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WARREN DIDN'T SHOOT

A CRITICAL MOMENT IN THE OFFICE OF ST. LOUIS STAR WHEN EDITOR WAS FIRED.

Dramatic Scene When E. S. Lewis, Under Orders from the Owner, Notified Him That His Services Were No Longer Required—Detectives from Headquarters Called to Prevent Possible Bloodshed.
(Special Correspondence.)

ST. LOUIS, Oct. 28.—At the office of the new St. Louis Star they are telling a somewhat amusing story of the manner in which Frederic B. Warren, the editor, was fired by John C. Roberts, the millionaire shoe manufacturer, new owner of the paper.

Mr. Warren, it seems, had the reputation of being a fire eater who wrote vitriolic editorials in red ink with one hand while holding a gun in the other. He was the most highly respected man on the paper. Indeed, it was said that the office boy never dared speak above a whisper when he entered the editorial sanctum.

ROBERTS DELEGATES TASK.

When Mr. Roberts decided to part with his impetuous editor he concluded that he did not want to tempt fate by discharging Warren himself, and so delegated the task to E. S. Lewis, general manager of the paper.

Mr. Lewis after gulping a few times and madly clutching his heart at the prospect of instant death when he executed the order of his chief, finally concluded that the surest thing to do was to write Warren a note giving him his congé and call in a couple of detectives from headquarters to stand guard while it was being delivered.

In response to his appeal for aid Detectives Kelly and Heckel were sent to the Star office. These two big, strong individuals, stood facing the door in Mr. Lewis' office while the office boy took the fatal note to Mr. Warren's room. It was a moment of intense excitement. Mr. Lewis, in spite of the presence of the two detectives, was somewhat apprehensive of his own personal safety, although he was not, of course, responsible for Warren's discharge.

TENSION AT WHITE HEAT.

You could hear a pin drop anywhere in the Star office for the next two or three minutes. Not a word was spoken. Would Warren, as soon as he read the note, seize his gun and with a whoop rush into Mr. Lewis' office and open fire upon him and others who might be with him, and after satiating his thirst for gore, defy the entire police force of the city to arrest him? No one could tell.

The detectives at length decided not to take any chances and walking down the corridor to Mr. Warren's office, threw open the door and walked in. The open letter lay on the editor's desk. His gun was not in his hand, but in his hip pocket where its presence was plain.
(Continued on page 386.)

First Morning Daily for Yonkers.

The first issue of the Yonkers (N. Y.) Record as a daily paper appeared last week. Harry W. Malone is the editor and Albert N. Boyle, business manager. The Record will support the Progressive Party. The paper has been published as a weekly for the past year. It is the first morning paper published in Yonkers.



W. R. HOTCHKISS

(See page 406)

LATE ADVERTISING MANAGER OF GIMBEL BROS., WHO HAS PURCHASED AN INTEREST IN THE CHELTENHAM ADVERTISING SERVICE.

SHAFFER BUYS REPUBLICAN. NEWSPAPER UNION SUIT ENDS.

Chicago Publisher Now Controls Settlement in \$600,000 Action Against Morning Field in Denver. Ready Print Concern.

John C. Shaffer, the new owner of the Rocky Mountain News and the Denver Times, which he purchased last week, has acquired the Denver Republican, and is now in complete control of the morning newspaper field in that city. The purchase of the Republican was announced on Sunday.

The News and the Republican have been consolidated and are issued as a morning paper from the News office. The Times, which is an afternoon paper, is also published from the News plant.

The Denver Republican was founded in 1880, and owned principally by the late Senator N. P. Hill. Upon his death in 1900 the ownership passed to his three children, Crawford Hill, Mrs. Lucius M. Cuthbert, and Mrs. Franklin Price Knott. Josiah M. Ward has been the publisher and editor of the Republican.

The active management of the consolidated papers, it is understood, has been put in charge of Henry D. Carbery, until last week editor of the Rocky Mountain News, as general manager. Kent Shaffer, son of J. C. Shaffer, is the treasurer of the new organization. Mr. Shaffer's other newspaper properties include the Chicago Evening Post, Indianapolis Star, Terre Haute Star, Muncie Star and Louisville Herald.

Van Bu'en Press Editor Missing.

Robert Knott, editor and publisher of the Van Buren (Ark.) Press, one of the oldest weekly papers in Arkansas, suddenly disappeared last week, and no word has been received from him.

Nashville Democrat to Suspend?

It is rumored that the Nashville (Tenn.) Democrat, which was started in 1911, will discontinue publication on Nov. 2. It is said that the liquor interests control this paper and because of the withdrawal of their support the paper is unable to continue. This leaves one afternoon daily, the Banner, and one morning paper, the Tennessean and American, in the Nashville field.

The Hugo (Okla.) Husonian and La Grande (Ore.) Messenger are new members of the Associated Press.

de REUTER CONDEMNED.

LONDON NEWSPAPERS PROTEST AGAINST MINGLING OF NEWS AND ADS BY AGENCY.

Action Precipitated by Publication of Circular in Which Reuter Claimed It Could Secure Reference to Advertised Projects in News Columns of Majority of English Newspapers—de Reuter Repudiates Circular.
(Special by United Press.)

LONDON, Oct. 31.—Following the countrywide outcry against the Reuter News Agency, the Times this morning carried but five Reuter items, totaling 546 words, and the Mail used but six, aggregating 518 words, mostly minor routine.

Both papers are using increased quantities of telegraph from independent services and from their own special correspondents. The Evening News to-day follows the action of the other Harmsworth papers by announcing that it will refuse to accept news and advertising from the same agency.

The action is the latest phase in the journalistic tempest raging about the supposedly conservative Reuter News Agency, the oldest of the British agents and the English ally of the Associated Press. Following a countrywide protest from English newspapers and strong denunciatory resolutions by both the Southern and Northern federation of newspaper owners, the leading London papers are to-day taking steps which promise to result in radical changes in the attitude of the British press toward the agency, which has been almost a national institution for a century.

CIRCULAR SOLICITING ADS.

Recently Reuter's financial department sent out circulars urging concerns to place newspaper advertising through it and claiming that through its news service it could secure reference to the projects in the news columns of papers receiving the Reuter service, which not only goes to a large majority of British papers, but reaches American papers through the Associated Press, and is distributed over Europe generally through Reuter's alliance with Continental government subsidized agencies.

The circular stated that through its connections Reuter's relations with British financial editors were most cordial and intimated, in effect, its ability to influence editorial opinion.

The London Times immediately uttered a vigorous protest, with the result that the assistant secretary of the Reuter company withdrew the circular and expressed regret that it had been misinterpreted. The effect of this not being satisfactory, Baron de Reuter personally repudiated the circular, ascribing it to the overzealousness of the manager of the financial department.

MAY END DUAL PRACTISE.

In reply to Baron de Reuter the Times pointed out that nothing in the Baron's statement had indicated any appreciation by the agency of the gravity of the situation revealed by the circular, namely, the possibility of big financial interests being permitted to influence the news channels of the nation through a too close relationship between the management of the news agency and the special interests.

It seems certain that the incident will end the practise long in vogue among the semi-official European news agencies—a practise never tolerated by American newspapers—of having news and advertising handled by the same concern.

WASHINGTON TOPICS.

No Change in Blue Tag System Until After Jan. 1—Correspondents Who Want to Go to the Front—National Press Club's New President—Books May Be Admitted to Parcel Post.

(Special Correspondence.)

WASHINGTON, D. C., Oct. 30.—Although the postoffice department has decided that a number of publications heretofore carried by freight under the "blue tag" system shall be restored to the fast mails it is not likely that this action will be taken until after the first of next January. The restoration requires a reweighing and that will not be practicable, according to the postal authorities, until after the Christmas mail expansion is over. It will take several weeks yet to go over the applications which have been made to have



OSWALD F. SCHUETTE.

publications restored to the fast mail and decide whether they come within the limits fixed by the postoffice department, which is that actual damage is being done to the publication by keeping it in the "blue tag" service.

Quite a number of Washington correspondents are waiting anxiously to go to the front and be with the first army which enters Mexico, in case there should be such a calamity—most people in Washington view intervention as a calamity. There are very few correspondents now in Washington who had service during the Spanish war. Several of the younger generation are anxious to try out camp life with the troops.

Oswald F. Schuette, Washington correspondent of the Chicago Inter-Ocean, who has just been elected president of the National Press Club, is one of less than six native Chicagoans on the editorial staffs of the Chicago newspapers. For some mysterious reason, these have always been recruited from writers born outside that city. Two members of the Inter-Ocean staff, however, are Chicago-born. John D. Sherman, the associate editor of the Inter-Ocean, being the other one.

Mr. Schuette was born in Chicago, Aug. 31, 1882, and began his newspaper work there twenty years later. In the meantime he had learned the printer's trade at Danville, Ill., and worked for four years as an abstractor of titles at Danville and in Chicago.

In apparent compliance with the traditions of the newspaper profession in Chicago, Mr. Schuette put in much of his apprenticeship work elsewhere. He was on the editorial staff of the Milwaukee Sentinel in 1903 and 1904, and in 1905 was made city editor of the Evening Wisconsin of that city. In 1906 and 1907 he traveled through Europe as a special correspondent of the Evening Wisconsin, and upon his return became a political writer on the Inter-Ocean.

In his reports of the contest proceedings of the Republican National

committee, preceding the convention of 1908, he coined the famous political phrase "the steamroller," which has since become an accepted term in the dictionary of American politics.

After the 1908 campaign, Mr. Schuette was sent to Washington as the Inter-Ocean's correspondent, and has since then been its chief writer of national politics. Three weeks ago, he added to his labors the Washington representation of Leslie's Weekly.

Mrs. Rheta Childre Dorr, who is experienced, is editor of the Suffragist, a new Washington publication with a national mission. The Suffragist will give nation-wide publicity to the attitude of the various statesmen on equal suffrage. The new publication is to be used to concentrate the effort of all Suffragists upon the work of securing the national amendment. Offices for the Suffragist have been opened at 1420 F. street, N. W.

The appearance of Jacob S. Coxe, of "Coxey's Army" fame, in Washington, recalled the fact that the "army" was really created by press agency work. A number of correspondents sent to the scene where the first organization was formed found there was "nothing doing," but they rose to the occasion and wrote stories which really created the "army" and sent it on its way to Washington.

Speaking of Coxe, Arthur W. Dunn, of the American Press Association, says that Coxe was the real head of the good roads movement. "That is," he says, "the General was the first man to propose government aid for roads."

Richard Lee Fearn, for many years chief of the New York Tribune bureau, but now located at Mobile, Ala., was greeting his old friends in Washington recently and attended a meeting of the Gridiron Club. He came to Washington to attend the wedding of his daughter.

There was issued from the Department of Agriculture last week the first volume of the Journal of Research, which, under the present administration, is to take the place of a number of the bulletins and pamphlets heretofore printed. The new journal is intended strictly for technical consumption and will not get out among the farmers and others who might be confused by the scientific names and many technical phrases used in the essays.

The journal contains about 100 pages. It is a fine piece of book work and being on excellent paper, carries some very high-class illustrations. There are three articles in the first issue, the titles of all of them being of pronounced scientific character.

Ashmun Brown, formerly of Washington State papers, and secretary to former Secretary of the Interior Ballinger, has been elected treasurer of the National Press Club.

Upon a request from the Postmaster-General that the Interstate Commerce Commission consent to a proposed change in parcel post regulations by means of which books will be admitted to the mails at parcel post rates an investigation and inquiry into the subject was ordered by the Commission.

Any person having objection to offer must do so in writing before Oct. 29, when the inquiry will be closed and a decision rendered. There seems but little doubt that the commission will acquiesce in the change. The inquiry and investigation is a formal proceeding called for by law.

Printers Meet at New Orleans.

The twenty-seventh annual convention of the United Typothetae of America and the International Cost Congress was held at the St. Charles Hotel in New Orleans Oct. 21 to 23. Nearly a thousand delegates were in attendance. Mayor Behrman, of the Crescent City, welcomed the delegates and notable addresses were made by President A. M. Glossbrenner and other delegates. New York was well represented. The organizations will meet in New York in 1914 and in 1915 they will go to San Francisco.

GLYNN CONFERS WITH EDITORS.

In Keynote Speech Governor Pledges to Uphold Honest Democratic Principles.

Governor Glynn entertained up-State Democratic editors in the executive chamber at Albany Tuesday afternoon, and in the evening was the principal speaker at a dinner tendered by him. The editors were invited to the capital by the Governor in order that he might learn their views on the present political situation.

In a keynote speech Governor Glynn declared that he wanted to follow in the footsteps of President Wilson, Samuel J. Tilden and Martin Van Buren. He called upon the editors to aid him in giving the people of the State a clean, business administration.

"I am going to be in the next year and three months the best Governor that every drop of blood in my veins or an atom of brain in my head will allow me to be, and to leave behind me a decent record," said the Governor in his address at the banquet.

The editors passed a resolution pledging their loyal support to the Governor and his Democratic co-workers in the State administration.

Those present included F. C. Parsons, Cortland; L. W. Farrenbaugh, Waterloo; R. E. L. Reynolds, Amsterdam; M. F. Collins, Troy; Gerardus Smith, Schenectady; George H. Carley, Cooperstown; Norman E. Olmsted, Little Falls; Daniel D. Frisbie, Middleburg; W. H. Rice, Glens Falls; Frank E. Gannett, Elmira; A. C. Lux, Clyde; B. R. Mitchell, Ithaca; John E. Kraft, Kingston; E. S. Moore, Norwich; A. C. Kessinger, Rome; Charles B. Steurer, Bronx; John F. Brennan, Hudson; Edwin S. Harris, Schuylerville; James Whitcomb Riley, representing Norman E. Mack, of Buffalo; Joseph T. McNally, Albany; Peter O'Connor, Fort Plain; M. H. Hoover, Lockport; Frank Purcell, Valatie; Arthur T. Warner, Cobleskill, and Albert E. Hoyt, of the executive committee of the Democratic State Editorial Association.

ADVERTISING COMPANY FAILS.

Liabilities Estimated at \$160,000; Assets Outstanding Accounts.

The C. J. Sullivan Advertising Company, a New York corporation, with office at No. 158 West Sixty-fifth street, has made an assignment for the benefit of creditors to Emmanuel Bloomenstein, sheriff's counsel. A meeting of creditors will be called in a few days at the office of Emanuel Bloomenstein, 27 Cedar street.

The liabilities are estimated at about \$160,000. The estate of Timothy Sullivan is said to be a creditor to the extent of \$125,000.

The company was incorporated in 1908 with a capital stock of \$250,000. The officers are Frank G. Smith, president, and Lawrence Mulligan, secretary and treasurer. The assets consist of outstanding accounts and valuable contracts.

SAN FRANCISCO NOTES.

Capt. Robert Dollar Addresses the Ad Club on Foreign Business.

(Special by Wire.)

SAN FRANCISCO, Oct. 29.—Capt. Robert Dollar, a leading authority in America on Oriental business and director Robert Dollar Steamship Co., addressed the Advertising Association to-day. He said in part that American firms must send to the Orient selected men of reliability and integrity in order to hold their own with firms of other countries dealing with Chinese. Misconduct on the part of one man brings discredit upon the entire American nation.

J. O. Baum, of the Los Angeles Times, is at the Palace hotel.

T. C. Hocking, newspaper publisher of Modesto, is at the Manx hotel.

W. H. Maxwell, Jr., a representative of the London Times, is in town and is engaged in getting out a special number for the Pacific coast.

A \$250,000 paper mill is to be established in Prince Albert, Sask., by H. C. Struchen of Minneapolis.

DENIES WARREN CONTRACT.

John C. Roberts, Owner of St. Louis Star, Replies to Editor's Charges.

John C. Roberts, owner of the new St. Louis Star, on Saturday filed his answer to Frederic B. Warren's injunction suit against him, brought earlier in the week. A hearing on the case will take place Nov. 7.

Mr. Roberts filed counter charges against Warren alleging that the editor had repeatedly violated his contract of employment to the detriment of the publishing company. He charges that Warren represented to him that the daily circulation of the Star, at the time Roberts purchased it, May 13, 1913, was 94,629 copies, and that this represented a growth of 49,000 to 50,000 copies during the time that Warren had been connected with the paper. The sworn statement of circulation, filed recently with the Post-office Department to comply with the law, gave the circulation at less than 45,000.

Robert further charged that Warren represented to him that the Star was on a paying basis.

Warren's injunction suit was based upon an alleged eight-year contract said to have been made with Nathan Frank, and approved by Roberts. In his answer Roberts denies that he had any knowledge that Warren had a contract with Frank giving him control of the editorial policies of the paper for a period of eight years, and that Warren denied that he had any such contract. On the contrary, Roberts alleged that the contract between himself and Warren, made May 13, specifically provided that Roberts should have general supervision and control over the St. Louis Star, and absolute control over the management of the corporation in every particular.

WARREN DIDN'T SHOOT.

(Continued from front page.)

ly indicated by a prominent protuberance. Mr. Warren was calm. He didn't seem at all surprised at the sudden appearance of the detectives. In response to an inquiry he said he would quietly depart without making a disturbance.

The detectives, convinced that the editor would not assassinate anybody, left the room and went down to the street to await the appearance of Mr. Warren. When the latter came out of the building he said in a most lamblike way:

"Why they can't fire me. I've got a contract for eight years, and I'll just rest while drawing a \$100 a week."

The detectives ran their hands over the editor's clothing, giving him what is known in police parlance as "the once over."

Evidently the pistol was not where it might have been. Warren walked away after protesting against "being searched on the street." When the editor was out of sight the elevator boy walked up to the detectives.

"Say," said the elevator boy, "he slipped the gun to a man who came down with him in the elevator."

The man was "Bill" Smith, a well-known reporter on another paper, who had dropped in to find out whether there were any new developments in Warren's fight with Roberts. Warren, guessing the mission of the detectives, had slipped his "gun" into Smith's pocket.

Monday night it was the editor who appealed to the police for protection. Warren said that there were some papers in his desk which he wished to get and asked for an escort to the office of the New Star. Police Sergt. Flannagan accompanied him.

John F. Benyon, doing business as the Newton (Mass.) Sun Publishing Co., has filed a voluntary petition in bankruptcy at Boston, with liabilities of \$12,093.18 and no assets.

The Edmonton (Alta.) Daily News, Ltd., has changed its name to the Edmonton News Publishing Co., Ltd.

CHICAGO HAPPENINGS.

Jason Rogers, James Keeley and Hopewell L. Rogers Address Illinois Daily Newspaper Association at Annual Meeting—A. M. Snooks Elected President—Ad Man Files Petition—Death of T. W. Haight.

(Special Correspondence.)

CHICAGO, Oct. 29.—The Illinois Daily Newspaper Association held its annual meeting at Hotel La Salle last week. The chief speakers were Jason Rogers, of the New York Globe, who spoke on "The Gilt Edge List of Newspapers"; James Keeley, of the Chicago Tribune, on "Truthfulness and Candor in the Matter of Circulation," and Hopewell L. Rogers, of the Daily News, on the bureau of advertising of the American Newspaper Publishers' Association. A. M. Snook, of the Aurora Beacon-News, was elected president; V. E. Joy, of the Centralia Sentinel, vice-president; H. F. Kendall, of the Mattoon Journal-Gazette, secretary; H. W. Pollard, of the Rockford Republican, treasurer. As directors these were elected: R. S. Chapman, of the Rockford Star; H. N. Wheeler, of the Quincy Journal, and H. F. Dorwin, of the Springfield Journal.

PRESS LEAGUE MEETS.

The Chicago Press League held an open meeting in the Masonic Temple Saturday afternoon. It had as guests of honor the officers and club presidents of the Illinois Federation of Women's clubs. Various addresses were made and some musical selections rendered.

Mrs. Elia W. Peattie, literary critic of the Tribune, addressed the Woman's club of Rockford last week.

The Tribune claims that if its Sunday issue was gotten up in magazine style it would fill 600 pages, making a magazine three times ordinary size and for which fifteen cents is usually charged.

William H. Field, business manager of the Tribune, addressed the Associated Advertising Clubs of Iowa at Davenport last week. He asserted people took papers for their advertising as well as for news.

Owing to the Dairy Show now in progress here, a lunch for editors of dairy and farm papers was arranged for Wednesday noon at the Saddle and Sirloin Club.

Willis D. Shafer, an advertising man, has filed a petition in bankruptcy, giving assets of \$15,775 and liabilities \$92,888.

Theron W. Haight, of Waukesha, Wis., a well-known attorney, teacher and newspaper writer, died last week aged seventy-three. He was the father of five children mostly prominent in newspaper circles, including Robert Haight, of the Chicago Inter-Ocean.

The German-American Press Association, of Illinois, met here for several days last week at the Kaiserhof hotel.

Benjamin I. Cory, father of Campbell Cory, the cartoonist, was found dead in his room here last week. He was seventy-three years old and had retired from business.

H. Walton Heegstra addressed the opening session of the season of the Joliet, Ill., Ad Club last week on retail merchandising and advertising.

Loses Suit Against Post Dispatch.

Circuit Judge Withrow, of St. Louis, has sustained demurrers of former Mayor F. H. Kreismann and the Pulitzer Publishing Co. in the suit against them of Mrs. Nellie J. Weeke, wife of "Hank" Weeke, for damages because of an interview published in the St. Louis Post-Dispatch. The demurrers stated that the article was not libelous and that there was no ground for damages.

Scott Press for Montreal Mail.

The Montreal Daily Mail, the new paper recently launched in that city, has installed a Scott Multi-Unit Printing Press which the publishers have accepted and paid for after running but a few days. The Scott concern also recently installed a press in the Providence (R. I.) Journal.



NEW HOME OF RALEIGH (N. C.) NEWS AND OBSERVER.

KENTUCKY NEWS NOTES.

(Special Correspondence.)

LOUISVILLE, Ky., Oct. 27.—Unidentified persons broke into the plant of the Jackson Times last week and stole an entire issue of the paper, 3,000 copies, and dumped the output in the Kentucky river. The newspaper plant was not molested. The paper contained some warm political matter in behalf of the Democratic party and a drastic article, marked advertisement, and signed by T. P. Caardwell, Republican candidate for County Judge. Members of the Times staff gathered about 1,000 papers from the river bank. They dried them and, finishing the edition, mailed them.

Ed. O. Leigh, editor of the Bowling Green Messenger, a scrapping little journal down in southern Kentucky, is quoting Scripture to some of the State's "heathen editors." The phrase was coined by Ed when some of the upstate fellows made caustic comment when Leigh and a fellow editor in Bowling Green engaged in cross-fire quotations from the Good Book. The Messenger's editor says he does not understand why two editors cannot discuss Scripture without the whole State butting in.

J. W. McCammon, late of the Milwaukee Free Press staff, is writing editorials for the Louisville Herald.

Barry Bullock, who has been in Oklahoma for several years, is reading copy for the Herald.

S. J. Duncan-Clark, who leaves for Chicago in a few weeks to become editorial writer for the Evening Post, is the author of a new book, "The Progressive Movement."

Ben Kendall, of the Chicago Tribune staff, is spending a strenuous vacation in Louisville. A few nights ago he sat in the reporters' room at the City Hall telling of his clashes with Chicago's gunmen in the recent reign of terror in the windy city. His narrative was interrupted when H. A. Hicks, a hotel owner, walked in brandishing a revolver. Hicks promised to kill everybody in the room. All the reporters fled but Kendall. He jollied Hicks along for a little while and in an uncautious moment the bad man was disarmed. Kendall marched his threatener to jail and swore out a warrant for his arrest. Later it was discovered Hicks' revolver was not loaded.

J. Ney Foster has sold his interest in the Hartford Republican to Col. C. M. Barnett, the senior editor.

T. Sanders Orr has purchased a controlling interest in the Harrodsburg Leader and will issue a semi-weekly.

Ryland C. Musick has resigned the editorship of the Jackson Times, and that paper now appears with the name of Henry S. Barnett as business manager.

Pensacola News' Staff.

C. B. Hanson, the new publisher of the Pensacola (Fla.) News, which he purchased last week, has completed his editorial and business staff. J. E. Roe, who was associated with Mr. Hanson for two years, will be in charge of the advertising department, assisted by H. M. Miller, who has been connected with the business department of the News for a number of years. The editorial management of the paper is in the hands of Ben H. Thomas. Herbert Felkel continues as editor and Miss Velma Maura, society editor.

Twin-City Sentinel's Equipment.

The Sentinel Publishing Co., of Winston-Salem, N. C., publisher of the Twin-City Daily Sentinel and the Western Semi-Weekly Sentinel, have just installed, in addition to their already modern plant, a Model 8, four-magazine linotype, a Hexagon routing machine and a jig saw. With the recent addition of entirely new type faces, new twelve-page duplex press, the plant now claims an equipment second to no evening newspaper published in North Carolina.

The Seneca (Kan.) Courier-Democrat has entered upon the fiftieth year of its existence.

WANTS HEAVY DAMAGES.

Los Angeles Herald Brings Suit Against Owner of the Express and Tribune.

The Los Angeles Evening Herald, of which Edward J. Doheny is president, and Guy B. Harham is secretary, editor and treasurer, has filed suit for damages aggregating \$152,500, against Edwin T. Earl, proprietor of the Los Angeles Express and the Los Angeles Tribune, and J. Clem Arnold, formerly an employe of the Evening Herald but now on Mr. Earl's staff. The charges are as follows:

That Earl caused photographs to be altered and forged by painting in the name of The Evening Herald and otherwise to convey the impression that the Evening Herald is an "Enemy of Civic Betterment."

That Earl printed these photographs in a circular signed "Civic Betterment League," which society has no legal or other existence, consisting merely of two or three of Earl's employes.

That Earl caused these circulars to be sent to addresses supplied by J. Clem Arnold, and is specifically charged with conspiring with Earl to injure the business of the Evening Herald.

That Earl knew that Arnold had a complete knowledge of the Evening Herald's advertisers and subscribers, and for the purpose of using this knowledge to injure the Evening Herald bribed Arnold to enter his employ by the offer of a higher salary.

An injunction is asked against the further distribution of the forged pictures and damages are requested against Earl and Arnold in the sum of \$52,000 for known damages and a further sum of \$100,000 for punitive damages by reason of the alleged wilful and deliberate and malicious acts on the part of the two defendants.

American Wins Holiday for Milk Men.

Something new in business journalism has been accomplished by the New York American through the efforts of B. C. Forbes, its business editor. At that paper's recommendation the Borden's Condensed Milk Co. has granted to its 2,000 milk wagon drivers a full day's holiday, with pay, every month. Until this voluntary reform, the men had worked 365 days a year, arising at 2 a. m.

CALIFORNIA SOCIETY DINES.

Charles J. Brooks Presides Over the Entertainment Program.

The California Society of New York held a Partola Festival at the Waldorf-Astoria on Saturday evening, Oct. 25, which was attended by a large number of the former residents of the Golden Gate.

The speakers of the evening were Will Irwin, the well-known magazine and newspaper writer who spoke on "Silhouettes of Life in San Francisco." Peter Clark MacFarlane, who spoke on "The Spirit of San Francisco," and John McNaught, who spoke on "Why I Still Love California." Edward J. McGanney was toastmaster.

The entertainment, which was given under the direction of Charles J. Brooks, the foreign representative of the San Francisco Chronicle, consisted of songs by Mrs. Grace D. Northrup, Wallace E. Cox, Harry W. McClaskey, Miss Mabel Riegleman, Frank Croxton and Arthur Cunningham. J. Meredith Rosencrantz gave an instrumental selection from "Lucia," and Charles Keeler recited several original poems. The entertainment, which was of unusual excellence, was concluded by an exhibition of some beautiful views and animated pictures of San Francisco by James W. Erwin.

It was generally agreed that the dinner was one of the most enjoyable ever given by the society.

Watson Indictment Quashed by Court

The trial at Augusta, Ga., of Thomas E. Watson, magazine editor and once Populist candidate for President, charged with sending improper matter through the mails, ended abruptly Tuesday of last week, when Federal Judge Rufus E. Foster sustained the motion of the defense quashing the indictment. The alleged improper matter was contained in a magazine article purporting to embody questions asked by Catholic clergymen in the confessional. The court dismissed the indictment as faulty, because only extracts had been taken from the alleged article.

The Milwaukee Social Democrat Publishing Co. has filed an amendment increasing its capital from \$30,000 to \$50,000.

The Camden (Ala.) News has bought the Banner and will consolidate it.

ART IN NEWSPAPER MAKING.

Samuel Bowles, Editor of the Springfield Republican, Critically Analyzes the One-Cent Newspaper—He Declares That Typographically It Has Debauched the Entire Press of the United States.

Samuel Bowles, of the Springfield Republican, was the speaker on Oct. 27 at the first of the monthly lectures which are being offered to the students of the School of Journalism in Columbia University, New York City. Dr. Talcott Williams, Director of the School, outlined briefly the purpose of these lectures, which are to be delivered by practical men of national prominence in the newspaper world, and said that they would be made up largely of technical discussions on technical conditions of newspaper life.

Mr. Bowles's subject was "Art and Conscience in Newspaper-Making." He opened his address with allusion to the opportunities and social responsibilities of the newspaper, and discussion of the reasons why it has become more than ever a factor in public and private life. He spoke of accurate and truthful news reporting as the primary duty of the newspaper, and mentioned ways by which the publisher might either live up to or betray the economic responsibility which rests upon him. Tendencies, good and bad, of the modern newspaper were taken up and discussed, and the one cent paper as a factor in journalism was dealt with at length.

Mr. Bowles said in part:

"It is a much easier task to enunciate ideals and lay down principles of action than it is to live up to them in our daily performance. Newspaper production is a manufacturing business subject to the same laws of supply and demand that determine the success or failure of other industrial enterprises. The newspaper must make its appeal for buyers by presenting something that they want. The first article that it has to offer is the news. That is the basis of its business, of its service, but there are various ways of presenting the news.

EDITOR'S RESPONSIBILITY.

"The first duty of any manufacturer, as a member of the social organization, whatever he makes, whether soap or hairpins, is to produce a good article by honest methods. That responsibility rests with peculiar force upon the newspaper maker, because the quality of his product, or his service, may be of vast consequence to the public welfare. Consider also that the journalist avows himself through his newspaper, in his appeal for popular support, the exponent of the public interests, the champion and defender of popular rights. How vital then to his own integrity, to his influence upon the public mind, is it that his newspaper itself shall be as excellent and honest as he can make it, shall have a character of its own that men will respect.

"It follows then that the newspaper should, in the first place, be well-constructed typographically, intelligently proportioned and arranged as to its contents, with suitable headlines, lines correctly epitomizing the news, or the general reading matter, and fairly indicating by their size its relative importance. It should be clearly printed with attractive type on decent paper. Its illustrations, so far as they are used, should be good ones really helpful in telling the news story, and not blotches introduced merely to attract attention.

SHOULD BE WORK OF ART.

"A reasonable restraint should be exercised over the advertising columns to exclude all display that is ugly or offensive. In a word, the newspaper should be a work of art! Why not? The newspaper pretends to be a public educator. As such it is accorded by the people, through their government, a special low rate for its transmission through the mails. Should it not, then, in common honesty refrain from exercising a degrading influence upon the

public taste by its physical appearance? "There has been a great decline in the character of American newspapers, indeed of the press throughout the civilized world, as typographic products, in the last forty years. This has been one of the striking exhibits of a peculiarly commercial age. The development of fast printing presses, of the stereotyping process and of the linotype, and the use of photo-engraving in newspaper making, together with the reduction of the cost of print paper and the growth of commercial advertising, have revolution-



SAMUEL BOWLES.

ized the business of newspaper production. Compare the New York Times, Herald and Tribune of to-day with those same newspapers of forty years ago and the point I seek to make will be quite clear. The paper of the earlier day, with fewer pages and selling for a higher price, were more dignified, harmonious, attractive, artistic than those of to-day.

FAILINGS OF CENT PAPER.

"Whatever good purpose the cheap newspaper may have served, it has certainly debauched and degraded almost the entire press of the United States from the standpoint of the typographic art. The one-cent paper of many pages, as we know it in the United States, rests wholly on its advertising revenue. The fraction of a cent a copy, which it nets to its publishers, hardly pays for the white paper on which it is printed. To secure large advertising it must have large circulation, and the devil of big circulation sits always by the managing editor's desk and tempts him to do things, in and through his sheet, which will attract buyers, but which he is ashamed of, if he takes any pride in his profession or has any regard for his public responsibilities.

"It is true that it comes to pass, in some instances, that the one-cent paper ultimately becomes so strong, so assured of its business, sales and advertising both, that it can afford to clean up and drop the more offensive, inartistic and publicly harmful methods of appealing for the support of the crowd. Nevertheless these improved and improving one-cent sheets must ever consider the danger of becoming too good to hold the attention of the large sensation-hunting element and thus losing some of their sales and their advertising. I grant that there are some good one-cent papers in the country, but they would be better, from the standpoint of the pub-

lic interest, at two cents than at one cent.

"There is of course a legitimate field and a legitimate demand for the one-cent paper in all countries, but my contention is that in accordance with sound economic principles, and in the interest of society, it should be a comparatively small sheet with condensed news and other reading matter and a limited volume of advertising; that the small sum paid for it should cover some part of the cost of production. That is the plan upon which the most successful one-cent papers of London, Paris and Berlin are conducted. The usual size of the *Martin* in Paris is six pages, its advertising rates are from \$1 to \$6 per line, and it has over a million circulation. The *Lokal Anzeiger* in Berlin runs smaller pages and more of them. The *London Daily Mail* is an eight-page sheet. For some time after it was established it was one of the most artistic newspaper products in the world. It was distinctly constructed in the interest of the reader, with its contents well proportioned, well written and typographically attractive, and its advertising limited in volume and subordinate in its location. It seems to have changed its character in recent years, however, and to have come under the domination of its advertisers so far at least as the placing and display of their announcements are concerned.

PAPER CAN BE ARTISTIC.

"It is possible for the one-cent paper of small size to be artistic, to serve the interest of the reader, not merely in the quality of its contents, but also in the manner of the presentation. The one-cent paper of large size is constantly tempted to do whatever the advertiser wants, and it usually yields, and the inevitable tendency develops for it to become a sheet to float advertisements. In this situation the interest of the reader, and therefore the social interest, clearly suffer. It may even come to pass that the enterprise defeats its own purpose because the matter in the paper, designed, for the reader, becomes so poor and unreliable in quality and so scant and scattered in quantity that readers no longer value the sheet, and, though they may buy it for a momentary sensation, drop it with little or no attention to its spreading pages of advertisements.

"It is encouraging in this connection to note that the one-cent newspapers which are more temperate and judicious in their use of headlines and pictures, not to mention ink, are coming to be favored by careful and respectable advertisers over the vulgar and offensive sheets which go to the extreme in exploiting any nasty crime as if it were a matter of overwhelming, world-wide importance.

PROTESTS AGAINST ART ABUSE.

"I have spoken of the superior typographic appearance of the newspapers of earlier days compared with the average publication of the present time. Do not suppose that I would favor a return to all of the old styles and methods in newspaper make-up. Modern conditions demand different treatment, and modern facilities afford the opportunity for a more effective presentation of the vastly increased volume of news that the journals of to-day must necessarily carry. I plead, however, for the sane use of these facilities, and protest against their abuse to the lowering of newspaper standards and the degradation of a noble art and a noble profession."

Dayton News' Sunday Edition.

The *Dayton (O.) News*, to-morrow, will begin the publication of a Sunday edition, which will be in all respects a first class Sunday newspaper. Governor James M. Cox, the owner, has made arrangements for a striking line of feature matter and has engaged a number of well-known writers to contribute special articles to its columns. O. Harrington, the advertising manager of the *News*, expects to be kept busy making contracts for the new paper.

FAST RECORD IN BALTIMORE.

With Home-Made Dry Mat the Sun Is on Street in 6 Minutes, 45 Seconds After the Flash.

(Special Correspondence.)

BALTIMORE, Oct. 29.—Six minutes and forty-five seconds from the "flash" to the street. In the composing room of the *Baltimore Evening Sun* on the evening of the final day of the world series Murray Warfield held a stop-watch, and Bob Vale, general manager, held his breath. The moment was tense. Every man of the force was at attention, and all waited, like runners ready for the starting signal, for the tick at the wire's end that would tell the result of the game. The first page had been made up with details of the battle of the bats. All knew that in the office of every other evening paper in town other groups were waiting tensely, ready. But the *Evening Sun* MUST be first on the street with the story—the story of the game that won.

At seven second past four the flash came. Six minutes and forty-five seconds later six departments had done their appointed work and newsboys were rushing away from the *Sun* building with armfuls of papers, yelling their strident cries, "All about the last game of the world series!" The *Evening Sun* had beaten the other papers by several minutes, as it had each day of the big games.

Much of the credit for the quick time between the receipt of the result and its appearance on the printed page on the street was given to the stereotyping department, of which Edgar A. Mills is foreman. It was, in a large measure, Mr. Mills' home-made dry mat that made quick time possible in his department. Other departments sharing in the credit were the local room, composing room, moulding department, foundry, pressroom and circulation department.

A thing that made the feat seem especially remarkable is that the stereotyping department used no electric steam chests or driers, and the moulding department is three floors from the casting room. The use of Mr. Mills' improvised dry-mat not only helped make the quick time possible but gave perfect results in the printing.

Each year the rivalry between Baltimore papers to be first on the street with the results of the big ball games is keen. Each makes elaborate preparations to beat its rivals.

Last year Mr. Mills perfected a quick-drying mat paste that produced results somewhat similar. The *Evening Sun* was first on the street last year. For a number of years Mr. Mills has been experimenting to produce a practical home-made dry mat, inexpensive and available for emergencies. The result described indicates success, but he says he has not yet finished experimenting, and expects to make it even more simple and give better results than are produced by any ordinary wet mat. The process of making, he says, is so simple that any stereotyper can make it, if given the formula. The finished mat costs about six cents and does not shrink.

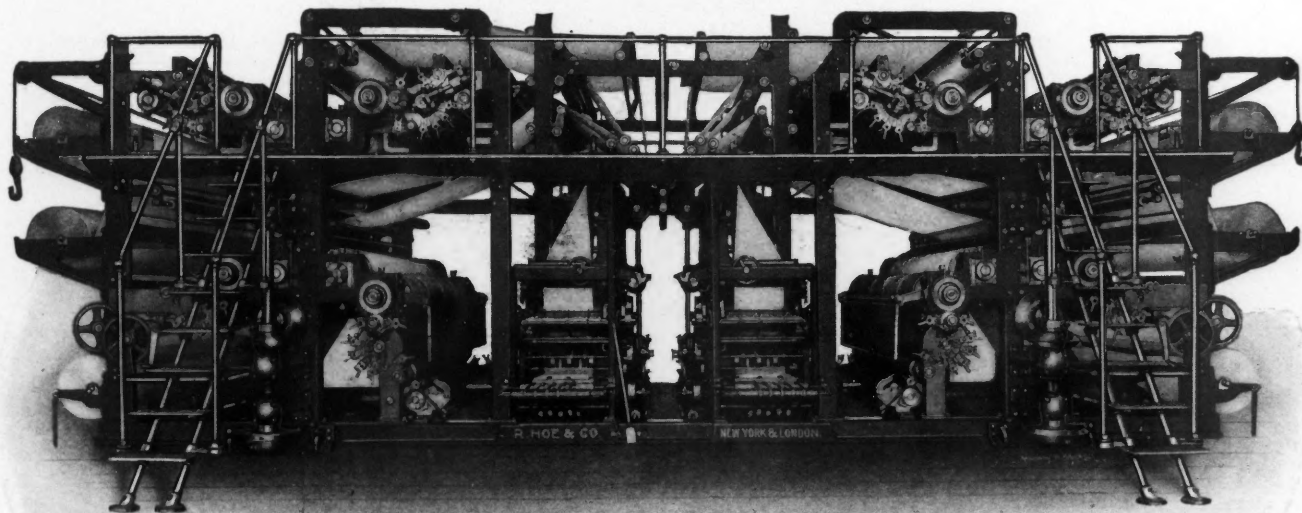
Sacramento Star Election.

At the annual election of directors and officers of the *Sacramento (Cal.) Star* held last week, the following directors were chosen: J. G. Scripps, H. L. Schmetzstorf, of San Diego; W. H. Porterfield and A. M. Cabler, of Sacramento, and Horace J. Brown, of San Francisco. Mr. Porterfield was re-elected president and editor-in-chief, A. M. Cabler, vice-president and business manager; George R. Young, editor; H. L. Schmetzstorf, secretary and treasurer. The *Star* will enter on its tenth year Nov. 21.

ROCKY MOUNT, N. C.—F. A. Moore, formerly editor of the *Durham Sun*, began Oct. 24 the publication of the *Tarboro Standard*, a weekly newspaper under his management.

Hoe Double Quadruple Octuple Lightning Newspaper Press

ONE OF OUR MANY DESIGNS



PATENTED CENTRAL FOLDER DESIGN

With High-Speed Folders, Self-Oiling Boxes, Tubular Cylinders, Quick-Acting Plate Clamps, Locking Roller Sockets and other Patented Improvements.

PLAIN TALK

gets to the point quickest.

With every Hoe press sold we give the full measure of our experience, which extends over one hundred years.

This experience has given us the skill and ability to merit the confidence of every publisher.

Furthermore it has taught us the necessity of strength, durability and perfect mechanical accuracy in the construction of printing machinery.

It has also taught us simplicity, symmetry and compactness in design, as well as economy, efficiency and reliability in performance.

The press shown above with four folders and four deliveries has an hourly capacity of:

144,000—4, 6 or 8 pages, the sheets all inset.

72,000—10, 12, 14 or 16 pages, the sheets all inset.

36,000—18, 20, 22, 24, 28, 30 or 32 pages, the sheets all inset.

36,000—20, 24, 28 or 32 pages, composed of two collected sections.

18,000—36, 40, 44 or 48 pages, composed of two collected sections.

Can be run independently as two Quadruples or as a Three-Roll or a Four-Roll Unit.

NOTE the Open Construction and Accessibility of the Plate Cylinders, Rollers, Inking Apparatus and Other Working Parts.

We Make Larger as Well as Smaller Presses. All of the "Hoe Standard" and Embodying Hoe Skill and Experience.

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

7 WATER STREET, BOSTON, MASS.
120 ST. JAMES STREET, MONTREAL, CANADA.

7 SOUTH DEARBORN STREET, CHICAGO, ILL.
109-112 BOROUGH ROAD, LONDON, S. E., ENGLAND.

WOMAN WRITERS OF AMERICAN PRESS.

Miss Lily W. Lykes, of the Birmingham (Ala.) News.

By A. C. Haeselbarth

Among the heart-to-heart chats which I have had with American newspaper women as to just what they think of their chosen vocation I have found no interview more refreshing and enjoyable than the one I had with Miss Lily W. Lykes, of the Birmingham, Ala., News. Miss Lykes, who has not yet attained her majority, is a very real Dixie girl whose enthusiasm and frankness concerning her work will, I am sure, appeal favorably to every reader of THE EDITOR AND PUBLISHER. There is no need to "paint the Lily" in this case. Rather let me print her talk just as she gave it. It's a welcome breeze from the Sunny South:

"I began newspaper work in March, 1911, at the little town of Bessemer, about twelve miles from Birmingham. I had been brought up with the idea of being a lawyer, but at the close of my high school days in 1909, I had a species of nervous breakdown from overstudy following scarlet fever, so the doctors would not let me go to college. I spent the next year or so in chasing medicine and an interest in life.

"Finally there appeared an announcement that Bessemer would start a new daily paper. I applied and was refused by the editors because of my inexperience. I then went to the stockholders in the paper, who didn't know what an experienced reporter was, and got them to use their influence on the editors, who were afraid to ignore them, their money being needed for the new project, to get me a position. I had worked about three weeks for the new paper when the crash came and I was fired. But the morning paper in Birmingham had already discovered that I could get around, anyhow, and they needed a correspondent in that place. So three hours of misery with a bursted career ended with a proposition to begin life over again.

"I was the first reporter the town ever saw, as the usual suburban correspondent gets the news from the neighbors or any old way. My aim was to be brought into Birmingham as reporter, but the copy readers and office boys in the town office said it couldn't ever be done because Birmingham had never had a girl reporter and a morning paper that meant work until 2 o'clock in the wee sma' hours wouldn't dare to hire me—Southern conventions you know.

"But what difference does it make what people say? I kept working and one night there was a murder on Red Mountain with only one eye-witness. Red Mountain is the shelter of our famous ore mines and the most romantic spot of our district. The next day about twilight I found that eye-witness at his home after he came up from the mines—grimy, ignorant and greeting me as a relative of the dead man. I let him labor under that impression and got the interview of how it all happened. The county solicitor used my story the next day to examine the witness at the corner's trial. With that and the work I did during a prohibition campaign, which the liquor people said did more to help them than anything they had during the fight, I was brought up to Birmingham after six months experience in Bessemer.

"I never was a writer and the first stories I turned in for the Sunday issue of that paper were awful, simply awful" as Brander Matthews would say. During the first few months in town I did a great deal of work to get the first Great White Way for Birmingham and in return the merchants and business men voted I should be sponsor. I accordingly broke a bottle of champagne and carried a large bunch of American beauty roses when the Mayor pushed the electric button lighting the new system.

"About six months after I had been in the metropolis, the afternoon paper on which I now repose made me an offer to be its society editor at a larger salary

than I was then making. Had it not been for my mistaken idea that the morning paper didn't want me because they had never said so quite as strongly as the afternoon issue, I would have been there yet. I learned after I had given my word to the afternoon paper

have been made a member of the Birmingham Library Board, the first public office I ever held and I am, I think, the youngest person who ever held an appointive office of that kind for the city.

"I am regular staff 'man' having the Federal and Chamber of Commerce buildings with anything extra as my beat. Sometimes I write street fights, political meetings or real estate developments. My favorite work is that connected with the Federal court, a relic, perhaps, of my early legal tendencies. I



LILY W. LYKES.

that the morning people liked me a trifle, but it was too late. It was another instance of a City Editor failing to say anything encouraging or even human to a reporter. This taught me also that I needn't expect it, but I must say there could be no more ideal conditions than those under which I now work.

"I only stayed on the Society desk about six months, taking it as an opening, and for the experience, as I intend to be a managing editor some day and wished to know every branch of the business. In June, 1912, I was selected, with a man from each of the other two local papers, to represent Birmingham at the annual convention of the Associated Advertising Clubs of America at Dallas, Texas. There the three newspaper people edited the "Birminghammer" to advertise Birmingham.

"In March, 1913, I took a leave of three months to go to New York as I had never seen the gay Gotham. I worked there about three weeks on The Journal just to see if I could, but as I had come to the city to learn things and study as much as possible I didn't continue my journalistic efforts after that time. I couldn't stay away from Birmingham the full three months, as this is a most bewitching city, so I returned the middle of May. Since then I have been at my old tricks of unearthing news and prefer the executive end of the game but

also cherish ambitions of being another Ida Tarbell or perhaps just the best woman reporter in the United States.

"I have no desire to write a book, books are such a nuisance to get published. I like things of the Now, the To-day, and things are real live humans. I don't deny that fiction has a most powerful place in the world of inspirational literature, but I wouldn't read it for anything except to murder a few minutes' time.

"It would be as farcical to say that any girl can be a successful reporter as to say that any man can paint Michael Angelo's 'Cherubims.' Character is the greatest essential to the woman in newspaper work. A newspaper man without that essential sinks soon enough, but a girl without that ingredient can't last a few minutes. Energy, rather than talent, a willingness to obey orders rather than writing genius, keen appreciation of a news story rather than a thorough knowledge of the structure of perfect English composition, loyalty to the paper rather than social success with the younger set, and an inexhaustible supply of self-sacrifice rather than the ability to write poetry; these are the general summary of things I have found necessary. Intelligence rather than intellect, resource rather than dreamy theories have also been counted among the necessities.

"A girl in the reportorial end of the business must have a level head and plenty of common sense, else everything nice that is said to her will make her conceited and so play upon her vanity that she is liable to forget her duties, or anything a little abrupt or harsh will make her sullen because she will think it is a personal matter instead of its verity, a business fight.

"Those qualities that count for a man's success as a reporter will help a woman and are as necessary. Any reporter who will not learn baseball so as to get 'under the skin' of a news source ought to be fired, in my estimation. Of course that only illustrates what I mean by a willingness to do anything and everything honorable to advance the interests of the paper, which is the biggest interest in the life of any real sure enough reporter.

"If the City Editor tells you to go out and shoot the Mayor, do it, is my policy and leave the consequences to Fate. I haven't accomplished much yet, but in about ten years I believe I will begin to measure up a little to standards I have set as my goal and then I will raise the standards higher to make the next ten years better.

"One of my most cherished dreams is to have a newspaper office minus the old fashioned whiskey drinking newspaper man. Our own office is very nearly up to that point of perfection now, but I do not want men who stop drinking to hold a job, but men who stop drinking because of their own convictions of its degrading powers. I am not a reformer, far from it, because I believe, like Tolstoy, that the world is best reformed by the reformation and the betterment of one's own self, interior and exterior. Yet I think any person who takes the horrid stuff is giving his personal approval and sanction to the greatest evil force in the world to-day. I won't even eat plum pudding at Christmas that is burnt a trifle with alcohol.

"The great difficulty I have found in breaking girls into the game, and I have put in a few, is that they don't care to work hard enough and have a well developed social sense. It is more pleasant, lots of times, to stop and talk to some interesting captain of industry who may incidentally be a bachelor, but that isn't getting out a newspaper. It may be delightful to hang around the office and talk with one's fellow newspaper reporters, but that isn't making friends with some old grouchy constable on your beat or working up stuff for your Sunday feature story.

"It may be nice to have theater engagements in the evening and put on your prettiest frock, but that isn't writing your Sunday feature story. Of course I do the social act occasionally, about once a week, perhaps, but there isn't anything in the world except my own funeral or that of some member of my family that could keep me from a story or an assignment.

"In this game, like any other, it is the little things that count. One man on my beat is very important but very silent about talking. I have found out he likes to know things before the paper comes out, so I go to the telegraph rooms and pick up a few choice items from the wire news and tell them to him. It has more than repaid me because he talks now, and I have a freedom of approach to him that I could never gain otherwise. Another man likes to talk about theosophy, so I have gleaned all I can about that subject in order to be able to meet him on his hobby that he may lose sight of the obnoxious side of me as a newspaper reporter.

"I can always appreciate how the man or woman who is being questioned feels about the newspaper reporter, and when I have learned to so conduct myself that he or she will feel at ease with me, I will consider myself much happier. I want everybody in town to believe that our paper is the best one in the country, and as little as you may think of it, the personality of the reporters has much to do with making this come true."

ALONG THE ROW.

WHAT'S IN A NAME.

Sunday is the only day that the Sunday editor does not work.

RECIPROCITY.

"Ah! Ha!" the baseball magnate cried, "They gave that game a page—that's fine!

I think I will send them an ad." And so he did—one agate line.

WHAT THE PROOF SLUGS SAY.

Hennessey—More to come.
Mexican Situation—With cuts.
Bryan—Hold for release.
Gov. Glynn—Wait orders.
Tammany's Chances—Kill.
Lipton—Lead sports.
Murphy—Head to come.
McCall—Follow Murphy.
Levy—Solomon—Wed.—B. O. Must.

TRUE.

Said the editor of the Socialist daily, "Whatever they may say about my paper, they must admit that it is red."

SURE.

No matter what point type an ad is set in—the great point should be truth.

THE GENTLE WAY.

They never discharge a man on the Staats Zeitung. It's a good old sheet, and kind to its men. To illustrate this they tell a story along the Row like this. A reporter—Oh! call him Schmidt—got a job on the Staatz. He worked hard for a day or so, and then showed up with a Katzenjammer, which he had to take home for forty-eight hours. All went well for awhile, when he arrived with another Katzenjammer, which was double leaded. It was a week before he coaxed it to leave him—and he hadn't worked over two weeks before he was drawing money from his Krauken Verein, for the purpose of evicting more Katzenjammers. Finally he showed up again O. K., and when he did, the boss called him into his office and said: "Mr. Schmidt, do you know that really we are beginning to get somewhat discouraged about you? Now go and bring in a good story of the Plattdeutsche Festival."

PROSPEROUS.

"How's your paper doing?" asked a friend of the publisher. "Fine," he answered. "Last week we rented six more offices on the twenty-first floor."

OVERSIGHT.

"Where I made a mistake," said the graduate of a school of journalism, "was in not going to a school of vocal culture after I received my diploma. If I had I could have secured a job to cover the Bronx, where all the news is 'phoned to the office."

WHAT HAPPENED TO JONES.

"I see you have a new man making up the classified ad page?" said the visitor, to the composing room. "Yes," answered the foreman. "What became of Jones who had the job?" asked the visitor. "Oh!" replied the foreman. "We had to let him go. Jones was a good man but he got rattled in the rush the other night and put the ad of an undertaker under 'Amusements.'"

SUCH IS LIFE.

The Sunday Editor looked carefully over the young man's drawings. "You say," he remarked, "that you took a correspondence course in cartoon work?" "Yes, sir," said the young man, timidly. "Well," went on the Sunday Editor, "if I were you I would draw." "Yes, sir," and hope shone in the young man's face. "I would draw," and the Sunday Editor spoke slowly, "on the school for all the money I had paid them. Next."

WORLD DOME.

Does advertising pay? Does it? Say! Just look at the new gold dome on the World Building.

DRAWING POWER.

A little want ad of two lines
There's many who will scan;
And it will bring unto your door,
Three thousand pounds of man.

CALM AND DIGNIFIED.

At least one daily paper has maintained a calm and dignified attitude this

The New York Herald

The Herald's Waiting List

[From the Brooklyn Eagle, Oct. 27, 1913.]

Confronted by the alternatives of leaving out advertising or leaving out news, the HERALD yesterday left out nine and three-quarters columns of advertising. This is an indication of the rising tide of business prosperity. It also indicates that newspapers of the HERALD's class remain at the top of the heap in the estimation of men who would buy or sell and to whom quality of circulation is the paramount consideration in selecting an advertising medium.

It is a misfortune for the advertisers to be left out of a newspaper like the HERALD, even if they are given the privileges of the waiting list which our contemporary perforce establishes. The Eagle, like the HERALD, continually confronts the problems presented by dilatory advertisers, whose contributions crowd the news arrangements at the last moment. To all such we would point out, as the HERALD does to its own constituency, that the proper care of advertising by a newspaper depends largely upon the advertiser's helpful co-operation.

The New York Herald

campaign, and indulged in no personalities. The City Record plays no favorites.

THE NARROW PATH.

Too bad the idea did not occur to the early Dutch to have made Frankfort street wider. It would have been a great benefit to the World—also to the Sun.

NOTHING DOING.

Sad days these, for war correspondents, who had their grips packed with summer clothes so as to be ready to catch the night train for Mexico. But, alas! the Presidential election didn't create as much stir as an Aldermanic contest in Tom Foley's district.

COMING.

Our old friend, "Do Your Christmas Shopping Early," will soon claim its annual space.

PRINTERS' INK.

Lives of great men now-a-days
Would be upon the blink,
And no one know they were alive
If not for printer's ink.

NEW PUBLICATIONS.

DECATUR, Ala.—The Twin City Telegram, which has been published in New Decatur for the past six years in the afternoon, will be published as a morning paper in this city. A few weeks ago the plant was sold under a mortgage by Miss Lizzie Simpson. J. C. Norwood has bought the plant and moved it to Decatur.

NORTH PLEASANTON, Tex.—The Reporter, a weekly, will be launched here as soon as machinery can be installed.

COUGHRAN, Tex.—The Observer is the title of a new weekly started by Clarence Templeton.

BUHLER, Kans.—L. K. Munger is the editor of the Herald, a publication launched last week.

SHELTON, Conn.—Louis Peck, owner of the Fairfield Review, has founded a paper in this city.

BLOOMINGTON, Ind.—A nonpartisan paper is to be started by the independent voters' committee and Charles Crampton, who was editor-in-chief of the Indiana University Daily Student, will be editor.

RALSTON, Pa.—George N. Truax has bought the plant of the Herald and is putting in an entire new outfit. He expects to start the Progressive.

NEW INCORPORATIONS.

CARRABELLE, Fla.—Citizens Printing Company; capital stock, \$3,000; to conduct a general newspaper and printing business; R. F. Pickett, president; J. B. Neschwitz, vice president and general manager; W. T. Mash, treasurer; C. C. Hose, secretary.

GREENWOOD, S. C.—The Greenwood Journal; capital, \$5,000. Officers: G. W. Gardner, president and treasurer; G. W. Gardner, Jr., secretary.

WINFIELD, W. Va.—The Putnam Leader; publishing a newspaper; capital stock, \$5,000. Incorporators: J. M. Henson, C. A. Howell, W. E. Hodges, E. W. Wick, C. A. Pickett.

GLENVILLE, W. Va.—Democrat Publishing Company, newspaper; capital stock, \$10,000. Incorporators: C. W. Marsh, N. E. Rymer, Ed B. Lambert, I. N. Hardman and Oren R. Bush.

NEW YORK, N. Y.—Musical Record Publishing Corporation, general publishing; capital, \$100,000. Incorporators: H. H. Cooke, J. A. Hall and J. F. Hanley.

Carl Crow Goes to Tokio.

Carl Crow, who stands high in newspaper circles, left this week for Japan where he is to become editor of the Tokio Advertiser. Mr. Crow has just completed arrangements with the publisher, Benjamin Fleischer, and is leaving at once to take up his new duties. He was formerly associate editor of the Fort Worth Star-Telegram and from there went to Shanghai, to join the staff of the China Press. While in China he issued a guidebook that is now in general use. He is also soon to have a book out on the Philippines. Mr. Crow returned to America to look after his magazine work.

NEWSPAPERS ARE FIRST.

Why Manufacturers of Technical Goods Should Use Them as Ad Mediums in Building Up a Business.

By CHARLES T. LOGAN
of the S. C. Beckwith Special Agency,
New York.

(From an address delivered before the Technical Publicity Association.)

All the world reads the daily newspaper and this cannot be said of any other kind of species of publication. The daily newspaper is the gospel of mankind, and it disseminates every form of knowledge for which man has use. In addition, the daily newspaper, in its improved and up-to-date form, is an epitome of the world's doings for that day or the day before. It therefore becomes at once the most useful medium for transmitting world news to humanity that has ever been devised.

Now, with such a powerful disseminator of news and dispenser of facts about the doing of mankind, what other medium can begin to approach it in usefulness and value to the world? I hold that it is more valuable than any other medium of advertising because it represents so much more. There might be one publication with a circulation of 5,000,000 copies, yet it would fall far short of the daily newspaper, which is practically the same the world over.

In the readers of its millions of copies is represented the greatest aggregate of purchasing power and therefore the greatest selling power that can be named.

BETTERING SALES CONDITIONS.

Now, how can the manufacturer of any article of common use, whether technical or otherwise, better the general condition of his sales than by using the one medium that reaches nearly every man in the whole civilized world? If you desire to sell goods through advertising in any way, why is it not better to create the demand among the largest percentage of consumers of the article you are advertising, rather than make your appeal to the merchants who stock up with your product and who then make their appeal over the counter, or through some other medium of publicity, themselves?

With proper distribution, whether nationally, by zones, or States, there is no doubt but that the general results would be better were the manufacturer to make the public want his goods rather than treat with the dealer who may not be able to dispose of them once he buys them.

I believe that there is nothing that cannot be better sold through the daily newspaper than any other medium because of the accepted universality of the newspaper as a circulator. The farmer may now be reached through the daily newspaper because the Government has placed him in touch with the outside world through the rural delivery routes. If the truth be stated about any article of merit, it is going to sell if you tell it right, through the newspaper.

PINS FAITH IN NEWSPAPER.

The Rumely Co., of Laporte, Ind., has just started a campaign in 504 daily newspapers for selling gasoline engines, an appeal almost exclusively to farmers.

My faith is pinned to the daily newspaper on anything connected with advertising because I believe it is the most logical of all media. It is this all absorbing grasp—the grip—the all underhold it takes on the reader. It just won't let up on him. I can multiply examples of how you unconsciously take the advertiser's word for it, principally because you can't help it, and mostly because you have seen it in the newspaper, and because you don't know how you have been influenced yourself.

Peter Carruthers, of my office, tells an interesting story of how the newspaper unconsciously picks out its victims. He was summering down on the coast this year with a party of friends on the mess plan. Each man had to do

Get Some Vital Facts About Advertising in New York

First put your time against ours. As an advertiser you want papers that can pull business.

If you are in the market for a producer you can afford to put up some of your time against ours in finding out what THE GLOBE can do for you in this productive field.

We know this field—and know what we can do for any given advertiser. We will gladly take your proposition under advisement and tell you frankly just what service we can render and what you have a right to expect from a campaign in THE GLOBE.

If we cannot see our way clear to make good for you we will be candid and tell you so. We don't want business from any advertiser for whom we cannot produce results—and there is some advertising we don't want at any price.

Our standard is pretty high—and that is why THE GLOBE enjoys a greater influence with its readers than some papers claiming a larger circulation—yet THE GLOBE leads in circulation in the high-class evening field, and that is why we produce the results we do. If you are ready for facts and details in connection with your advertising we are ready to give them.

IN NEW YORK IT'S

The Globe
AND COMMERCIAL ADVERTISER
NEW YORK'S LARGEST NEWSPAPER

O'MARA & ORMSBEE

Foreign Advertising Representatives

Brunswick Building
NEW YORK

Tribune Building
CHICAGO

Circulation (Net Paid) for year ending September 30, 1913, **139,509**

Circulation (Net Paid) for month ending September 30, 1913, **156,318**

THE GLOBE is the only New York newspaper that regularly submits to audits by A. A. A. and N. W. Ayer & Son.

PUBLISHER'S NOTICE

Popular Mechanics Magazine DOES NOT Join in Any Clubbing Offers

This frequently repeated announcement seems necessary on account of the cut rate clubbing offer which appears in Pearson's Magazine for November.

Pearson's made this offer without our consent or knowledge. Not only without our knowledge, but after we had notified them several times, including once by registered letter (receipt for which we hold), that Popular Mechanics MUST NOT be clubbed.

In addition, during the past three years alone, we have printed on the front cover of 12,595,000 copies of Popular Mechanics Magazine the statement that "Popular Mechanics Offers No Premiums; Does Not Join in Clubbing Offers, and Employs No Subscription Solicitors."

On June 13, 1913, an injunction was granted us in the United States District Court for the District of Massachusetts against the School Arts Publishing Co., which had offered Popular Mechanics in a clubbing offer.

Suit has now been entered in the District Court for the Southern District of New York, against the Pearson Publishing Co. for perpetual injunction against the offering of Popular Mechanics to prospective subscribers on any terms whatsoever without our consent, and for other relief.

The 36,000 newsdealers who are handling Popular Mechanics may rest assured there is no intention to depart from our long and well-known policy of "A SQUARE DEAL FOR THE NEWSDEALER."

POPULAR MECHANICS MAGAZINE,

H. H. WINDSOR, President

Chicago, October 23, 1913.

the buying of supplies for one week. Among these was a business man who rather boasted that he didn't have much faith in advertising. He was a store-keeper himself, had a magnificent trade, he claimed, but never advertised. He said he sold as much goods as he cared to sell. He was moderately prosperous and satisfied. Mr. Carruthers says he went with him the day he started out to buy supplies for the party. He asked for Beechnut bacon, Virginia ham, Pillsbury flour, grape nuts, shredded wheat, Horlick's milk, Uneeda biscuits, and a lot of other advertised brands, calling them off so rapidly that only the most perfect familiarity could have made it possible. So you see that when we say that we are not impressed by the daily newspaper we don't know what we are talking about.

HOW SATURDAY EVENING POST DID IT. Not long ago, the Saturday Evening Post had a mission to perform. It had been after one single advertiser a long time and could not touch him. The solicitors had failed, the business office had failed, the long chain of marked copies had failed, and then the Saturday Evening Post centered upon a novel plan. It took a full page in the New York Sun and went after this one lone advertiser. It proved to be a center shot and brought down the game.

So reducing this technical proposition of yours to the abstract, there is no reason why you should not pull off successful campaigns through the daily newspaper, more of them, and sell more goods—and all in shorter time. It is the shortest route that you can take between the two points of manufacture and sale.

Myrick Case on Appeal.

Judge Morton of the United States District Court in Boston on Sept. 8, imposed a fine of \$1,000 each upon Herbert Myrick, publisher, and James H. Cunningham, circulation manager, of the Orange Judd Northwest Farmstead, an agricultural paper published in Springfield, on indictments for conspiring to obtain the second class mail privilege for the paper by means of false statements relating to the number and character of its subscriptions. Execution of the sentence was stayed pending the determination of the case by the United States Circuit Court of Appeals, to which it was subsequently carried on a writ of error. Judge Morton said at the time that he was unable to reconcile the verdicts of guilty on both indictments, but was bound by the verdict, although one conviction was because the men included subscriptions outside the privilege class and the other conviction was because they did not include the same sort of subscriptions. It is expected that the appeal will be argued next week.

Panama Canal Contest.

The (Ga.) Chronicle is now conducting a Panama Canal Trip Contest, the thirty winners of which it will take to Panama. One Tuesday evening of last week it rented the Grand Opera House, and engaged Claude Bennett, of Washington, D. C., to give a lecture with stereopticon pictures on the Canal. This was done in order to boost the contest along. Admission to the lecture was obtained free by the use of a coupon clipped from the Chronicle. The Opera House was crowded and the lecture created quite a lot of talk, and incidentally advertised the Chronicle's contest, which was planned by J. L. Boeshans, the circulation manager of the Chronicle.

Lexington Tribune Gives Up Struggle.

The Lexington (Ky.) Tribune, which was started July 4, as a non-partisan afternoon daily by Thomas M. Owsley, president of the Transylvania Printing Co., suspended publication Oct. 23. Lack of financial aid is given as the cause. Arrangements were made to have the subscribers of the Tribune receive another daily paper.

ON LOCAL CO-OPERATION.

Newbold Says It Is Merely Taking Time and Trouble to Serve Your Advertiser.

Fleming Newbold, business manager of the Washington Star, in discussing the subject of co-operation with the advertiser, writes as follows to THE EDITOR AND PUBLISHER:

"I think the subject should be approached with a kindly spirit on the part of the newspaper toward the customer. The person who comes to a newspaper office with a 50-cent want ad should be given the best service and attention, and so also the customer who comes with a \$1,500 contract.

"Co-operation is merely taking the trouble and time to serve the best interests of your customers. Of course this is an expense, but all service is an expense.

"A newspaper can very properly co-operate with a prospective customer by giving him a comprehensive report on exact trade conditions affecting his product, from the local distributors and the retail trade, and put him in touch with local people who should handle his line and ought to be interested. The service can go further by mapping out a local campaign and possibly preparing the copy, where a manufacturer hasn't his own agent.

"The local newspaper must stand well in its community or it cannot exist. It, therefore, should not be difficult for any newspaper to induce the local dealer, as a matter of self-interest on his part, to co-operate with the manufacturer, as the result must be beneficial both to the manufacturer and dealer, and necessarily benefit the newspaper.

"I hope to see the united support of the newspapers of the country given to the efforts of the directors of the A. N. P. A. Bureau of Advertising to instill into the minds of the manufacturers that newspaper advertising is the greatest force for creating consumer demand.

"The newspapers, in turn, should instill into the minds of the local dealers that they should keep in touch with the local advertising done by the national manufacturers, as a matter of self-interest and co-operate with the manufacturer during a newspaper campaign by prominently displaying and pushing such goods as they handle to increase sales for themselves and for the manufacturer.

"It is to the interest of the newspapers to bring about, as far as possible, such conditions and at the same time educate the people to the fact that goods advertised in the newspapers are standard goods, and show them how the study of advertising will aid them in their purchases."

Technical Publicity Association.

The regular November meeting of the Technical Publicity Association will take place at the Martiniue Hotel on Thursday evening, Nov. 13. It will be devoted to the subject of "Paper." Below is the program:

"A Personally Conducted Trip Through a Paper Mill," motion picture and stereopticon lecture, by C. W. Dearden, advertising manager of the Strathmore Paper Co., Mittineague, Mass.

"How to Test Paper," by Raymond Woolf, the paper instrument department of the Ashcroft Manufacturing Co., New York.

"Mechanical Knowledge of Paper Required by a Catalog Editor," by Isaac H. Blanchard, president, Isaac H. Blanchard & Co., New York.

Mr. Dearden's lecture will take in every operation of paper making as conducted in any high-grade mill, including the actual manufacture in the different departments, rag room, washers, beaters, machine room and loft. It will show sheet and roll pasting for cardboards and heavy weight cover stocks, show calendering both in the sheet and roll, show finishing on platers as well as sorting, trimming, sealing, etc.

**Is the Detroit Tribune
A RESULT PRODUCER?
It Is Second Only to The News
Look at this Evidence**

A well-known food product advertiser keyed his advertisements in two evening and two week day morning papers in Detroit for a three months' period. Following were the replies received:

From Detroit News.....	2,301
From Detroit Tribune	1,529
Evening Competitor	866
Morning Competitor	741

Just analyze these figures

- 1st. The Tribune produced 76% MORE replies than its nearest competitor.
- 2nd. The News and Tribune, costing less combined than their two competitors, produced 138% MORE results.

The name and address of the advertiser whose experience is related above will be furnished to anyone interested, upon request.

I. A. KLEIN, Metropolitan Tower, New York. FOREIGN ADVERTISING JOHN GLASS, Peoples Gas Bldg., Chicago.

COPY OF STATEMENT OF L'ITALIA FILED WITH THE FEDERAL GOVERNMENT OF THE U. S.

Statement of ownership, management, circulation, etc., of L'ITALIA, published daily at San Francisco, Cal., required by the Act of August 24, 1912:

Note.—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the post office.

Editor, Ettore Patrizi, 118 Columbus Avenue.
Managing Editor, Ettore Patrizi, 118 Columbus Avenue.
Business Manager, Luigi Liati, 118 Columbus Avenue.
Publisher, L'Italia Press Co., Inc.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)

Ettore Patrizi, 1268 Sixth Avenue, San Francisco.
O. M. Ratto, 876 Lombard Street, San Francisco.
Luigi Liati, 1951 Taylor Street, San Francisco.

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

None.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement (this information is required from daily newspapers only), **9,765.**

L. LIATI, Business Manager.

(Signature of editor, publisher, business manager or owner.)

Sworn and subscribed before me this 1st day of October, 1913.

THOMAS S. BURNES,

Notary Public in and for the City and County of San Francisco,

(Seal.)

State of California.

(My commission expires January 4th, 1916.)

JOURNALISM TEACHERS' PLANS.

Second Annual Conference to Be Held at Madison, Nov. 28 and 29.

Prof. Willard G. Bleyer, of the University of Wisconsin, president of the American Conference of Teachers of Journalism, announces that the second annual meeting of the organization will be held at Madison, Wis., Nov. 28 and 29.

Plans will be considered by the conference for the establishment of a lecture bureau that will be similar to that established by the associated advertising clubs in order to secure the services of well known lecturers and writers to address the students of journalism in the various colleges and universities.

Among the speakers on the program are Professor Merle Thorp, of the University of Kansas, who will read a paper on "The Need of a Printing Plant for Instruction in Journalism."

James Melvin Lee, head of the department of journalism of the New York University, will read a paper on instruction in advertising, circulation, and other phases of business management of newspapers that can be given by instructors. Professor H. T. Harrington, of the Ohio State University, will discuss the college daily paper as a means of giving students in journalism practical experience. Professor John W. Cunliffe, of Columbia University, will address the conference on the journalist's responsibility.

Other subjects to be considered are the metropolitan paper as a means of giving students practical experience in summer time and methods of training students in agricultural journalism.

The officers of the new organization are: President, Willard G. Bleyer, University of Wisconsin; vice-president, James Melvin Lee, New York University; secretary-treasurer, H. T. Farrington, Ohio State University; additional members of the executive committee, Talcott Williams, Columbia University, and F. W. Scott, University of Illinois.

OBITUARY NOTES.

WILLIAM NELSON, editor of the Salt Lake City (Utah) Tribune, and well known throughout the West, died of apoplexy last Sunday. Mr. Nelson was born in Scotland seventy-four years ago and came to the United States when a boy. In 1852 he worked on the Monroe (Wis.) Sentinel and later on papers in Richland, Lancaster, Platteville and Mineral Point, Wis., and at Galena, Ill.

REUBEN G. THWAITES, formerly for ten years managing editor of the Wisconsin State Journal at Madison, died Oct. 22 at his home in that city.

J. ERVIN COEN, advertising manager of the Sedalia (Mo.) Morning Capital, is dead after a brief illness with typhoid fever.

ISAAC L. HART, seventy years old died in Pipestone, Minn., last week. He founded the Pipestone County Star in 1879 and was actively connected with that paper until shortly before his death. He was born in New York. His first experience in newspaper work was on the Chicago Times as office boy in 1853, and he was identified with several well known Chicago papers.

MRS. ISABEL C. BARROWS, widow of Samuel J. Barrows, late editor of the Christian Register, Boston, died Monday at Croton-on-the-Hudson, N. Y., after an illness of several months. Mrs. Barrows was sixty-eight years old. She was associate editor of the Register for sixteen years and contributed articles to New York publications.

SPENCER T. DRIGGS, for many years a prominent musical editor and musical agent, died at his home in New York Oct. 24. He was one time the editor of the Musical Courier. Mr. Driggs was born in 1861.

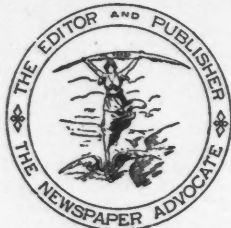
CHARLES W. SMITH, formerly a well-known journalist of Long Island and New Jersey, having at periods owned and published the Flushing Evening Journal, Flushing Daily Times, and the Trenton Times, died in New York last week from an affliction of the throat.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER Co., World Building, New
York City. Telephone, 4830 Beekman. Issued every Saturday.
Subscription, \$3.00 per year; Canadian, \$2.50; Foreign, \$3.00.



THE JOURNALIST, Established 1884; THE EDITOR AND PUBLISHER, 1901, JAMES WRIGHT BROWN, Publisher; FRANK LeROY BLANCHARD, Editor; GEORGE P. LEFFLER, Business Manager.

New York, Saturday, November 1, 1913

"Stand, therefore, having girded your loins with truth and having put on the breastplate of righteousness, and having shod your feet with the preparation of the gospel of peace."—Ephesians.

DECLINE IN NEWSPAPER TYPOGRAPHIC ART AS SEEN BY MR. BOWLES.

In his address before the Pulitzer School of Journalism on Monday, Samuel Bowles, editor of the Springfield Republican, said that from the standpoint of typographical art the one cent newspaper had debauched and degraded the entire press of the United States. He might have gone further and stated that it had also lowered the tone and standards of journalism. Of course these statements referred to what are termed the yellow or sensational newspapers, and not to the conservative publications that may be found in many of the larger cities.

As Mr. Bowles truthfully says, the newspapers of to-day do not begin to compare in typographical appearance with those of forty or fifty years ago. This is the age of speed—of the linotype, the perfecting press, the telephone, rapid transit. To obtain artistic effects in the physical appearance of the newspaper a certain deliberateness and painstaking care are necessary. There is no time for these in an office where the entire office force is keyed up to concert pitch, and where the loss of a minute may mean the failure of the edition to catch the outgoing mail trains.

In the old days the newspapers were run off on presses that could not print over 10,000 to 20,000 an hour. Now they pour out of the maw of printing machines at a speed of 150,000 to 200,000 an hour. You cannot expect papers printed under such conditions to have the artistic appearance of those produced on slow, flat bed presses by men who have plenty of time and whose business it is to secure artistic results.

But while general conditions have been responsible for this departure from typographical art standards it is the sensational one cent daily that has committed the most atrocious breaches of good taste in this direction, and as Mr. Bowles truly says, has debauched the press of the country. The yellow penny press depends for its success upon glaring headlines, screaming illustrations and sizzling text. It wants to attract attention, and in doing so employs sensational methods. No paper can be artistic in appearance that uses poster type in its heads, or breaks up its front page with all sorts of boxes, double and tripple heads and fantastic cuts. Having committed itself to such methods, a newspaper must keep them up or run the risk of losing popularity and circulation.

Publishers of some of the higher priced dailies, on seeing the ease with which the flamboyant one cent newspapers were able to secure large circulations through the use of big headlines and freak

make-up, followed their example, to a degree, and thus lost whatever reputation they had had for getting out attractive looking sheets.

It is not beyond the range of possibility that the newspaper of to-morrow will be a much more artistic publication from a typographical standpoint. Several of the yellow penny papers have already discarded the poster for the less conspicuous styles of type. Four column scare heads are rarely used except over news stories of exceptional importance. The atrocious illustrations that once disfigured their pages are gradually being displaced by those of a better character.

We have been devoting so much time to speed of production that we have overlooked the desirability of making our newspapers typographically artistic. Now that we have practically reached the economic limit in this department the mechanical experts of the composing and press rooms ought to devote some of their attention to the improvement of newspaper typography.

THE FOGGY POSTAL LAW.

The Post Office Department has thus far taken no official action against newspapers that have failed to file statements as to circulation, etc., as provided by the postal act of Aug. 24, 1912. Postmaster General Burleson has on several occasions declared his intention of enforcing the law, and doubtless will do so in time. Evidently he does not want to act too hastily and is giving the newspaper publishers opportunity to file their statements before doing anything.

Unless newspaper publishers have materially changed their habits, quite a number of them will wake up some morning to find themselves outside of the second class mail privilege breastworks. This will not be due to a wilful disregard of the law, but to carelessness. If publishers will allow letters involving advertising contracts amounting to several thousands of dollars to remain unanswered for weeks, and even months, how can they be expected to make out statements of any kind for the government?

Perhaps a number have neglected to file statements because of the fogginess of the act and their consequent inability to determine just what is required in the way of information.

The statesman who framed the law must have been a lawyer of long experience; otherwise he could not have made that portion of the act relating to paid circulation so hazy and capable of so many different interpretations. Any experienced newspaper man could have expressed the idea that was evidently in the minds of those who advocated the measure, in language so simple that a child could understand it.

Net paid circulation, as understood by the trade, is the only kind of circulation that can be standardized in statements to the government. It is the only kind of circulation that the advertiser wants to know about. Newsboys and newsagents' sales are just as much "paid circulation" as subscriptions. If a newspaper sells 10,000 papers a day through them, the latter should be regarded as a part of its paid circulation, whether the copies were ordered in advance of publication or not. If the law at present does not allow such copies to be included in its circulation statement to the government, and seemingly it does not, the law should be amended at once.

EDITORIAL COMMENT.

It is wonderful how association with a live newspaper develops the news instinct of those connected with its mechanical and business departments. One of the best illustrations that has come under our observation was the case of C. F. Hart, mechanical superintendent of Lord Northcliffe's publications, who was on the Carmania when she went to the aid of the *Volturno*. Mr. Hart, who was formerly in charge of the Brooklyn Eagle's mechanical department, promptly sent the London Mail, by wireless, a vivid, comprehensive and accurate account of the scenes connected with the rescue of the passengers

and crew from the burning *Volturno*. The story was one of the best printed about the wreck. Mr. Hart wanted the Mail to get an account of the disaster as soon as possible and so, instead of waiting to find some newspaper man to write the dispatch, he prepared it himself, although such work was not in his line.

For several weeks this fall the Atlanta Constitution has printed two single page advertisements for the purpose of impressing upon the readers of that newspaper and advertisers the significance of the prestige of the Constitution in relation to advertising. The advertisements were prepared under the direction of W. L. Halstead, the business manager, who believed that if the public were better acquainted with the Constitution as a business producing medium, it would be able to help more national and local advertisers to win success. In its issue of Oct. 15 these advertisements were reprinted in a section by themselves. Each advertisement was written around a single idea. One page was devoted to a summary of replies received in answer to ten questions contained in a letter sent by the Constitution to 1,000 women in Atlanta, the heads of households to which the paper is regularly delivered. From these it appears that ninety-seven per cent. read the Constitution regularly, and eighty-seven per cent. admit that they are influenced in their purchases by the advertising it contains. Another page presented arguments to prove the supremacy of the morning newspaper. Another dwelt upon the value of the prestige resulting from continuous advertising in a reputable newspaper like the Constitution. An interesting and highly educational page was entitled, "The Atlanta Constitution—An Institution." The results of such advertising can have but one effect—namely, to heighten the appreciation of the Constitution in the minds of intelligent advertisers.

The biggest figure in New York City politics during the campaign that closes to-night has been John A. Hennessy, for thirty years identified with New York journalism. The vast amount of information he has been pouring out concerning the inner workings of Tammany Hall has created a sensation. People wonder how he obtained it all. They forget, of course, that a newspaper man who has had years of experience in political reporting and in editing a daily paper is in a position to know many things of which the public is ignorant. Hennessy has a good memory; he understands the law in regard to libel, and he knows the consequences that follow the uttering of false statements on the platform or in the columns of a daily newspaper. Those who know Mr. Hennessy believe that he is able to substantiate every statement he has made about Judge McCall, Mr. Murphy and other Tammany Hall adherents. If he is brought into court in an action for libel, the report of the proceedings will be fully as interesting as any sensational story that has been published in recent years.

THE TYPO AND HIS PIPE.

The long, long day through summer's heat,
The long, long day through winter's cold,
Demurely he sits in his lowly seat,
With a steady hand and a spirit bold.
And he fills his galley with lines of type,
And slowly rises and fills his pipe.

He touches the keys with his finger tips,
And down the matrices swiftly glide,
And in the corners of his pale lips
A smile of comfort essays to hide,
Because his galley is filled with type,
And he has a chance to fill his pipe.

The wheels go round with a jolt and jerk,
And the pot of metal sends out its heat,
But the Linotypist bends to his work,
And this is the thing that keeps him sweet—
He knows when his galley is filled with type
He then can rise and fill his pipe.

Explain, pipe dreamers, some pleasant day,
So a poor old foggy can comprehend,
What is the charm of the cob or clay,
Though redolent with nicotine blend,
That makes a typo fill his pipe,
Each time he fills his galley with type.
—J. M. Cavaness, in the *Chanute (Kan.) Tribune*.

PERSONALS.

Oswald Garrison Villard, owner of the New York Evening Post, was the principal speaker at a meeting of the National Association for the Advancement of the Colored People at Baltimore last week.

W. D. Boyce, the Chicago publisher, was a leading speaker at the annual convention of the Southern Commercial Congress in Mobile Tuesday. He told how to make a great trade center of the Panama Canal Zone.

William Bruce Kenny has been appointed editor of the St. Louis Star, succeeding Fred C. Warren. Mr. Kenny was formerly editor of the St. Louis Chronicle and later was with the Associated Press.

Charles K. Needham, formerly owner and editor of several Iowa newspapers, has purchased a residence at Los Angeles, Cal., where he will hereafter reside.

Leopold Morris, editor of the Victoria (Tex.) Advocate, and a member of the State Legislature, has announced his candidacy for Governor of Texas.

S. Gurney Lapham, who recently retired from active editorial service on the Syracuse Herald, was the recipient of a loving cup last week from the members of the Herald staff, in appreciation of his forty-six years' honorable service.

Robert Pearson is the new editor of the Joliet (Ill.) Herald.

Marc Atkinson, editor of the Crosby (Minn.) Crucible, has been appointed postmaster of that city by President Wilson.

Richard L. Moorman, editor of the Knox (Ind.) Republican, has been endorsed for Indiana State chairman of the Republican party.

G. H. D. Sutherland has resigned as editor of the Boyne City (Mich.) Evening Journal.

Charles L. Slough, business manager of the New Castle (Pa.) Herald, has resigned to become general manager of the Sharon (Pa.) Telegraph.

M. L. Curtis, editor of the Knoxville (Ia.) Journal, is being urged by friends to become a candidate for Congress.

GENERAL STAFF PERSONALS.

Victor T. Holland, of the Syracuse (N. Y.) Herald, was this week appointed secretary to James M. Lynch, the new State Commissioner of Labor and president of I. T. U.

Joseph J. McAuliffe, political writer for the St. Louis Post-Dispatch, became city editor of the Globe-Democrat on Monday, succeeding William M. Ledbetter, who has become managing editor of the St. Louis Republic.

D. Russell Kennedy has resigned as Tokio correspondent of the Associated Press. Mr. Kennedy sailed for the Orient last week.

Fred R. Barkhurst, city editor of the Springfield (Mo.) Republican, has joined the editorial staff of the St. Joseph (Mo.) Gazette.

David Bailey, who years ago did national politics for the New York Press, and who was a warm personal friend of President McKinley, and Arthur Mackaye, formerly of the New York Tribune, a son of the well-known dramatist, Steele Mackaye, are both doing newspaper work in Los Angeles.

C. R. Lamar was recently appointed editor of the Clanton (Ala.) Press.

George W. Smalley, formerly London correspondent of the New York Tribune, is a passenger on the Lusitania.

IN NEW YORK TOWN.

Thomas M. Dinaide, city editor of the Evening Sun, is on a vacation to the Panama Canal Zone.

Daniel A. Breen, formerly Jersey City correspondent, is now covering City Hall for the Evening World.

Bide Dudley, of the Morning Telegraph, is back from a visit to Leavenworth, Kan.

W. F. Doane, a Philadelphia newspaper man, has joined the rewrite staff of the Press.

Don Marquis, who runs the "Sun Dial" column in the Evening Sun, is rusticated for the week in Brooklyn. Don Marquis is his real name.

Lawrence P. Price has recently become secretary to Melville E. Stone, general manager of the Associated Press.

Maxwell Van Why, editor of the World Forum, is home nursing a blood-poisoned hand.

WASHINGTON PERSONALS.

John P. Ryan, of the San Francisco Post, has been elected a member of the famous Gridiron Club.

C. C. Brainerd, chief of the Brooklyn Eagle bureau, is at the home office until after the election.

W. F. Forrest, of the United Press, has left for Columbus, O., to take temporary charge of the U. P. office there.

R. Eddy Matthews, of the Boston Christian Science Monitor, delivered an address on "Clean Journalism" at the First Christian Science Church here last week.

C. Fred Cook, news editor of the Washington Star, has returned to his desk after an absence of several weeks. Major Cook attended the National Guard Association convention in Chicago and afterwards visited the Yellowstone National Park as the guest of Col. Lloyd Brett, the superintendent of the park.

Lucian Memminger, formerly of the Washington Times and Washington bureau of the New York Tribune, and now in the consular service, is in Washington on his way to Rouen, France, where he has just been assigned.

The newspaper men who accompanied President Wilson to Philadelphia and Mobile, Ala., were David Lawrence, of the Associated Press; F. E. Ackerman, of the United Press, and "Archie" Jamieson, of the International News Service.

L. Ames Brown, of the New York Sun bureau, was one of the lucky newspaper men to accompany the fleet to the Mediterranean.

Jas. E. Bready, of the Times, has joined the staff of the Post.

Henry R. Jones, telegraph editor of the Post, has just celebrated the tenth anniversary of his appointment to his present position.

Through the efforts of James D. Preston, the popular superintendent of the Senate press gallery, the moving pictures of the children of the members of the press of this city were shown again Thursday night at the Lyric Theatre. They were first exhibited several months ago at the Press Club's annual "ladies' night."

Mercer Vernon, of the Seattle Post-Intelligencer, has returned from a visit to Everett, Wash., and other cities on the coast. Everett is the home of the Vernon brothers, LeRoy and Mercer.

A visitor to the press galleries of Congress this week was S. S. Nottingham, for thirty years publisher of the Norfolk (Va.) Landmark, and one of the best known newspaper men in the South.

J. Fred Essany, the popular chief of the Baltimore Sun bureau, has returned from a visit to the Knoxville, Tenn., exposition.

Wm. L. Crouse, of the Iron Trade Review, who has just returned to Washington after several years absence, and

Harry J. Brown, of the Portland Oregonian, have been elected members of the House Committee of the National Press Club.

J. Lloyd Wright, of the Detroit News, has been elected a member of the membership committee of the Press Club.

Arthur B. Krock, correspondent of the Louisville Courier-Journal, accompanied by Mrs. Krock, is spending a few weeks at Panama.

BROOKLYN PERSONALS.

Editor John Halton, of the Standard Union, is a vigorous writer and he is now at his best, firing three-column broadsides into the Tiger and its Brooklyn kittens almost daily.

Edward Reilly and Ralph D. Robinson, who are both news hustlers, are hard at work, so it is reported, on a new vaudeville sketch. Several that they have written have met with success.

F. H. Deane, president of the Brooklyn Press Club, is making preparations for a dinner and entertainment to be given the latter part of next month. He says that it is the intention of the club to hold one of these functions every month. He is also making plans for the club's "Extra," which will be somewhat like the famous Gambol of the Lambs. New Year's Eve will be Ladies' Night, for which a great program is being prepared.

City Editor Bosshard, of the Standard Union, is cutting down night assignments as much as possible. We tried to say something like this recently but the printer man made a wreck out of Bosshard's name, so that he didn't get the credit due him.

Jerome Spanier, formerly of the Times, is so busy hustling for advertising copy in Manhattan that he seldom has time to drop in and see his old chums. He still lives in Brooklyn and says that he will never forsake it for pent up Manhattan.

John Aiden, who sings those sweet songs on the editorial page of the Eagle occupies more space in Brooklyn scrap books than any other living author. John's strong card is high brow stuff, but he comes down once in awhile and gives the common people a chance to admire his muse.

Billy Clarkson, of the Times, who promoted the Canarsie Carnival to success, has been engaged to do the stunt all over again for next summer. If there are any fatherless carnivals kicking about Long Island needing a helping hand they should communicate with William.

Jim Mulhane says it is a remarkable fact that men in the newspaper profession never have to take the rest cure. Lawyers, doctors, preachers, professors, financiers—all indulge in it once in awhile, but scribes have no time to enjoy such a luxury.

VISITORS IN NEW YORK.

Ernest A. Scholz, business manager; Irving Stone, mechanical superintendent, of the Chicago Record-Herald.

A. R. Treanor, business manager of Saginaw (Mich.) News.

Charles H. Taylor, Jr., Boston Globe; Thomas Tuttle, Hawley (Pa.) Times.

WEDDING BELLS.

John J. McMahon, city editor of the Lynn (Mass.) Evening News, and Miss Margaret J. Buckley, were married in that city recently.

The marriage of T. J. Molloy, editor of the Timpson (Tex.) Times, and Miss Miriam Blair, was solemnized at Nacogdoches, Oct. 17.

Announcement has been made of the forthcoming wedding of Miss Lucreta E. Dickinson, editor of the Grand Rapids (Minn.) Independent, to Charles H. Fink, of Pittsburgh, at Holyoke, Mass., New Year's day.

ADVERTISING MEDIA

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

\$100,000

cash available for first payment on New York State or New England newspaper property or interest. City of at least 50,000 population. Proposition I. H.

C. M. PALMER

Newspaper Properties

225 Fifth Ave. New York

HELP WANTED

WANTED, by Chicago Special Agency, a live, hustling solicitor for strictly high-class papers; not necessarily experienced in soliciting, but must have an acquaintance among Chicago general advertising agencies; be clean cut and reliable; state salary expected, which must be moderate, increased when ability is proven. Address "D., 1110," care THE EDITOR AND PUBLISHER.

SITUATIONS WANTED

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

BUSINESS and Advertising Manager of newspapers for last 15 years, age 40, now finishing contract to build up advertising for run-down newspaper, would like to correspond with party desiring a thoroughly capable and successful business or advertising manager, or both. Advertising and circulation doubled in two years under my regime of present paper. In fact, put paper on paying basis after it had failed twice. Twenty-five years in newspaper office, and served every part of newspaper work except editor. Address "AFFABLE," care THE EDITOR AND PUBLISHER.

CITY OR NEWS EDITOR will consider change for Jan. 1. Salary \$40 a week. Address "D., 1116," 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.

MISCELLANEOUS

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 60c. per page. YARD'S NEWS BU-REAU, 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 CHICAGO

\$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.

TYPEWRITING neatly and correctly done. Fifty cents per thousand words, including carbon copy. Address "D., 1102," care THE EDITOR AND PUBLISHER.

FOR SALE

A WEEKLY PUBLICATION in the amusement field can be bought for \$20,000. The paper is more than 20 years old, has always been considered the first among its competitors. Yearly income about \$6,000 a month. A good newspaper man should own it. HARRIS-DIBBLE COMPANY, 71 West 32d Street, New York.

FOR SALE.—1 Murray saw and trimmer; 1 4-column caster box; 8 wooden tables with steel tops; 8 steel 8-column 12-in chases with fake sticks; 1 10-h.p. 500-volt d. c. 1,350 r. p. m. General Electric motor with rheostat; 1 elevating table, but little used. Has been in storage for some time. Cheap for cash. R. J. MEINBURG, United Bank Building, Cincinnati, O.

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), 53 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. Trenis, 511 14th street, N. W.

Chicago—Morris Book Shop, 71 East Adams street.

San Francisco—R. J. Bidwell Co., 743 Market street.

AMONG THE NEW BOOKS

John L. Heaton's "The Story of a Page" Published by Harper & Brothers.

"The Story of a Page," by John L. Heaton, which has just been issued from the press of Harper & Brothers, will undoubtedly arouse considerable interest in the newspaper world because of its unique and valuable character. "A Page," referred to in the title, is the editorial page of the New York World. Sometime before Mr. Pulitzer died he selected Mr. Heaton, a member of his editorial staff, to prepare a volume made up of editorials from the World, with accompanying explanatory text.

Mr. Heaton had made some progress with the work when his chief passed away. This made it necessary for Mr. Heaton to change, somewhat, the character of the book in order that it might reflect to a higher degree the achievements of the great editor.

In this book Mr. Heaton has done something more than select quotations from the editorials that have appeared in the World during the past thirty years. If there is anything that is dry and uninteresting, it is a volume filled with editorials that have been lifted, without explanation of any kind, out of the columns of a daily newspaper. They may have created a sensation when they first appeared, because the public was familiar with the questions they discussed and in which it had a lively interest at the time. After years have elapsed, their significance and appealing power is lost unless their reproduction is accompanied by explanatory notes. But even then it is impossible for the reader to appreciate their full force.

SUPPLIES HISTORICAL DATA.

In order to appreciate a newspaper editorial it is necessary to know the circumstances under which it was written, and something of the events to which it refers. Mr. Heaton, in preparing this book, supplied this information and has thus avoided many of the faults of authors of books of this class.

"The Story of a Page" is as interesting and as gripping upon the attention as any work relating to contemporary events that I have read in a long time. The author has, apparently, devoted many months to the study of the important things that have happened in New York City and the nation during the last thirty years. In terse, brief sentences he portrays political conditions, especially in Washington and then goes on to show how Mr. Pulitzer regarded them, as reflected by his editorials in the columns of the World.

Beginning with the taking over of the World by Mr. Pulitzer in May, 1883, Mr. Heaton unfolds, year by year, although not always in consecutive order, the principal events that have engaged public attention up to the present time. The manner in which Mr. Heaton has done his work is worthy of praise. I know of no other recently published book that gives in so brief a space such a clear understanding of public occurrences during the past three decades. As a work for the enlightenment of college students, and others who want to get a clear understanding of the significance of crucial events during the period represented, it is invaluable.

SIMPLE, FORCEFUL STYLE.

It is impossible, of course, at this time to reproduce herewith the editorials which have made the World famous. The one thing that struck me as I read over these pregnant sentences from the pen of a great journalist was the simple, direct and forceful style of the writer. Of course Mr. Pulitzer did not pen all of these editorials; that would have been physically impossible, but he wrote the most of them.

Moreover, the volume is one that will furnish the future biographer of Mr. Pulitzer, and the historian of journalism in a most interesting period of development, most valuable material. Mr. Pulitzer was one of the greatest newspaper editors of the age in which he lived. Only one man in all the history of American journalism did so much to elevate the business in which he was engaged—Charles A. Dana. Therefore, anything about his career and the paper he conducted will always be eagerly studied not only by those who make newspapers, but also by those who read them. **FRANK LE ROY BLANCHARD.**

Adventures of a Reporter-Sleuth.

"Lonegan, Amateur Detective," is the title of a collection of stories by Edward H. Hurlburt, recounting the thrilling adventures of a San Francisco newspaper man. The hero, in his quest for news, meets with a succession of stirring incidents, involving most intricate of detective problems. These he solves in his own original way, but not before he has created a high tension of interest in the reader's mind. Mystery, acute thinking, quick action and daring captures hold the reader's attention from start to finish. The book is published by the Sturgis & Walton Co.

Big Issue of German Paper.

The Westliche Post of St. Louis issued on Oct. 18, a 74-page Mississippi Blätter to mark the hundredth anniversary of the Battle of The Nations. It is a newspaper achievement that the publishers have every reason to be proud of, and is certainly a record-breaker for German papers in this country. The typographical appearance was excellent and the reading matter and illustrations of a very high character.

London's Youngest Editor.

The youngest editor and newspaper proprietor in London is A. Salter, aged 12½ years, who publishes the Weekly Report and the Mid-Weekly Report at one halfpenny from 16 The Avenue, Kew Gardens. Each issue, printed on a duplicating device, contains quarto pages of varied and interesting general matter.

The Detroit (Mich.) Free Press, Salt Lake City Tribune and El Paso Herald have become members of the Advertising Bureau of the A. N. P. A.

PROSPERITY AT MIDDLETOWN.

Improvements Made in Times' Press Office to Increase Efficiency.

The Middletown (N. Y.) Times-Press has made a number of improvements in its plant for the purpose of facilitating the work of the staff and increase the capacity of the plant to meet the growing business of the paper.

The editorial department, formerly located on the ground floor, has been moved to the second floor, directly above the composing room. The newspaper proper now occupies portions of four floors in its own building.

Its mechanical department has been



H. H. KNICKERBOCKER.

strengthened by the addition of a twenty-page Duplex rotary perfect press having a capacity of 30,000 papers an hour. A complete photo-engraving department, which is equal in efficiency to those found in large cities, is one of the features of the plant of which the publishers of the Times-Press are justly proud. The generous use of illustrations has been responsible, in part, at least, for the rapid extension of the paper's circulation during the past year.

The editor of the Times-Press is the Hon. John D. Stivers, present State Senator from the Twenty-fifth District. Mr. Stivers enjoys the distinction of having been continuously returned to Albany as Assemblyman for three years and is now representing his constituency in his first Senatorial term. The then Times was started on its eventually successful career by the late Hon. Moses D. Stivers, father of the present editor and an influential Republican Congressman.

The secretary-treasurer is Dr. M. A. Stivers, who has been indirectly, if not always directly, associated with the publication of the newspaper, being instrumental in arranging the consolidation of the Times with the old Middletown Press. He is prominent in medical departments of Orange County and is now captain of the Hospital Corps detachment of the First Infantry, stationed at Middletown, and frequently serves on the State Examining Board.

The manager of the Times-Press is H. H. Knickerbocker, one of the younger newspaper business managers in New York State. He was formerly manager of the Watertown (N. Y.) Standard, graduating from the printing trade from the office of the Matteawan (now Beacon, N. Y.) Evening Journal, where he was part owner of that paper before going to Watertown. Mr. Knickerbocker is a member of the New York Associated Dailies and many other organizations, both in connection with the publishing business and socially. He gets most of his enjoyment out of his business, but finds recreation in golf.

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 New York Evening Mail

was a pioneer in the fight for reliable advertising. Its readers—who comprise the most substantial and well-to-do people of New York and vicinity—show their appreciation of this fact by their responsiveness to advertisements printed in its columns.

Christmas Edition

The New York Times

SUNDAY, DECEMBER 7

will convey an impression of

The American Girl of To-day

by twenty-nine portraits of Beautiful Young Women, supplied by readers of THE TIMES.

The Best Clientele

in Pittsburgh and Western Pennsylvania are readers of

The Pittsburgh Post

(Every Morning and Sunday.)

It concentrates your advertising upon a community of thrifty homes.

EMIL M. SCHOLE, General Manager,
CONE, LORENZEN & WOODMAN,
Foreign Advertising Representatives,
NEW YORK. DETROIT. CHICAGO.

GET THE BEST ALWAYS

The Pittsburgh 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 PAID
H. M. PINDELL, Proprietor.
CHARLES H. EDDY, Representative.
1 Madison Avenue, NEW YORK.

The A. A. A. Auditor

found the following in Detroit

City Circulation INCREASES:

(For the year ending April 30, 1913.)

DETROIT NEWS - - 15,388

1st competitor..... 2,656
2d competitor..... 785
3d competitor..... 3,876

I. A. KLEIN, **JOHN GLASS,**
Metropolitan Tower **Peoples Gas Bldg.**
NEW YORK, N. Y. **CHICAGO, ILL.**

The Catholic Tribune

(English)

Katholischer Westen

(German)

Luxemburger Gazette

(German)

40,000 Circulation Guaranteed

CATHOLIC PRINTING CO.
Dubuque, Iowa

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**

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 NEW YORK EVENING JOURNAL

Prints and sells more copies than any other Daily Paper in America.

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

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. GEO. H. ALCORN
1216 Peoples Gas Bldg. Tribune Bldg.
CHICAGO NEW YORK

THE HERALD HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

C. T. BRAINERD, President.

Representatives:

J. C. WILBERDING, A. R. KEATOR,
Brunswick Bldg., 15 Hartford Bldg.,
NEW YORK. CHICAGO.

YOU MUST USE THE
LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN - - - 120,000

PLAN CIRCULATION AUDITS.

Permanent Verification Bureau Voted at Important Conference.

The establishment of a permanent bureau for the verification of circulation statements was decided upon at an important conference of committees representing the leading associations of publishers, advertising agencies and advertising managers of the country, at the Aldine Club, Monday afternoon. O. C. Harn, of the National Lead Co., who had acted as chairman of the preliminary conferences, presided at the meeting.

The executive committee of the conference, which is made up of the chairman of the committees representing the various associations, was instructed to submit a plan for permanent organization. The members of this committee are A. W. Erickson, George Von Utassy, F. R. Davis, M. C. Robbins, George M. Rogers, W. H. Whitney and O. C. Harn.

It was recommended at the meeting that every publication pay for its own audit, which should be made at least once a year and that the findings of the audits be sent to all associations representing agencies and advertisers. While this plan would put the initial expense upon the publisher, it was the opinion of some of the gentlemen present that the audit charge would fall, in the last analysis, as an indirect tax upon the advertiser.

The conference was adjourned subject to the call of the chair. It is understood that another meeting will be held within a month, when the report of the committee on permanent organization will be acted upon.

The whole field of advertising effort was represented at the conference. The associations and delegates in attendance were as follows:

American Newspaper Publishers' Association—George M. Rogers, of the Cleveland Plain Dealer; William H. Field, of the Chicago Tribune, and R. L. McLean, of the Philadelphia Bulletin.

Association of National Advertising Managers—L. B. Jones of the Eastman Kodak Co.; G. B. Sharpe, De Laval Separator Co., and O. C. Harn, National Lead Co.

Periodical Publishers' Association—George Von Utassy, Cosmopolitan Magazine; Thomas F. Barrett, Orange Judd Publications and P. J. Collins of the Curtis Publishing Co. Mr. Collins was not present.

Technical Publicity Association—F. R. Davis, General Electric Co., Schenectady, N. Y.; R. S. Scarborough, New York Telephone Co., and Arthur Haller, American Locomotive Co.

Grocery and Allied Trade Press Associations—William H. Ulkers, Tea & Coffee Trade Journal.

Federation of Trade Press Associations—M. C. Robbins, of the Iron Age; President F. D. Porter, of the National Builder, who is not a member of the Conference, but was proxy for another.

Farm Press Club—W. H. Whitney, Kaelps Publishing Company, Springfield, Mass.; S. E. Leith, of the Standard Farm Papers, and Irvin F. Paschall, of the Farm Journal.

Association of New York Advertising Agents—A. W. Erickson, of the A. W. Erickson Advertising Agency.

The delegations from the American Newspaper Publishers' Association and the Farm Press Club voted at the conference subject to the final approval of their respective organizations. These representatives were appointed by the presidents of their organizations.

SEEKS TO ENJOIN "CLUBBING."

Popular Mechanics Brings Suit Against Pearson's for Unauthorized Offer.

Popular Mechanics Magazine, Chicago, has entered suit in the Federal court for the Southern District of New York against the Pearson Publishing Co., of this city, publishers of Pearson's Magazine, asking for a perpetual injunction against "clubbing." Popular Mechanics with that magazine and for other relief.

It is alleged in the complaint that the circulation of Popular Mechanics is extensively based upon a co-operation with some 36,000 newsdealers as agents in its sale to the public, that it has suffered damage through the Pearson offer, and that the policy of the publication is directly set against "clubbing." The complainant, therefore, prays that Pearson's be enjoined against including it in any unauthorized clubbing plan.

During the past three years the publishers of Popular Mechanics have printed on the front cover of the magazine the statement that "Popular Mechanics offers no premiums; does not join in clubbing offers and employs no subscription solicitors."

The School Arts Publishing Co. was recently enjoined by a Federal court in Massachusetts from offering Popular Mechanics in a club plan. This the complainant cites as a precedent to the court.

CHANGES IN INTEREST.

YORK, Neb.—T. E. Sedgwick, owner and editor of the Daily Times for more than twenty-five years, has disposed of his interest in it to J. D. Field. Mr. Sedgwick becomes the owner of the Republican and will devote his time to that publication.

SUTHERLAND, Ia.—S. S. Sherman has sold the Courier to J. N. Slick and E. A. McFarland, who take charge Nov. 1. HAMILTON, Mo.—J. Lucas Campbell, who came here Sept. 1 to publish the Hamiltonian, having bought it from Roy A. McCoy, has turned the business back to McCoy, who becomes it publisher for the third time.

SWANVILLE, Minn.—The News has been repurchased by its founder, A. J. Hunt, who sold it thirteen years ago.

MELROSE, Minn.—The Beacon has been sold by A. F. Steffen to two North Dakota newspaper men, J. B. Howard, of McHenry, and E. D. Lum, of Valley City.

PETERSBURG, N. D.—B. A. Hall, publisher of the Record, has closed a deal whereby John Taylor takes over the management of the publication.

GALT, Mo.—The Sun and Herald, a weekly newspaper, has been sold to F. S. Tolle, its former editor.

WEST POINT, Neb.—D. L. Crellin, recently publisher of the Paige Reporter, has purchased the Cuming County Democrat.

TURTLE LAKE, Wis.—The Bugle has been purchased by A. K. Huhn, who will change its name to the Times.

ADEL, Ia.—L. M. Wood, of Toledo, Ill., has bought the Dallas County Record from George B. Tracy.

HEADS JOURNALISM BOARD.

St. Clair McKelway Fills Whitelaw Reid's Place in Pulitzer School.

St. Clair McKelway, editor of the Brooklyn Eagle, was elected chairman of the advisory board of the Pulitzer School of Journalism Tuesday afternoon. Mr. McKelway's election fills the place left vacant last winter by the death of Whitelaw Reid, editor of the New York Tribune.

The board had not visited Columbia as a body since the completion of the new Journalism building, and after the meeting the structure was inspected. Dr. Talcott Williams, director of the Journalism school, explained the features of the new building.

Those present were Ralph Pulitzer, and J. L. Heaton, of the New York World; C. R. Miller, of the New York Times; E. P. Mitchell, of the Sun; Melville E. Stone, general manager of the Associated Press; Samuel Bowles, of the Springfield Republican; Angus Shaw, of the Pulitzer estate, and St. Clair McKelway.

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. Gain over 1911 was 504,000 lines. The foreign business amounted to 1,086,000 lines. Gain in foreign business was 238,000 agate lines over 1911. In December, 1912, the Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising. Present average circulation: Daily, 67,000; Sunday, 87,000.

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

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

The Dayton News

On Nov. 2 begins the Publication of a

Sunday Edition

enabling THE NEWS LEAGUE PAPERS to now give advertisers 7-day service throughout the year in both Dayton and Springfield.

The SUNDAY EDITION of THE DAYTON NEWS will be second to no other Sunday paper published in the State.

Combination Rate, 6 cts. per Line.

NEWS LEAGUE OF OHIO

Home Office, Dayton, Ohio

New York—La Coste & Maxwell, Monolith Bldg.
Chicago—John Glass, Peoples Gas Bldg.

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.

THE DAILY ADVOCATE

2 cents a copy. Stamford, Connecticut. 2 cents a copy.

Advertising that reaches the home is the advertising that "gets across." The Advocate is read by Stamford's representative families.

New York Representative,
O'FLAHERTY'S NEW YORK SUBURBAN LIST,
150 Nassau St. New York City.

The following circulation has recently been certified by the audit of the American Newspaper Annual and Directory:

NEW YORK, N. Y.

The Associated Sunday Magazines,
Weekly - - - - 1,410,580

CIRCULATION SCHEMES.

How Van Laeys Increased the Sales of the Houston Chronicle Twenty-five Per Cent.—Ingenious Ways for Arousing Public Interest—School Cadets as Subscription Agents and Outings for Newsboys.

By ERYAN D. POWERS.

By making friends, with the children mainly, and by improving the means of circulating the paper, is how L. J. Van Laeys has increased the average daily circulation of the Houston Chronicle by approximately 8,000 since he became manager of the department on Oct. 26, 1912.

When Van Laeys took charge of the Chronicle he had a system which has now crystallized into a circulation that at present is said to be the largest sworn circulation in Texas.

His first act on taking charge of the Chronicle was to reorganize the carrier and delivery service. He worked at that until he made it as near perfect as he could. He adopted two expedients that have done a great deal toward perfect-

ing the system. If a subscriber reports that his paper has not been received, a special carrier on a motorcycle is sent to him with a copy. The next morning, or, if possible, the same afternoon, a special investigator is sent to find the cause of the failure to deliver.

BEFRIENDING THE BOYS.

Making friends is the principal way in which Van Laeys has set about increasing the Chronicle circulation. He believes that it is only through friends that the circulation can be made permanent. Generally he works to get the children on his side, because he feels that the children have a powerful pulling force. And, in addition, he expects the children to buy papers themselves some day.

Contests, picnics and clubs have been organized and carried out without a single failure. Each has been extremely popular and called out hundreds of people who took active part. The first was a beauty contest to determine the handsomest working girl in Houston. There were dozens of candidates, and hundreds of boosters worked for them. Pages of pictures were printed. Stores took sides, each being represented by one or more girls.

Before the beauty contest was ended the Christmas season approached and a Chronicle Goodfellows Club was organized for the purpose of distributing food and clothing among the poor of the city, through the organized charities in whose territories the individual cases were reported. Large sums of money were collected. Every poor man or woman who was reported to the club and who proved deserving, received aid. Although the club had only a short time to run before the Christmas season was ended, it gained hundreds of friends for the paper.

POPULARITY CONTESTS.

Another contest that gained friends directly and indirectly for the paper was a popularity contest for street car conductors. Nearly every conductor in the city was actively interested in it. Votes poured into the office by thousands and the result was most satisfactory.

Close upon the heels of the conductors' contest came the organization of the Birthday Club, which is the direct cause of the visits to the Chronicle of at least fifty boys and girls every day. The Birthday Club has a story in the paper every day. At the end of the story is printed a list of the names of boys and girls with birthdays on that day. Every one on the list is given a present on coming to the office. The names and birthdays were obtained from the school census. The presents given to the children are theater tickets, furnished free by the theaters, from four to six tickets being given to each boy and girl. No service is required. To get their tickets all they do is visit "Miss Birthday." I case one says his name has been left off of the list he gets his present the same as the others.

The Birthday Club of Aug. 1 held a picnic at a Houston pleasure park. Everything was provided free for the guests, who numbered 6,000 persons. The picnic cost the Chronicle very little, yet it made hundreds of friends. Boys and girls are still writing letters about it.

Because of the success of the picnic, it was announced before the day was over that it would become an annual event.

ENLISTING THE CADETS.

A more direct campaign for circulation was waged through the School Cadets of Houston, who have the official sanction of the authorities. There are two high schools and several ward school companies, the members of which wanted to go to camp the first of the summer. In order to help them raise the money, the Chronicle engaged them to act as canvassers for new subscribers. The city was organized into districts in charge of squads of the boys, more than 200 of whom set out the first day to get subscribers. They were so successful that by the end of the campaign they had money enough to go on their camp and the Chronicle had made a substantial gain in subscribers.

Another scheme that worked well was a newsboys' outing. Subscriptions to the fund were invited and the newsboys themselves went to work to sell more Chronicles than ever before.

Early one Monday morning the boys left for Galveston on the longest trip many of them had ever taken. At the beach they were taken in bathing. After lunch they visited the battleship Michigan, which was anchored in the harbor. They started home after supper, vowing that they had had the time of their lives. The trip cost the Chronicle a little space and \$25. Of course, the total cost of the trip was several hundreds of dollars.

These are some of the ways which Mr. Van Laeys employed to increase the circulation. That they were successful is shown by the figures. The Chronicle during the period named probably made the greatest gain in circulation ever made by a Southern paper in that length of time.

That the gains were not made at too great an expense is shown by the fact that the circulation department has shown a net eighty-five per cent. profit after the total expenses have been deducted.

PRESS ASSOCIATIONS.

The officers elected at the recent annual meeting of the Oregon Editorial Association at Portland are: President, Elbert Bede, of the Cottage Grove Sentinel; vice president, E. H. Flagg, of the Mt. Scott News, Arleta, and secretary-treasurer, Phil Bales. About \$400 was pledged and a plan adopted that will result in a substantial fund to erect a suitable monument over the grave of the late Homer Davenport, who is buried at Silverton, Ore. The fund will be handled by Governor West, Editor Hodges of the Silverton Appeal and Mr. Kraz of the Portland Oregonian.

The managing editors of the morning newspapers of the Oklahoma, Arkansas and Texas circuits of the Associated Press held their annual meeting at Beaumont, Tex., last week and elected D. P. Toomey, of the Dallas News, chairman, and Joseph Emerson Smith, of the San Antonio Express, secretary. Resolutions touching with regret upon the death of John R. Hedges, of the Galveston News and C. J. Glover, of the Waco Times Herald, were adopted. A feature of the meeting was the address by Frederick Roy Martin, assistant general manager of the Associated Press.

The members of the Eastern Baseball Writers' Association held their annual meeting at Hartford, Conn., last week and re-elected the old officers for the ensuing year: President, Sidney W. Challengier, of Bridgeport; vice-president, Frank H. Smith, of New Haven; secretary and treasurer, Frank H. Mattoon, of Waterbury. The following board of directors was elected: John H. McDermott, Hartford; John F. Sullivan, Springfield; William E. Smith, Bridgeport; Joseph A. Pfeifer, Pittsfield; M. J. Mollan, New London.

The Navarro Press Club was organized recently at Corsicana, Tex., with the following officers: A. N. Justiss, president; A. A. Wortham, vice president, and J. W. Smith, secretary-treasurer.

Women newspaper workers were praised for the elevating influence they exercise by Rev. J. E. Copus, head of the school of journalism of Marquette University, at a dinner of the Milwaukee Press Club last week for active and former women writers. Miss Sarah McDougall of the Daily News in a witty address exalted the virtues of the male co-workers of the women writers, and in gentle sarcasm told of some of their defects. Mrs. John T. Thornton told of the conditions among women writers in the early days.

The Antigo (Wis.) Daily Journal has installed a new Goss Comet Press.

HENRY A. WISE WOOD

AND
BENJAMIN WOOD
INC.

Newspaper Engineers

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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; Retterment of Printed Product; Appraisal of Plants; Solution of Particular Problems. Brochure sent on request.

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buys a syndicate of country weeklies in Southwestern State; all published at one central plant, under one management. Present net profit to owner, in excess of \$2,000 a year; excellent scheme for right man to make \$5,000 or more annually. Quick action necessary, as owner has plans necessitating immediate sale.

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Rand-McNally Building, Chicago

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

The Dominion Press
Clipping Agency

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

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

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

Business Reports

for trade papers and newspapers made up daily from thousands of Northwest papers. Price low. Circulation Free.

Western Press Clipping Exchange

MINNEAPOLIS, MINN.

\$30,000.00 Will Buy

an equal one-half interest in a Middle-West Daily newspaper property the net income from which investment, including salary of the buyer, who will be expected to take important position in the management, will amount to around \$6,000 annually. Larger earnings possible.

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Magazine Properties

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C. Godwin Turner

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Circulation and Delivery.

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286 Fifth Ave., New York

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Electric-Welded Silver-Gloss
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OVER EIGHTY-FOUR THOUSAND

Made and Sold by Us and Every One
SatisfactoryAll Other Chases Inferior to this Well
Known Make

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TYPE FOUNDERS

Chicago New York Washington St. Louis
Dallas Kansas City Omaha St. Paul SeattleWe can increase your business—if
you want it increased.

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

BURRELLE

CHARLES HEMSTREET, Manager

60 and 62 Warren Street, New York City

Established a Quarter of a Century

"Try our perfecting News at 5 cents. It is guaranteed not to smut or offset and is black and clean."

SEND FOR SAMPLE

F. E. OKIE CO.

Manufacturers Fine Printing Inks
PHILADELPHIA, PA.

DAILY AD MEN DINE.

First Function of the Season Brings Out Many Guests—Who Were There and What Was Done to Entertain Them.

The Daily Ad Men's Club of New York held its first dinner of the season at the Martinique on Thursday evening, Oct. 23. The affair was a success in every way, the speeches being interesting and valuable and the dinner appealingly good. About 125 men were present of whom fifty were guests.

F. Irving Fletcher, advertising manager of Saks & Company, was the toast master. In a witty speech in which he told of the ways in which politics and advertising are similar, he said:

"An advertising man is one who sell; people things they don't want and yet leaves them under a sense of profound obligation. Good will is the basis of advertising. Politicians are not consistent, although like advertising men, they are both users of white space. Before election they seek publicity, and after election they dodge it."

APPEL'S SUGGESTION.

Joseph H. Appel, advertising manager of Wanamaker's, suggested that the city spend the money now used in the City Record, which is never read, except by office holders, in buying space in the newspapers so that the work the city is doing can be properly exploited.

John Purroy Mitchell and Clarence J. Shearn also spoke.

The committee in charge of the dinner consisted of Martin C. Ready, of the New York American; E. O. Petersen, of O'Flaherty's Suburban List; William J. Crompton, of the Journal of Commerce; William Barrett, of the Brooklyn Times; Claude R. Abele, of the New York American, and R. B. Adams, of the New York World.

The officials of the club who contributed to the winning occasion were: Richard B. Adams, president; William Barrett, vice-president; Claude R. Abell, treasurer; Harry Winters, secretary.

This dinner proved that the New York solicitors and agency men love to get together in a spirit of good fellowship. No one has ever sounded the full extent of this "get together desire." Perhaps the reason is that both these classes of high grade talent meet too little on common ground and that the counting room of the average agency is a bar to the social intercourse that both the parties of the first and second part would like to oblivate. Anyway, for once the barriers were cleared out of the path and both divisions entered into an occasion that will not soon be forgotten. The menu was as follows:

THE MENU.

- Oyster Cocktail
Croute Au Pot Menagere
Almonds
Filet of Bass
Lamb Chop, Jardiniere
Macedone of Fresh Vegetables
Roast Squab Au Cresson
Pawnee Salad
Biscuit Excelsior
Fancy Cakes
Coffee

Statement Made To The United States Government

BY

The Hartford Times HARTFORD, CONN.

Statement of the ownership, management, circulation, etc., of THE HARTFORD TIMES, published daily except Sunday at Hartford, Connecticut, required by Act of August 24, 1912:

Editor and Managing Editor, W. O. Burr, 716 Main St., Hartford, Conn. Business Manager, Clayton P. Chamberlin, 716 Main St., Hartford, Conn. Publisher, The Burr Printing Company, 716 Main St., Hartford, Conn.

Owners, stockholders holding 1 per cent. or more of total amount of stock: W. O. Burr, 716 Main St., Hartford, Conn. Clayton P. Chamberlin, 716 Main St., Hartford, Conn. Everett C. Wilson, 716 Main St., Hartford, Conn. Clayton W. Rowley, 716 Main St., Hartford, Conn. Francis S. Murphy, 716 Main St., Hartford, Conn. Frank F. Heussler, 716 Main St., Hartford, Conn.

Known bondholders, mortgagees and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities: None.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding date of this statement 21,647

W. O. BURR, Editor.

Sworn to and subscribed before me this 1st day of October, 1913.

CLAYTON P. CHAMBERLIN.

Notary Public, Hartford County, Conn.

(My commission expires Feb. 1, 1914.)

The circulation figures (21,647) in the above report are taken from the paper's circulation books, which are open to all; they represent the actual number of papers sold by THE HARTFORD TIMES for cash.

A detailed report of the distribution will be furnished to any advertiser or space buyer upon application.

The government reports strikingly emphasize the ascendancy of THE HARTFORD TIMES over all other Hartford and Connecticut newspapers in point of substantial paid circulation.

by W. H. Putnam, made a silent hit. Nobody recognized it as a song, but the author says it's good, and what he says goes:

THE ADVERTISING MAN.

We're the bulwarks of big business
Because we throw the bull,
We know the joys of living
For we've lived life to the full;
We've all been up against it,
In fact that is the plan
That led to the creation
Of the Advertising Man.

Our work is just a pleasure,
One sweet and joyous song,
We call and get your measure
And it does not take us long;
We are wizards after copy,
Just dodge us if you can,
You'll always find before you, boys,
An Advertising Man.

The recipe that made us
Is a secret formula,
Don't try to scare or fade us
For we'll hand you the ha, ha;
And if you work against us
You'll find there is a clan,
Up, D. A. M. C., root for
The Advertising Man.

A quartette of misguided youths, headed by Little Bill Walsh, publicity manager of the American, then rendered a parody of about ninety verses. It is painful to note that Little Bill thinks he can sing. It is still more painful to faithfully record that the author was the same anarchist who perpetrated the club song. This same quartette comprised the music committee; hence the reason for their singing. They were: H. S. Tibbs, first tenor; W. H. Putnam, second tenor; William C. Walsh, baritone, and Sidney F. Wall, bass. But let us draw a curtain over the touching scene.

Among those present were: H. A. Ahern, Evening Post; R. B. Adams, New York World; Joseph H. Appel, John Wanamaker's; C. R. Abell, New York American; F. B. Appleget, Newspaperdom; Leland M. Burr, Evening Post; G. Franklin Bailey, Evening Globe; Wm. Barrett, Brooklyn Times; J. F. Beale, Jr., R. H. Maev & Co.; Mr. Berger, New York World; Mr. Paul Bonwit, Bonwit Teller & Co.; Benj. Butterworth, Evening Telegram; D. P. Carritte, Wm. H. von Dreele, Thos Cleary, Staats Zeitung; N. Cohen, Collins Armstrong Advertising Co.; Wm. Crompton, Journal of Commerce; F. E. Colson, Newspaperdom; T. V. Kraft, New York World; A. W. Dodswoorth, Journal of Commerce; L. S. Dickie, New York American; Howard Davis, New York American; Herbert Everett, John Wanamaker's; John W. Ferguson, New York Tribune; F. Irving Fletcher, Sales & Co.; J. Farley, Journal of Commerce; Henry Fiengenbaum, Fourteenth Street Store; C. A. Gould, James McCreery & Co.; Rudolph Guenther, Ad-

To Teach Journalism at Oklahoma.

Harold Herbert, telegraph editor of the Peoria (Ill.) Journal, has been selected to take charge of the new department of journalism at the University of Oklahoma, at Norman, Okla. Mr. Herbert was chosen from a number of applicants who applied for the position after the death of Chester C. Wells,



H. H. HERBERT.

who originally was chosen to open the department. Prior to going to the Journal Herbert was managing editor of the Daily Illini, the student paper at the University of Illinois. He is a member of Sigma Delta Chi, the national newspaper fraternity, and is also affiliated with Phi Beta Kappa, the national honorary scholastic fraternity. At Oklahoma a curriculum of half a dozen courses is to be instituted and both laboratory and theoretical training provided for students in newspaper work.

Editor Charged with Carrying Arms.

Howard C. Guilford, editor of the St. Paul Reporter, who was arrested last week as he was leaving the grand jury room and who alleges an assault upon him by Chief of Police Martin Flanagan in the police station, was indicted last Monday on the charge of carrying concealed weapons and released on his own recognizance for trial. Mayor Keller and members of the police board are conducting an investigation of the Guilford case. The removal of Chief Flanagan was demanded in a mass meeting of citizens recently held.

vertising Agent; Louis Guenther, Financial World; E. K. Gordon, Lesan Agency; Foster Gilroy, Ewing & Miles; Chas. Hartner, Collin Armstrong Advertising Co.; Bert Haskins, Chatham Phoenix Bank; Douglas Hayes, Holbrook Schaefer Co.; Samuel Hecht, New York American; T. S. Holbrook, Holbrook Schaefer Co.; J. Frank Howell, Consolidated Stock Exchange; William Horner, Brooklyn Eagle; Elmer Helms, New York Tribune; G. H. Harmon, Morse Agency; E. H. Hooper, New York American; Ewen Justice, North German Lloyd; A. L. Kohnfeeder, Hudson Observer; Chas. Kohler, Insurance Agent; A. S. Klein, Deutches Journal; I. A. Klein, publishers' representative; H. H. Klein, publishers' representative; Geo. P. Leffler, Editor and Publisher; Thos H. Moore, Brooklyn Eagle; Hugh McAtamney, advertising agent; Mr. Miller, Stern Bros.; C. M. Morgan, New York Press; F. McLaughlin, New York Sun; Jos. P. McKeon, Brooklyn Times; Chas. E. Miller, C. W. Lorenzen & Woodman; John Purroy Mitchell, candidate for Mayor; M. Nye, New York Tribune; Ralph Nolley, Nolley Agency; J. Edward Orr; James O'Flaherty, James O'Flaherty's Suburban List; Frank Pascal, Deutches Journal; Chas. Powell, German Herald; E. O. Petersen, O'Flaherty's Suburban List; W. H. Putnam, New York American; Martin C. Ready, New York American; Louis Roenberg, Greenhut-Siegel Cooper Co.; Clarence J. Shearn, New York American; Edward Schaefer, Holbrook, Schaefer & Co.; Wm. Seaman, C. O. Seaman; C. V. Skoog, American Radiator Co.; Jules P. Storm, J. P. Storm Agency; T. R. S. Sencer, New York Sun; Al. Snieder; R. K. Smith, Bedell Co.; H. S. Tibbs, Gimbel Bros.; Frank Taylor, Newark News; Wm. von Dreele, Wm. von Dreele Co.; W. D. Walker, John Wanamaker's; Sidney Wall, O'Neil-Adams Co.; Arthur Wendell, Frank Presbrey Co.; William E. Willis, New York American; William Walsh, New York American; Harry Winter, Evening Journal; Armand Wyle, New York Press; William N. G. Woodward, New York Press.

DINNER TO W. R. HOTCHKIN.

Friends Present Him With a Mahogany Hall Clock.

Friends and associates of W. R. Hotchkin, who is retiring from the office of advertising and sales manager of Gimbel Bros. in this city, gave him a dinner Thursday night at the Waldorf-Astoria.

Mr. Hotchkin has purchased an interest in the Cheltenham Advertising service and will be actively associated with that agency.

Mr. Hotchkin was for eleven years advertising manager for John Wanamaker in this city, and before that for many years was with John Wanamaker in Philadelphia.

The dinner program was a handsomely printed folder one yard long, which contained as a frontispiece a picture of Mr. Hotchkin. The speakers were James O'Flaherty, Theodore S. Fettinger, Louis Rosenberg, Justin McCarthy, William C. Freeman, Samuel Brill, E. D. Gibbs, Ingalls Kimball, John H. Hawley and F. Irving Fletcher.

An interesting feature of the evening was the presentation to Mr. Hotchkin of a mahogany hall clock as the gift of his many friends.

Those present at the dinner were:

- E. D. Gibbs, Chas. F. Dodd, Penj. T. Butterworth, Samuel Brill, James C. Dayton, John C. Cook, H. L. Stoddard, William C. Freeman, Bernard H. Ridder, R. F. R. Huntsman, James O'Flaherty, Stephen C. Berger, Justin McCarthy, Preston P. Lynn, Walter Hammit.

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James O'Flaherty, Jr., Ralph Trier, Louis Rosenberg, Joseph B. Sheffield, John H. Hawley, G. Franklin Bailey, Malcolm Strauss, Robert L. Stilson, John E. O'Mara, Edward A. Westfall, W. D. Walker, Roger J. O'Connell, Ingalls Kimball, H. G. Cleveland, W. J. F. Dailey, J. Frank Beale, Jr., Dr. D. C. Adams, A. D. Honeyman, Hon. Frank W. Meyer, F. Irving Fletcher, Theodore S. Fettinger, S. H. Ditchett, Walter A. Olsen, Louis Gimbel, Freeman E. Wright, Harry Y. Haden, F. E. Colson, Jason Rogers, Howard Davis, William Ostrander, Thomas D. Taylor, Martin C. Ready, William Berri, H. S. Tibbs, E. M. Alexander, A. H. Gamble, Joseph R. Appel, John Appel, Lew Hahn, A. E. Erickson, Charles Powell, A. A. Christian, E. F. Hooper, Corbett McCarthy, Frank McLaughlin, Elwood H. Randolph.

NEWS-POST LIBEL SUIT.

Philadelphia Grand Jury Find Twenty-five Indictments Against It.

Because the Philadelphia News-Post, an independent afternoon paper, printed a petition of a committee of citizens protesting against the conduct of Magistrate Thomas McFarland, the grand jury on Thursday returned twenty-four indictments of criminal libel against the editors of the paper and the signers of the petition. Marten Le Pew, editor; Hamilton B. Clark, vice-president; Edward F. Roberts, managing editor, and Charles P. Sweeney, reporter of the News-Post, were charged with having conspired with the citizens to libel the magistrate.

The petition, which, it is charged, was libelous, asked the public safety director to remove the magistrate from their neighborhood, because they charged his immoral life was a menace to the city.

In Holiday Spirit

By BARBARA BOYD.

This new series runs through November and December, the months in which the social spirit is at its zenith.

The International Syndicate - Baltimore, Md.

TRADE PRESS DINNER.

How the Big Convention Was Worked Up Described by Mr. Ukers.

The New York Trade Press Association held its first dinner of the season at the Hardware Club Friday evening, Oct. 24. The general subject of the speeches was "The Results of the Convention," meaning, of course, that of the Federation of Trade Press Associations recently held in this city.

One of the most interesting addresses of the evening was that of W. H. Ukers, publisher of the Tea and Coffee Trade Journal, who told how the convention was worked up by the committee of arrangements, of which he was chairman. From what he said it was quite evident that the public has little realization of the amount of hard work involved. Preparations for the event began five months in advance. The program was completed three months before it was given, but was announced only a few weeks ahead.

From April right up to the date of the big meeting the committee sent out at intervals letters, circulars, booklets and various kinds of advertising matter to stir up interest in the event. The trade papers ran articles and advertisements about it, and everything was done that possibly could be done to make the trade publishers and editors want to go.

The following are some of the concrete facts given by Mr. Ukers about the work:

"Sixty of the federation papers donated advertising space which, at card rates, figured up \$9,034.46.

"Thirty-six non-federation papers contributed advertising space to the value of \$2,277.50.

"Then there were contributions from some sixty-odd papers, both members and non-members, which failed to send in any reports, the value of which was estimated at \$1,950, making a grand total of \$13,261.96 for the cause of trade press betterment.

"During the six months the committee on arrangements distributed among trade paper editors and publishers, and the selected list of 3,000 names of manufacturers, sales managers and advertising men interested in the trade press, some 31,250 pieces of advertising literature, including circular letters, broadsides, advertisements, reading notices, programs and calendars. The incidental expenses (about \$2,000) for the handling of this campaign were borne by the New York Trade Press Association. All the members of the committee gave their time and services to the work without charge. It can be said that no such generous contributions to the trade paper cause have ever before been made in the history of the federation movement.

"The net result was that where the committee hadn't hoped for an attendance exceeding 250, some 650 registered. About 25 per cent. of these were manufacturers or advertising men, so that the convention became in very truth a reunion of advertisers and publishers."

"The biggest thing accomplished by the convention was to secure general recognition of the trade paper as an indispensable factor in the business life of the nation. This being so, let everyone (advertising men, magazine men, newspaper publishers) lend a hand to help make it a more efficient instrument of business promotion."

MOST CONVENIENT

News matrix service in the market—avows time, patience, money. CENTRAL PRESS ASSOCIATION, Cleveland

A GOOD PUZZLE FEATURE

holds attention and impels interest to a greater degree, perhaps, than any other single Sunday feature. It gets the young folks, the old folks and the neighbors! We have a "pippin!" It's a seven column Sunday Puzzle Feature and it's educational. Send for proofs.

World Color wonderfully colored Established, 1900.

Printing Company perfectly printed omics. R. S. Grable, Mgr. ST. LOUIS, MO.

Ask About Our Red Letter Service

The Best "Time Copy"

UNITED PRESS

General Offices, World Building, New York

WEEKLY COMIC & CARTOON SERVICE

The Best Feature Service obtainable anywhere. Singles, Doubles, Triples, Illustrated Jokes, Puzzles, Fashion and Sporting Cartoons.

GOING FAST 75 PUBLISHERS NOW USING IT Write or wire for Sample Sheets and Terms

UNION SYNDICATE SERVICE 450 FOURTH AVE., NEW YORK.

Daily News Mats

Best illustration service obtainable in this country—write for samples.

INTERNATIONAL NEWS SERVICE

200 William Street New York City

All Your Newspaper Needs to Get and Hold Circulation Supremacy

Except Local and Telegraph News WILL BE SUPPLIED BY

Newspaper Feature Service

41 Park Row 147 Nassau St. NEW YORK CITY M. KOENIGSBERG, Manager

TRADE UNIONISM AND POLITICS.

By Henry W. Cherouy.

(Continued from last week's issue.)

While now the Socialists are prating their own virtues and dilating year in and out on what is their gospel truth—the nationalization of the productive capital; German employing and employed trade unionists quickly limit competition among themselves and thus enlarge the share of each trade in the national income from industry, relying on skill and knowledge for a steady increase of the total income from industry.

The newspaper publishers and printers of Germany, England and America (I mention distinctly the International Typographical Union in this connection) were always not only the most advanced but also the most steady and conservative champions of pure trade unionism. After many unsatisfactory attempts, since 1848, to bring about a union of employers and employes, a perfect league—"tariff association"—came to life in 1906. Its success rests on a pact between the journeymen and printers' national trades unions. The main features of this remarkable document read thus:

Sec. 4.—(a) The Journeymen Printers' Union binds itself to admit only such employes as members as belong to the tariff association of the German printers. The members of the Employing Printers' Association are bound to employ only "tariff-true" journeymen.

(b) The Employing Printers' Association binds itself to admit only "tariff-true" journeymen as members. The members of the Journeymen Printers' Union are obliged to work only in "tariff-true" printeries.

Sec. 9.—Both contracting parties bind themselves to proceed in common against "slingers" in the trade (schleuders, that is, against unfair competitors). Complaints of this kind are to be made at the office of the District Joint Commission, who have to refer the examination and decision of the question of guilt to the court of honor which is to be established in the leading city of each district. The court of honor is bound to submit the facts and its verdict to the National Joint Commission, which resolves upon further measures.

The common scale of the "tariff association" is prefaced thus: "This tariff is an expression of what master and journeymen printers consider right and meet in the printing works of the German Empire."

It provides for a normal day and equal shop custom in large and small towns. Establishes a common scale in the whole empire, allowing an addition in large cities. Regulates the number of apprentices in press and composing rooms, provides for an equitable method of discharging and admits special contracts in regard to hours of labor to suit special productive purposes.

THE GERMAN TARIFF ASSOCIATION.

For the introduction of the common scale and the carrying out of the provisions of the contract, the following bureaus were established, and are now in operation in 95 per cent. of German printerdom:

1. *The Printers' Congress* consists of nine employers and nine journeymen, and meets only on particular occasions for the purposes of making collective contracts and supervising the execution of the Common Rule. The members of the Congress are elected by the men in the printing offices in each of the nine districts into which the empire has been divided. Thus there are no "mass meetings" to control all trade affairs. Tenure of office is three years.

2. *The National Joint Commission* wields the executive power of the league. It is composed of three employers and three employes, all appointed by the Congress.

3. *The District Joint Commissions* are composed of the members of the Congress living in the districts and of the two chairmen of the trade courts domiciled in the printing center.

3. *The Trade Courts* have jurisdiction in all difficulties arising in individual offices working under the common scale. They consist of at least two or at most five elected members from each part, and meet at least twice a month. Eligible are only union employes and union journeymen. One employer and one journeyman preside and appoint two secretaries. The court is competent when two judges from both camps are present. Only an equal number from both sides can vote; if there happen to be present more members of one side than of the other, the surplus members can act only in an advisory capacity. A tie of votes is equal to a dismissal of the case. The costs are borne by the defeated parties. Any dismissed case can go to appeal.

4. *The Common Labor Bureaus* have to take care in the first instance of union men and union offices, and then of such as are willing to sign the common scale and to take the obligation in writing. Provision for union men who lost their situations through loyalty is the first duty. The bureaus are under control of the Joint Commission. In case of serious difficulties, the two chairmen of the branch office can stop the use of the labor bureau until settlement is reported in writing. Difficulties arising from the operations of the labor bureau go before the Joint Commission, whose decision is final. The expenses are borne by both parties to the common scale.

5. *The Common and High Trade Schools* are under common supervision, of which I hope to speak later on. The State compels every employer to send his boys, and every ward is treated according to law, while the municipalities must do their share.

In this way German printerdom has arrived at social peace. There is a common scale and common shop custom. No employer has any difficulties with his men. Not arbitration, but trade courts, settle all cases between employers and employes. From these courts and the Printers' Leagues' Union Appellate Division dissatisfied men can appeal to the State courts.

The total income of the German printing trade has been considerably increased and a satisfactory distribution thereof has resulted from the alliance. Up to the year of 1908 thirty similar alliances have been formed, and I believe since that time all skilled trades work on the same principles.

The country increases in wealth and stability of markets. Because where each trade defends its right share of the national income and divides it satisfactorily in the form of profits, salaries and wages, there is a healthy and steady purchasing power, a large domestic market, as a sure foundation for a successful export trade, enhanced through superior knowledge and skill of the rank and file of industry.

This ends my story. I shall not offer any advice to the trade, because whenever I did so I was informed that common sense trade rules might suit Europeans but not Americans. Only leading journeymen printers have met me and declared their readiness to take the matter of reformation in hand as soon as the employers would be ready. Let me only remind all those who own type and presses that, whether they want satisfactory collective agreements with arbitration which is not a mockery, or even preparation for war, they must unite in order to hold a strategical position equal to that of the journeymen. With the present schisms among the holders of printing material, they appear in sorely broken up columns, while their unions form one bold phalanx. No general will deploy a company to attack the solid front of a good officered army corps. Also, in bargaining on the peaceful field of business, he always gets the best terms who is strategically in the best position.

CARRIERS' SAVINGS BANK.

How the Columbus Ledger Helps Newsboys to Save Money.

W. E. Pope, who presides over the circulation department of the Columbus (Ga.) Ledger, a short time ago established "The Carriers' Savings Bank," which has proved such a success that most of the boys connected with the paper now have a growing bank account. In writing about the matter to THE EDITOR AND PUBLISHER Mr. Pope says:

"We own and control all the delivery routes, and in carrying on the work we found that as a rule the boys are started to work by their parents, who take their earnings from them, probably for the purpose of teaching them to save money. This latter scheme, however, works the other way. First, it encourages the boys to use money that does not belong to them—the collections; and second, as the boys get nothing for spending money, they are only interested to the extent of delivering their papers as soon as possible so that they can get back to their play.

"Our first effort in establishing the Carriers' Bank was to obtain the co-operation of the parents. We secured their consent to let the boys have all the money they made so that they can handle it themselves and put it in the bank for future use. The result has been most satisfactory, for the boys are now anxious to make every cent they can.

"I have forty-three boys, and over two-thirds of them have already started savings accounts and a race is on to see which one can save the most. By giving a bonus of twenty-five cents every two weeks to any boy who has not received a single stop order or complaint, quite a number make extra money that way. I also give every carrier a commission of ten per cent. on all collections over a certain amount. This is also extra money and it encourages the boys to push their collections. They are also given a commission on all new orders turned in by themselves. In this manner some of the boys make as high as \$2 a week extra, over and above the salary of \$1.50 and \$2 that we pay them.

"Since I started the savings department my pay roll has dropped down to about half, as practically all the boys have accounts, allowing their money to remain in the office and be placed to their credit. We pay them four per cent. on all deposits of \$5 or more. While we are encouraging the boys, the plan helps the office as well."

Philippines Printer Resigns.

John S. Leech, Director of Printing of the Philippine Islands, at Manila, has resigned from office. In a statement he says his resignation was requested after he refused to divulge cablegrams of protests sent to Washington by members of the Manila Typographical Union against the prospective salary cut by the legislature. Mr. Leech adds that he felt it his duty to remain loyal to the men's organization, of which he is an honorary member. Moreover, he maintains, he must recognize the men's right of petition.

Walker on Western Lecture Tour.

Ryan Walker, the cartoonist-lecturer, of New York, is on the Pacific Coast, where he is filling lecture dates, left open by the illness of Eugene V. Debs, the Socialist. He opened his course last month at Grand Junction, Colo., and then went to Seattle and cities adjoining in Washington and Oregon. He will also fill engagements in California, Utah, Idaho, Colorado and Kansas. Mr. Walker's lectures are unique and have met with distinct success. He illustrates them himself, using colored crayons on very large sheets of paper which are placed on an easel of his own invention. Much space has been devoted in the newspapers to his clever drawings and ready wit.

RELIGIOUS AD MOVEMENT.

Baltimore Business Men Extend Campaigns to Two More Newspapers.

The men who inaugurated the religious advertising campaign in the Baltimore News Jan. 4, and which has continued each Saturday since with a half page display ad have extended the campaign to two other Baltimore newspapers, the Sun and the Evening Sun.

The inauguration of this religious advertising campaign early in the year in advertising. For the first time in the history of the church, modern advertising methods were called into service. In the extension of this campaign to the Sun is the best indication that the Baltimore business men who are preparing and paying for these ads have been satisfied with the results.

No one movement on the part of the church in Baltimore in recent years caused more discussion than these advertising campaigns. Graham Taylor, in a recent issue of Survey, writes: "since the Men and Forward Movement emphasized, through its publicity commission, the value of using the press, religious advertising has been discussed at many conferences and attempted in a number of cities. The most enterprising and journalistic attempt to advertise the churches in the daily press is that of the allied Protestant churches in the Baltimore News. A whole page is used in each paper every week. The lower half of it contains notices of religious services in the usual form. The upper portion is devoted to display headlines and paragraphs, really advertising, through cartoon and print, the attitude which is or should be taken by the church toward some uppermost interest."

The actual handling of the religious advertising campaign in the Baltimore News is in charge of Arthur G. Turner, manager classified department, to whose energies and initiative is largely due the practical extension of the idea.

NEWSPAPER WOMAN SECRETARY

Miss Hughes Goes to England as Assistant to John A. Reid.

Miss Katherine Hughes, formerly a member of the editorial staff of the Montreal Star and for several years provincial archivist and secretary to Hon. Arthur L. Sifton, Premier of Alberta, has been appointed secretary and assistant to John A. Reid, the newly appointed agent general for Alberta in England, to be stationed in London.

Miss Hughes has shown herself capable of doing a man's work on more than one occasion. In the summer of 1909 she made a tour alone through the Peace River and Athabasca districts by frontier stage, river boats, canoe and scows, and while connected with the Edmonton Bulletin she represented the journal in the press gallery of the Alberta Legislature. She has filled the post of secretary to Premier Sifton with gratifying success, and in this connection has shown marked tact and ability in dealing with all kinds of people.

Miss Hughes has written several books, her most ambitious effort being "Archbishop O'Brien, Man and Churchman." She has also contributed short stories and articles to Canadian and American magazines and is a contributor to the timber section of the Canadian Encyclopaedia.

Miss Hughes edited the Christmas magazine of the Edmonton Bulletin from 1906 to 1908, when she was appointed to the post of provincial archivist and private secretary to Premier Sifton. In 1909 she filled the position of vice-president of the Canadian Women's Press Club.

Receives Letter to Bret Harte.

Although fifty years have passed since the late Bret Harte began his career on the Humboldt (Cal.) Times, the editor of that paper recently received a letter from a Santa Ana (Cal.) man, addressed to Harte.

TIPS FOR THE AD MANAGER.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is handling orders for the Hearst Magazine, New York City.

J. H. Hartzell Co., Bulletin building, Philadelphia, Pa., will place the advertising for the Commercial Casualty Insurance Co., 92 William street, New York City.

George Batten Co., Fourth Avenue building, New York City, is forwarding contracts to a few New York State papers for the Shinola Co., Glacking, Rochester, N. Y.

Frank Preshrey Co., 456 Fourth avenue, New York City, is renewing copy for the Hamburg-American Line, 45 Broadway, New York City.

Stack Advertising Agency, Heyworth building, Chicago, is again making a few contracts with Western papers for Swift & Co., of the same city.

Hugh McAtamney & Co., 42 Broadway, New York City, will issue the advertising for Brady-Murray Motors Corporation, 30 Church street, New York City.

Wood, Putnam & Wood, 111 Devonshire street, Boston, Mass., are sending out orders to large city papers for the National Baseball Playing Card Co., Inc., Tremont street, Boston, Mass.

Orders are going forward from the E. P. Remington Advertising Agency, 1280 Main street, Buffalo, N. Y., to New England papers for Spencer Kellogg & Sons, Inc., Kellogg's Tasteless Castor Oil.

Simpson, Showalter & Barker, Vandergriff building, Pittsburgh, Pa., are asking for local rates generally on 5,000, 10,000 and 15,000 lines for a food concern.

W. H. H. Hull & Co., Tribune building, New York City, are placing 600 l. 1 t. orders with large Sunday papers for Lord & Taylor, "Merode" and "Harvard Mills" underwear, 901 Broadway, New York City.

Foster Debevoise Co., 15 West Thirty-eighth street, New York City, will handle the advertising account for the Royal Mail Steam Packet Co., 22 State street, New York City.

Cowen Co., John Hancock building, Boston, Mass., is reported to be forwarding orders generally for P. Lorillard Co., "Stag Tobacco," Jersey City, N. J.

The Morse International Agency, Fourth avenue and Thirtieth street, New York City, is issuing half page, 1 t. orders to large city papers that use the Underwood typewriter, for the Underwood Typewriter Co., of Syracuse, N. Y.

George Batten Co., Fourth Avenue building, New York City, is putting out copy on contracts for the American Kitchen Products Co., "Steero Bouillon Cubes," 170 William street, New York City.

Williams & Cunyningham, 59 Madison street, Chicago, are making advertising contracts for Thomas B. Jeffery.

Morse International Agency, Fourth avenue and Thirtieth street, New York City, is placing 240 inches extra space on contracts for Beecham's Pills.

Darlow Co., City National Bank building, Omaha, Neb., is forwarding 420 l. 2 t. orders for the Union Pacific Co.

M. Volkmann Agency, 5 Beekman street, New York City, is issuing 42 l. 52 t. contracts to Middle West papers for Vapo Cresolene, New York City.

Kilmer, Binghamton, is putting out copy on contracts direct.

Edward D. Kollock, 201 Devonshire street, Boston, Mass., is placing 3 t. a. w. readers for five months with a few cities for Eimer & Amend Co., New York City.

The Ireland Advertising Agency, 925 Chestnut street, Philadelphia, it is reported, will shortly place orders for Diamond, McDonald & Co., "Bluing," 409 No. Fourth street, the same city. It is also sending out to a se-

New Orleans States

Sworn Not 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

lected list of papers 1 in. 2 t. a. w. 58 t. orders for the Keeley Institute, Philadelphia, Pa.

Albert Frank & Co., 26 Beaver street, New York City, are issuing 42 l. 3 t. a. w. t. f. contracts for the White Star Line, New York City.

H. E. James Co., Philadelphia, Pa., is issuing 208 inches for one year with weekly papers for Sloan's Liniment Co., of the same city.

Blackburn Agency, Patterson building, Dayton, Ohio, is making contracts for the Prescription Product Co.

The Beers Advertising Agency, New York and Havana, is just starting some 3 inch 1 col. ads in four leading Spanish papers for the Chicago Pan-American Co. 8 issues in each paper alternate weeks, in Havana, Cuba.

ON THE KEYING OF ADS.

Devices Employed to Keep Track of Replies Received.

BELFAST, Ireland, Oct. 9.

THE EDITOR AND PUBLISHER:
I am a subscriber to THE EDITOR AND PUBLISHER and look forward with anticipation for my weekly copy. As an advertisement manager for an Irish newspaper which carries a large number of advertisements, I shall be glad if you will, provided the subject is of sufficient interest to you, answer the following queries in an early issue of your paper:
Is it customary in large American newspapers to have numbers to advertisements, both display and smalls? If the smalls appear without number or code letter or letters, what is the system for checking same? I take it that in America, as in the British Isles, advertisements addressed to the newspaper boxes always bear a number.

BRITISH ADVERTISING MANAGER.
[There is no general rule in regard to the keying of advertisements. Local display advertisements are not often keyed. National advertisers quite frequently use the key when answers are to be directed to the home office. Some ask that replies be sent to Department A, or B, or C, etc., at the manufacturer's address. Others use figures instead of letters. Sometimes the street number is changed for each paper in which the ad is printed. This does not cause the confusion in the delivery of mail that one would naturally suppose might follow, because the postman is familiar with the name of the firm and its correct address. The words "Bureau A, B," etc., may be substituted for "Department." Small advertisements usually carry a box number, to which answers are to be sent at the office of the newspaper carrying the ad. By keying the ad as follows, answers to a number of advertisements can be sent to the same box: Address Tedford, Box 112, Herald; a different name, fictitious or otherwise, being used for each one.—Ed.]

PLENTY OF MONEY IN BANKS.

"How to Get Money from the Savings Banks" is the striking headline of an advertisement of the Weiler Piano Co., in a recent Musical Courier Extra. The introductory text is so good because of the idea it presents that it is worth reproducing.
"It is said that 'money is tight;' that there is plenty of money in the banks, but the banks are not lending freely. If you cannot get money from the banks, through the bankers, why not go to the depositors? The money in the banks doesn't belong to the banks, you know. It's the people's money. The people can draw it out. The people can turn it over to you, if they want to.

"Do you realize that there are millions of the people's money on deposit in the savings banks? That there are many thousands of dollars lying in the savings banks of your town, and your territory—right now?
"Why not go after the cash in the savings banks?"

The Hardware Review has leased the entire forty-first floor of the Woolworth building for a term of years.

ROLL OF HONOR

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

ARIZONA.	MONTANA.
GAZETTE—Av. Cir. July 6,355....Phoenix	MINERButte
CALIFORNIA.	NEBRASKA
ENTERPRISEChicago	FREIE PRESSE (Cir. 128,384)....Lincoln
TRIBUNELos Angeles	NEW JERSEY.
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	PRESSAsbury Park
INDEPENDENTSanta Barbara	JOURNALElizabeth
BULLETINSan Francisco	COURIER-NEWSPlainfield
RECORDStockton	NEW YORK.
Only newspaper in Stockton that will tell its circulation.	BUFFALO EVENING NEWS....Buffalo
GEORGIA.	BOLLETTINO DELLA SERA, New York
ATLANTA JOURNAL (Cir. 54,989) Atlanta	EVENING MAIL.....New York
CONSTITUTIONAtlanta	STANDARD PRESS.....Troy
CHRONICLEAugusta	OHIO.
LEDGERColumbus	PLAIN DEALER.....Cleveland
ILLINOIS.	Circulation for Sept., 1913.
POLISH DAILY ZGODA.....Chicago	Daily 120,276
SKANDINAVENChicago	Sunday 145,855
HERALDJoliet	VINDICATORYoungstown
NEWSJoliet	PENNSYLVANIA.
HERALD-TRANSCRIPTPeoria	TIMESChester
JOURNALPeoria	DAILY DEMOCRAT.....Johnstown
STAR (Circulation 21,589).....Peoria	DISPATCHPittsburgh
INDIANA.	PRESSPittsburgh
THE AVE MARIA.....Notre Dame	GERMAN GAZETTE.....Philadelphia
IOWA.	TIMES-LEADERWilkes-Barre
REGISTER & LEADER.....Des Moines	GAZETTEYork
THE TIMES-JOURNAL.....Dubuque	SOUTH CAROLINA.
KANSAS	DAILY MAIL.....Anderson
CAPITALTopeka	THE STATE.....Columbia
KENTUCKY.	(Sworn Cir. June, 1913. D. 21,733; S. 21,960)
COURIER-JOURNALLouisville	TENNESSEE.
TIMESLouisville	NEWS-SCIMITARMemphis
LOUISIANA.	BANNERNashville
DAILY STATES.....New Orleans	TEXAS.
ITEMNew Orleans	STAR-TELEGRAMFort Worth
TIMES-DEMOCRATNew Orleans	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
MARYLAND.	CHRONICLEHouston
THE SUN.....Baltimore	The Chronicle guarantees a circulation of 35,000 daily and 42,000 Sunday. Increase in advertising rates effective January 1, 1913.
has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	WASHINGTON.
MICHIGAN.	POST-INTELLIGENCERSeattle
PATRIOT (Morning).....Jackson	CANADA.
Daily (Except Monday)	BRITISH COLUMBIA.
Average, Year of 1912	WORLDVancouver
Daily..... 10,589 Sunday..... 11,629	ONTARIO.
MINNESOTA.	FREE PRESS.....London
TRIBUNE, Morn. & Eve.....Minneapolis	QUEBEC.
MISSOURI.	LA PATRIE.....Montreal
POST-DISPATCHSt. Louis	LA PRESSE Ave. Cir. for 1912, 114,371 Montreal

NEW AD INCORPORATIONS.

LOS ANGELES, Cal.—Stereo-Advertising company; capital, \$20,000. Directors: H. S. Gay, E. W. Duke, F. H. Duke.

NEW YORK, N. Y.—Department store merchandising service, Manhattan, general advertising and publishing business; capital, \$10,000. Incorporators: Albert F. Crohardt, A. A. Grechoot and Ellet V. Lucy.

Salisbury Post's Trade Number.

The Salisbury (N. C.) Evening Post recently issued a Trade-in-Salisbury number containing twenty-eight pages. It was profusely illustrated and the articles and advertisements presented ample evidence of the enterprising character of this town. J. F. Hurley, editor and publisher of the Post, has done effective service in impressing upon nearby towns that "Salisbury's the Place."

AD FIELD PERSONALS. LIVE AD CLUB NEWS.

L. A. Hornstein, advertising manager of the Mergenthaler Linotype Co., and Mrs. Hornstein have returned from a trip through Cuba, New Orleans and Chicago.

J. Remington Chester, who was the first editor of the Advertising World, of London, is now the American representative of the Charleton Illustrations, with offices in the Flatiron building, New York City.

Frank J. Money, advertising manager of the Hupp Motor Car Co., Minneapolis, has returned from a trip to Prince Edward Island.

Robert M. Parker, who for the last two years has been advertising manager of the Chase Motor Truck Co., Syracuse, N. Y., has resigned to fill a similar position with the Palmer-Moore Co., of that city.

G. P. Talbot, recently with the Augusta (Ga.) Herald, and formerly in the advertising department of the Savannah Press, has been made advertising manager of the Augusta Chronicle.

Mac Williamson succeeds Bert Estes as advertising manager of the McAlester (Okla.) News-Capital.

M. A. Pollock has been appointed assistant advertising manager of the Locomobile Company of America.

Everett Sisson, for many years publisher of the Continent, Chicago, has been appointed Pacific Coast manager for the Curtis Publishing Co., with headquarters at San Francisco.

Charles M. Lobdell has resigned as advertising manager of Julius Kayser & Co., Kayser Gloves.

Changes on Philadelphia Times.

Several changes on the staff of the Philadelphia Evening Times are announced. Herman Suter has resigned as general manager and B. S. Deuse, of the New York office of the Frank A. Munsey Co., is now acting business manager.

J. B. Gordon, managing editor of the Times, for the past year and a half, has resigned to become chief of publicity for the Fusion forces in the Philadelphia campaign. This position was offered to Mr. Gordon in view of his effective editorial work for the reform administration in Philadelphia.

Mr. Munsey, proprietor of the Evening Times, has selected as his new managing editor, George G. Shor, well known as a member of the New York Evening World staff.

The Evening Times has of late made considerable headway the past year, making substantial gains in both circulation and advertising.

AD FIELD NOTES.

The Franklin P. Shumway Co., one of the oldest advertising agencies in Boston, is enlarging its force of men. Chas. P. Randall, D. J. MacNichol, E. D. Clinton Jordan, Willis P. Shumway, Arthur H. Merritt, Carl E. Shumway and Carl L. Fife are now all associated with Mr. Shumway, Senior, as stockholders in this company.

Announcement has been made that the secretary of the commonwealth has granted the application of the Morse-Benson Co., Scranton, Pa., to change its corporate title to the Morse Advertising Co. Arthur E. Morse, formerly advertising manager of the Tribune-Republican, is president.

The Charlotte (N. C.) News is crowing considerably over the fact that, according to the statements filed with the government by its esteemed contemporaries, it is the only paper in Charlotte that shows a gain in circulation since 1912.

The Cleveland Publicity Association has inaugurated a series of educational banquets to which members of the retail merchants' board of the Chamber of Commerce are invited. Carl H. Fast, advertising manager of the Halle Bros. Co., was the principal speaker last week. He urged the value of making and retaining customers aside from the mere making of sales. "The retail merchant should regard his goods in the same light as the manufacturer, that is, as raw materials, and not as a finished product until the customer is absolutely satisfied," said Fast. Jesse H. Neal, Root Newspaper Association, read the first bulletin of the National Vigilance Committee; A. P. Hartwell, of the Kinney & Levan Co., spoke on "Maintaining Prices by Maintaining Quality;" W. G. Davies, of Stearn & Co., talked on "Correspondence Between Price and Quality;" and R. H. Griswold on "Price From the Buyer's Point of View." The chairman was A. M. Briggs, president of the association and chairman of the executive committee of the A. A. C. A.

The members of the Buffalo (N. Y.) Ad club who did not attend the affiliation meeting in Cleveland, were given an idea of what they missed, when those that did attend discussed "Sidelight on the Cleveland Adfest" at the weekly luncheon. Among the speakers were Charles B. Thomas, who was chairman of the affiliation meeting; James Wallen and O. C. Moore, whose speeches aroused much interest. The excellent entertainment provided by the Cleveland club and the benefits derived from the convention were discussed.

The weekly luncheon of the Utica (N. Y.) Ad Club was taken up with a discussion of the character of advertisements in the local newspapers. The speakers selected certain forms of display ads and pointed out their merits and defects. A resolution was adopted fixing 100 as the membership limit of the club.

"Commercial Art From the Advertiser's Standpoint," the first of a series of lectures to be read before the Fort Worth (Tex.) Ad Men's Club, was the feature of the meeting last week. The lecture emphasized the part played in modern advertising by illustrations, and dwelt on the value of photographs in making effective ads.

The Bay City (Mich.) Ad Club has pledged to the management of the Panama-Pacific Exposition that in behalf of Bay City it will supply the building for the State of Michigan, the legislature of the State having refused to provide an appropriation for that purpose. The building is to be an Aladdin house, constructed in Bay City with Michigan material, and to cost not less than \$25,000. President R. B. Lawrence of the Ad Club announced that the North American Construction Co. had pledged \$10,000 toward the cost of the structure.

Election of officers by the Kansas City (Mo.) Advertising League last week resulted as follows: C. L. Brittain, president; W. H. Besack and Godfrey Platck, vice presidents, and J. H. Robinson, secretary-treasurer. Addresses were made by Frank L. Talbot, Joseph A. Geispacker and President Brittain.

Honesty in advertising cannot be obtained by legislation, declared Will G. Farrell to the members of the Salt Lake Advertising Club at their meeting last week. It must come from crystallization of public sentiment against the dishonest seeker of publicity or purchaser of newspaper space. The career of the "faker" is bound to be short in any community to-day, continued Mr. Farrell.

The feature of Portland (Me.) Ad Men's League meeting last week was a well prepared paper by H. W. Allen,

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**
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Gumbel Bldg., Kansas City
- DE CLERQUE, HENRY,**
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.
- HENKEL, F. W.**
People's Gas Bldg., Chicago
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
- NORTHROP, FRANK R.**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- O'FLAHERTY'S N. Y. SUBURB. LIST**
150 Nassau Street, New York
Tel. Beekman 3636
- PAYNE & YOUNG**
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York
- PUTNAM & RANDALL,**
45 W. 34th St., New York
Tel. Murray Hill 1377
- STOCKWELL SPECIAL AGENCY**
286 Fifth Avenue, New York
People's Gas Bldg., Chicago
- 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.
- CLASSIFIED AD COMPANY**
Clearing House For All Agencies
Karpen Bldg., Chicago.
- GUENTHER-BRADFORD & CO.,**
Chicago, Ill.
- THE BEERS ADV. AGENCY**
Lat.-Am. Off., 37 Cuba St., Havana, Cuba
N. Y. Office, 1111 Flatiron Bldg.
- THE EXPORT ADV. AGENCY**
Specialists on Export Advertising
Chicago, Ill.

president of the league, entitled "Friendly Criticism of the Advertisements of Local Advertisers," in which allusion was made to the banking and department store advertising. The paper concluded with many very beneficial suggestions. A general discussion followed in which nearly every one present took part. The club is planning a big fund to advertise Portland at Toronto.

The first fall meeting of the Charter Oak Ad Club was held last week at Hartford, Conn. The speakers included President Arthur J. Birdseye, Prof. E. K. Strong, of Columbia University; Winchell Smith, Thomas A. Curry and Henry K. Hannah. The members were entertained to straight talks on the subject of effective advertising.

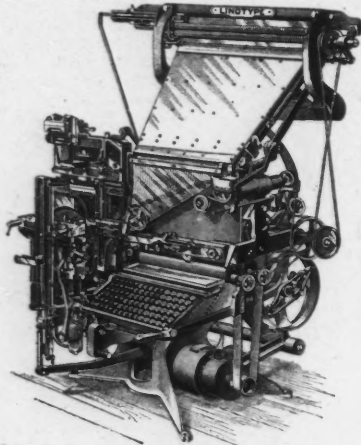
Timothy Thrift, president of the National Advertising Managers, addressed the members of the Syracuse Advertising Men's Club last week on "Gingering Up the Sales Force." He gave a very interesting talk and said that modern business methods and competition are gradually forcing the advertising man from his position of importance in the commercial world and developing a

higher type of publicist, namely, the merchandiser.

The fourth annual convention of the Associated Advertising Clubs of Iowa was held last week at Davenport, and proved the most successful in the history of the organization. All the officers were re-elected for the ensuing year. They are: President, C. H. Weller, Iowa City; vice-presidents, H. E. Kiester and E. D. Hamilton; secretary, H. M. Harwood, and treasurer, O. J. Benjamin. Iowa City was chosen as the next convention city. More than \$3,000 was raised for the purpose of advertising Iowa. President Weller in his annual report recommended the publication of a State journal and more extensive organization work. Among the speakers at the various sessions were: W. H. Field, business manager of the Chicago Tribune; J. D. Power, instructor in advertising at the University of Missouri; P. S. Flearen, secretary of the A. A. C. A.; O. R. McDonald, Des Moines; I. C. Norwood and Dr. Mabel Clare Williams. A midget newspaper gotten up by the staff of the Davenport Times proved a big hit with the ad men.

1730 Real Linotypes

MODEL 15

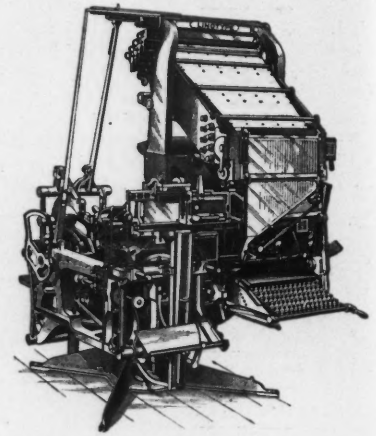


\$1750

BUILT

in our Brooklyn
Factory; were
ordered during
our fiscal year
Oct. 1, 1912, to
Sept. 30, 1913

MODEL 9



\$4150

This Smashes all Records for one year's business and is convincing evidence that the wide awake Printers and Publishers are satisfied that

The Linotype Way Is the Only Way.

Out of these 1730 Linotypes

1,259

Were Multiple Magazine Machines, thus emphasizing that

The Multiple Linotype Way Is the Modern Way

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. *Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.*

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Berlin, Germany

BOGOTA (Colombia): Dr. Manuel M. Escobar

MELBOURNE, SYDNEY, WELLINGTON, MEXICO CITY: Parsons Trading Co.

BUENOS AIRES: Hoffmann & Stocker

RIO JANEIRO: Emile Lambert

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