who would find upon experiment that newspaper advertising is the most powerful of all means for increasing their trade.

"A business association as such can make use of newspaper advertising to increase the trade of its individual members and the increase is such as would surprise you. Business men should mark each other up, instead of marking each other down."

Swanton Courier's Booster Edition.

The Swanton (Vt.) Courier got out a Booster Edition of thirty-two pages on Dec. 4, that would have done credit to a metropolitan sheet. The reading matter, which contained a number of special articles of a historical and descriptive character as well as the advertising columns, attested to the progressive spirit that guides this enterprising paper. Illustrations were plentiful and the general typographical effect, pleasing. George H. Stiles, editor and manager of the Courier, is the arch booster of Swanton, and there are few merchants in the town who have not caught his spirit.

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.

Table listing newspapers and their circulation figures across various states including Arizona, California, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Michigan, Minnesota, Missouri, Montana, Nebraska, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Washington, Canada, and British Columbia.

Arrest Newark Furrier for Fake Ad.

The Newark (N. J.) Advertising Men's Club made its first arrest last week in its campaign to end the misrepresentation of goods by merchants who employ fly-by-night methods. The prisoner, Joseph J. Goldsmith, of that city, was held in \$100 bail for the action of the grand jury on the complaint of Albert J. Harding, chairman of the ad club's vigilance committee.

The statement in Goldsmith's ad alleged to be deceptive and misleading, read that he was the "largest fur dealer in the world." This is the first case under the State law passed last April, which makes it a misdemeanor to deceive prospective purchasers.

The Arkansas Gazette at Little Rock, celebrated its ninety-fourth anniversary last week.



**AD FIELD PERSONALS.**

Richard H. Waldo, advertising manager of Good Housekeeping, was speaker at the dinner of the Twenty-third street Y. M. C. A. class in advertising, Wednesday evening on "The Police Power of Advertising."

O. J. Gude and J. P. Gilroy, of the O. J. Gude Co., New York, who are now in London, were recently entertained at dinner by a number of prominent advertising men of the British metropolis.

R. B. Freeman, until recently secretary of the Bates Advertising Co., has taken charge of the soliciting for the Cheltenham Advertising Service.

H. K. Stroud, at one time advertising manager of Saks & Co., but more recently with Frank Seaman, Inc., will combine with C. H. Bayer in forming the Stroud-Bayer agency which will be ready for business early in the new year.

Ernest F. Gardner, manager of the copy and promotion departments of the Capper Publications, has purchased an interest in the Potts-Turnbull Advertising Co., of Kansas City. He will be active in the concern after Jan. 1. His purchase of an interest was followed by his election as vice-president of the company. Mr. Gardner was at one time editor of the Advertisers' Magazine.

C. H. Westbrook, advertising man, has located in Paterson, N. J., where he will write advertising for one of the leading merchants of the Silk City. Mr. Westbrook was formerly connected with Lord & Thomas of Chicago, and the Frank Presbrey Co. of New York.

Will C. Izor, formerly of the advertising staff of the Woman's Home Companion, and for the last ten years advertising manager of To-day's Magazine and whose clever publicity works attracted wide attention, has resigned. Frank W. Nye, of the Butterick Publishing Co., is announced as Mr. Izor's successor after Jan. 1.

Charles H. Denhard, has resigned as copy man for D. Appleton & Co. to join the Siegfried Co. staff.

H. Van R. Palmer, for several years in the advertising department of the Atlas Portland Cement Co. of this city, has joined the advertising staff of the Eastman Kodak Co. of Rochester, N. Y.

Thomas Moore, formerly of the Brooklyn Eagle, has been appointed assistant advertising manager for Frederick Loeser & Co., of Brooklyn. Mr. Moore will collaborate with Walter Hammett, advertising manager, who was recently advanced to the vice-presidency and secretaryship of this department store.

J. H. W. Rees, formerly manager of the advertising and publicity department of the Metropolitan Telegraph & Telephone Co., of New York, has accepted a position as sales and advertising manager of Deuth & Co., manufacturers and importers of "Deco" drawn-wire tungsten lamps.

E. T. Perry, formerly Eastern representative of the Scripps-McRae League newspapers in New York City, who is now connected with the American Publishing & Engraving Co., of New York, has just returned from a business trip to Texas and Oklahoma, during which he visited 110 cities and towns.

L. W. Ellis, advertising manager of the M. Rumely Co., Laporte, Ind., has taken a similar position with the Holt Manufacturing Co., of Stockton, Cal. Mr. Ellis has made himself well known as a specialist on tractor advertising. He is the author of several Government reports on tractors, and the co-author of the two books, "Power and the Plow"

and "Horse, Truck and Tractor." Mr. Ellis will move from Laporte, Ind., to Stockton, Cal., on Jan. 1.

Don M. Parker, for three years advertising manager of St. Nicholas, has become ad manager of the Century, succeeding Josiah J. Hazen. Mr. Parker will have charge of both publications.

**Attractive Westinghouse Ad Booklet.**

The Westinghouse Electric & Manufacturing Co., of East Pittsburgh, Pa., is issuing an attractive booklet entitled "Joe and His Travels." It contains a collection of timely and informative ads wherein Joe, the master mechanic, is used as a motif. The ads are well laid out, and are effectively illustrated.

**LIVE AD CLUB NEWS.**

Ernestly pleading for higher standards among advertisers and ad mediums and for the elimination of all fraudulent publicity, S. C. Dobbs, advertising manager of the Coca-Coca Co., Atlanta, delivered an address before the Nashville (Tenn.) Ad Club last week, that will be long remembered for its vigorous, clear-cut thought and sound advice. His subject was "The Creative Force of Advertising." Mr. Dobbs urged the members to use the utmost terseness, clarity and integrity in the message they give to the world through advertising. He gave a general view of its development and told many interesting instances of success in the ad field. J. H. Allison, business manager of the Tennessean and American, discussed publicity from the newspaper's side.

Vancouver, B. C. has an ad club of its own. The advertising men of the city met in the early part of the month, and proceeded to draft up a constitution and by-laws. The name chosen for the new organization was the Vancouver Ad Club. A luncheon will be held for the club members every Thursday, when addresses will be given by prominent ad men. The following officers were elected: H. R. Pickens, advertising manager of the daily News-Advertiser, president; E. Woolston, of the Vancouver Sun, and H. E. Ward, advertising agent, vice-presidents, and J. E. Patton, of the V. P. R. Market, secretary. Preparations are well in hand for a rousing reception to the Pacific ad clubs on their way to Toronto via Vancouver. Members to the number of ninety-three were enrolled.

At an enthusiastic meeting of the Shreveport (La.) Ad Club last week, preliminary plans for the new year's work were considered and the election of officers for the ensuing year held. The new officers are: President, Dr. I. Schwartz; vice-president, John A. Keel; secretary, S. B. Simon; treasurer, Max Levy; directors: W. G. Hudson, C. G. Styron, W. R. Hirsch, Col. James Furlong and J. B. Babb.

Charles R. Dogherty, of the Baker Brothers Engraving Co., gave an illustrated lecture on engraving last week at the Omaha Ad Club's luncheon. Employing a series of 23 slides, he presented in popular form the manner of making wood cuts, zinc etchings and half tones, and gave valuable advice to the advertisers concerning the adaptability of various kinds of engraving to presses and paper.

At the annual election of the Memphis Advertisers' Club last week H. C. Pinkerman was chosen president for the ensuing year. Other new officers are: R. Calvert Haws and Joseph Fowler, vice-presidents; T. B. Hilton, secretary; G. B. Bowling, treasurer, and C. D. McRae, D. O. Harmon, William Speck and George Lemous, directors.

The second meeting of the educational committee of the Rochester (N. Y.) Ad Club was given over to a series of arguments by men representing different lines of trade who sought to show why the world should buy Rochester-made goods. Mr. Hord talked photographic

**DIRECTORY OF ADVERTISERS AIDS.**

**Publishers' Representatives**

- ALLEN & WARD**  
Brunswick Bldg., New York  
Advertising Bldg., Chicago
- ANDERSON, C. J., SPECIAL AGENCY**  
Marquette Bldg., Chicago, Ill.  
Tel. Cent. 1112
- JOHN M. BRANHAM CO.**  
Brunswick Bldg., N.Y., Mallers Bldg., Chic.  
Chemical Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY**  
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHEERER SP. AGCY**  
Fifth Ave. Bldg., New York  
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN**  
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- DE CLERQUE, HENRY.**  
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New York Office, 1 W. 34th St.
- HENKEL, F. W.**  
People's Gas Bldg., Chicago  
Tel. Randolph 3465
- KEATOR, A. R.**  
601 Hartford Bldg., Chicago, Ill  
Tel. Randolph 6065
- LINDENSTEIN, S. G.**  
118 East 28th St., New York  
30 North Dearborn St., Chicago
- NORTHRUP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042
- O'FLAHERTY'S N. Y. SUBURB. LIST**  
150 Nassau Street, New York  
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- PAYNE & YOUNG**  
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200 Fifth Ave., New York
- PUTNAM & RANDALL,**  
45 W. 34th St., New York  
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- VERREE & CONKLIN, Inc.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 962

**Advertising Agents**

- AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**  
115 Broadway, New York  
Tel. 4280 Rector
- BRICKA, GEORGE W., Adv. Agent.**  
114-116 East 28th St., New York  
Tel. 9101-9102 Mad. Sq.
- FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 3831
- HOWLAND, H. S., ADV. AGCY., Inc.**  
20 Broad St., New York  
Tel. Rector 2573
- LEE-JONES, Inc.,**  
General Advertising Agents,  
Republic Building, Chicago.
- MEYEN, C., & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914
- ANKRUM ADVERTISING AGENCY**  
Classified Specialists  
431 S. Dearborn St., Chicago, Ill.
- GUENTHER-BRADFORD & CO.,**  
Chicago, Ill.
- THE BEE RS ADV. AGENCY**  
Lat.-Am. Of., 37 Cuba St., Havana, Cuba  
N. Y. Office, 1111 Flatiron Bldg.
- THE EXPORT ADV. AGENCY**  
Specialists on Export Advertising  
Chicago, Ill.

goods; Mark Sloman dilated on the quality of Rochester clothing; Harry Chase eulogized Flower City shoes, while George H. Leffler dwelt on this city's output of optical and scientific goods. Spencer B. Horn presided.

The Richmond (Va.) Advertisers' Club, at its weekly luncheon, decided to open permanent headquarters in the new Chamber of Commerce and Manufacturers' Building. It was announced that the education committee had arranged a series of ten illustrated lectures on advertising, one to be given each week for ten weeks. An advertising show will be conducted by the club this winter. It is proposed to place on exhibition for one week, specimens of the best "copy" prepared by big advertisers, advertising agencies and other mediums.

Under the auspices of the Birmingham (Ala.) Ad Club a movement has been launched to eliminate all unethical and unfair advertising from transient merchants, auctioneers, etc., in the local daily newspapers. Resolutions that the members of the Ad Club would use their personal influence with the newspapers to prevent the publication of such adver-

tising were passed by the club at its regular weekly meeting.

Soulless advertising dooms to failure the institution using it, was the declaration of Melville L. Wilkinson, president of the Scruggs-Vandervoort-Barney Dry Goods Co., St. Louis, before the Ad Men's League last week. He said that, no matter how large the advertisement published by a newspaper or some other medium, the advertisement would not be successful unless it had the ring of truth and was in itself the soul of sincerity in what it wished to express. He also paid a high compliment to the daily newspapers in St. Louis as powerful factors in upbuilding the city and its citizenship.

Declaring that the high cost of living was due largely to the high cost of advertising, and that the latter was, in turn, due to the low amount of confidence on the part of the public, Richard H. Waldo, advertising manager of Good Housekeeping, delivered a stirring address at the Baltimore Advertising Club's luncheon last week. He emphasized the grave responsibility of advertising men in telling the truth about the things they have to sell.

## To Those Who Are Not Upon An Autoplate Basis:

Antiquated machinery and obsolete methods of manufacture are luxuries enjoyed only by decaying properties. To lazily "get along with what we've got" has been the chute down which many a newspaper has shot into the ranks of the entirely honorable, but unfortunate, ancient order of Has Beens.

To be new, to be enterprising, to be aggressive, to be early and sure in the dispersal of news, to be ever young, entails a forwarder policy. At all costs must the luxuries of inefficiency and ineffectiveness be avoided. Instead, the qualities of being up and doing, of turning every minute, dollar, and opportunity to account—of making the machinery of one's business deady efficient in the cheapness and celerity of production—must be practiced with inexorable fidelity. To be abreast of the times is **necessary**, and every instrument that will insure this is a **necessity**.

To be upon an AUTOPLATE basis is a **necessity**. We have proven this so often that it need hardly be referred to again. The fact that every leading newspaper throughout the world is upon an AUTOPLATE basis makes this self-evident.

But you are still **not** upon an AUTOPLATE basis. Economically speaking, you are indulging in luxury; you are wasting both money and time that can easily be saved. **Save them**. We can assist you to achieve an economy of both. For a moderate stipend of but \$2.35 a day we can cut down your costs and your delays, and improve the quality of your product. The SEMI-AUTOPLATE, worked under our system of operation, will do this for you. Why not embrace its advantages and be wholly abreast of the times in effectiveness?

### AUTOPLATE COMPANY OF AMERICA

HENRY A. WISE WOOD, President

BENJAMIN WOOD, Treas. and Gen. Mgr.

One Madison Avenue, New York



