

# THE EDITOR AND PUBLISHER

## AND JOURNALIST

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### SHAFFER IN DENVER.

**CHICAGO PUBLISHER ADDS THE ROCKY MOUNTAIN NEWS AND TIMES TO HIS LIST.**

**Price Paid Said to Have Been \$750,000—It is Rumored That Plants of Papers Will Be Consolidated—**

**Thomas M. Patterson, Owner of News to Retire to Private Life After Long Journalistic Career.**

John C. Shaffer, owner of the Chicago Evening Post and newspapers in Indiana and Kentucky, has purchased the Rocky Mountain News and the Evening Times, of Denver, Col. The consideration for both papers is said to be \$750,000. It is stated that Mr. Shaffer will consolidate both plants and issue a morning and an evening paper from the present offices of the News.

Active management of the two papers will be in charge of Henry D. Carbery, editor of the News, as general manager, and Kent Shaffer, son of J. C. Shaffer, as treasurer. The purchase of the Denver papers gives Mr. Shaffer control of a string of newspapers in the Middle West. His other properties are the Chicago Evening Post, Indianapolis Star, Terre Haute Star, Muncie Star and Louisville Herald.

The Rocky Mountain News has been owned and published for the last twenty years by former United States Senator Thomas M. Patterson. With the formal transfer of the News, Mr. Patterson will retire to private life after a long journalistic career. J. Frank Adams was president and treasurer of the Times company.

### HANSONS BUY PENSACOLA NEWS

**Ben H. Thomas Becomes the Editor and H. A. Felkel Associate Editor.**

The Pensacola (Fla.) News, an afternoon newspaper, has been purchased by C. B. Hanson, former manager of the Mobile (Ala.) Item and his brother Victor Hanson, publisher of the Birmingham News.

Ben H. Thomas, formerly of the Mobile Item, has been appointed editor of the News, succeeding H. A. Felkel, who is associate editor under the new management.

It is understood that C. B. Hanson will still be interested in the Mobile Item, but will live in Pensacola and devote most of his attention to the Pensacola News, which is an afternoon paper.

### Lynch Named Labor Commissioner.

James M. Lynch, of Syracuse, president of the International Typographical Union, was nominated by Governor Glynn Wednesday night, and immediately confirmed by the Senate, as State Commissioner of Labor. Mr. Lynch was born in Manlius, N. Y., in 1867. He learned his trade with the Syracuse Herald. At twenty-two he was made President of the Syracuse Typographical Union and later for seven terms served as head of the Central Labor Federation of that city. He has been President of the International Typographical Union since 1898. As such he has been active in establishing the \$1,000,000 Union Printers' Home and Tuberculosis Sanitarium at Colorado Springs. The union has gained in membership some 50,000 since he took hold. He has been active in promoting the old age pension and insurance benefit system within the organization.



GOVERNOR MARTIN H. GLYNN,  
OWNER OF THE ALBANY (N. Y.) TIMES-UNION.

### WARREN SUES ST. LOUIS STAR.

**Seeks to Enjoin Roberts from Ousting Him as Editorial Director.**

Frederick B. Warren, who has been editorial director of the St. Louis Star the past year, on Wednesday filed suit in the Circuit Court to enjoin John C. Roberts, principal stockholder in the New St. Louis Star, from ousting him from his position and employing another editorial and business manager. The injunction suit involves a stock ownership of \$100,000 and a salary contract of \$40,000.

Warren alleges that he has an eight-year contract with Roberts, who recently purchased the St. Louis Star-Chronicle Publishing Co. from Nathan Frank, giving Warren absolute control of the editorial policies of the paper. He charges that since Roberts purchased the paper the latter has interfered with him in the exercise of his powers under the contract, and that such interference has injured Warren's financial interest in the paper.

Five specified charges are made by Warren: They are that Roberts and Lewis forced the adoption of a policy opposed to woman suffrage, which Warren had espoused since he became editorial director of the paper in August of last year, and that they took a stand against the cause of union labor and the free bridge disclosure of corruption in public and private affairs.

He further alleges that they discon-

tinued the Sunday edition of the paper against his wishes, that they employed Charles Van Dyke Hill as business manager against his will, and that they forced him to discharge faithful employees whose services were valuable to the paper. The fifth charge is that they forced the change of the name of the paper from the St. Louis Star to the New St. Louis Star.

Mr. Roberts is president of the International Stove Co., and is said to have made \$3,000,000 out of the stove business.

Roberts bought 4,950 shares of the Star's capital stock for \$300,000. He paid \$50,000 cash, gave his personal note for \$50,000, and endorsed the note of Warren and Fred Veon, then advertising manager, for \$50,000 more.

For the remaining \$150,000, payable in ten years, the note of the Star-Chronicle Publishing Co. was given. Roberts thus obtained control of the paper by a personal outlay of \$100,000, depending on the paper to pay the balance.

### Annenburg Sues Chicago Examiner.

Max Annenburg, circulation manager of the Chicago Tribune, has filed a suit for libel against the Illinois Publishing Co. and Andrew M. Lawrence. The suit is the outgrowth of articles published in the Chicago Examiner on July 16, July 31 and Aug. 6, in which Annenburg, in his suit, charges he was referred to as a slugger, a gunman and a malefactor. Annenburg was recently acquitted of a shooting charge.

### LIGHT ON POSTAL LAW

**THIRD POSTMASTER GENERAL GIVES INTERPRETATION OF KNOTTY POINTS.**

**He Says That "Paid Subscribers" Include Copies Sold to Newsboys, News Dealers and Other Persons Who Order and Pay for a Definite Number—Period Covers Six Months Preceding Oct. 1 and April 1.**

In response to a request made by THE EDITOR AND PUBLISHER, A. M. Dockery, third assistant postmaster general has written to us the following communication in which he answers a number of questions that have arisen in regard to the proper interpretation of the provisions of the postal law relating to the filing of statements by newspaper publishers:

Post Office Department,  
Third Assistant Postmaster General.  
Washington, Oct. 22, 1913.

THE EDITOR AND PUBLISHER:

In reply to your letter of the 22d inst., making certain inquiries concerning the act of Aug. 24, 1912, I am giving below the information desired.

1. In an opinion of the Attorney General rendered Sept. 25, 1912, a copy of which is inclosed, construing that part of the act of Aug. 24, 1912, requiring that the semi-annual statements of the ownership, management, circulation, etc., of daily publications entered as second-class matter shall show

"the average of the number of copies of each issue of such publication sold or distributed to paid subscribers during the preceding six months,"

it is held that

"the statement should include the average of the number of copies of each issue of such publication sold or distributed to all persons who have subscribed; that is, have agreed to take and pay for one or more copies of the publication for a definite period of time, and have paid for such subscriptions; and \* \* \* the provision covers the number of copies of such publication distributed to such paid subscribers by any means, whether by the mails or otherwise."

In defining the term "subscribers," the Attorney General says:

"Subscribers \* \* \* are clearly those who have by agreement undertaken to receive and pay for the publication for some specified period of time, as distinguished from casual purchasers who come under no obligation to take and pay for the publication in advance of its delivery. It is immaterial whether the subscription is for one or many copies. Subscriptions may be direct, or through an agent; but the delivery to agents for sale or distribution, unaccompanied by agreement to pay for any definite number, would not be included within the term 'subscribers.'"

If in addition to the information required by the law, a publisher desires to show in separate items any other circulation his publication has there is no objection.

2. Concerning the authority of the Department to make an investigation to determine the facts in respect of the circulation of a publication entered as second-class matter, I have to say that section 396, Revised Statutes of the United States, embodied in section 6, Postal Laws and Regulations, edition of 1913, provides that:

"It shall be the duty of the Postmaster General \* \* \* to superintend generally the business of the department, and execute all laws relative to the postal service."

The act of Aug. 24, 1912, embodied in section 433, Postal Laws and Regulations, provides that unless a publication entered as second-class matter complies with the requirements of that Act it shall be denied the privileges of the mail accorded second-class matter.

The act of March 3, 1879, embraced in section 412, Postal Laws and Regulations, provides, among other things, that

(Continued on page 381.)

## WASHINGTON TOPICS.

### TREASURY DEPARTMENT RULES RECIPROCITY PROVISION IS REPEALED BY TARIFF LAW.

**Pindell Having Some Difficulty in Obtaining Recognition at St. Petersburg—O. F. Schuette Made President of National Press Club—Row Over Editor Gee's Appointment—Robert D. Heil Changes.**

(Special Correspondence.)

WASHINGTON, D. C., Oct. 23.—Charles S. Hamlin, assistant secretary of the Treasury, has promulgated a decision instructing customs officials to collect a countervailing duty on all print paper worth more than two and one-half cents a pound imported from British Columbia, Quebec, Finland or Portugal. The Underwood Tariff law is thus shown to repeal the wood pulp and print paper section of the so-called Canadian Reciprocity Act of July 26, 1911.

Canadian pulp manufacturers have contended that the act was not repealed in express terms by the new law and have frequently asserted their intention of standing by the print paper section of the old law, which they considered to their advantage. The new ruling brushes aside their opinions and defiant attitude and changes the condition of the trading in print paper and wood pulp entirely.

Many Treasury officials and others who are students of the provisions of the new law stated that there never had been an iota of merit in the stand taken by the Canadian manufacturers. Representative Mann, of Illinois, one of the best informed men in Congress on the ramifications of the wood pulp and paper trade conditions gives it as his opinion that the new law automatically repealed the old one.

The absence of the Czar from St. Petersburg, and the expectation that he will remain for several months in the Crimea, probably will operate to postpone for that length of time in the nomination to the Senate of H. M. Pindell, the Peoria editor, as ambassador to Russia, as originally intended. It had been supposed from a hasty reading of an official dispatch that the Russian government already had signified its willingness to accept Mr. Pindell, but it appears that with little disposition to raise any question as to his being persona grata the Russian Foreign Office is precluded from officially declaring the fact. Were Mr. Pindell to be named as minister plenipotentiary the foreign office could directly fix his status, but as an Ambassador is accredited to the Sovereign, only the Czar can pronounce him to be acceptable.

Oswald F. Schuette, has been elected president of the National Press Club by the board of governors, to succeed John T. Suter, who resigned because of his appointment as confidential secretary to Attorney-General McReynolds. Mr. Schuette is the Washington correspondent of Leslie's Weekly and the Chicago Inter-Ocean. He has been a member of the board of governors of the club, and in 1912 was the club's secretary. He also is the chairman of the Washington committee of the Press Club of Chicago, and a non-resident member of the Milwaukee Press Club. Mr. Schuette has been Washington correspondent of the Inter-Ocean since 1908, and prior to that year was a political writer on the Inter-Ocean. He was a traveling European correspondent in 1906 and 1907 of the Evening Wisconsin of Milwaukee. Mr. Schuette is the author of the expression "steam roller" as used in referring to certain methods practised in national conventions.

George H. Gee, editor of a Salem, O., paper, was the cause of lively proceedings in the Senate on Monday. Senator Burton, of Ohio, moved that his resolution asking for certain information from the Post Office Department in regard to the appointment of Mr. Gee as postmaster at Salem be taken from the

table and be considered by the Senate. The motion precipitated a spirited debate.

Senator Bacon moved that as the matter pertained to an appointment of the President, that the discussion should be behind closed doors. An executive session of some length was held, after which the doors were opened, and by a yea and nay vote, which was taken at the request of Senator Burton, it was developed that a quorum of the Senate was not present. Several hours were spent in a fruitless effort to obtain a quorum.

Senator Burton's motion to consider his resolution went over for the lack of a quorum, but it may come up at any time for consideration.

Robert D. Heil, for the past four years Washington correspondent of Leslie's Weekly, has retired from that publication to become associate editor of the Good Housekeeping Magazine. Mr. Heil will be succeeded on Leslie's Weekly by Oswald Schuette, Washington correspondent of the Chicago Inter-Ocean. Mr. Heil has a host of friends in Washington, where he is very popular. He is chairman of the publicity committee of the National Press Club, of which organization he is an enthusiastic supporter. Mr. Schuette will continue his work as correspondent of the Inter-Ocean in addition to assuming his new duties.

Senator Moses E. Clapp, of Minnesota, is a warm friend of the newsboys. Several youngsters were arrested near the Senate Office building for jumping on and off cars selling their papers. The Senator thought that this was rather severe upon the youngsters for so trivial an offense. He said that as a boy he had done many worse things, for which he had not been punished. He appeared in the Juvenile Court defending the lads, winning his case "hands down."

The Washington Herald, which has just changed hands, the controlling interest having been bought by the McClure News Syndicate, believes in street car advertising of the newspaper. An ad in all of the local cars which attracts attention reads "Black and White and Read all over." The ad is gotten up in appropriate coloring, and its catchiness has attracted wide attention.

Newspaper men of the Capital are elated over the selection of James D. Maher as clerk of the Supreme Court of the United States as the successor to James H. McKenney, deceased. For years, as a subordinate official of the court, performing most of the duties of the clerk, he has made the exacting work of newspaper men in the Supreme Court smooth and easy. Credit for many of the reforms about the court since the days when a newspaper man was hardly able to make a single memorandum in the court room is due to Mr. Maher, and now that he has more authority newspaper men look forward to even easier times in court reporting.

Mr. Maher began his services with the court as a page boy in the days when pages were admitted to the conference rooms where decisions were prepared. Of late years the court expressed its confidence in him by appointing him commissioner to take testimony for it in the noted Chattanooga lynching case, and in the New York-New Jersey sewage disposal controversy, and finally by making him the eighth clerk of the court since its organization in 1790.

### Printers Obtain Wage Increase.

The Springfield (O.) Typographical Union has secured a new agreement with the employing printers for an increase in wages to cover a period of one year. The new wage rate is \$19 per week for day men in book, job and newspaper offices, and the night scale will be \$22. This agreement also provides that, beginning on Oct. 1, 1914, in addition to adding another dollar to the rate of wages, time and one-half will be allowed for all overtime.

Better send in your subscription to THE EDITOR AND PUBLISHER NOW.

## THE MAIL'S BIG BEAT.

### New York Evening Newspaper Obtains a Sensational and Exclusive Statement from Gov. Sulzer.

One of the most sensational beats scored by any newspaper in New York in a long time was the publication in the Evening Mail on Monday, Oct. 20, of an exclusive copyrighted interview with Governor Sulzer giving his version of events leading up to his impeachment. The article which filled two pages of the Mail created a sensation, and every newspaper in the city on Monday afternoon and Tuesday morning, through the courtesy of the Mail, ran large excerpts from the statement, giving that paper due credit. All the newspaper men in the city agreed that the Mail had done a mighty clever piece of work in securing the interview.

When Henry L. Stoddard, editor of the Mail was asked to tell the readers of THE EDITOR AND PUBLISHER how the Mail was able to land the story, he said: "Yes, it was what can truly be called 'scoop,' a great 'scoop,' but it is not in that sense that it has its greatest significance to the newspaper world.

"The change that has come over the local political situation since the interview was printed—that came over it almost instantly like a thunder clap from a clear sky—shows the tremendous power of newspaper publicity. To me that is the most satisfying feature of it all—the new evidence that the newspaper is still the greatest influence in public affairs—the most certain and direct channel to the people. Of course, I am glad that the Mail had the story, but the feeling that newspaper publicity has again demonstrated its marvelous power over the people ought to be as gratifying to every newspaper man as it is to me. The Mail did not do it alone. It was first in the field with the story, but all the other papers, morning and evening, promptly took it up and featured it. Between us all, the Sulzer story got to the people, with results that are obvious.

"It was considered before the Mail's publication that Tammany was almost certain to win. The Mitchel ticket lacked a unifying influence. It was getting nowhere. The fusion candidates were delivering a scattering fire into the Tammany camp, but it was making a slight impression, easily overcome by the Tammany campaigners.

"Then came the Mail's interview with Sulzer—his own story of his troubles. It was so full of incident, so full of circumstantial evidence, so much in direct line with what is widely known of Tammany's methods that it carried conviction with it. Even those who were reluctant to accept Sulzer's version by itself, realized instantly that his recital was backed up by too much evidence to be doubted. The story took the town by storm and the Mail's circulation last Monday—and on Tuesday, for that matter—was limited only by the capacity of its press facilities."

"How did the Mail get the interview?"

"That is a long story—too long for this talk," replied Mr. Stoddard. "The work began the moment Sulzer was impeached by the Assembly last August. I realized that what he might say in his own defense—aside from his legal defense—was certain to interest the people powerfully. As a newspaper man I was not interested in the constitutional questions, but was vitally interested in the revelations I knew Sulzer could make of his relations with Murphy. The Evening Mail had supported Sulzer as Governor. I had personally kept in close touch with him. So had Mr. Creelman. From time to time he had told me of some of the matters related in this Creelman interview.

"My first suggestion last August was that he should address his statement to the people of the State of New York. Then came along the letter from Col. Roosevelt urging Sulzer to tell all the facts—to tell the side he could not tell in court. It was then agreed to put out the Sulzer story as a reply to Col. Roosevelt's address to him.

"This was done and its publication was settled upon when Judge D-Cady Herrick, Sulzer's chief counsel, blocked the way. He insisted that the impeachment court would resent a newspaper campaign. He firmly believed that Sulzer's proper course was to remain silent and let the counsel conduct a legal battle until Sulzer went on the witness stand.

"I took issue with Judge Herrick on that point. I contended that it was a political fight, that 48 Senators were sitting as judges and that they knew no law higher than the will of their constituents. They would bow to it. Public policy was involved in the matter quite as much as constitutional points.

"Judge Herrick could not be moved, however, and the letter to Roosevelt went into his safe—never to see light again until after the verdict was reached. He then returned it to the Governor.

"Though the statement was resting idly behind the closed doors of Herrick's safe, the pressure from the Evening Mail to get it at some time, somehow, did not cease. Mr. Creelman kept at it, I kept at it.

"Gov. Sulzer finally announced that on Friday at 5 o'clock he would give out a brief statement to all papers. He asked me to come up to Albany and read it; then, I told him a general statement did not interest me and would not interest the people. Instead of landing in Albany at 5 o'clock that afternoon, Mr. Creelman got there at 11 in the forenoon and I at half past 1. When I arrived Mr. Creelman had about convinced the Governor that he could not let his case rest on the technical legal side, that his promise to the people that he would make a statement should be kept. The Governor had consented to talk to Mr. Creelman and have the interview put in shape. He did not agree unconditionally, however, that it should be printed. For 30 hours Mr. Creelman did not leave his room in the Executive Mansion except for his meals down stairs. He worked there and slept there—the little sleep he got.

"Finally, on Saturday afternoon, the work was finished, and Mr. Creelman read it aloud to the Governor and myself. I checked every statement according to written data that had been tested in every way. The Governor followed the reading closely, too. Every word was carefully weighed and an acid test put to it. We spent over two hours going over it. At the close Gov. Sulzer said to Creelman, 'That's great, Creelman. Every word stands on a real foundation. I'll let it go.'

"Then—and not until then—we knew we had it."

### CONSOLIDATION AT SAN JOSE.

#### E. J. Finneran Purchases the Herald and Will Merge It with the Times.

SAN FRANCISCO, Cal., Oct. 22.—E. J. Finneran, owner and publisher of the San Jose Morning Times and the Daily Guard of Eugene, Ore., announced today that he had purchased the San Jose Evening Herald. On Nov. 3 he will merge the times and the Herald into an evening paper under the name of the Times-Star with Associated Press franchise. The purchase of the Herald was made from the Mercury Herald Publishing Company, owned by Representative E. A. Hayes and J. O. Hayes.

The purchase of the Herald ends a seven years' war between newspapers publishers of San Jose. The Morning Times was founded seven years ago by former State Senator Charles M. Shortridge, later the times enlisted the support of Louis O'Neil, of San Jose. Three months ago Mr. O'Neil sold the paper to E. J. Finneran, of Eugene, Ore., who came to San Jose and laid plans for securing the control of the evening newspaper field of Santa Clara County.

Mr. Finneran is a well-known newspaper man. He is one of the founders of the Kansas City Post and has extensive connections with various Eastern newspapers. Besides the evening paper he will issue a Sunday newspaper.

## DOINGS IN BALTIMORE.

**John E. Raine to Launch Weekly—Mr. Adams' Volturmo Report—Ad Club Prepares to Move Into New Home—President Shay Reconsiders Resignation—Practical Educational Program for Study of Advertising.**  
(Special Correspondence.)

BALTIMORE, Oct. 21.—Baltimore County is to have another weekly newspaper. John E. Raine is to be its editor and publisher. For the past two years, until recently, Mr. Raine has been editor of the Democrat and Journal, at Towson, and a year or so ago was made editor of the Ellicott City Times. The two papers are controlled by the same political interests, headed by Arthur P. Gorman.

In the recent Democratic primary Mr. Raine announced himself as a candidate for treasurer of Baltimore County, and made his campaign on the assertion that the county treasurer's books are improperly kept, that the present incumbent takes more money than the amount provided by law. It was a bitter contest, and Mr. Raine lost out. His action is said to have displeased those in control of the papers he edited, and he was served notice to quit. Now Mr. Raine proposes to start a paper of his own, and is making preparations to that end.

## ADAMS ON THE JOB.

J. Haslup Adams, editor of the Baltimore Sun, who, with his wife, spent part of the summer in Europe, was a passenger on board the Kurfuere der Grosse when it went to the assistance of the burning Volturmo. Mr. Adams' description of the scene and of the rescue of the passengers of the Volturmo, in the Baltimore Sun, is conceded to have been one of the best examples of descriptive writing ever printed in a Baltimore newspaper.

The Advertising Club of Baltimore is preparing to move into its new home on the top floor of the National City Bank building, 15 South street. The floor is being fitted up in fine style. There is a dining-room large enough to seat the club membership, a well-equipped kitchen, a board room and secretary's room. Furniture is being made to order for the equipment of the club headquarters.

The regular Wednesday mid-week luncheons will be served in the headquarters, and noted speakers of the ad-club world will continue to be brought to Baltimore for these meetings. The kitchen and dining-room will be in operation every day for the accommodation of members and invited friends. For the past several months members of the club have been using the dining-room of the City Club in the Munsey building. The daily meetings are known as "The Round Table" crowd.

## SHAY RECONSIDERS.

President Edward J. Shay, "Felix," recently tendered his resignation as president, but was persuaded to reconsider, and has consented to remain at the head of the club until his present term expires in June next.

The educational department of the club has been assigned a room in the new headquarters, and every week there will be meetings of the educational classes for the study of advertising in a systematic way. Grafiton B. Perkins is chairman of the educational committee. Chairmen of other committees are:

House committee, Frank T. Ellis; culinary, Francis Hyde; press and advertising, E. Lyell Gunts; public enterprise, Alfred I. Hart; membership, D. H. Stephenson; stunts, John E. Raine; furnishing, J. E. M. Raley; reception and entertainment, Harry B. Sanders.

P. E. Graff and Harry B. Green were recently elected members of the governing board in place of Joseph M. Mann and Charles E. Ellis, resigned. Mr. Ellis has sold out his business in Baltimore. W. H. M.

The engine room of the Milford (Del.) Chronicle plant was broken into last week and a quantity of oil stolen.



JOHN C. SHAFFER,

(See Front Page.)

WHO HAS PURCHASED THE DENVER ROCKY MOUNTAIN NEWS AND THE TIMES.

## WATER AND WHISKEY.

**Poor Treatment Accorded Reporters Who Covered Sphinx Club Banquet.**

Everyone who attended the banquet of the Sphinx Club at the Waldorf-Astoria last week had a most delightful time, except the reporters who were sent there to cover the affair by their respective papers, on invitation of the club. They did not participate in the feast and received but scant courtesy.

Among the guests was the editor of an afternoon paper—and here is what he said to a representative of THE EDITOR AND PUBLISHER:

"The banquet was a fine affair, and I enjoyed myself, but what struck me most was the treatment the club handed out to the reporters. These men were there because they were sent there by their city editors, who had been asked to assign men to the banquet by the club. Now, remember that the Sphinx Club is composed largely of newspaper men, who surely should have a warm feeling for members of the craft.

"But, what happened? The reporters were not permitted to attend the banquet. While the feasting was going on, they were herded in a side room around a clothless table, on which had been placed a bottle of mineral water and one of whiskey. One reporter who had arrived early, to get a full account of the proceedings, left and purchased his own dinner in the restaurant.

"After the banquet the reporters were given some of the details second-hand, and departed. Now, I have been a reporter myself, and I claim that this was not fair treatment. It was a slight on the reporters—and, as I look at it, a slight on the papers they represented. If a reporter is invited to a meeting of gentlemen, why not treat him like one?"

Since the publication of the list of Canadian Advertising Agents published in our issue of last week was prepared, Hugh Sharon, Tegler Block, Edmondston, Alberta, has gone out of the advertising agency business.

## Held on Libel Charge After Fight.

A. P. Moore, owner of the Pittsburgh Leader, was held in \$5,000 bail on a charge of criminal libel made by J. G. Armstrong, after a fight in which several of the editor's friends interposed in his behalf. Armstrong, who is the Republican candidate for mayor of Pittsburgh, alleges that he was libeled in the Leader recently by an account of an alleged bar-room brawl. The Leader asserted that only the intervention of friends prevented Armstrong from attacking Barry Malone, a smaller man, for having called him a "cheap squawker." According to an affidavit by Malone, Armstrong said in the hotel bar-room, "I'm an old cheater myself and I'm not going to let anyone cheat me," whereupon Malone interjected his opinion of the candidate.

## LEDGER EFFICIENCY BOARD.

The Public Ledger, of Philadelphia, has established for the news and editorial departments an efficiency board, consisting of three members of the staff—one to be an editorial writer, one a news department editor, and one from the city department—to be appointed by the editor, each to serve three months and be eligible for re-election.

The Efficiency Board will go carefully over the Ledger and other local papers and make memoranda of special meritorious work and extra good writing, of inaccuracies, violations of good taste, bad judgment in heads, text, omissions of important news, etc. These memoranda are to be given to the heads of departments to which they pertain who, in complaint cases, shall obtain a written report from the offending writer and return same to the board.

It will also be the duty of the board to make recommendations for meritorious work or for demerit marks for bad work, the final determination to be entered in a card index.

The Omaha (Neb.) Daily News recently celebrated the fourteenth year of its existence.

## CHICAGO HAPPENINGS.

**Ballantyne Captures Press Golf Championship—Garfieldan Launched—Ad Club Elects James M. Dunlap President—Crewe Starts Journal for Ad Men—Chapman Lands Public Job—Hunter to Wed.**  
(Special Correspondence.)

CHICAGO, Oct. 22.—Thomas A. Ballantyne, of the Chicago Daily News, captured the newspaper golf championship last week for the third time since the tournament was inaugurated in 1906. He defeated Hazel Wyick, of the Associated Press, in the finals at the Beverly Country Club. Ballantyne had not competed for the championship since 1909. Wyick won the championship last year.

The Suburban Press Co. has launched its fourth weekly suburban newspaper, the Garfieldan. It now controls four weeklies, the others being in Oak Park, Austin and Forest Park. Blaine Hansen is editor of the new paper.

## DUNLAP HEADS AD CLUB.

The Chicago Advertising Association has elected the following officers: President, James M. Dunlap, of the Dunlap-Ward Agency; first vice-president, H. D. Sulzer; second vice-president, G. G. Place; third vice-president, W. H. Simpson; financial secretary, Lewis B. Dorr; recording secretary, J. A. Tenney; treasurer, Robert J. Virtue.

Preston F. Crewe has just established the Chicago Ad Man's Weekly, a trade journal for advertising men.

William O. Chapman, political writer on the Evening Post, is another local newspaper man to recently secure a good public office. He has been made warden of the Cook County Hospital at a salary of \$3,600.

The Illinois Woman's Press Association held a memorial service for the late Miss Marv Eleanor O'Donnell, president of the association Sunday afternoon at the Hotel La Salle. An informal dinner, followed by the monthly business meeting, was held on Friday.

## FAKE FUND COLLECTOR.

A swindler has been reported as collecting funds for the Eugene Field memorial unauthorizably. He pretends to be Field's brother.

Charles D. Hunter, of the Milwaukee Sentinel, will wed Miss Agnes Gifford at the Buena Memorial Presbyterian Church this Saturday evening.

Malcolm McDowell, a former well-known newspaper man who lately, while employed in a bank, became known as the winter friend of the down-and-outs, leaves Nov. 1 for Baltimore to become associated with a Southern Development Association.

Alfred L. Sewell, founder of several old-time papers, who died recently in Michigan, aged eighty-one, was buried here.

Morris Emmerson, formerly editor of the Lincoln (Ill.) News-Herald, has purchased an interest in the O'Zell Co., a new soft-drink concern in Chicago.

## Judge Arnold Files Two More Suits.

Two more libel suits, each involving \$100,000, have been filed against Governor Glynn's paper, the Albany (N. Y.) Times-Union. One is brought by the Press Co., which publishes the Albany Knickerbocker-Press, and the other by Judge Lynn J. Arnold, president of the publishing company. Both complaints set forth that the Times-Union in a recent article referred to Judge Arnold as "the Lying Lynn J. Arnold" and his newspaper as the "yellow and bigotted Knickerbocker-Press." Other suits involving large sums were previously started by Judge Arnold and his paper against Governor Glynn.

## Quick Work by an Arizona Paper.

The Arizona Gazette, of Phoenix, did a clever piece of work recently. Fire destroyed a furniture store. A photographer took two snapshots at the fire at 2 o'clock, the cuts were finished at 3 o'clock and at 4 o'clock Gazettes containing the picture were on the street.

**WOMEN WRITERS OF AMERICAN PRESS.**

Miss Edna K. Wooley, of the Cleveland News.

By A. C. Haeselbarth.

The Chicago newspaper field lost a good one from newspaper ranks when Miss Edna K. Wooley was allowed to wander to Cleveland, O. She is one of the clever, earnest women who believe that women and their work are entitled to very cordial sympathy in newspaper columns. Miss Wooley has steadily climbed the ladder of journalism until she is now on a well-up rung as Woman Editor of the Cleveland News. She is a sort of a dean among the active women newspaper writers of Cleveland and holds the creditable and rather unique position of having been continuously with the one paper for eight years. In the newspaper world that's a long time for a woman to stay on a staff. She also writes for the Associated Newspapers under her own name and for another syndicate under a nom de plume. She has made these confessions to me:

"I was born and 'raised' in Chicago,

of which fact I am inordinately proud. Began my newspaper career on the staff of the Chicago Journal fourteen years ago, about the time Peter Dunn, James O'Donnell Bennett, B. L. Taylor, Franklin P. Adams and Edward Mott Woolley flourished on the dear old grandmoth-

"We began our woman's department seven years ago. What I didn't know about the running of a woman's department at that time was really wonderful. Also, I sort of felt that it was beneath a seasoned newspaper writer to conduct a woman's department. But 'Billy' McKay wanted it, and I went to it. Within the following two years the other three leading papers here, forced by the increasing popularity of the News among feminine readers, added departments devoted to women's interests.



EDNA K. WOOLEY.

**HENRY A. WISE WOOD**  
AND  
**BENJAMIN WOOD**  
INC.  
**Newspaper Engineers**

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

Professional services of the highest order rendered in the following matters: Construction or Reconstruction of Plants; Improvement of Departmental Efficiency; Examination of Materials; Ascertainment of Manufacturing Costs; Betterment of Printed Product; Appraisal of Plants; Solution of Particular Problems. Brochure sent on request.  
1 Madison Avenue, New York City, U. S. A.

**\$5,000 Cash**

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.

**American Newspaper Exchange**  
Rand-McNally Building, Chicago

**Canadian Press Clippings**

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

**The Dominion Press Clipping Agency**

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

**Business Reports**

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

**Western Press Clipping Exchange**  
MINNEAPOLIS, MINN.

erly paper. My aspirations were not a bit modest; but, perforce, I wrote anonymously for some time—wrote anything and everything, and became acquainted with practically every part of the newspaper.

EDITORIAL WON INTEREST.

"It was a little editorial entitled 'Home' that first attracted particular attention to my work. I remember that Ralph Booth, then publisher of the Journal, walked through the editorial room and demanded who wrote it. My heart sank. I was sure my time had come for being 'canned,' until Mr. Booth marched up to me with the remark that it was one of the best things he had ever read. Other papers copied it widely, so I presume it was fairly good, though I haven't a clipping of it now for mature judgment. After that W. K. McKay, editor of the paper, commissioned me to write a daily column over my initials on the editorial page.

"I didn't set Chicago on fire, but I learned how to write newspaper stories with a punch, and when Mr. McKay became editor of the Cleveland News he asked me to join his staff as a special writer. A little later he had the idea that Cleveland needed a woman's editor, and he put me in charge of the woman's department of the News. It was the first in Cleveland and, if I do say it, it remains the most successful. I think I can safely say that I have furnished ideas to the other newspapers here since I have had the department, judging by the manner in which I am followed.

WOMEN WRITERS' BIG FIELD.

"To my mind the field for women newspaper writers is unlimited. I do not mean by that that a woman needs to be anything but womanly in order to obtain good material for her stories. Unfortunately there has been an opinion current that a woman must be a sort of Bohemian in order to succeed as a newspaper writer; that, in a way, she must unsex herself. That is not only unnecessary, but harmful to her quality as a writer. Never before has the world been so interested in women and their work, and never before has the woman newspaper writer had such an opportunity to do high-class, clean, legitimate and constructive work. She is necessary upon a newspaper staff—not tolerated, as formerly—and it is often the case that a woman special writer is paid a better rate than the men on the staff.

"The woman's department is a field in itself. Its editor must be particularly fitted for it. It don't think its possibilities are quite fully understood yet. It is really a newspaper within a newspaper. The time is past when women are satisfied with a fashion cut, a few recipes, hints on care of the baby and how to manage a husband. Woman's horizon has broadened, and the woman's editor will not add to her paper's circulation if she is not alive every moment to the broad demands made upon her."

The pressroom of the Chat, Brooklyn, was burned out last week with \$2,000 damage.

**\$8,500.00 in Cash**

will buy a substantial interest in an Evening Daily newspaper located in a good, live city in one of the Middle Atlantic States, carrying with it the position of Business Manager with salary and share of earnings amounting to around \$8,000.00 net per annum. This price includes an option on all of the stock of the company.

**HARWELL, CANNON & McCARTHY**

Brokers in Newspaper and Magazine Properties

200 FIFTH AVENUE NEW YORK

**TURNER'S BULLETIN**

Highest testimonials have been awarded

**C. Godwin Turner**

on

Efficiency of Press Room, Paper, Circulation and Delivery.

Address

**THE DATA CIR. AUDIT CO.,**  
286 Fifth Ave., New York

**STOP THE LOSS BY FIRE**

THE statutes of New York and other States and the rules and requirements of Insurance Underwriters are such that inflammables must be provided with a receptacle and the danger from gasoline, benzine and naphtha must be minimized. These objects are attained by using a fireproof steel paper baler costing \$22, \$24, \$38 or \$50, according to size, which easily, quickly and safely bales the vast accumulations of waste paper in your place, thus converting danger, cost and waste into profit, since the old stuff sells on the spot for thirty to fifty cents per 100 lbs.; also by using the Justrite Oily Waste Can (\$2 and \$3) and the Justrite Safety Benzine Can \$2, \$4 and \$5. Carried and sold by

**Barnhart Brothers & Spindler**

(who also furnish everything a printer needs)  
Chicago New York Washington, St. Louis Dallas Kansas City Omaha St. Paul Seattle

We 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.

TAKE IT TO

**POWERS**

OPEN 24 HOURS OUT OF 24

THE FASTEST ENGRAVERS ON EARTH

ON TIME ALL THE TIME

**POWERS PHOTO ENGRAVING CO.**  
154 Nassau St. N.Y. Tel. 4390-4 Bookman

## Seven Years of Profitable Advertising in the New York World

TELEPHONE 5235 MADISON SQUARE



*Emergency Laboratories*

*32 West 25<sup>th</sup> Street*

*New York*



Oct. 17, 1913.

The World,

New York City.

Gentlemen:-

We have used your advertising columns to exploit the merits of Poslam and Poslam Soap for the past seven years, constantly in the morning, evening and Sunday issues,- often as many as thirteen times a week, our advertising appearing in every issue. We have spent with you in seven years about one hundred thousand dollars, and feel certain that we have received full value for our expenditure. We believe any one having an article as good and meritorious as Poslam or Poslam Soap will find the advertising columns of the New York World profitable.

Yours very truly,

EMERGENCY LABORATORIES

### Concrete Testimony of a Decisive Character

It is but ONE of the many examples of what the World is doing day after day, for advertisers who use the Advertising Columns of the World intelligently and persistently.

There is no need of argument where such proof is adduced, nor is there any sane reason for advertisers who want results to experiment with other newspapers, when they know to exactness which paper pays, and pays continuously, as does the New York World.

Just as the World is paying other advertisers, so will it pay YOU!

# The New York World

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

## GOV. GLYNN'S CAREER.

**Worked His Way Through College and by Steady Steps co-Ownership of Paper—Was Congressman and Comptroller.**

Several hours after the removal of William Sulzer from the gubernatorial office on Friday morning of last week Martin H. Glynn, owner of the Albany (N. Y.) Times-Union, was sworn in by Chief Justice Cullen as the forty-third Governor of the State of New York. Mr. Glynn will serve until Jan. 1, 1915. He had been acting Governor of New York since Sept. 13.

Born on a farm near Kinderhook, Columbia County, N. Y., on Sept. 17, 1871, Mr. Glynn started early to work his way up the ladder of success. His career was moulded chiefly in the field of journalism and it was as a newspaper writer and editor that he brought himself first into public prominence.

When he had earned enough money as an accountant to obtain an education Mr. Glynn entered Fordham College. He was graduated from there an honor man in 1894 and was admitted to the bar in 1897. At the end of his college days Mr. Glynn went to Albany to look for an opportunity to enter business. It came in the form of a place on the staff of the Albany Times-Union.

### PROGRESS ON TIMES-UNION.

Mr. Glynn's rise on that paper was rapid, and within a brief period he had become managing editor of the paper. Now he is the owner of the publication.

The new Governor's political development has led him through a continuous line of successes, and in the last State campaign Mr. Glynn, running for Lieutenant Governor, received about 16,000 more votes than were cast for William Sulzer. At the Syracuse convention last fall he was one of the two leading candidates for Governor.

Mr. Glynn was elected to Congress from the Albany district for the session of 1899-1901. President McKinley appointed him a member of the National Commission to the St. Louis Exposition and he was elected its vice-president. He was State Comptroller in 1906-08.

It was while lecturing on Richelieu at Boston that Mr. Glynn met Miss Mary C. E. Magrane, of Lynn, Mass., whom he married on Jan. 2, 1901.

### PLEDGES BUSINESS ADMINISTRATION.

In a statement to the press, directly after his installation as Governor, Mr. Glynn said:

"This is not an occasion for exultation, and I have no such feeling. To me it is an occasion of solemnity mixed with sadness. I am charged with the duties of Governor, not through any act or desire of mine, but because the law, which I have sworn to uphold, imposes the obligation upon me under the distressing circumstances of the situation that has arisen.

"My earnest endeavor shall be to give to the people of the State an honest, peaceful, progressive and wise conduct of their public affairs. I will insist upon a business administration, which means an economical, clean, orderly and efficient transaction of the State's business.

"I will not be a factionist. I will not devote the time which I owe to the State to partisan politics, within or outside of my own party. I keenly appreciate the high responsibility that it is my duty to meet and to discharge, and I will try to give an administration in keeping with the genius of our people and the dignity of the State.

"To the accomplishment of this purpose I promise my best efforts. With God's help I will faithfully execute and see to the execution of the laws of this great State, with an eye single to the welfare of the sovereign people whom I serve. Their welfare, the dignity and honor and well being of the State shall be the aim of all my efforts, the goal for which I will unflinchingly strive. To achieve this purpose I seek the advice and ask the support of all my fellow citizens."

## ALONG THE ROW.

### ON THE WAGON.

"In the good old days" one could not enter a cafe along the row without seeing a lot of newspaper men lined up along the bar. It's different now. Genius with booze is no longer tolerated by the papers. It's the sober man who gets and holds the job. The water wagon is crowded with passengers who slipped aboard along Park Row.

A cub reporter was given an assignment to cover an accident in an iron foundry in Brooklyn in which one man was killed. This is the introduction to the story, he handed to the city editor. "Little did John Schwartz think yesterday morning, when he started for work, that when night came he would be a dead man, but he was, though."

### THE MELANCHOLY SEASON.

The merry days are over—and it's back to general work for the baseball reporter.

### SINKERS AND SCRIBES.

There are no indications whatever that the founders of the "Sinkers" business along the Row intend to join the uptown movement. Uptown scribes, of course, can secure "sinkers" around Herald and Times Squares, but oh! they are no more like the Park Row brand than a common brick is to an art tile.

### FROM A SPACE MAN.

A story in hand is worth two in the future book.

### THE SAD OLD STORY.

He gathered news—but he drank booze, and now another fills his shoes.

### THE MERRY WAR.

As a matter of fact, it may be stated that both the linotype and the International typesetter are in Dutch—when it comes to fonts—also in Hebrew.

### HASN'T MADE MUCH IMPRESSION.

Candidate McCall is not a printer, but he has started in to kick the press.

### THERE WAS A REASON.

He came out from seeing the Sunday editor, and he had his story with him, and as he passed along he was heard to mumble "all the sticks in the newspaper business are not confined to the composing room."

### HAPPY DAYS.

Wonder if Bill Sulzer ever longs for the happy days when he used to meet the newspaper bunch, and blow the froth off the steins, down at Katie's?"

### WASTED COIN.

Said an advertising agent, "advertising is all right, and will bring big results, if it is done properly—but a great deal of money may be wasted by advertising in the wrong way and in the wrong mediums. For instance, what benefit would it be to the Ancient Order of Hibernians to publish meeting notices in the Staats Zeitung? and yet there are some advertisers who place their copy in just such a foolish way."

### HIS JOB.

"What position do you hold?" gently asked the visitor, as he watched the man in charge of the magazine section struggling with an art layout. And as the man pasted the proof of a Society Beauty in, a column next to a half-page bill ad, he answered, "I'm the Moving Picture editor."

### WHAT HAPPENED TO MIKE.

'Twas near midnight, and the pressman, who had a night off came zig-zagging down Frankfort street from a Park Row cafe. "Look at Mike," shouted one of his fellow workers. "He's got a sheet on his roller."

### ON THE LEVEL.

To put dull biz  
Upon the fritz,  
Just use an ad  
Write one that fits—  
In with the truth—  
Don't write a cheat  
And you will get  
There with both feet.

### THE "FINAL."

Now that the baseball season is over, the "Final" editions of the evenings, will probably be something like that.

TOM W. JACKSON.

### Editor Sues Candidate for Libel.

Richard Little, editor of the Scranton (Pa.) Scrantonian, a Sunday paper, caused the arrest of E. B. Jernyn, candidate for mayor of that city, last week in an action for alleged criminal libel. He also asks \$50,000 civil damages. The charge is based on an advertisement printed in three of the daily papers of that city, in which Jernyn alleged that the support of the Scrantonian had been offered to him for \$2,500. He also referred to Mr. Little as "an old rascal and a blackmailer." Jernyn was held in \$500 bail for court.

## 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 1,036,000 lines. Gain in foreign business was 288,000 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 Decisive Test

In a recent trial by a local advertiser to determine the result-producing strength of Dayton papers, THE DAILY NEWS showed TEN PER CENT. GREATER RETURNS than the other TWO dailies COMBINED. (Ask for details.)

Do you know which papers in Dayton and Springfield produce best results?—"DON'T SUPPOSE—GET BUSY AND FIND OUT."

NEWS LEAGUE OF OHIO  
Home Office, Dayton, Ohio

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

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.

If you have anything to sell you can sell it through the *Advocate*. It has a 5,000 circulation in Stamford and surrounding towns.

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

## Uniontown Daily Record Launched.

The Uniontown (Pa.) Record, the new morning paper of that city, has been launched. H. B. Reiley, for the last five years editor and general manager of the Waynesboro (Pa.) Evening Herald, is the editor. He was formerly editor of the True American at Trenton, N. J., and previous to that with the Philadelphia North American. Frank Hurst is the business manager. He was with the News Standard business department for eight years. Officers of the new Uniontown Publishing Co. are A. H. Cowan, president; H. L. Robinson, vice-president; J. W. Dawson, secretary; and George H. Bortz, treasurer. The capital stock is \$25,000.

JOTTINGS BY THE WAY.

An English journalist, formerly on the London Mail, who is now on a Cleveland newspaper, writes me that he finds the chief difference in reporting here and in Great Britain lies in the fact that the English newspaper man writes shorthand and finds it easier to cover assignments requiring verbatim interviews on reports of public meetings than his American confrere, who is usually not a stenographer.

It is quite true that nearly all of the best reporters in America are unfamiliar with shorthand, a knowledge of which has never been required of those who are candidates for staff positions. In my somewhat extended experience in daily journalism I have found that, as a rule, a capable stenographer—one who can take rapid dictation and report speeches—is not a good, all round newspaper reporter for the reason that he is too much of an automaton. His entire training has been centered on the reproduction of what he hears, expressed in pothooks and other symbols of words. He has no time to think about anything else, and becomes a slave to his pencil or pen.

When I was on the staff of the Tribune a series of lectures on astronomy was delivered by Prof. Young, of Princeton, in the Church of the Strangers in Mercer street. At that time the Tribune was accustomed to print in pamphlet form notable addresses on scientific subjects that had previously been presented in its own columns. Four court stenographers were engaged to report Prof. Young's lectures, under the direction of one of the Tribune's most capable men. Each stenographer in turn took down Prof. Young's address for twenty minutes and then went to the office and wrote out his notes, so that by the time the lecturer had finished, more than one-half of what he had said had been written out, edited and put in type.

Unfortunately one of the last two stenographers got all balled up in his report, for in his haste in taking notes he had made several mistakes and this made him so nervous that he went all to pieces. He was still sweating over his notes when the Tribune reporter, who had been detailed to write the introduction, and who had been in general charge of the evening's work, returned to the office from the lecture.

The stenographer explained his predicament and appealed to him for aid. As the latter possessed a good memory he was able to help him untangle his notes, fill in the missing sentences and complete his report in a satisfactory manner. The Tribune man knew nothing about shorthand, but he had listened to Prof. Young's address with attentive ears and was able to retain in his memory the thoughts, if not the exact language of the speaker.

In England the shorthand reporter is a necessity because the English newspapers are accustomed to give extended reports of all proceedings in Parliament, and of speeches delivered in public meetings and at banquets, no matter how long or dreary they may be.

In the United States, on the other hand, doings in Congress are seldom reported in detail and only now and then are speeches delivered on any occasion given in full. Our public will not read six and eight columns of an address on any subject unless it is of an unusual character or delivered by a distinguished man. Hence our newspapers require the services of reporters who can pick out from an address as it is being delivered the really vital expressions of opinion and either summarize them or give them verbatim or as nearly verbatim as possible.

\*\*\*

James C. Garrison, the newspaper man who has been confined in the Albany jail because of his refusal to answer certain questions put to him by an Assembly committee since the latter part of September, was released under bond on Tuesday. Whether it was because Garrison was in Sulzer's employ or because he had shown undue con-

# The News Leader

Every Afternoon Except Sunday  
RICHMOND, VA.

## NET PAID Average Circulation

For Six Months Ending Sept. 30, 1913, as Reported  
to the United States Government,

# 26,994

In Richmond.....21,071  
Out of Richmond..... 5,923  
**26,994**

More Daily Circulation Than Any Other Paper in  
Virginia.

## Kelly-Smith Co.

220 Fifth Avenue,  
New York.

Lytton Building,  
Chicago.

## ELIZABETH DAILY JOURNAL

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

Of Elizabeth Daily Journal, published daily, except Sunday, at Elizabeth, New Jersey, 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, Augustus S. Crane, Elizabeth, N. J.  
Managing Editor, George W. Swift, Elizabeth, N. J.  
Business Manager, Augustus S. Crane, Elizabeth, N. J.  
Publisher, Elizabeth Daily Journal, a corporation under the laws of New Jersey.

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

Augustus S. Crane, Elizabeth, N. J.  
Vashti B. Foote, Elizabeth, N. J.

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

M. L. Crane, Elizabeth, N. J.  
S. A. Crane, Summit, N. J.

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), 11,710. Daily average gross circulation, 12,951.

AUG. S. CRANE.

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

Sworn to and subscribed before me this third day of October, 1913.  
ELMER E. STANION,  
(Seal.) Notary Public, of New Jersey.

(My commission expires June 4, 1917.)

Reprint from ELIZABETH DAILY JOURNAL, Oct. 6, 1913.

tempt for the dignified members of the committee, all efforts made to get him out of jail were of no avail until this week. Mr. Garrison was for many years on the staff of the New York Press and wrote much of the editorial matter appearing in it. He had a bright, breezy style that appealed to the Press' readers. Soon after Frank A. Munsey bought the paper Mr. Garrison resigned and shortly afterward went to work on the World.

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Another newspaper man who has been very much in the limelight during the Sulzer administration is John A. Hennessy, late managing editor of the Press. Mr. Hennessy has been engaged in newspaper work in New York for more than thirty years. In the days of the Mail and Express he was the city editor for a long time. In spite of the demands made upon his time he found time to take up the study of law and was admitted to the bar. For three terms Mr. Hennessy was president of the Press Club. He is a born fighter and is never so happy as when he has a controversy on his hands. The way he is pitching into Judge McCall, Tammany's candidate for Mayor, is attracting much attention. He is fond of politics and probably knows more unpublished facts about the inner workings of Tammany Hall than any other newspaper man in the city. Hennessy is a short, slight built, light haired man with blue eyes and a quiet, earnest manner. He sticks to his friends through thick and thin and that is the reason why he has so many loyal supporters in his espousal of the cause of Sulzer.

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"Billy" Kenny, who was for years one of the star reporters of the New York Times and at one time its city editor, and later was supervisor of the City Record, died last week leaving an estate valued at not less than \$500,000. This fortune was made through speculation in real estate and not out of the advertising business in which he had been engaged during the later years of his life. After Hugh Grant had completed his term as Mayor of the city, Mr. Kenny became associated with him in conducting an advertising agency, which during the next few years proved very profitable. On the death of Mr. Grant, Mr. Kenny continued the business.

I knew Mr. Kenny very well during his newspaper days when we were both covering the State courts. He had a keen sense for news and could dig stories out of the most unpromising cases. He wrote rapidly, had an excellent command of newspaper English, and was a hard worker. It was Kenny, Tracy Bronson and Fielding of the Times who landed for the Times the full story of the loss of the Oregon, under exceptionally trying circumstances, thus beating all other morning newspapers and scoring one of the most sensational beats of the day.

FRANK LE ROY BLANCHARD.

### Columbia Newspapers Consolidate.

Merger of the Columbia (Mo.) Herald and the Statesman was consummated last week when the change of name of the Statesman Publishing Co. to the Herald-Statesman Publishing Co. was filed with the Secretary of State. The Statesman was founded before the Civil War, the late Col. William F. Switzer being its editor for more than a generation. The Columbia Herald was owned by E. W. Stephens, and was edited by Dean Walter Williams. Mr. Stephens sold the Herald some years ago, and it has passed through several hands since. The Statesman has had many owners during the past twenty years. Henry F. Childers, formerly of Troy, is at the head of the consolidated papers.

The News Corporation of St. Joseph, Mo., has increased its capital stock from \$220,000 to \$250,000.

The Seneca (Kans.) Courier-Democrat is in its fiftieth year.

## WHAT CLEAN ADVERTISING MEANS.

Spirited and Eloquent Address of E. L. Clifford, Advertising Manager of the Minneapolis Journal, Before the Advertising Men's League of New York.

I am going to tell you briefly about the publisher of the Minneapolis Journal (which I believe is the cleanest metropolitan newspaper in this country) because he is one of a mighty few newspaper publishers in the United States who has had the nerve to stop short when the cry of publishers all over the land has been for more advertising speed—more copy—more revenue—no matter what the cost be to health and common decency. And he never asked what the cost was going to be. The story of this publisher, Herschel V. Jones, epitomizes opportunity. A comparatively few years ago he came to Minneapolis from a stony farming community in New York State—Scholar County. He went to work as a reporter on the paper he now owns.

He was later assigned to market reports—not a much sought for position on an editorial staff. But he saw in the market reporting—opportunity. He put enthusiasm into it—honest enthusiasm. He became a market expert. Later he became a national figure as a crop expert—so thoroughly did he do his market reporting. He founded a financial and commercial paper. Later he engaged in the grain brokerage business; met with unfortunate reverses. He saw an opportunity to buy this newspaper on which he had started as reporter. He went out and borrowed a million dollars with a stroke of the pen, because his integrity, his honesty, his ability had been established with men of finance—men believed in him. This was five years ago—and he has made the paper famous—a tremendous power in the Northwest—a paper that has the confidence of the people—a paper that fights for clean business, clean politics, a clean city.

### BARS QUESTIONABLE ADS.

This newspaper does not accept liquor advertising. It does not accept advertising tainted with fraud—no matter whether it comes from a bankrupt bunco man, a stock manipulator, or a rich piano pirate. It does not accept the advertising of the quack and the faker. It accepts practically no patent medicine business. It is protecting the people who are not able to protect themselves. But with all the sacrifice of revenue the department of which I am the head is doing an annual business of nearly a million dollars. This paper is making gigantic strides in business—clean business—and in circulation. This year we will cut out \$50,000 worth of business because we do not believe it should go into the homes. Because we do not believe it is right to accept it, and because we do not believe it is good business to accept it—even though a good big piece of that borrowed million is staring this publisher in the face, and even though the public is apparently apathetic, and even though competitors are carrying the eliminated business and bragging about their gains.

"Does it pay?" That's the foremost question. Not "Does it do any good," but "Does it pay?" In the first place, a lot of dirty, crooked business is "within the law" or nearly so and a publisher can run it and keep out of jail. Does it pay to help a blind man across a crowded thoroughfare? You bet it pays! It always pays to be decent, clean, square. Big dividends to a publisher in self-esteem, prestige and a clear conscience. Big dividends to the community in which every publisher should be an inspiration and a positive force for better living.

### DOES IT PAY?

Does it pay a publisher for money, to sell Florida lands by the gallon to his subscribers? Does it pay, for a profit, to advise your neighbor to dope his sick child to death? Does it pay to take the money of wage earners for stock jobbing bubbles? Does it pay to arouse false hope in the hearts of the poor, the discouraged, the sick?

There is quite an army of "Chocolate Soldier" publishers in America—a sort of a stuffed shirt brigade—with a great front but a weak backbone—shooting bonbons instead of real cartridges, and trying to make themselves believe they are heroes and real patriots. Ready to reform anybody and anything except themselves and their publications. Lovely editorials; rotten advertising. They are cheating themselves at solitaire. They would clean up a city on a page with filthy, criminal announcements. They invite the world—men, women and children—to have a drink at the end of a ser-

mon on temperance. They jolly the preacher and wink at the devil. They mix in Pile Cures with Art Features; tips on the races with preachments on gambling. They develop your bust and bust your development—all on the same page. Chemise fiction follows a patriotic exposure of congressional misdeeds in magazines that endeavor to harpoon the whole household, from pa to the hired girl.

You see, the vigilance men have a big job before them. They won't have any time to receive Chautauqua salutes. They have got to wallop these "Chocolate Soldiers." They will be doing a great service for the advertising profession and for humanity. They will eventually make a great portion of the Chocolate Journalists into real journalists. And all of us advertising men want to join the Vigilance Committee—in spirit, if not in a formal way. We can do much individually to put publicity on a firmer, cleaner, better basis.

### "DISEASVD INSIDES" ADS.

A letter from one man who lives somewhere in New York gave great impetus to the clean-up in which I have played some part. He wrote a splendid, straightforward appeal for some breakfast food

copy he was placing: "Keep it away from the 'diseased insides' advertising." And we kept it away, and there's no danger of its ever coming even close to "diseased insides" in the newspaper I represent.

Filthy, dangerous, fraudulent medical and near-medical advertising should be driven out of every publication in America. It is a positive injury to clean, legitimate advertising. It taints the decent and makes it less productive. It is infinitely more harmful than the advertising of extravagant, lying merchant values, for it strikes at the very health of the nation, and the victim doesn't have a chance to see the goods that come in seductive bottles and sweet painted pills.

You men who have any part in the placing of business that is clean and legitimate, insist on getting a position on a page where it is not in competition with the unclean and the illegitimate. You don't know what an influence you wield.

A newspaper may have a million-dollar building, a million-dollar equipment, a million-dollar man behind it—but you readers are the newspaper publisher's stock in trade. Your good will is worth more than all his equipment, all his building—ten times over. You read and respond to the advertisements—the source of his revenue. If he won't make his newspaper clean, if he won't cut out the frauds—you do it for him.

### PUBLISHERS GROPE IN DARK.

You will find that the great majority of publishers will co-operate with you when they know what you want—when

they know you mean business—when there's a light of fight in your eye.

The reason so many newspapers are not better than they are is that publishers are left to grope in the dark. They think you don't care because you don't assert yourself, because you don't hold out a guiding hand; because you don't help to make your newspaper what you want it to be.

Don't sit on a fence. We must take a decided stand on questions of public morality and public decency to exert our greatest influence. We all know that the forces which tend to demoralize society, to make virtue a laughing stock and vice a delight, are very strong, very active, very ubiquitous.

But no man, whether he is a publisher or a preacher, or an advertising man, ever accomplishes much standing alone. The successful man must have co-operation—red-blooded co-operation—that spurs him on to greater deeds. He must rally to his principles for which he contends.

Watch your newspapers! Boost them when they are right. Condemn them when they're wrong. Get better newspapers!

### BETTER THINGS IN STONE.

The world is demanding better things—and it is getting them. Better newspapers, better politics, better cities, better transportation, better merchants, better homes. These are days of luxury. Compared with homes of our youth we live in palaces. We live much longer in a shorter space of time. We skip across the country with an automobile in an hour or two. It used to take our fathers all day to make the trip by team. Every second baby in our country is cutting its teeth on a Ford tire. But despite the blemishes, our social trend has been upward and it has been because of a revolution in the position of woman. She has achieved a place in the world of affairs. She has entered public life to contribute her share toward the solution of social questions. She has gotten into business, the professions, into politics. She has ideas of her own. She can run for mayors, build a hospital, manage an agency, preach a sermon, plead a case.

She really rules the advertising world—for she reads the advertisements and buys the goods. She is taking an active part in the making of the new newspaper—the "Newspaper of To-Morrow"—and it must be made clean. She is going to have her say about the influences that surround her home and her children. She picks the clean publication in preference to the unclean.

### INFLUENCE OF WOMEN.

She has driven the slovenly, irresponsible merchant out of business. She reads the ads and does the buying and does it economically. Gone is the old-fashioned dealer who sanded his sugar and gave you the worst of it on scales without character. Gone, too, is the old-time grocery, where coal oil, sugar and crackers had the same taste. A child can go to your stores and buy as safely as a professional shopper. The old caveat emptor theory is past. Now it's "Let the seller beware."

A little girl once wrote an essay on "Men," that closed with this gem: "Men and women sprung from the monkey, but the women sprung further than the men."

Woman doesn't want a newspaper that isn't square, that isn't clean.

The "Newspaper of To-Morrow" is going to be a HOME newspaper. It is going to be a newspaper that the whole family can read without being shocked, nauseated, scared to death or flummied. The "Newspaper of To-Morrow" is going to be a real light that will point the way to greater progress and greater happiness. It is going to have no desire to be a party to the crimes that are being committed in a hundred different ways by acting as "go-between." If it puts a crook in touch with a victim, isn't it equally guilty with the crook? And bear in mind, there's no newspaper any better than its worst advertisement.

The clean newspaper goes to the clean home, where it is as welcome as a life and blood member of the family. And the clean home yields the scepter that makes or breaks newspapers, or any other kind of business.

Representative Charles Bennett Quile, of Buffalo, who was managing editor of the Buffalo Courier before he was elected to Congress three years ago, is the owner of the Niagara Falls Cataract Journal, which he manages at long range.

Al Messing, assistant publisher of the Chicago Examiner, has returned after a year's tour around the world.

During the Six Months Ending  
September 30, 1913

**The Globe**  
AND Commercial Advertiser. 57¢  
NEW YORK'S GREATEST NEWSPAPER.

had an average net paid Circulation of 148,322 copies daily and for the month of September, 1913, the net paid average circulation was 156,318 copies daily.

THE GLOBE reaches a greater percentage of possible customers for standard merchandise than any other evening paper in the better class field in metropolitan New York. Therefore, THE GLOBE is the logical medium to use for intensive advertising in the New York City evening field—that is to say, if you want to reach the best buying public. THE GLOBE exercises the strictest censorship over its advertising columns, thereby insuring you better company than is possible to be found in many papers throughout the country.

THE GLOBE is a result producer, and if you want results you need THE GLOBE.

THE GLOBE sells its space on its known, proven, guaranteed net paid circulation—it regularly submits to audits by the A. A. A. and N. W. Ayer & Sons—the only fair, square, straightforward way of selling newspaper space to successful and discriminating advertisers.

**The Globe**  
AND Commercial Advertiser. 57¢  
NEW YORK'S GREATEST NEWSPAPER.

NEW YORK

O'MARA & ORMSBEE

Foreign Advertising Representatives

Brunswick Building  
NEW YORK

Tribune Building  
CHICAGO

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



# BIG SALES THROUGH THE CHICAGO EXAMINER

A Manufacturer of Foot Appliances used a half-page advertisement in the Chicago Examiner exclusively. He writes: "The results of this effort have simply astounded me; I never dreamed that a demonstration like this was possible. The advertisement produced over \$1500.00 of local business besides scores and scores of cases I have been unable to take care of."

A Hat Store in Chicago recently placed a 200-line advertisement in the Chicago Examiner exclusively. It sold 1440 hats that day from the one advertisement, and the grateful manager sent for the solicitor to express his thanks.

## THE SAME RESULTS AWAIT YOU

Sworn statement to the U. S. Government of average circulation for six months ending September 30th, 1913:

DAILY	-	-	-	-	-	-	-	-	-	240,366
SUNDAY	-	-	-	-	-	-	-	-	-	528,328

# CHICAGO EXAMINER

M. D. HUNTON, Eastern Representative  
220 5th Avenue, New York

E. C. BODE, Western Representative  
Hearst Building, Chicago

### HOW ADVERTISING EDUCATES.

#### Ambitious Plans of the A. A. C. A. Committee on Educating Public.

Arthur G. Newmyer, business manager of the New Orleans Item, who is chairman of the committee on "Educating the Public," of the A. A. C. A., announces that the committee is endeavoring to have the twelve leading men in public life, the twelve leading retailers, the twelve leading wholesalers, the twelve leading public service corporation officials, the twelve leading scientists, the twelve leading churchmen, the twelve leading physicians, the twelve leading manufacturers, and the twelve leading women's club officials each write an article, over their signatures, telling "How Advertising Serves the Public."

These articles will be furnished free in booklet form to twenty thousand publications, including English and foreign language dailies, weeklies, magazines, agricultural publications, trade publications and the like. Arrangements for their distribution in mat and plate form are also being made.

An illustrated lecture on the same subject is being prepared, under the guidance of John K. Allen, of the Christian Science Monitor, which will be placed with the local ad clubs with the suggestion that they be exhibited before churches, Y. M. C. As., conventions, women's club gatherings and the like.

The street railway advertising companies have agreed to run similar matter in cars all over the country, and the Bill Board Association, it is believed, will also co-operate nationally.

The committee is in touch with the moving picture syndicates, and it is believed that these articles will be thrown on the screens in practically every section in the United States.

The committee plans the "first public appearance" of its copy some time early in January, 1914.

Mr. T. D. Barnum, secretary of the committee, care of The Syracuse Post-Standard, will be in charge of the dis-

tribution of the articles, and the A. A. C. of A. committee on lecture courses will "book" the illustrated talk.

#### CHANGES IN INTEREST.

CHERRYVILLE, Kans.—The sale of the Daily Journal by F. D. Moffett, who has conducted it for four years, to F. C. Lebow and C. C. Hardy, now publishers of the Lincoln (Kans.) Republican, was announced this week. Mr. Lebow was with the Salina Journal for three years.

WAYCROSS, Ga.—C. W. Hawk has purchased the Herald, for many years owned and edited by Col. A. P. Perham, who has retired from active journalism. Mr. Hawk took possession last week.

CHAUTAQUA, N. Y.—The Independent, a weekly newspaper, established about three years ago by Clifford H. Newell, has been purchased by Glenn W. Woodin, George W. Jude and Axel E. Anderson. The new company is known as the Pearl City Press, Inc., Mr. Woodin being president, Mr. Anderson secretary, and Mr. Jude treasurer. The paper will espouse the Progressive cause.

PERRY, Ia.—The Independent, Perry's weekly newspaper, has been sold to E. P. and A. W. Dutton, and the new owners took charge of the plant last week. The sale was made because of the death of Harry Hazlett some weeks ago. Since that time Frank Hazlett, the son, who was associated in the management of the property, has been in charge of the plant.

COLERAINE, Minn.—G. B. Heath has sold his interest in the Itasca Iron News to L. D. Lammon.

BRITT, Ia.—W. A. Simkins of the News, has sold to L. G. Roberts, who has been connected with the News for the past twelve years.

FREESPORT, Ill.—The Journal was sold Oct. 15 to the proprietors of the Freeport Standard and Freeport Bulletin, and will be discontinued with Saturday's issue. The name, however, will be preserved by being hyphenated with the Standard. The Journal is one of the

oldest papers in northern Illinois, having been founded in 1848. It was edited by Gen. Smith D. Atkins from shortly after the war until his death last March.

NEW LISBON, Wis.—Donald M. Leicht, editor and publisher of the Times-Argus, has disposed of a one-half interest in the newspaper to his father, Mayor C. A. Leicht.

CEDAR RAPIDS, Ia.—Luther A. Brewer, formerly of Hagerstown, Pa., has acquired the entire capital stock of the Republican Printing Co., publishers of the Republican.

MITCHELL, S. D.—W. H. King, at present a resident of Sioux Falls, but formerly owner and publisher of the Parker Press-Leader and until recently a member of the State Board of charities and corrections, is negotiating for the purchase of the Clarion, a weekly paper.

TURON, Kans.—W. B. Beam, who for several years has been owner and editor of the Press, has disposed of his interest to B. S. Edwards, who has been associated with him in the work here.

DIXON, Mont.—The Herald has been bought by R. H. Yaeck, of Richardson, N. D. P. F. Chase will be associated with him in the publication of the paper.

CORCORAN, Cal.—The Journal has been sold to John F. Courter, who takes immediate charge of the publication.

### MISSOURI'S AD COURSE.

#### More Than Sixty Students Have Enrolled This Fall.

More than sixty students enrolled in the classes in advertising in the School of Journalism of the University of Missouri this fall. Fourteen States and the Dominion of Canada are represented in the enrollment. Three are women students. This is a growth from an enrollment of twelve students three years ago, when instruction in advertising was first offered at the University of Missouri.

The following courses in advertising are offered this year:

Principles of Advertising. This course seeks to develop the essential principles of successful advertising. Special emphasis to development of selling plans, effectively appeals, and principles underlying successful copy and campaigns.

The Writing of Advertising. In this course the student is taught the preparation of advertising copy and campaigns, the relation of type and copy, the preparation of commercial literature, and business correspondence.

Current Problems in Advertising. This course is an analytical study of the effectiveness of present-day advertising campaigns. The Soliciting of Advertising. A laboratory course in the salesmanship of advertising. Successful methods of publishers' co-operation to produce results for advertisers are studied. Successful methods of newspaper publishers are considered. Special emphasis to business systems, correspondence, and advertising for publishers.

Rural Newspaper Management. The special application of advertising principles to the country weekly are considered. The soliciting and writing advertising, the circulation, the direction of the business side as well as the efficiency of the mechanical side of the small town newspaper are carefully studied.

In addition to the foregoing professional courses, work is given in English Economics, Psychology, Sociology, History, Political Science, History and Principles of Journalism, Newspaper Making, Magazine Making, Illustration, and Copy Reading.

#### Becomes Editor of Montreal Daily.

Hon. W. S. Fielding, former finance minister of Canada, has accepted the position of editor-in-chief of the Montreal Daily Telegraph and Daily Witness, the new Liberal paper, and will be president of the Telegraph Publishing Co. He begins his duties about Dec. 1, on his return from a visit to Great Britain. Mr. Fielding entered the Halifax Chronicle office as a youth of sixteen, finally became editor, and retired when he took the position of Premier of Nova Scotia in 1884. After devoting nearly thirty years to politics he returns to the editor's desk.

The Duplex Printing Press Co. is enjoying an unusual run of prosperity. During the fifteen days ending Oct. 20 it sold eight presses, five tubular, and three flat beds.

# 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, \$2.00 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, October 25, 1913

*Wisdom is as good as an inheritance; yea, more excellent is it for them that see the sun. For wisdom is a defence, even as money is a defence; but the excellency of knowledge is, that wisdom preserveth the life of him that hath it.—Ecclesiastes.*

## WORTH THINKING ABOUT.

You may sell your advertising space to national advertisers as readily as these same national advertisers may sell their goods to your readers.

And you must use the same method.

You would not consider it possible—and it would not be possible—for a national advertiser to sell his goods profitably to your readers unless he advertised effectively in your columns. He could not get best results by circularizing your readers—or by canvassing them. He knows that—and you know it.

Nor can you sell your space to him by circularizing him or canvassing him.

He is influenced to buy advertising space in exactly the same way that your readers are influenced to buy advertised commodities.

Your readers find the "ads" in your columns informing and interesting. From them they get useful and money-saving facts, and keep posted on the latest utilities.

The man who places "national advertising" appropriations is influenced by the advertising he finds in THE EDITOR AND PUBLISHER. He watches this advertising even more closely than your readers watch the advertising in your columns, and he acts accordingly.

## HAS IT EVER OCCURRED TO YOU—

There's a shoe merchant in about every city and town, who is the despair of the local newspaper management.

This not-yet-extinct shoe merchant "believes in advertising"—but he considers that the regular use of liberal space in his best local newspaper is too expensive.

He uses fence signs, billboards, circulars and about every "scheme" that is presented to him, and considers that it is necessary for him to take space in about every program that is ever printed in his city.

The advertising manager of his local newspaper labors with him. He tries to show him that a systematic use of newspaper space, giving to his "ads" a "news value," will mean cumulative results. He points out to him the folly of scattering his ammunition. He calls his attention to the examples of other merchants, who prosper through the concentration of their advertising appropriations on newspaper space. And, in some instance, the shoe dealer is finally persuaded to try the experiment of REAL ADVERTISING—or spending ALL of his appropriation, for a time, for newspaper space. And, in

almost all instances, where a merchant has been induced to try this plan, he sticks to it—in his own interest.

But the strange part of this situation is this: That this same advertising manager, who works so hard to convince the shoe merchant of his mistaken policy, SOMETIMES CONTINUES TO FOLLOW THAT SAME POLICY IN ADVERTISING HIS OWN COMMODITY—the advertising space which he has to sell.

He can understand that SHOES are an advertisable commodity—advertisable, to the best advantage, in the newspaper which reaches the greatest number of possible buyers of good shoes. But he fails to see that his newspaper's advertising space is, also, a definite commodity, and advertisable to best advantage in the trade journal which reaches the greatest number of possible buyers of that space. So he goes merrily on, scattering his appropriation—circularizing, using "schemes" and devices which he condemns the local merchant for using. And, now and then, he "eases his conscience" by using a little space in his trade journal.

THE EDITOR AND PUBLISHER would like to have every manager of every newspaper in America apply to his own plans for advertising in its columns just the same logic that he uses with his local merchant in persuading him to confine himself to REAL ADVERTISING.

## EDITORIAL COMMENT.

The New York American is devoting much attention to the "ritual" murder trial at Kiev, Russia. It daily prints more matter on the subject than any other American newspaper. It has editorially shown that Russian persecution of the Jews has been more cruel and persistent than that of any other nation in modern times. That the newspapers of the Empire are having a hard time of it in trying to tell the truth about Russia's treatment of the Jews is shown by the fact that since the Beilis murder trial began, twenty-two papers have been fined an aggregate of \$3,375; fourteen issues have been confiscated, one paper suppressed, and one editor imprisoned for his enterprise in publishing the facts.

That newspaper publishers are careless about some things—and especially about answering letters, is well-known. An advertising agent who recently received an order for advertising to be placed in Nevada newspapers, wrote to the publishers asking for their rate cards. At the end of two weeks only one had replied. Every publisher of a daily or weekly ought to see that every agent recognized by the A. N. P. A., as listed in these columns last week, is at once furnished a copy of his last rate card. By doing this he will not only save the agent the bother of writing for it and the time required for the same to reach him by mail, but he will greatly increase his own chances for getting business from the agents.

The annual report of the Mergenthaler Linotype Co. shows that the last fiscal year has been the best in the history of the company, the net income from all sources being \$2,767,936. This would not seem to indicate any falling off in the popularity of the linotype, thirty thousand of which are now in use, because of the introduction of new competing machines.

The newspapers are playing an important part in the development of various kinds of sport and especially of those that possess novelty and interest. James Gordon Bennett, of the New York Herald, has done much to encourage balloon racing by offering prizes to the contestants. The Evening Mail has earned the gratitude of athletes by promoting marathon long distance contests. Newspaper publishers everywhere contribute cups and other prizes to the winners of various competitions both on and off the cinder path. The latest and most important aeroplane race held in America, that of Oct. 11, in

which five machines took part, was brought about through the enterprise of the New York Times, which offered prizes aggregating \$1,750. Such a race, in the face of a forty-two mile an hour wind, would have been an impossibility one year ago because the drivers would not have dared to risk their lives in such a gale. Improvement in the machines and a better understanding of their peculiarities are responsible for the change.

Fleming Newbold, business manager of the Washington Star, has purchased, on behalf of that newspaper, from the Washington Y. M. C. A. sixty-three memberships at \$15 each in exchange for advertising space, which have been turned over to members of the Star staff at \$5 each. When the plan was proposed to Mr. Newbold he took the matter up with Frank B. Noyes, the publisher, who agreed with him that it would be an excellent way to secure for Star employes the advantages to be derived from the athletic and educational features of the Y. M. C. A. The charge of \$5 for each membership was made in order to make the men feel that they were not objects of charity and to enhance their interest in the institution. The money thus received by the Star has been turned over to the Welfare department of the paper. Why wouldn't this same plan be worth adopting by other publishers? The Y. M. C. A. throughout the United States is doing a splendid work in developing the best there is in young men. The buildings occupied by the branches are centrally located and are equipped with gymnasiums for physical training, and maintain classes in French, German, Spanish, Advertising, English Composition, and common school and other helpful studies. They furnish amusements as well as educational advantages and present courses of lectures to which members are allowed to bring their friends. In supplying memberships to office employes, who desire to broaden their knowledge and improve their physical condition, any newspaper will be doing a good work and one that will tell in results.

That there has been unusual activity in the newspaper field the past week is shown by the record of sales of newspaper properties recorded elsewhere in this issue. The most important transaction was the purchase of the Rocky Mountain News and the Times of Denver by John C. Shaffer, owner of the Chicago Evening Post, at a reported cost of \$750,000. The News has for years been one of the best know papers of the Middle West.

## "A FRIEND TO MAN."

Same Walter Foss, the Chicago newspaper man whose death was sincerely mourned by hundreds of friends in all parts of the country, wrote one poem that is bound to be read and cherished in the years to come. It was entitled "A Friend to Man," and is here reproduced for the benefit of those who have not seen it:

Let me live in my house by the side of the road  
Where the race of men go by—  
The men who are good and men who are bad,  
As good and as bad as I;  
I would not sit in the scornor's seat  
Nor hurl the cynic's ban;  
Let me live in a house by the side of the road,  
And be a friend to man.

I see from my house by the side of the road,  
By the side of the highway of life,  
The men who press with the ardor of hope,  
The men who are faint with the strife,  
And I turn not away from their smiles or their tears,  
Both parts of the Infinite Plan;  
Let me live in my house by the side of the road,  
And be a friend to man.

I know there are brook-gladdened meadows ahead  
And mountains of wearisome height,  
That the road passes on through the long afternoon  
And stretches away to the night.  
But still I rejoice when the travelers rejoice  
And weep with the strangers that moan,  
Nor live in my house by the side of the road,  
Like a man who dwells alone.

Let me live in my house by the side of the road  
Where the race of men go by;  
They are good, they are bad, they are weak, they are strong,  
Wise, foolish—and so am I;  
Then why should I sit in the scornor's seat  
Or hurl the cynic's ban?  
Let me live in my house by the side of the road,  
And be a friend to man.



## Topeka Daily Capital

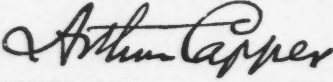
LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation  
In September, 1913 - - **33,336**

Net Average in Topeka  
In September, 1913 - - **9,610**

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

Only 7-day-a-week paper in Kansas.



**Arthur Capper**  
TOPEKA, KAN. Publisher

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

Paid Circulation is the circulation that pays advertisers

### The Hartford Times.

HARTFORD, CONN.

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

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

### The 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

Dates for the semi-annual convention of the Southern Iowa Editorial Association have been set for Nov. 13 and 14 at Iowa City. The editors will be entertained at the second annual homecoming of the University of Iowa which takes place at that time.

### AD LEAGUE'S DINNER.

**First Meeting of the Season Brings Out a Large Attendance—Addresses by Messrs. Dillon, Robbins, Hanna, Haggood, Williams, Ingersoll and Collins—Members Vote to Continue the Vigilance Work.**

Those who attended the opening dinner of the New York Advertising Men's League, at the Aldine Club, on Thursday evening, Oct. 16, agreed that it was one of the best that has ever been held by that organization in a long time. The attendance was large, and the speaking was far above the average, and the interest shown in the subject discussed was greater than usual.

The topic of the evening was "Shall We Abolish the Vigilance Committee?" The first of the speeches in the discussion was delivered by John J. Dillon, chairman of the vigilance committee,

"The publishers of the newspapers are a dominant factor in the suppression of fraudulent advertising," he continued. "If they would resolutely stand together and refuse to give publicity to the advertisements of those who are manifestly trying to deceive or defraud the public, the most of the rascals would be driven out of business in ninety days. The advertisers themselves



JOHN J. DILLON.

could bring about the same result by withdrawing their patronage from those newspapers that print objectionable advertisements."

**ROBBINS TELLS OF NATIONAL WORK.**  
Harry D. Robbins, advertising manager of N. W. Halsey & Co., chairman of the vigilance committee of the A. A. C. A., very briefly outlined the work that was being accomplished by the national organization. He called attention to the fact that four Denver newspapers were under indictment for violation of the law of the State forbidding



PRESIDENT W. H. INGERSOLL.

who told of the work that had been accomplished. He said that the committee had not been able to achieve as much as it had desired; that it had made some mistakes, but that, on the whole, a number of important things had been accomplished. A beginning had been made, and it was now up to the association to declare whether or not the committee should go on and endeavor to achieve greater results.

**INVESTIGATED 100 CASES.**  
Mr. Dillon stated that the legal department had investigated about 100 cases that had been brought to its attention. Twenty-five of these were found to be outside of the jurisdiction of the courts. Ten cases had been prosecuted. Two were afterward dropped for want of evidence. Two were withdrawn for the reason that the concerns went out of existence. One conviction had been secured, and three cases are now being prepared for trial.

One effect of the work had been to spur merchants on to reforming their advertising, and this, Mr. Dillon asserted, was a most desirable result.



WILLIAM KING HANNA.

the printing of certain kinds of fraudulent advertisements. Los Angeles business men had raised a fund of \$25,000 to back up the vigilance work in that city. Sixty local vigilance committees are busy in several States in an endeavor to show advertisers the error of their ways and to urge upon publishers the necessity of cleaning up their columns.

William King Hanna, the advertising agent, presented the only argument of the evening against the continuance of the work of the league along the lines it has been pursuing. Mr. Hanna made an excellent impression by the temperate manner in which he spoke and his logical presentation of facts.

The main point in his address was that he did not believe it advisable to lay so much emphasis upon legal methods of procedure. He declared that legislation and litigation were the two great evils of modern civilization. He called attention to the fact that many

## 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.

### Leader in High-Class Circulation

According to statements published by all the New York daily newspapers, THE NEW YORK TIMES has an average net paid total sale far more than DOUBLE the next high-class morning newspaper; MORE THAN THREE AND ONE-HALF TIMES that of the third high-class morning newspaper; MORE THAN FOUR AND ONE-HALF TIMES that of the fourth high-class morning newspaper, and considerably more than the three COMBINED.

In the Metropolitan District THE NEW YORK TIMES has a net paid daily sale more than DOUBLE the net paid daily sale of all other high-class New York morning newspapers COMBINED.

### The Shortest Way



**IT'S CLEAN**

TO THE BIG PITTSBURGH MARKET AND TERRITORY IS THROUGH

### The Pittsburgh Sun

(Every Afternoon except Sunday), the most direct way to reach worth-while home people who have the money to spend.

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

### GET THE BEST ALWAYS

## The Pittsburgh Dispatch

### Greater Pittsburgh's Greatest Newspaper

**WALLACE G. BROOKE, H. C. ROOK,**  
Brunswick Bldg., New York  
**HORACE M. FORD, People's Gas Bldg., Chicago**  
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 NET PAID Circulation.

**H. M. PINDELL, Proprietor.**  
**CHARLES H. EDDY, Representative.**  
1 Madison Avenue, NEW YORK.



NORMAN HAGGOOD.

# SECOND PATENT SUIT

# Linotype vs. Intertype

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

<p>D. S. Kennedy.....No. 586,337                  J. R. Rogers....." 619,441                  J. R. Rogers....." 630,112                  D. A. Hensley....." 643,289                  J. R. Rogers....." 661,386                  C. Muehleisen....." 718,781                  J. W. Champion....." 719,436                  D. A. Poe and W. H. Scharf....." 734,746                  J. L. Ebaugh....." 739,591                  P. T. Dodge....." 739,996                  J. K. Van Valkenburg....." 746,415                  S. J. Briden....." 757,648                  W. H. Randall....." 758,103</p>	<p>J. M. Cooney and H. L. Totten.No. 759,501                  R. M. Bedell....." 787,821                  P. T. Dodge....." 797,412                  D. S. Kennedy....." 797,436                  D. S. Kennedy....." 824,659                  M. W. Morehouse....." 826,593                  T. S. Homans....." 830,436                  T. S. Homans....." 837,226                  R. M. Bedell....." 848,338                  T. S. Homans....." 888,402                  J. R. Rogers....." 925,843                  H. Plaut....." 955,681</p>
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We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

O. Mergenthaler.....No. 614,229	O. Mergenthaler.....No. 614,230
J. R. Rogers.....Reissue 13,489	

## Mergenthaler Linotype Company

**TRIBUNE BUILDING** **NEW YORK**

of the great businesses of the country are to-day carried on by lawyers.

**ARGUES AGAINST VIGILANCE.**

"There are," he said, "too many laws upon the statute books, and the great ambition of legislators seems to be to increase the number." He could not see any need of the enactment of special laws governing advertising. There were enough already which, if enforced, would drive the fraudulent advertiser out of business.

Mr. Hanna closed by saying that if the committee would abandon all of its legal work and confine itself to the evangelization of the business world along educational lines, the desired results could be accomplished.

Norman Haggood, editor of Harper's Weekly, was warmly applauded when he rose to speak upon the arguments already submitted. He referred to the Mann law for the suppression of white slave traffic and said that the only reason why he had been opposed to it was that it went too far. He thought it was possible that the vigilance committee might go too far in its work and, by

arousing public prejudice, defeat the very object for which it was striving.

E. L. Clifford, managing editor of the Minneapolis Journal, delivered an address that aroused much enthusiasm among the members of the league. Mr. Clifford proved himself to be a magnetic speaker and a clear thinker. An abstract of his address will be found elsewhere in this issue.

Dr. Talcott Williams gave a very brief address, in which he spoke upon the advance that had been made in raising the editorial standard of the newspapers.

William H. Ingersoll, president of the league, also spoke.

At the conclusion of the speechmaking, a resolution was passed continuing the work of the vigilance committee.

President Ingersoll early in the evening announced the committee appointments for the year. The names of the chairmen of the several committees are as follows:

Budget committee, O. H. Blackman; sales committee, Victor Leonard; educational committee, Harvey C. Wood; program committee, George C. Hubbs; entertainment committee, Carroll H. Dunning; club contest committee, Harold Thresher; On-to-Toronto committee, John Sullivan; publicity committee, W. H. Ukers; business opportunities committee, Fred Dibble; year book committee, W. H. Lough; efficiency committee, E. J. Mohren; Greater New York committee, Herbert Casson; membership committee, H. W. Casler; vigilance committee, John Dillon.

**OBITUARY NOTES.**

T. W. HAIGHT, a pioneer newspaper man of the Middlewest, died last week at Waukesha, Wis. He was at one time editor of the Milwaukee Sentinel and at various times head of other publications in the West. He was the author of several books.

DANIEL SURFACE, seventy-seven years old, Civil War correspondent for the old Cincinnati Gazette, and a pioneer newspaper man of Ohio and Indiana,

died at Richmond, Ind., Oct. 14. Death was due to heart failure.

WILLIAM REED, seventy-two years of age, for twenty-five years editor and proprietor of the Taunton (Mass.) Gazette, died on Sunday in Taunton. He was for several years in charge of the first newspaper printed in Montana, at Helena.

WILLIAM GARRET BROWN, of the editorial staff of Harper's Weekly, and former lecturer on American History at Harvard, died of tuberculosis, at New Canaan, Conn., Sunday.

JOSEPH J. BURKE, fifty-nine years old, familiarly known as "Judge" Burke, one of the most widely known racing and newspaper men, died at his home in Richmond Hill, Queens, last week. For fifteen years Mr. Burke had been racing expert for the New York Herald.

FRANK WALDRON ROLLINS, editor of the Ellsworth (Me.) American, died Oct. 12 in that city. He was sixty years old. Soon after graduating from Harvard, Mr. Rollins became editor of the Plymouth County Journal at Abington, Mass., and then of the Paragraph, Mamaroneck, N. Y. For several years he was connected with the Boston Commercial Bulletin and the New York Journal of Commerce.

**NEW PUBLICATIONS.**

CUSHING, Okla.—The Morning Sun has appeared, the first daily for this city. B. W. Barnes is the editor and publisher.

ERIE, Pa.—A new daily labor paper, the Journal, is soon to be launched. It will represent the Progressive organized movement and will follow the policy of the Weekly Union Labor Journal.

LAWNSDALE, Cal.—E. C. Roberts is the editor and publisher of the Review, a new enterprise, which made its appearance last week.

TALLAHASSEE, Fla.—The Florida Record is a new paper to be established here as a State-wide publication. It will be published from the plant of Col. T. J. Appleyard, the State printer.

SPRING CITY, Pa.—The Interborough Press is the title of a new weekly newspaper published by F. L. Moser, formerly of Collegeville.

FOREST CITY, N. C.—B. H. Depriest is the editor of the Free Press, recently launched here.

CASTLETON, N. Y.—William B. Jones, formerly secretary of the Albany Chamber of Commerce, is planning a new weekly, to be called the Castle-tonian.

CHADWICK, Ill.—The Standard, published and edited by C. A. Hanson, made its first appearance last week.

**Baker Held as Newspaper Firebug.**

Charged with an attempt to set fire to the plant of the Potter County Enterprise, a Bull Moose newspaper published at Cougersport, Pa., George Baker is being held for the grand jury in default of bail. At the hearing a hotel clerk testified that he saw a fire burning at the side of the Enterprise building, and saw Baker running away. The Enterprise building was partly wrecked two weeks ago by a heavy charge of dynamite.

**Montreal Papers in Law Suits.**

An interlocutory injunction has been issued against the International News Service Co., of New York (Hearst Syndicate), to prevent its carrying out a contract to supply its service of illustrations and special features to the Montreal Star. The plaintiff is the World Newspaper Co., of Toronto, which claims to have had a prior contract. An action against Sir Hugh Graham and the Montreal Star Publishing Co., Ltd., for \$100,000 damages has also been started by D. Lorne McGibbon, principal owner of the Montreal Herald. Mr. McGibbon alleges that by the arrangement referred to above his paper was deprived of the use of the service to its great and irreparable detriment, and instances this is an evidence of a conspiracy to ruin his enterprises.



HARRY D. ROBINS.



**PRESS ASSOCIATIONS.**

The Western New York Publishers' Association held its fall convention at Rochester Saturday. The morning session was devoted to routine business and to a discussion of postal rates. Speakers at the afternoon meeting included D. C. Ayres, Penn Yan Chronicle, "How to Handle the Mechanical End of a Country Newspaper;" Will O. Green, Monroe County Mail, "How to Handle the Business End of a Country Weekly;" Horace G. Myers, President of the Myers Advertising Agency of Rochester, "Advertising," State factory laws regarding newspaper offices and State fair advertising were also discussed. C. H. Betts, of Lyons, is president of the association.

The Austin (Tex.) Press Club filed articles of incorporation with the Secretary of State last week. The officers of the club are: W. M. Thornton, Dallas-Galveston News, president; J. A. Fernandez, Houston Chronicle, San Antonio Light, Dallas Times-Herald, first vice-president; Lloyd P. Lochridge, editor Austin Statesman, second vice-president; R. C. Lowry, Houston Post, Fort Worth Record, Associated Press, secretary; W. A. Philpott, editor Texas Bankers' Record, treasurer.

The Oregon State Editorial Association at its annual meeting in Portland last week devoted a session to the discussion of plans for a suitable monument to the late Homer Davenport, the cartoonist. Among the speakers at the convention were Governor West, Samuel White, E. Hofer and John Stevenson. The journalism class of the University of Oregon, with Professor Erie Allen, attended the sessions. The editors were guests of the Portland Press Club, which provided special entertainment for the visitors.

A distinction between stories that should and those that should not be printed in newspapers was drawn last week at the semi-annual meeting of the Utah Newspaper Association in Salt Lake City. Frank P. Gallagher, managing editor of the Tribune, explained the distinction in an address to the association. The speaker said that those who were agitating for cleaner journalism usually ignored the distinction, forgetting that the Scriptures and the histories of all nations were filled with "crime stories" of high moral value.

Daily newspaper publishers of Western Canada attended the annual meeting of the Western Associated Press at Winnipeg last week. The annual reports of the president and chairman of the news distribution committee were presented and the financial statement passed. Officers for the year were re-elected as follows: President, E. H. Mackin; vice-president, R. L. Richardson; treasurer, W. L. Roblin, and secretary, J. F. B. Livesay.

That women make for the constant uplift of journalism was the opinion expressed last week at the Milwaukee Press Club by Father J. E. Copus, S.J., director of the school of journalism, Marquette University. Father Copus responded to the toast, "Women in Journalism," at the reception given by press club members to the women workers of Milwaukee newspapers. President Charles Dean, of the club, presided as toastmaster. In addition to Father Copus, bright toasts were spoken by Miss Sarah McDougall, Mrs. John T. Thornton, Maj. H. B. Hersey and John R. Wolf. Women workers who attended were: Mrs. Louise F. Brand, Sentinel; Mrs. Lucy Strong, Free Press; Miss Sarah McDougall, Daily News; Miss Jessie Knowles, Evening Wisconsin; Miss Mary E. Stewart, Journal; Miss Edith Crombie, Journal; Miss Bertha Schumann, Sentinel; Miss Telza Hirsch, Journal; Miss Charlotte Mouat, Miss Mally Ahrendt, Sentinel.

**The Tacoma Ledger's Sworn Statement to the Post Office Department.**

Statement of the ownership, management, circulation, etc., of

**The Tacoma Daily Ledger**

published daily at Tacoma, Wash., required by the Act of August 24, 1912:

Editor, R. T. Buchanan, Tacoma, Wash.  
 Managing Editor, R. T. Buchanan, Tacoma, Wash.  
 General Manager, Elliott Kelly, Tacoma, Wash.  
 Business Manager, E. E. Bare, Tacoma, Wash.  
 Publisher, S. A. Perkins, Tacoma, Wash.  
 Owner, S. A. Perkins, Tacoma, Wash.

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

No bonds.  
 No mortgages.

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), 19,431.

(Signature of) ELLIOTT KELLY,  
 General Manager.

Sworn to and subscribed before me this 6th day of October, 1913.

(Seal.) J. E. MACPHERSON,  
 Notary Public.

(My commission expires Jan. 9, 1917.)

**Foreign Representatives**

**VERREE & CONKLIN, Inc.**

Brunswick Bldg., New York

Steger Bldg., Chicago.

**The Tacoma News' Sworn Statement to the Post Office Department.**

Statement of the ownership, management, circulation, etc., of

**The Tacoma Daily News**

published daily at Tacoma, Wash., required by the Act of August 24, 1912:

Editor, Herbert E. Hunt, Tacoma, Wash.  
 Managing Editor, Herbert E. Hunt, Tacoma, Wash.  
 General Manager, Elliott Kelly, Tacoma, Wash.  
 Business Manager, S. S. Anderson, Tacoma, Wash.  
 Publisher, S. A. Perkins, Tacoma, Wash.  
 Owner, S. A. Perkins, Tacoma, Wash.

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

No bonds. No mortgages.

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: 19,218.

ELLIOTT KELLY,  
 General Manager.

Sworn to and subscribed before me this 6th day of October, 1913.

(Seal.) J. E. MACPHERSON,  
 Notary Public.

(My commission expires Jan. 9, 1917.)

**Foreign Representatives**

**VERREE & CONKLIN, Inc.**

Brunswick Bldg., New York

Steger Bldg., Chicago.

**CANADA'S AGENTS LIST.**

**Names and Addresses of Those Who Are Recognized by the Canadian Press Association—Others in the Dominion.**

(Corrected to Oct. 18, 1913.)

**RECOGNIZED AGENTS.**

- Baker Advertising Agency, Ltd., Toronto, Ont.
- Canadian Advertising Agency, Ltd., Montreal, Que.
- Cattanach Advertising Agency, Ltd., Winnipeg, Man.
- Central Press Agency, Ltd., Toronto, Ont.
- Dean, E., Sterling Advertising Agency, Toronto, Ont.
- Desbarats Advertising Agency, Ltd., Montreal, Que.
- Dominion Advertising Co., Ltd., Toronto, Ont.
- Financial Advertising Co. of Canada, Ltd., Montreal, Que.
- Gagnier Advertising Service, Toronto, Ont.
- Gibbons, J. J., Ltd., Toronto, Ont.
- Hamilton Advertisers' Agency, Ltd., Hamilton, Ont.
- Hutcharm Co., Victoria, B. C.
- Imperial Publishing Co., Ltd., Halifax, N. S.
- McConnell & Ferguson, London, Ont.
- MacPherson-McCurdy, Ltd., Winnipeg, Man.
- Press Agency Bureau, Ltd., Toronto, Ont.
- Robertson, J. S., Co., Toronto, Ont.
- Rowlatt, F., Albany, Toronto, Ont.
- Thompson, J. Walter, Co. Ltd., Toronto, Ont.
- Woods-Norris Co., Ltd., Toronto, Ont.

**UNRECOGNIZED AGENTS.**

- Ads, Ltd., 408 Manning Chambers, Toronto, Ont.
- Associated Advertisers' Bureau, 319 Pender street, W., Vancouver, B. C.
- Bartholomew Advertising Agency, 207 St. James street, Montreal, Que.
- Benison Advertising Service, King's Hall Chambers, Montreal, Que.
- Bonnell Advertising Agency, Charlottetown, P. E. I.
- British Canadian Advertising Agency, 702 Confederation Life building, Winnipeg, Man.
- Callopy Advertising Co., Dominion Trust building, Vancouver, B. C.
- Cameron, Dakers, St. Nicholas building, Montreal, Que.
- Cluxton, L. G., 522 Board of Trade building, Montreal, Que.
- Davis Advertising, 830-832 Somerset block, Winnipeg, Man.
- Glass, S. S., Advertising, Ltd., 727-729 Birks building, Vancouver, B. C.
- Horn-Baker-Smith Advertising Co., Ltd., 108 Union Trust building, Winnipeg, Man.
- Imperial Advertising Agency, 35-39 Adelaide street, W., Toronto, Ont.
- Irwin, W. Wilson, 135 Hastings street, W., Vancouver, B. C.
- Mason Advertising Agency, 18 Toronto street, Toronto, Ont.
- McCurdy, H. W., Temple building, Toronto, Ont.
- Newton Advertising Agency, Winch building, Victoria, B. C.
- Northern Advertising Co., 975 Main street, Winnipeg, Man.
- Pacific Publicity Service, 1112 Broad street, Victoria, B. C.
- Sells, Ltd., Shaughnessy buildings, Montreal, Que.
- Sexsmith, Evan W., Dominion Trust building, Vancouver, B. C.
- Sharon, Hugh, 701 Tegler building, Edmonton, Alta.
- Shipman, Harold C., Ottawa, Ont.
- Tribune Advertising Co., Sackville, N. S.

**AGENCIES IN LIQUIDATION.**

- Eddy Advertising Service, Ltd., Ottawa, Ont.
- Fraser Advertising Agency, Vancouver, B. C.
- Noble Advertising Agency, Ltd., Vancouver, B. C.
- (George E. Winter, 210 Bank of Ottawa building, Vancouver, liquidator.)

PITTSBURGH JOTTINGS.

Dispatch Moves into Handsome New Building—E. M. Scholz on Two Months' Vacation—Changes on Post and Sun Editorial Staffs—Journalism School Starts Its Second Year—Mackrell for Council.

PITTSBURGH, Oct. 22.—The Dispatch has taken possession of its handsome new building at Smithfield Street and Oliver avenue. The structure is four stories high with basement and is well lighted and ventilated.

James Jerpe, of the Gazette Times, and Ralph S. Davis, of the Press, both well known as sporting editors, covered the world's baseball series for their papers.

Joseph S. Myers has given up night work on the Post and has become managing editor of the Sun, the evening edition of the Post, John R. Ball, who has long been doing politics for the Post, has become managing editor of that paper.

Colley S. Baker, who with Thomas M. Jones, covered the Legislature at Harrisburg for the Tri-State News Bureau, and who since the adjournment of the Legislature has been on the night desk, has returned to his former love, the Herald, at Uniontown, Pa.

The School of Journalism at the University of Pittsburgh has opened its second year with every indication of success. T. R. Williams, managing editor of the Press, who knows the newspaper business from the ground up, is the director.

Percy H. Preston, golf man for the Tri-State News Bureau, covered the tournaments at Garden City, Southampton and Brookline.

Austin Beach, city editor of the Dispatch, has just returned from a vacation spent in the East. L. L. Carson took the city desk during his absence.

The Gazette Times recently finished a street guessing contest and is now conducting a circle puzzle contest. The Sun is conducting a song picture contest.

Joseph N. Mackrell, political writer on the Chronicle Telegraph, was one of the ten nominated at the recent primaries for council. The position pays \$6,000 a year.

Announcement has been made of several very interesting changes in the advertising departments of the Pittsburgh Gazette-Times and Chronicle-Telegraph. Urban E. Dice, for a number of years advertising manager of the Chronicle-Telegraph, has been made foreign advertising manager.

Herbert Rosenbaum, who has been

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, &c., OF THE NEW YORK TIMES.

Published daily and Sunday at New York, N. Y., required by the Act of August 24, 1912.

Editor—Charles R. Miller. Managing Editor—C. V. Van Andra. Business Manager—Louis Wiley. Publisher—Adolph S. Ochs.

Owner—The New York Times Company. Stockholders holding 1 per cent. or more of total amount of stock: Adolph S. Ochs, majority stockholder, The Times, New York City; Charles R. Miller, The Times, New York City; Edward Cary, The Times, New York City; C. V. Van Andra, The Times, New York City; Louis Wiley, The Times, New York City; John Norris, The Times, New York City; Wm. C. Belck, New York City; Walter S. Sullivan, New York City; John G. Agar, New Rochelle, N. Y.; Annie M. McClymonds, Morris Plains, N. J.

Known bondholders, mortgagees, and other security holders holding 1 per cent. or more of the total amount of bonds, mortgages or other securities: Adolph S. Ochs, The Times, New York City; Charles R. Miller, The Times, New York City; Louis Wiley, The Times, New York City; Caroline E. Richmond, Chattanooga, Tenn.; Leo Wise, Cincinnati, Ohio; New York Trust Company, New York City. Trustees for The New York Times Co. Sinking Fund.

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: 230,360.

ADOLPH S. OCHS, Publisher. Sworn to and subscribed before me this 1st day of October, 1913. E. C. MAUBORGNE, Notary Public. (My commission expires March 30, 1914.)

CIRCULATION ON OCT. 1, 1913, AND OCT. 1, 1912.

The statement above, required by law, gives the average circulation of the Daily and Sunday New York Times during six months ending Oct. 1, 1913.

The following is the actual distribution of The New York Times on Oct. 1, 1912, and Oct. 1, 1913:

THE NEW YORK TIMES CIRCULATION REPORT.

TUESDAY, OCT. 1, 1912, and WEDNESDAY, OCT. 1, 1913.

Table with 3 columns: General Distribution, City Dealers, Country Dealers, Mail List. Rows for Oct. 1, 1912 and Oct. 1, 1913.

Table with 3 columns: TOTAL NET PAID, Advertising Mail List, Exchanges, Downtown Office, Main Office, Annex Office, Editorial and Comp. Room. Rows for Oct. 1, 1912 and Oct. 1, 1913.

Total Net Circulation... 226,600 250,504 THOMAS WILLSON, Foreman Mail and Delivery. Oct. 1, 1913.

The New York Times

NEW YORK, THURSDAY, OCT. 2, 1913.

THE FIGURES THE LAW REQUIRES

From the circulation figures which, in obedience to the laws of our country, we publish this morning, readers of THE TIMES will learn that the great family of which they are members is still growing, having yesterday passed the quarter-million mark.

The average net paid daily circulation of THE TIMES for the six months ended Oct. 1, 1912, was 209,751. The average net paid daily circulation for the six months ended yesterday, Oct. 1, 1913, was 230,360. The year's gain is 20,609.

The figures published in April last, showing average daily circulation for the six months from Oct. 1, 1912, to April 1, 1913, was 228,534. The average for the past six months, which includes the Summer season when newspaper circulation is at its lowest point, shows a gain of 1,826. THE TIMES is in a position to make the somewhat unusual boast that during the Summer months from April to September it loses more city circulation than all the other morning papers together. This is due to the fact that so many of its readers betake themselves to country homes or go abroad. For the most part they do not thereby forfeit the privilege of reading THE TIMES, which follows them to their Summer homes.

The figures of THE TIMES'S circulation yesterday, Oct. 1, were 250,504, showing that, as is the case with the weekly bank statement, the actual figures, as compared with the average, reflect the rapid rise at the end of the period. There is no other newspaper in the world of the character of THE TIMES that has a circulation of 250,000 copies daily.

Salt Lake Telegram Sold.

George E. Hale, publisher of the Salt Lake Herald-Republican, has purchased the Salt Lake Evening Telegram, of which W. G. Lamb is president and Charles C. Goodwin is editor, and Homer F. Robinson is business manager.

Peabody Enterprise Publisher Fined.

Frank W. Penniman, publisher of the Peabody (Mass.) Enterprise, was fined \$50 each on four counts of libel on Chief of Police Grady, of Peabody, in the Superior Criminal Court at Salem last week.

For Your Woman's Page

- Line Fashions (1 and 2 col.) Half-tone Fashions Embroidery Patterns Barbara Boyd

Let us supply proofs and sample mats for comparison with your present service.

The International Syndicate BALTIMORE, MD.

OUR MAT

Service "Can't Be Beat"

Problems of Every Day Life is a corker of a page—well illustrated.

Well Dressed Women is another strong page—timely illustrated.

Entertaining and etiquette is a clever page, unusually helpful to the younger element, who may be socially ambitious.

The titles of a few more timely illustrated pages follow: "Helpful Page for Housewives," "Strength, Health and Beauty," "Needlework and Stenciling," "Women's Section"—two pages—in black or four colors, high-class work.

We have all kinds and sizes in page-features, most of 'em are "corkers"; some are fillers—cheaper than composition.

World Color Printing Company ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

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

MOST CONVENIENT

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

CENTRAL PRESS ASSOCIATION, Cleveland



**PROGRESS IN CHARLOTTE.**

**How J. V. Simms Has Braced Up  
The Observer's Publications and  
Made Them Profitable.**

A successful reorganization of an established newspaper plant, accomplished with practically no "shake-up" or apparent sign of reorganization to the men employed in the work, is the feat accomplished during the first nine months of 1913 by J. V. Simms, who on Jan. 1 assumed the general management of the Observer Co., of Charlotte, N. C., publisher of the Charlotte Daily Observer, the Evening Chronicle and the Semi-Weekly Observer.

The Daily Observer, one of the oldest dailies in North Carolina, was established in 1869 and was taken over by the firm of Coldwell & Tompkins in the eighties. The paper was operated under the personal direction of J. P. Caldwell until he was forced to give up his work on account of the failure of his health in 1909. D. A. Tompkins, the remaining member of the firm, largely interested in manufacturing enterprises, could not take to the active newspaper field, and sought a reorganization of the business, which was only partially effected during the intervening period until the first of this year.

Mr. Simms, who had been owner and publisher of the Raleigh Times, and had made a success of this paper, was engaged by Mr. Tompkins, and assumed the management of the publications Jan. 1, 1913. The result thus far has been a nice profit in the business as against a heavy loss during the same period of the year before. This result was accomplished without the removal of a single head of a department and with comparatively few changes in the personnel of the several staffs.

The operating expenses were reduced twenty-four per cent. during the first six months of 1913 over the same period of 1912, while the general condition of the papers, plant and operating forces have been considerably improved and the cash income increased.

The Evening Chronicle was changed from a penny paper to a home paper placed at ten cents a week on subscription, and made strictly a local paper, serving Charlotte and immediate tributary territory. The character of the circulation has been raised, and the advertising patronage has been practically doubled.

A high standard of business policy was adopted in the reorganization of the Charlotte Daily Observer, and a general improvement has been made in the news service and make-up of the paper. The Sunday edition was especially benefited, and is now the leading Sunday publication of its section, carrying the highest class of features and showing a wonderful increase in advertising patronage.

The most noticeable improvement in the three publications, however, was in the Semi-Weekly Observer, which had been neglected to a considerable extent. It was published with whatever matter, both in news and advertising, that would come to it from the other two papers without effort.

Recognizing the field for such a publication for the farmers in this, one of the richest agricultural sections of the South, Mr. Simms started out with the idea of making it a feature for the farmers. The farmers were given free access to the want ad section, which up to this time had practically been a minus part of the paper. Notice was sent to the farmers that classified advertising might be placed in the Semi-Weekly Observer three times free of charge. The Semi-Weekly is carrying several columns of classified advertising in each issue, and the advantage gained by this feature has been many fold. With practically ninety per cent. of the advertisements of this nature which came to the paper was a check for a subscription, and this and other features adopted in the reorganization scheme has put the paper on a paying basis and the circulation and advertising business on the rapid increase.



**J. V. SIMMS,**  
GENERAL MANAGER CHARLOTTE (N. C.) OBSERVER.

**DEATH OF JACOB J. WALSER.**

Jacob J. Walser, president of the Goss Printing Press Co., died at his home in Austin, Ill., Oct. 16. Mr. Walser occupied a prominent position in the industrial and commercial field in Chicago.

In 1886 Mr. Walser, with Fred. L. and Samuel G. Goss, formed the Goss Printing Press Co. Mr. Walser was chosen president and occupied that position up to the time of his death.

Ever since its organization the Goss Printing Press Co. has been among the foremost concerns of its kind in the world, and Mr. Walser's careful business methods, together with his great activity and business sticking qualities, contributed largely to the success of the company.

Mr. Walser was born in Germany July 29, 1849. His parents, Joseph and Emma Walser, brought him to America when he was five years old. After obtaining a meager education he started out in the world, and that he succeeded is best indicated by the splendid business which his efforts established in the Goss company. He was a resident of Chicago since 1853.

Mr. Walser is survived by the widow and two children, a son, Jacob J. Walser, Jr., and a daughter, Mrs. Lizzie Oliphant, all of Chicago.

Mr. Walser was a thirty-second degree Mason, member of Siloam Commandery, of Austin, and of the Shriners. He also was a member of the Oaks Club, of Austin.

**Plan Inquiry Into Pulitzer Concern.**

At a meeting of the stockholders on Tuesday, of the Pulitzer Publishing Co., which has no connection with the Press

Publishing Co., publishing the New York World, a resolution was passed to appoint a committee of three to investigate the affairs of the company. The company publishes the Welcome Guest and is controlled by Walter Pulitzer, son of the late Albert Pulitzer, a brother of the great editor. The members of the committee are C. B. Jacqua, Jerome Hess, John T. Hettrick, George W. Willis and Mr. Pulitzer.

**Governor Glynn to Consult Editors.**

Gov. Glenn intends to keep abreast of the public sentiment of the State by conferences with the Democratic editors. He has invited the officers of the Democratic State Editorial Association to confer with the election State officials next Tuesday. In explaining his position the Governor said: "This is called for the benefit of and to help the Democratic party. It is to get the editors together and exchange views. My idea is this: I want to find out the sentiment throughout the State. These editors know the sentiment of their own communities and I want to find out what they really think it is."

As the result of the lowering of its subscription price from \$1 to 65 cents a month, the New Orleans Times-Democrat last month increased its circulation 11,000 copies daily and 13,000 Sunday. Cone, Lorenzen & Woodman, New York and Chicago, are the foreign representatives of the paper.

The National Advertising Society, of England, organized only a few months ago, will hold its first banquet at Hotel Cecil, London, Nov. 6. Lord Northcliffe has promised to preside,

**Makes New Typing Record for World.**

Lowering every record for typewriting, Miss Margaret B. Owen, of New York, became the international champion operator of a typewriter at the Business Efficiency Exposition, in the Sixty-ninth Regiment Armory, Monday night. Miss Owen won by copying on an Underwood typewriter 125 words a minute.

**LIGHT ON POSTAL LAW.**

(Continued from front page.)

publications, to be entitled to second-class postage rates, shall have a "legitimate list of subscribers," and shall not be "designed primarily for advertising purposes, or for free circulation, or for circulation at nominal rates."

It will, therefore, be apparent that, since the statutes prescribe the conditions under which publications may be accepted at the second-class rates of postage, and the law devolves upon the Postmaster General the duty of enforcing these statutes, it necessarily follows that he is clothed with authority to make such investigation as may be necessary to ascertain whether such publications, when offered for transmission in the mails, comply with the prescribed statutory conditions.

3. Copies of a publication sold to newsboys, news dealers, and other persons who order and pay for a definite number, are regarded as circulated to paid subscribers within the meaning of the act of Aug. 24, 1912. In this connection attention is invited to the quotations from the opinion of the Attorney General, in the paragraph of this letter numbered 1.

4. The law contemplates that such statements shall show the average circulation to paid subscribers during the six months preceding April 1 and Oct. 1, as the case may be, and where : statement in itself indicates that it is incorrect, or evidence is submitted tending to show that the publisher has made inaccurate or false returns, an investigation is made to determine the facts, and such action taken as the facts and circumstances in the particular case warrant.

5. This office can express no opinion as to whether book reviews, theatrical notices, etc., come under the head of paid reading matter without knowing the facts and circumstances under which such notices are inserted in the publication containing them. However, the views of this office as to whether any particular matter should be marked "advertisement" could have no controlling effect, since the act, being penal in its nature, would, in case of an indictment for an alleged violation of it, be construed and applied by the courts on the facts of a given case.

6. While a number of the statements of ownership, management, etc., of the publications entered as second-class matter at New Haven, Conn., have been received, the statements from all of the publications at that office have not as yet reached the department, but may be in the hands of the postmaster, or in transit. As rapidly as delinquent publications can be reached by the department, the action contemplated by the statute is taken.

7. This office has not as yet compiled any data showing the number of publications which have filed statements for Oct. 1, 1913, since many of the statements are in the hands of postmasters, or in transit.

8. It is expected that publishers will observe the requirements of the law that such statements shall be filed not later than April 1 and Oct. 1 of each year, and published in the second issue printed next after their filing. In all cases where the requirements of the act are not met, the action contemplated by the following provision of the statute is taken:

"Any such publication shall be denied the privileges of the mail if it shall fail to comply with the provisions of this paragraph within ten days after notice of registered letter of such failure."

Respectfully,  
**A. M. DOCKERY,**  
Third Assistant Postmaster General.

**TIPS FOR THE AD MANAGER.**

Amsterdam Advertising Agency, 1178 Broadway, New York City, is placing orders with a selected list of papers for the Atlantic Coast Line Railroad, 71 Broadway, New York City.

J. J. Geisinger Co., Morris building, Philadelphia, Pa., is handling the advertising for the Victor Typewriter Co., Broadway and Twenty-third street, New York City.

Walter L. Weedon, 746 Slater building, Worcester, Mass., is sending out contracts to Clark & Dupre Manufacturing Co., "Four-in-One Mop," 73 Foster street, Worcester, Mass.

Nelson Chesman & Co., 200 Fifth avenue, New York City, are forwarding orders to some large Eastern papers for the Federal Truck Co., 146 West Fifty-second street, New York City.

Carl M. Green Co., Free Press building, Detroit, Mich., is issuing contracts to a few large city papers for Berry Bros., Inc., "Spar Luxeberry Varnish," Detroit, Mich.

Dunlap-Ward Advertising Co., Hartford Building, Chicago, Ill., is making 10,000 l. contracts with Pacific Coast papers for the Paige-Detroit Co., Detroit, Mich.

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., is placing 14 l. 26 t. orders with a selected list of papers for the Kenton Pharmaceutical Co., Mrs. Potter's Hygienic Depot, Cincinnati, O.

Blackman-Ross Co., 95 Madison avenue, New York City, is sending out 1,000 l. 1 t. contracts to Middle West papers for the Quaker Lace Co., of Philadelphia.

J. F. Singleton Co., Citizens building, Cleveland, O., is handling the advertising account of the Miller Rubber Co., Akron, O.

The Washington Advertising Agency, U. S. Savings Bank building, Washington, D. C., is forwarding orders to Pennsylvania papers for John D. Bear, Washington, D. C.

The Blaine-Thompson Co., Fourth National Bank building, Cincinnati, O., is making 5,000 l. 1 yr. contracts with a few selected cities for the Strauss, Pritz Co., Cincinnati, O.

Lord & Thomas, Mallers' building, Chicago, Ill., are issuing 3,120 l. 1 yr. contracts to the Middle West for Smith & Scott Tobacco Co.

Ewing & Miles, Fuller building, New York City, are placing 18 l. 26 t. orders with a few Eastern papers for Zunota Remedy Co., Springfield, Mass.

Hanft-Metzger, 95 Madison avenue, New York City, is sending out 1 t. orders to Chicago papers for the Tel-Electric Co., 299 Fifth avenue, New York City.

Proctor & Collier Co., Commercial-Tribune building, Cincinnati, O., is issuing 250 inches, 1 yr. contracts to Pacific Coast papers for Proctor & Gamble, of the same city.

Charles W. Hoyt, 25 Elm street, New Haven, Conn., and 315 Fourth avenue, New York City, is making contracts with a few New Jersey papers for Eckenburg & Co., Pancake Flour, Cortland, N. Y.

W. W. Sharpe & Co., 99 Nassau street, New York City, are renewing contracts for E. Fougere & Co., "Dunco Elisir," "Eade's Gout Pills," "Stromilix" and "Roche's Embrocation," 90 Beekman street, New York City.

F. Wallis Armstrong Advertising Co., North American building, Philadelphia, Pa., is placing 100 l. 2 t. orders with a large list of papers for S. L. Allen & Co., "Flexible Flyer," Philadelphia, Pa. Copy will start early in December.

Walter L. Houghton Advertising Agency, 828 Broad street, Newark, N. J., is forwarding contracts to a selected list of papers for V. Perrin & Cie., Gloves, 222 Fourth avenue, New York City.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are issuing 4 in. 70 t. orders to Southern papers for Penich & Ford, Ltd., "P. & F." Molasses, Shreveport, La.

**New Orleans States**  
 Sworn Net Paid Circulation for 6 Months  
 Ending October 4, 1913  
**32,532 DAILY**  
 Per P. O. Statement  
 Carrier circulation averages over 19,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.  
**The S. C. BECKWITH SPECIAL AGENCY**  
 Sole Foreign Representatives  
 New York Chicago St. Louis

They are also reported to be making up a newspaper list for Maull Bros., "Maull's Spaghetti and Macaroni," St. Louis, Mo.

Calkins & Holden, 250 Fifth avenue, New York City, are sending out cop' with a large list of papers for the Crowell Publishing Co., Woman's Home Companion, Springfield, O., and New York City.

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., is making 5,000 l. 1 yr. contracts with Western papers for Mrs. Potter's Hygienic Supply Co.

Dauchy Co., 9 Murray street, New York City, is issuing to weekly papers 4 l. 20 t. contracts for Madison Mills, New York City.

John M. Leddy, 41 Park Row, New York City, is placing small orders with a few New York State papers for Richard Fink Co., "Dr. James Campbell Complexion Wafers," 415 Broadway, New York City.

Lyddon & Hanford, 200 Fifth avenue, New York City, is reported, will shortly place orders for the winter campaign of A. C. Meyer & Co., "Dr. Bull's Cough Syrup," 210 East Lexington street, Baltimore, Md.

Street & Finney, 45 West Thirty-fourth street, New York City, are making 15,000 l. contracts with a large list of papers for the Chase Motor Truck Co., Syracuse, N. Y.

MacManus Co., Journal building, Detroit, Mich., is handling the advertising account of the Studebaker Co., of the same city.

Robert M. McMullen Co., Cambridge building, New York City, is sending out 168 l. 16 t. contracts to a few cities for the American Sugar Co., New York City.

Henry Decker, Ltd., Fuller building, New York City, is placing experimental orders with Utica (N. Y.) papers for the International Coffee Co., 533 Greenwich street, New York City.

Sherman & Bryan, Medinah building, Chicago, Ill., are forwarding copy on contracts to Pacific Coast papers for the Richmond Underwear Co., Richmond, Ind.

Frank Presbrey Co., 450 Fourth avenue, New York City, is preparing a list of newspapers for Hall, Hartwell & Co., "Slide Well Collars" and "Hartwell Shirts," 553 River street, Troy, N. Y. It is also forwarding 60 l. 52 t. orders with a few Western papers for G. F. Heublein & Bro., "Club Cocktails," Hartford, Conn., and New York City.

The American Advertising Agency, Inc., Washington, D. C., is placing orders for the fall and winter advertising of F. H. La Baume, agricultural and industrial agent, Norfolk & Western Railway Co., Roanoke, Va. An extensive list of farm and agricultural publications is being used in addition to periodicals of national circulation and interest and a number of newspapers.

Orders are going forward from the American Advertising Agency, Washington, D. C., to a select list of farm publications for the H. C. Day Tobacco Co., Sehee, Ky. It is also placing 2-in. single-column copy for the Blue Ridge Cedar Chest Co., Reidsville, N. C.

The Cramer-Krasselt Co., Milwaukee, Wis., is renewing orders for the advertising of the Marble Arms & Manufacturing Co. with a large list of publications.

**NEW INCORPORATIONS.**

BISMARCK, N. D.—State News Publishing Co.; capital stock, \$25,000; incorporators: E. H. Drummer, John Andrew and George E. Wallace.

WICHITA, Kan.—Wichita Publishing Co.; capital stock, \$20,000; incorporated by L. S. Myler, George H. Bradford, S. S. Carter, H. P. Covey, T. W. Van Derveer.

CANTON, O.—Catholic Printing and Publishing Co.; to publish a weekly newspaper; capital, \$10,000; incorporators: Julius G. Berdel, T. T. O'Malley, Edward McCarthy and others.

ROCKWOOD, Tenn.—Times Printing Co.; capital stock, \$5,000; incorporators: R. P. Sulte, H. Fowler, L. J. Scholl, M. A. Morrison and B. E. Bacon.

MANNING, S. C.—Herald Publishing Co.; capital, \$5,000; incorporators and officers: A. H. Breeden, president; J. K. Breeden, secretary and treasurer.

NEVVILLE, Pa.—Valley Times Publishing Co.; capital, \$15,000.

Carter Glass, the man who will win distinction by having his name attached to the currency bill, is one of the newspaper men in Congress. Mr. Glass owns two daily papers in Lynchburg, the Daily Advance and the Daily News, the latter a morning paper.

**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.

<b>ARIZONA.</b>	<b>MONTANA.</b>
GAZETTE—Av. Cir. July 6,355...Phoenix	MINER .....Butte
<b>CALIFORNIA.</b>	<b>NEBRASKA</b>
ENTERPRISE .....Chicago	FREIE PRESSE (Cir. 128,384)....Lincoln
TRIBUNE .....Los Angeles	<b>NEW JERSEY.</b>
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	PRESS .....Asbury Park
INDEPENDENT .....Santa Barbara	JOURNAL .....Elizabeth
BULLETIN .....San Francisco	COURIER-NEWS .....Plainfield
RECORD .....Stockton	<b>NEW YORK.</b>
Only newspaper in Stockton that will tell its circulation.	BUFFALO EVENING NEWS....Buffalo
<b>GEORGIA.</b>	BOLLETTINO DELLA SERA, New York
ATLANTA JOURNAL(Cir.54989)Atlanta	EVENING MAIL.....New York
CONSTITUTION .....Atlanta	STANDARD PRESS.....Troy
CHRONICLE .....Augusta	<b>OHIO.</b>
LEDGER .....Columbus	PLAIN DEALER.....Cleveland
<b>ILLINOIS.</b>	Circulation for Sept., 1913.
POLISH DAILY ZGODA.....Chicago	Daily ..... 120,276
SKANDINAVEN .....Chicago	Sunday ..... 145,855
HERALD .....Joliet	VINDICATOR .....Youngstown
NEWS.....Joliet	<b>PENNSYLVANIA.</b>
HERALD-TRANSCRIPT .....Peoria	TIMES .....Chester
JOURNAL .....Peoria	DAILY DEMOCRAT.....Johnstown
STAR (Circulation 21,589).....Peoria	DISPATCH .....Pittsburgh
<b>INDIANA.</b>	PRESS .....Pittsburgh
THE AVE MARIA.....Notre Dame	GERMAN GAZETTE.....Philadelphia
<b>IOWA.</b>	TIMES-LEADER .....Wilkes-Barre
REGISTER & LEADER.....Des Moines	GAZETTE .....York
THE TIMES-JOURNAL.....Dubuque	<b>SOUTH CAROLINA.</b>
<b>KANSAS</b>	DAILY MAIL.....Anderson
CAPITAL .....Topeka	THE STATE.....Columbia
<b>KENTUCKY.</b>	(Sworn Cir. June, 1913. D. 21,733; S. 21,960)
COURIER-JOURNAL .....Louisville	<b>TENNESSEE.</b>
TIMES .....Louisville	NEWS-SCIMITAR .....Memphis
<b>LOUISIANA.</b>	BANNER .....Nashville
DAILY STATES.....New Orleans	<b>TEXAS.</b>
ITEM .....New Orleans	STAR-TELEGRAM .....Fort Worth
TIMES-DEMOCRAT .....New Orleans	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
<b>MARYLAND.</b>	CHRONICLE .....Houston
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.	<b>WASHINGTON.</b>
<b>MICHIGAN.</b>	POST-INTELLIGENCER .....Seattle
PATRIOT (Morning).....Jackson	<b>CANADA.</b>
Daily (Except Monday) Average, Year of 1912 Daily..... 10,589 Sunday..... 11,629	<b>BRITISH COLUMBIA.</b>
<b>MINNESOTA.</b>	WORLD .....Vancouver
TRIBUNE, Morn. & Eve....Minneapolis	<b>ONTARIO.</b>
<b>MISSOURI.</b>	FREE PRESS.....London
POST-DISPATCH .....St. Louis	<b>QUEBEC.</b>
<b>McCall Denounces More Newspapers.</b>	LA PATRIE.....Montreal
Edward E. McCall, the Tammany candidate for mayor, has added the Evening Post and the Brooklyn Eagle to the list he has already criticized. On Monday he had this to say as to the way certain papers handled his remarks about seaside parks: "The Evening Post is capable of saying anything about me. It would stop at nothing. I do not un-	LA PRESSE Ave. Cir. for 1912, 114,371 Montreal

derstand why the Eagle should misrepresent me the way they have. They had a representative at the meeting, and he was given a transcript of my speech, and yet I was misrepresented. The World is taking its club to me through its editorial columns. I do not care if they would only be fair, and I would fight them. But what I object to is the sending of marked copies of these papers to my home."

**AD FIELD PERSONALS.**

Roscoe C. Chase, recently of the advertising staff of the Packard Motor Car Company at their factory in Detroit, and for seven years with the Taylor-Gritchfield Agency of Chicago, is now with the Eastern office of the Associated Farm Papers, of which Sam E. Leith is manager, 200 Fifth avenue, New York City.

Frank B. Lawrence, formerly on the advertising staffs of the Birmingham News and the Birmingham Ledger, has taken a position as advertising manager of the Tuscaloosa News.

The resignation is announced of Charles M. Lobdell as advertising manager of Julius Kayser & Co. of New York. Mr. Lobdell has been advertising manager for nine years and is widely known in the advertising world for his national advertising of Kayser gloves.

J. C. Asplet has recently joined the editorial staff of Printers' Ink, coming from the advertising department of the Addressograph Company of Chicago, where he edited the concern's house organ, "The Addressographer." Mr. Asplet was formerly assistant advertising manager of the American Multi-graph Sales Company, and before that with the advertising department of Swift & Co.

E. F. Ingraham, the New York special representative, left on Wednesday for Washington, New Orleans and San Antonio. At the latter city Mr. Ingraham will take a course of treatment at the mineral baths which are of special value in neuritis cases.

Joseph W. Kennedy has become associated with the advertising department of the McClure publications.

F. L. E. Gauss, recently of Collier's, and formerly advertising manager of the Housekeeper, has been made general manager of the Leslie-Judge publications, effective Nov. 3.

**Bars Objectionable Advertising.**

The New Haven Times-Leader in its issue of Oct. 11 announced that thereafter all objectionable advertising would be barred from its columns. The list includes text or illustrations that are offensive to good taste, four classes of patent medicines, methods or devices for the cure or relief of diseases to men, and fraudulent financial or commercial schemes or enterprises

**A Seventeen-Page Ad.**

The Calgary (Can.) News-Telegram of Oct. 13 carried a seventeen-page advertisement of the Hudson Bay Co.'s big department store, located in that city. The occasion was the opening of "Made in Canada Week." C. E. Tryon, the advertising manager of the News-Telegram, is naturally elated over the fact that this is the largest advertisement ever printed in a Canadian newspaper.

**AD FIELD NOTES.**

Beginning Nov. 1, Hasbrook, Story & Brooks, with offices in the Peoples' Gas building, Chicago, will look after the interests of the Philadelphia Record in the territory west of Pittsburgh. Both Mr. Brooks and Mr. Story have had a wide experience in the Philadelphia advertising field.

George B. David Co., Inc., has been appointed Eastern representative for Ranch & Range, of Denver, Col., formerly represented by Robert J. Danby.

Doremus & Morse, advertising agents, 50 Pine street, New York, have opened an office in Chicago to take care of their expanding business. It is located in the Security building, 189 West Madison street, and is under the direction of John W. Barney, formerly manager of the Wall Street Journal.

**Nobbe Becomes a Special.**

Charles Nobbe, for eight years connected with the Charles H. Fuller Agency's New York office, and for several years office manager and solicitor for its successor, Henry Decker, Ltd., has entered the special agency field and is



CHARLES NOBBE.

now located at 1 Madison avenue, Metropolitan Life building, New York.

Mr. Nobbe's agency experience, and knowledge of newspapers, magazines, agricultural and mail-order publications, and other media, together with his personal popularity are an excellent equipment for the work he has undertaken. His friends among the general and special agents have welcomed him heartily with assurances of good will, and his success in the new field seems assured from the start.

**A Sixteen-Page Ad.**

The Bristol (Tenn.) Herald-Courier recently carried a sixteen-page advertisement of the H. P. King Co. Department Store in that city. While this is not by any means the largest advertisement ever printed, it is probably the largest that has appeared in a city of the size of Bristol.

**NEW AD INCORPORATIONS.**

ATLANTA, Ga.—Empire Advertising Agency; general advertising; capital, \$55,000; incorporated by Frank Hammond, C. A. Wooten and W. C. Lainer.

HORATIO, Ark.—S. T. Mikel has bought the Times, succeeding A. O. Wommack.

NEW YORK, N. Y.—United Retail Merchants of America; mercantile advertising; capital, \$25,000. Incorporators: Samuel S. Serman, Albert L. Suskind and Maurice Serman.

CHICAGO, Ill.—Carson-Baskin Co.; capital, \$5,000. Incorporated by Richard G. Carson, Salem M. Baskin and Barron S. Baskin.

**LIVE AD CLUB NEWS.**

The Richmond (Va.) Advertisers' Club held its annual meeting and banquet last week and elected the following officers for the ensuing year: G. Edmond Massie, president; A. H. Felthaus, Milton Kahn, vice-presidents; E. F. Layfield and Fred B. Bates, treasurer. Dr. S. C. Mitchell, president of the Medical College of Virginia, delivered the address on "Truth, the Key-note of Successful Advertising." There are now 143 active members in the club.

F. H. Little, vice-president of the George Batten Co., advertising agents, New York, was the principal speaker at the weekly luncheon of the St. Louis Advertising Men's League. His subject was "The Power of Advertising." Mr. Little urged truth as the vital factor and praised the newspaper for its incessant power and tremendous force in accomplishing great tasks. "You may now reach a million readers

**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., Mallery Bldg., Chic.  
Chemical Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY**  
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTERS-SCHEERER SP. AGCY**  
Fifth Ave. Bldg., New York  
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN**  
Brunswick Bldg., N. Y.; Mallery 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
- NORTHRUP, 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
- PULLEN, BRYANT & FREDRICKS CO.**  
225 Fifth Avenue, New York  
Tel. Madison Sq. 9729.
- 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.

through one medium," said Mr. Little, "and if the million were to give but thirty seconds each to your full page advertisement there would have been spent three years of time on your appeal. Is it any wonder that advertising pays, even when moderately done?"

Plans for a greater ad club were laid last week at the annual meeting of the Charleston (S. C.) Ad Club. The election resulted in the choice of the following officers: E. DeW. Brenneeman, president; John J. Furlong, vice-president; Sidney S. Rittenberg, secretary; Meyer Frank, treasurer. Executive committee: G. J. McDowell, M. C. Brunson, James M. Simmons. One of the matters taken up was that of placing a Charleston exhibit in the Union station.

All the officers of the Seattle (Wash.) Ad Club were re-elected at the annual meeting following the weekly luncheon. Joseph Blethen, business manager of the Seattle Times, is president of the organization. Other officers are A. J. Izzard, A. J. Lennon, vice-presidents; R. E. Maxfield, treasurer; N. T. Clancy, secretary. After the business meeting a kangaroo court with J. C. Slater as

judge, James A. Wood as prosecutor, and Pliny Allen defending, was set in motion in the case of the Ad Club vs. Carl Schmitz, charged with publicity contrary to the ethics of the club and impersonating a chef. He was found guilty.

At the weekly meeting of the Davenport (Ia.) Ad Club Floyd E. Thompson, State's Attorney Rock Island County, delivered an address on "Fraudulent Advertising." Mr. Thompson urged the prosecution of advertisers who indulge in fraudulent publicity or misrepresentation, and suggested especially that the ad clubs be active in pushing such prosecutions.

Jason Rogers, publisher of the New York Globe; Rev. Christian F. Reisner, and F. C. Hendershot, efficiency expert for the New York Edison Co., were the speakers at the bargain dinner of the Elizabeth (N. J.) Advertising Men's Club. The dinner was a regular \$2.50 feed, marked down to \$1.98. Announcements in the form of tags notified the ad men of the plans for the evening. Mr. Rogers spoke on "Newspaper Advertising."

# The Third Quarterly Statement

**D**URING the first nine months this year The Chicago Daily News printed 11,436 columns of local display advertising, which were 4,137 more columns than any other Chicago newspaper—morning or evening—printed in the same number of publishing days.

The Daily News printed 11,505 columns of classified advertising, which were 1,635 more columns than any other Chicago newspaper—morning or evening—printed in the same number of publishing days.

In total volume of advertising—local, foreign, and classified—The Daily News printed 26,111 columns of advertising, which were 5,746 more columns than any other Chicago newspaper—morning or evening—printed in the same number of publishing days.

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*In comparison with the first nine months of last year, The Daily News was the only Chicago newspaper to gain each month in both display and classified advertising. Its total gain amounted to 1,624,233 lines, which was probably the largest advertising gain made by any American newspaper.*

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## Month after Month, Year in and Year out—

The Chicago Daily News has a larger circulation in an equal territory—a circulation of higher purchasing power per capita; enjoys a greater influence with its readers; carries more advertising six days a week, and sells its space at a less price per thousand circulation than any other newspaper in the United States. Therefore—

# The Chicago Daily News

*America's Greatest Advertising Medium*

JOHN B. WOODWARD  
Eastern Advertising Representative  
708-710 Times Building, New York

