

# THE EDITOR AND PUBLISHER

## AND JOURNALIST

Vol. 11, No. 22

NEW YORK, NOVEMBER 25, 1911

5 Cents a Copy

### WASHINGTON NEWS.

#### NEWSPAPER CORRESPONDENTS PREPARING FOR THE OPEN- ING OF CONGRESS.

**The United Press to Increase Its Capital Staff—Adolph A. Williamson Appointed Consul at Antung, Manchuria—Herald Offers \$250 Reward for a Clue in the Mickle Murder Case—Favors Returned.**

(Special Correspondence.)

WASHINGTON, Nov. 22.—The United Press, at the opening of Congress, will add two men to its Washington staff, by transfer, to meet the demands for more service. They are S. I. Freed, who has been for two years in charge of the New Haven Bureau and who, before that, was attached to the New York office, and possesses the qualities of a good news-gatherer and writer; and Robert F. Wilson, formerly of Cleveland, and who was selected to cover the important Richeson case in Boston.

E. R. Sartwell, who was sent by the United Press to accompany President Taft on his long tour, will cover the Beattie execution at Richmond. During the session of Congress he will probably report the House proceedings, as he did last winter.

Jacob Waldeck, one of the best-known and most reliable men in the Press Gallery, will be back on the Senate end when Congress opens.

Manager Hawkins, of the United Press, has a well-seasoned and capable staff, and with the two new acquisitions he will be well equipped to cover the Capital effectively. His work here bears out the predictions his friends made when he was in San Francisco, namely, that he was a coming man in the news field.

F. A. Walker, general manager of the Washington Times, has returned from his vacation in New England. Being a great football enthusiast, he spent much of his recreation period in coaching the eleven of his alma mater, Dartmouth, and the fine showing the team made is due in no small degree to his capable work.

Louis Ludlow, of the Indianapolis Star, returned to Washington this week. He has spent most of the time during the Congressional session covering political assignments in Indiana and in nearby territory.

Adolph A. Williamson, of this city, formerly a newspaper correspondent, has been appointed Consul at Antung, Manchuria, which is considered an important post. Williamson became a student interpreter in Japan in 1906; later was vice and deputy consul in Dalny, and in 1909, while in Japan, married Miss Annie Pauline McKim, daughter of the Bishop of Trinity Cathedral, Tokio. Mrs. Williamson and their daughter Nancy will accompany the consul to his new post.

Matthew Mynor, formerly a newspaper man in this city, who returned from an extended trip abroad recently, said that the sentiment against the tipping evil is spreading through Europe, and that one of the finest hotels in London is conducted on the no-tipping system.

(Continued on page 4.)



NEW HOME OF THE PORTLAND (ORE.) JOURNAL.

#### No Wood Pulp from South America.

Lewis Chable, manager of the export department of the International Paper Co., who returned from South America this week after a five months' tour of Brazil, Uruguay, Chile, Argentina and Peru, declares that he found no wood to take the place of the wood used in North America for pulp making.

#### Consolidated with Portland Press.

Turf, Farm and Home has been combined with the Maine State Press, the weekly publication of the Portland Publishing Co. All of the features that have served to make Turf, Farm and Home attractive to its readers will be retained under the new management. The paper has a substantial clientele.

### PRESS MUST BE FREE.

#### IMPORTANT DECISION HANDED DOWN IN THE COOK CASE IN ST. LOUIS.

**The Court Upholds the Right of Editors to Criticise Even in Severe Terms a Public Dereliction of Duty—Post Dispatch Relieved of \$50,000 Libel Verdict Awarded Former Secretary of State.**

The Supreme Court of Missouri last week reversed a judgment of \$50,000 obtained by Sam B. Cook, former Secretary of State of Missouri, against the St. Louis Post-Dispatch. The suit grew out of an editorial in the Post-Dispatch commenting on the failure of the Salmon & Salmon Bank of Clinton, Mo., in 1905, and criticising Mr. Cook, then Secretary of State, for delaying to close the institution when insolvent.

The decision handed down by the court, lawyers say, is one of the most important returned in a high court in recent years.

"The legal propositions involved—that a newspaper has the right fairly and honestly to comment upon a matter of public interest," says the decision, in which all the Supreme Court judges concur, "and that the official conduct of a public officer is a matter of public interest—are well settled.

#### FREE SPEECH IS FUNDAMENTAL.

"The people are not obliged to speak of the conduct of their officials in whispers or in bated breath in a free government, but only in a despotism. On the contrary, they have the right to speak out in open discussion and criticism thereof, the only test being that they make no false statement. And this is the great safeguard of free government and of pure government. This is fundamental among us.

"It is the duty of a public newspaper to tell the people, its subscribers, its readers, the facts that it may find out about public questions or matters of public interest, and it is its duty and right to draw inference from the facts known—draw them for the people."

After defining the rights and duties of a newspaper, as has been quoted above, the Supreme Court decision added:

"The prevailing or majority opinion is often the wrong one, and for that reason the law gives full latitude to the expression of any and all opinions on things of general concern. It does not matter that the opinions or inferences expressed are not the most charitable or reasonable ones, or that they are the wrong ones, provided they be based on the facts, and the facts are capable of them.

#### LATITUDE IN SUCH CRITICISM.

"This is the rule of latitude of discussion and criticism of the conduct of everyone who holds a public office, or writes a book, or does any act by which he invites public attention and criticism.

"In the exercise of the right of criticism in matters of public interest, it necessarily follows that public officers will not always be placed before the people in their true character, but that their official acts will be misconstrued and wrong motives be imputed, even when they are entirely free from blame and no valid basis for unfavorable com-

ment exists. That is the common experience of all who have had public office."

The decision quotes an expression of the noted English jurist, Cockburn, as follows:

"Those who will fill a public position must not be too thin-skinned in reference to comments made upon them. It would often happen that observations would be made upon public men which they knew from the bottom of their hearts were undeserved and unjust; yet they must bear with them, and submit to be misunderstood for a time, because all knew that the criticism of the press was the best security for the proper discharge of public duties."

#### SETS BROAD PRECEDENT FOR PAPERS.

In conclusion, the decision enunciates a principle which lawyers say is of sweeping importance to newspaper editorial writers, saying:

"Whether the plaintiff, in failing to enforce the law, \* \* \* was or was not actuated by the motives imputed in the article complained of, we are satisfied that such an inference and comment was fully warranted by the facts and circumstances in evidence, and as the facts upon which the comment was made were true, the publication was not defamatory under the law of libel, but was privileged as a criticism and comment upon a matter of public interest.

"In the conclusion arrived at we have not overlooked the principle of law that comment and criticism, to be privileged, must be fair and honest, and not malicious; and that whether it is fair and honest is a question for the jury. While that is the law, the burden is on the plaintiff to prove that a comment is unfair and dishonest, and if there is no evidence upon which a rational verdict could be found on the basis that the comment is malicious, as we hold in this case, the case should not be submitted to the jury."

#### MUNSEY TO SELL PAPERS.

##### Willing to Part With the Boston Journal and Philadelphia Times.

Elsewhere in this issue Frank A. Munsey announces that two of his newspaper properties, the Boston Journal and the Philadelphia Times, are for sale.

The reason given by Mr. Munsey for desiring to part with these newspapers is his inability to give them the personal attention they require, owing to the demands made upon him by his magazines.

The Boston Journal is one of the oldest newspapers in New England. It has had a distinguished career and for forty years was the leading Republican newspaper of that section.

The Philadelphia Evening Times was started by Mr. Munsey in 1908. It has made good progress and is now well established in public favor.

Mr. Munsey evidently has no intention of parting with the Washington Times or the Baltimore News, both of which, it is understood, are paying good dividends.

## FOR RENT CHEAP

Office Facing 5th Ave. in  
Brunswick Bldg.

Large light office on eighth floor (two balconies), facing Fifth Ave. Will sublet for two years at great sacrifice.

Chance for Special Representative

Inquire 921 Brunswick Bldg.

Phone: 5674 Madison

## NORTHWESTERN NEWS.

### SENATOR POINDEXTER TALKS TO THE SPOKANE (WASH.) AD MEN'S CLUB.

(Special Correspondence.)

SPOKANE, Wash., Nov. 20.—United States Senator Miles Poindexter of Washington, who was elected an honorary member of the Spokane Ad Men's Club at a recent session, said, in the course of an address upon "Advertising as a Public Factor," that the commercial life of a community depends upon the quality of its advertising representatives, and added:

"The new movement to tell only the truth in advertising is a great factor in education. Successful business is progressive, and I am heartily in sympathy with the efforts of advertising men toward improvement."

The Inland Empire Architect is a new quarterly magazine published by Messrs. Hyslop and Westcott, of Spokane. Its aim is to exploit the architectural beauties of Spokane, the Inland Empire and the Pacific Northwest, with special attention to residence and public buildings.

Jacob Schaefer, editor and proprietor of the Staats-Zeitung, of Seattle, was the guest of honor at a reception and banquet by the Arion Club of Spokane the evening of Nov. 9. Judge Adolph Munter presided as toastmaster, the visitor being introduced by W. J. Kammers, president of the organization. A program of musical numbers preceded the banquet, which was attended by 150 German-speaking residents of Spokane.

L. F. Wilson, formerly of Duluth, Minn., and P. E. Uilberg, of Spokane, have joined forces to publish the Inland Empire Advertiser, a weekly journal to be devoted to hotel and tourist business, with special agricultural and horticultural departments.

Judge E. H. Sullivan, in the Spokane County Superior Court, dismissed two criminal actions against Eugene De Paola, an Italian journalist. The charges were instigated by Antonio Scarpelli and Joseph Plastino, alleging the sale of mortgaged property by De Paola, but the circumstances, the prosecuting attorney decided, indicated civil rather than criminal procedure.

George W. Bisson, formerly editor of the Wilbur (Wash.) Register, has gone to Walla Walla, Wash., where he will edit the News, which he owns. His successor at Wilbur is S. G. Shaw, an experienced newspaper man, of Vancouver, B. C.

Among the newspaper men selected as speakers at the first annual meeting of the National Country Life Congress in Spokane, Nov. 23 to 29, are: Joseph E. Wing, of Mechanicsburg, O., contributing editor of the Breeders' Gazette; E. E. Faville, editor of the Western Farmer, Spokane; C. H. Braden, editor of Farm and Orchard, Spokane; Clifford Willis, editor of Northwest Farmstead, Minneapolis; E. H. Shepard, editor of Better Fruit, Hood River, Ore., and Samuel A. Perkins, Tacoma, owner of a syndicate of daily papers in western Washington and president of the Washington State Good Roads Association.

Spokane Ad Men's Club has chosen H. G. Duerfeldt, W. M. Grove and A. H. Verrall as members of its censorship committee to protect business men against fake advertising schemes. The committee will investigate all "overnight" plans and doubtful mediums presented to local business houses.

The Portsmouth (O.) Daily Blade has been elected a member of the American Newspaper Publishers' Association.

## CHANGES IN INTEREST.

ST. PAUL, Minn.—The Dairyman Publishing Co. has purchased from Herman Roe, of Northfield, the Minnesota Dairyman, established by Joel P. Heatwole in 1906. W. F. Schilling, of Northfield, president of the State Dairyman's Association, and editor of the paper since it was started, will remain as managing editor.

DOWAGIAC, Ind.—The Herald of this city has been sold to George W. Baxter, formerly editor of the Kendallville News-Sun.

MEADVILLE, Pa.—The Pennsylvania Farmer, of this city, has been acquired by the Lawrence Publishing Company of Cleveland, owners of the Ohio Farmer and Michigan Farmer. The publication will be continued under the same name as heretofore with new men at the helm.

MOUNTAIN GROVE, Mo.—Col. N. L. Townsend, of Fulton, Mo., a member of Gov. Hadley's staff, has purchased the Journal of this city.

SHAWNEE, Okla.—The Daily News has been taken over by Otis Weaver of the Ada (Okla.) News. The transfer leaves the Republicans of Pottawatomie county without an official organ as the News will be conducted as a Democratic paper.

PINEVILLE, Ky.—Charles W. Metcalf, for four years editor of the Pineville Sun, has sold his interest in the paper to H. S. Young.

MIFFLINTOWN, Pa.—The Juniata Herald published in this place, has been sold to A. W. Aurdand, who will assume the management of the paper.

DYERSBURG, Tenn.—The Dyer County Herald has been purchased by C. A. Duncan.

## OPENS NEW YORK OFFICE.

### American Telegraph Press Establishes Branch in Tribune Building.

The American Telegraph Press, the new news service association, which has headquarters in Washington, has opened a branch office in New York, on the tenth floor of the Tribune building. R. L. Turpin, for several years with the United Press, who has been appointed manager, took charge this week.

The Washington news report will be inaugurated on Dec. 4, the date of the opening of Congress, and will be carried to New York by leased wire.

A branch office of the company has also been established in Baltimore, at 413 E. Fayette street. The Philadelphia office will be opened early next week.

Winfield Jones, president and general manager of the American Telegraph Press, who was in New York this week, informed a representative of THE EDITOR AND PUBLISHER that the company has already secured enough clients to insure the success of the service. It usually takes a new association many months to obtain sufficient business to pay expenses. Hence the officers of the new company have reason to feel particularly proud that they have been able to reach the goal so early in the career of the company.

## New Source of Dante's Inferno.

Arthur Bennington's article in the current number of the North American Review on "A New Source of the Divina Commedia" is worth reading by all lovers of Dante's immortal work. Mr. Bennington, who is a member of the staff of the Sunday edition of the World, is vice-president of the Dante Alighieri Society, New York Branch, and one of the best informed men in America on Italian literature.

## OREGON JOURNAL ENTERPRISE.

### Portland Newspaper to Construct a \$600,000 New Building.

The Portland (Ore.) Journal, of which C. S. Jackson is president and publisher, and A. L. Fish is business manager, will, during the coming year erect a magnificent new home for itself at the corner of Seventh and Yamhill streets, in that city.

The cost of the structure, including the ground, will be about \$600,000. The new building is to be an eleven-story steel frame, fireproof structure, surmounted by a clock and chime tower.

The Journal will occupy the basement, ground floor, mezzanine floor and second floor, or a total ground area of 100 feet by 100 feet. The upper stories are to be used for offices.

The exterior walls will be of Oregon stone and the marble wainscoting in the lobby and corridors will be quarried in that State. Terra cotta or pressed brick will be used in the construction of the building, aside from the skeleton, which will be of steel.

The building is designed to be the most up-to-date and complete home occupied by any newspaper on the Pacific Coast.

The editorial department of the paper will be on the mezzanine floor, and the engraving department, art rooms, composing and moulding rooms will occupy the entire second floor.

A place will be provided in the new building for a great mural painting, the work of an Oregon artist. It will cost from \$5,000 to \$25,000.

The press equipment will consist of three new Hoe presses, having a total capacity for turning out 144,000 papers up to twelve pages or 60,000 papers up to thirty-two pages.

A picture of the new building as it will appear when completed is on the front page of this issue.

## Pen Women in Session.

The League of American Pen Women met Nov. 15 in midmonth session at the Rochambeau, in Washington, D. C. An original story, recently published, was read by Mrs. Virginia K. Frye, past president of the league. Other features of the program were: Miss Anna B. Patten, original poem; Mrs. A. A. Wilder, talk on the British Embassy and description of Mrs. Woods, of London, who recently gave a reading here under the patronage of the wife of the Ambassador.

NEW YORK, Nov. 11.

EDITOR AND PUBLISHER:

Herewith enclosed please find renewal. Some day I will tell you how much money I am able to make annually on this small investment. It beats 520-per-cent-Miller all hollow.

F. B. WARREN, Manager.

If you are a live newspaper or advertising man and do not read THE EDITOR AND PUBLISHER every week you don't know what is going on in your own business.

## SUNDAY GAINS IN TEN MONTHS.

In ten months of 1911 the Sunday edition of The New York Times published 2,181,522 lines of advertisements, compared with 1,790,144 lines in the corresponding period last year, a gain of 391,378 lines, over thirteen times the combined gains of the only two other newspapers recording a gain in Sunday advertising.



# Two Newspaper Properties For Sale

## THE BOSTON JOURNAL THE EVENING TIMES, PHILADELPHIA

These two newspapers are worth more to some one else than they are to me. Each paper could occupy every minute of an owner's time, and should have every minute of an owner's time right on the job.

My own time has been so fully occupied with my magazines and other interests that I have never done any direct work on either of these newspapers. The work I have put on them has been done at long range and through others.

My time is worth more to me now applied along other lines than any success I might make of these two newspapers. Undeveloped newspaper properties call for earnest attention and intense, direct work. The undeveloped property is a drag; the developed property is an easy thing.

### THE BOSTON JOURNAL

The Boston Journal is a morning paper and is one of the old newspapers of Boston, having been founded in 1833. It can be made a very good property in the hands of the right man, who would put his time on it and his soul into it. Boston is a much over-newspapered town, but The Journal is so organized that it can be published at a lower cost than any other morning newspaper in Boston, and this is a very important factor in the scheme of successful development.

The Journal has The Associated Press service and a fine modern mechanical equipment, and is manned with some exceptionally good men. What it needs most is the strong hand of ownership all the while on the paper, directing every move.

Knowing The Journal as I do and the field as I do, I am confident that if I were a resident of Boston, and were free to put all my time on it, I could make it a substantial and very much worth-while newspaper, and that it would be to me a most satisfactory occupation. If I am right in this conclusion, I should be right in saying that there are many men who could do equally well with the property, and some who would do very much better.

### THE EVENING TIMES, PHILADELPHIA

Philadelphia, unlike Boston, is not an over-newspapered town. There are but two evening papers there, other than The Times, that make any contest for the field, and Philadelphia, within the newspaper circle, has a population of over two millions.

It was this enormous population and the few evening newspapers in the town that appealed to me as presenting an exceptional opportunity. The Philadelphia field, nevertheless, is a difficult one, but it is big in possibilities.

The opening there is for the individual, rather than the newspaper. The man who could bring to The Times an intense personal force, coupled with a common-sense scheme of journalism, be he trained journalist, farmer, lawyer, or business man, could, I believe, make The Times a great newspaper. There is a very big work to be done on the political and industrial conditions in Philadelphia.

The Times has an important asset in its Sunday evening issue. The latter is paying good interest at the present time on a capital of a quarter of a million dollars, and with a growing daily issue it should, in two to three years, earn interest on a million dollars. The mechanical equipment of the property is ample and is of the latest and best type.

I myself have no time for the development of this newspaper, and cannot do it at long range. It is a much more difficult undertaking than The Boston Journal, but the possibilities ahead of it are much greater. Either of these properties is well worth while to the right man.

I don't want more for these newspaper properties than they are worth, but I want approximately what they are worth, though I am willing that there should be a margin in favor of the purchaser. I say this to save bargain hunters the trouble of investigation.

**FRANK A. MUNSEY**

175 Fifth Avenue, New York

## CHICAGO EXAMINER'S HOME.

Palatial Building, Nearly Completed,  
a Model of Its Kind.

The Chicago Examiner within a few weeks will move into its new home at the corner of Madison and Market streets, that city, which, it is claimed, will be the most completely equipped newspaper plant in the world.

The rapid growth of the Examiner had made it apparent for some time that better accommodations must be secured in order to carry along the work of issuing this great daily newspaper properly. As no building rightly located could be found, Mr. Hearst determined to erect his own building. The work proceeded with such rapidity that the structure is now about ready for occupancy.

The new home of the Examiner, when complete, will represent an expenditure of \$1,500,000. The structure is ten stories in height, and is constructed with a view to the comfort of its employes, and the providing of the best possible facilities for the publication of this great newspaper. The large windows admit an abundance of sunlight by day and an improved system supplies plenty of electric light.

The pressroom, which occupies about two-thirds of the basement, is large enough to accommodate not only a battery of presses having a capacity of 2,288,000 eight-page papers in an eight-hour working day, but also the stereotyping department. Space is also provided for storing 1,400 rolls of paper.

The ceiling of the pressroom is more than twenty feet high. One of the features of the new building will be an almost perfect system of ventilation, by the aid of which fresh air will be passed through all the rooms of the building continuously.

The offices of the executive editors will range across the front of the building. Opening from the editorial department is the telegraph room. The art department will occupy roomy quarters in a favorable location.

The exterior of the building is finished in white terra cotta with elaborate decorative effects on the street fronts, all the wood work is mahogany finish, while the lower part of the exterior exposed walls are finished in white marble.

When the Examiner takes possession of its new home, it will be in a position to give the city of Chicago the best newspaper it has ever had.

## The Evening Wisconsin.

MILWAUKEE'S LEADING  
HOME PAPER

Has the largest HOME Circulation of any Milwaukee Newspaper. Its advertisers tell us they can trace absolute, direct results. Ask any of the leading merchants in Milwaukee, and they will tell you "It is the BEST paper in Milwaukee, and we spend more money with them for advertising than with any other paper."

If you only intend to use "one" paper in Milwaukee, the Evening Wisconsin is the one to select.

Rigid examination of circulation completed by the Association of American Advertisers.

JOHN W. CAMPSIE, Business Manager

FOREIGN ADVERTISING REPRESENTATIVES  
CHARLES E. EDDY, EDDY & VIRTUE,  
Metropolitan Building Peoples Gas Building  
NEW YORK CHICAGO



CHICAGO EXAMINER'S NEW BUILDING.

## MONUMENT TO TIMES' DEAD.

Unveiled in Los Angeles Cemetery  
With Appropriate Ceremonies.

The granite pile erected by the Los Angeles Times in memory of its martyred dead was unveiled in Hollywood Cemetery, that city, November 15, with appropriate ceremonies. The ashes of the victims of dynamite and fire who perished on October 1, 1910, rest beneath the monument upon whose sides, in enduring bronze, their names are entered.

Besides the families and other relatives, associates, friends and companions of the dead, there were present in the assemblage gathered at the ceremony some of the most prominent men and women in Southern California.

General Otis, proprietor of the Times, called the assemblage to order, and after a brief address introduced Rev. Dr. Robert J. Burdette, who delivered the dedication oration.

The ground base of the monument is 12x6 feet by 1 foot 7 inches, and the pedestal stone weighs 22,000 pounds. It required ten horses to haul it eight miles to the spot upon which it now stands. The entire weight of the monument is 53,000 pounds.

The top of the monument is a rocky crag-like mass of granite, upon the highest point of which is perched a bronze eagle, couchant, with spread wings and piercing eye.

The inscription on the north end of the monument is "Courage and Constancy, Duty and Devotion," and on the south end, "In Life Hearts of Oak; In Death We Salute You."

The Decatur (Ind.) Daily and Weekly Herald has been placed in a receiver's hands. L. A. Graham is the court's appointee.

## CITY EDITOR TURNS SLEUTH.

How Crossman, of Fort Collins Express,  
Helped Catch Two Robbers.

The recent arrest of three men in Denver, who are suspected of having robbed the Greeley postoffice and a number of stores in Colorado, was due to the personal work of R. L. Crossman, city editor of the Fort Collins Express.

On the floor beside the cracked post-office safe was found a slip of paper bearing this inscription, "2825 Inuz."

The sheriff of Larimer County, the city detective force and the others who worked on the robbery tried to figure out what the number meant. Last Thursday Crossman happened into the sheriff's office and they showed him the paper, and he discovered that Inuz spelled backward was Zuni. There is a street in Denver named Zuni. The sheriff went to the number on Zuni street and there found two young women who, the neighbors said, were keeping company with a couple of strangers.

The ladies were taken to police headquarters in Denver and questioned, and finally gave the location of a rooming house in Denver where their friends were stopping. The police went to the rooming house and in the room occupied by the young men found an outfit of burglars' tools. Waiting for a while, the two men came in, and shortly after the third came, and they were arrested.

## Chicago Press Club Activities.

The Chicago Press Club on Tuesday evening entertained Marquis of Queensberry at dinner. This afternoon it will give a dinner in honor of Alfred Tennyson Dickens, and on Monday, the 27th, Senator Bristow, of Kansas, will be the guest of the club at a similar function.

## WASHINGTON NEWS.

(Continued from page 1.)

P. J. Haltigan, editor of the National Hibernian, is scheduled to speak at a public meeting of the Holy Name Society of St. Mary's Catholic Church in Alexandria, in Lyceum Hall, on Dec. 10 or 17.

John C. Manning, a newspaper man of Birmingham, Ala., has been making a fight for appointment as postmaster. On Nov. 16 he called at the White House, and the same day a delegation of colored men from Alabama waited on the President and urged Manning's appointment.

J. Franklin Yeagle, managing editor of the Washington Herald, has taken a house on Franklin square and has brought his mother-in-law and his two daughters on from Chicago.

The Washington Herald has offered a reward of \$250 for information that will lead to the arrest of the person who committed the Mickle murder, a mystery which has completely baffled the police. This is the first time a local newspaper has taken so deep an interest in ferreting out a crime.

George Washington University believes in the right kind of publicity, and to facilitate the dissemination of news about the institution a University Press Club was formed Monday last, with the following officers: President, Donald F. Dutton; vice-president, Thomas J. Stockton; secretary, A. H. Redfield; treasurer, H. W. Hodgkins.

A dinner was given on Nov. 15 by a number of newspaper men of the Capital to Roy W. Seheneck, Commissioner of Immigration of the State of Iowa, in return for hospitality extended by Iowa last summer to those at the dinner. The affair was one of the most enjoyable that has recently been held at the National Press Club.

T. C. Noyes, of the Star, was elected president of the Washington Board of Trade at a special meeting of the directors held last week. He succeeds Gen. George H. Harries, who was also a journalist and a member of the Star staff before he became a railroad man.

## Paper for Western Bankers.

The Western Financier, of which Clement Chase is editor and Frank E. Finch is manager, is a well printed and ably conducted periodical published in Kansas City. The two issues that have reached this office give evidence of careful editing and are liberally patronized by advertisers.

How the Big Stores of Philadelphia  
Sell Things to Germans

It's interesting to know that the great department stores of Wanamaker, Gimbel Bros., Strawbridge & Clothier, Sneltenburg's and Lit Bros. use over two million lines a year to tell their merchandise stories in the

## German Gazette

The Leading German paper in a city with 60,000 German homes. This paper carries the advertising of all the progressive houses. The

Evening Democrat  
Sunday Gazette Weekly Gazette  
Also reach certain exclusive and prove their value to the advertiser among the morning newspapers of Philadelphia.

The following table shows the amount of display advertising printed in each of the Philadelphia morning newspapers for the month of August:

Record	2,06,875 Lines
GAZETTE	2,80,540 Lines
North American	281,890 Lines
Inquirer	211,800 Lines
Press	176,010 Lines
Ledger	168,270 Lines

The German Gazette Publishing Co.  
PHILADELPHIA



**NEWSPAPER IDEALS.**

**Col. Henry Watterson Addresses the Boston Press Club at Its 25th Anniversary—Gives Young Journalists Some Good Advice—The Day of Personal Journalism is Not Done.**

The chief attraction of the banquet given at the Hotel Somerset in Boston on Tuesday evening in celebration of the twenty-fifth anniversary of the Boston Press Club was Col. Henry Watterson, the famous editor of the Louisville Courier-Journal. This grizzled veteran of the journalistic arena, who was in fine trim, was greeted by the most cordial kind of applause when he arose to speak.

"I was born next door to a print shop and grew up in a newspaper office," said the colonel after making a few felicitous introductory remarks. "First and last I have filled every newspaper function from galley boy to leader writer. I am proud of my calling and jealous of its good name."

"Until I gave up all-round night work I was never so happy as toward the wee sma' hours, when, with the boys about me, wires were flashing and teet were hurrying and the presses were beginning to thunder below."

"Now that I no longer see the paper to press it rejoices me to find myself still surrounded by the boys—the boys in the trenches, as I call them in Kentucky—to remember the old days and nights and in fancy to believe that there is yet a little sugar in the bottom of the glass."

"I think I know what news is and how to prepare it equally for the tea table and the breakfast table. Like victuals, it may be served hot and savory or raw and unsavory, be brought on plain or be dressed and decorated to suit the varying public taste. There is in this as in cooking an art."

**THE REPORTER'S MEAT.**

"A fine ruddy murder, like a fair round of beef, may be ruined in the roasting, and a scandal fat and juicy, blonde and frowsy, be wholly spoiled by a figurative excess of vinegar and garlic. A skilful chef can take a few scraps and fabricate a dish to delight a gourmet."

"So the det reporter can put this and that together and piece a story to stir the town. In both cases, however, there must be a basis of fact. The essential ingredients must be there. It is given to no man to make a silk purse out of a sow's ear; to no cook to render a saute out of sawdust and boot heels; to no reporter to turn a scoop out of a lie."

After relating some of his experiences as a cub reporter in Washington Colonel Watterson continued:

"Though I am not as young and charming as I then was, I flatter myself that, barring the late hours and the locomotion, I can still hold my own with the liveliest of you in the work of news gathering and news collating, in distinguishing what is and what is not news, even to the latest up-to-date frills and flourishes from the aristocratic purlieus of the Back Bay and the educational resorts around Boston, provided they be not too technical."

**DRAWNS THE LINE AT LYING.**

"I have always drawn the line at straight lying and the station house. The city editor should never consider himself a brevet chief of police; the reporter a semi-professional sleuth."

"The newspaper with the law should assume the accused innocent until proven guilty; should be the friend, not the enemy, of the general public; the defender, not the invader, of private life. It should never be the assailant of private character."

"The newspaper is not a commodity to be sold over the counter like dry goods and groceries. It should be, as it were, a keeper of the public conscience; its rating professional, like the ministry and the law, not commercial, like the department store and the bucket shop."

"Its workers should be gentlemen, not eavesdroppers and scavengers, developing a spy system peculiarly their own, nor caring for the respect and esteem of the vicinage."

**SHYSTER JOURNALISTS.**

"There will be shyster journalists as there are shyster lawyers; unworthy newspapermen as there are unworthy clergymen; but in each calling the rule is bound to be otherwise and they who seek the imprint of the higher instead of the lower brand will be sure to find it. "In short, I stand for the gentleman hood of our guild and believe that in the long run the owners of newspaper properties will discover that integrity and cleanliness pay the best dividends and that good faith and good humor are positive assets."

**PERSONAL JOURNALISM.**

"I am sometimes told that I am the last of the personal journalists. I beguile an honest devotee of impersonal journalism. The personal journalism of which we read so much, as a memory of bygone editorial glory, is somewhat misunderstood by the younger men who write about it."

"Not one star differeth from another more in quality and character than Greeley and Bennett—even Greeley and Raymond—than Samuel Bowles and Joseph Medill, than Charles A. Dana and Murat Halstead. Each of them was in his way an editorial writer."

"All of them had under them at one time and another editorial writers of the first order of writing ability, who worked and went to their account without distinction."

**DECLINE OF INDIVIDUALISM.**

"The disappearance of the one-man idea from the newspaper is a part of the universal decline of individualism in contemporary life. It is the offspring of conditions inevitable to the leveling tendencies of modern invention and the centralizing force of population and wealth."

"There is no longer a Clay or a Webster in the Senate, a Booth or a Jefferson upon the stage. Carnegie, Morgan and Rockefeller are the merest figures of speech. The ownership of newspaper properties has passed from the founders who possessed each some idiosyncrasy of his own into the custody of estates and corporations."

"Yet, if a man of the signal gifts of Clay and Webster and Booth and Jefferson should appear—his methods adjusted to the times and the ever-changing public requirement—he would lack neither for recognition nor primacy."

**ALWAYS PERSONAL JOURNALISM.**

"Still is it true that the personal can never be wholly obliterated from journalism? As there must always be a man behind the gun, there will always be a man behind the printing press; somebody in authority."

"It is immaterial whether he work upstairs or downstairs, whether he be editor or publisher, and never so retiring and reserved. If he hold the place of control he cannot hide himself from the community in which he lives. In many ways the newspaper has always been and must ever continue an autocracy."

Mr. Watterson spoke feelingly of Joseph Pulitzer, whose friend he was, and then said:

"Never to seek office. Never to take gift stock. Never to touch campaign money. These are the precepts the young journalist should hang upon his bed post."

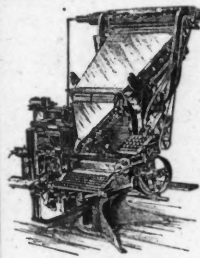
"I hope there is no one of you here tonight who will not be one day a managing editor, at least a city editor, and whenever any one of you finds himself in a position of authority let him carry these few precepts in his mind and in his heart: To print nothing of a man which he would not say to his face; to print nothing of a man in malice; to look well and think twice before consigning a suspect to the ruin of printer's ink; to respect the old and defend the weak, and, lastly, at work and at play, daytime and nighttime, to be good to the girls and square with the boys, for hath it not been written, 'Of such is the kingdom of heaven'?"

Melville E. Stone also spoke. An abstract of his address will be printed in this column next week.

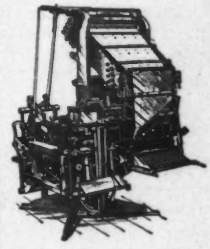
The Ames (Ia.) Intelligencer, heretofore published as a weekly, is now issued as a daily. F. R. and H. C. Conway are the publishers.

The Van Buren (Ind.) News-Eagle, of which Floyd Holman was editor, has suspended publication.

**IN THE AD ALLEY**



Quick Change Model 8 Three Magazine Linotype



Quick Change Model 9 Four Magazine Linotype

Slow, laborious and expensive individual type methods are being superseded by

**MULTIPLE  
MAGAZINE  
LINTYPES**

**THE TRENTON SUNDAY ADVERTISER.**

Trenton, N. J., Sept. 27, 1911.

Mergenthaler Linotype Co., Tribune Building, New York, N. Y.

Gentlemen:—The Model 8 machine, one of which we recently purchased, needs to be seen in operation to show how superior it is to the No. 5. With three magazines practically always in position, a variety of head lines, straight news and advertising matter may easily be composed, dependent only upon the skill of the operator.

There seems not the slightest doubt about the universal ejector blade being a wonder.

Very truly yours,  
**ADVERTISER PUBLISHING COMPANY.**

**The Linotype Way Is the Only Way**

**MERGENTHALER LINTYPE COMPANY**

TRIBUNE BUILDING, NEW YORK

CHICAGO 1100 S. Wabash Avenue      SAN FRANCISCO 638-646 Sacramento Street      NEW ORLEANS 549 Baronne Street  
TORONTO: Canadian Linotype Ltd., 35 Lombard Street

**DINNER TO GEORGE R. HARRIES.**

**T. C. Noyes Tells of His Career as a Newspaper Man.**

(Special Correspondence.)

WASHINGTON, Nov. 21.—One of Washington's foremost citizens who did some of his best civic work as a newspaper reporter, was given a farewell banquet on Nov. 15 by 200 of the most prominent men in the capital, among whom were high officers in the army, bankers, editors and others of prominence. The man so honored was Gen. George R. Harries, who is leaving this city to assume bigger duties with a great western construction company. Thomas C. Noyes, of the Star, responded to the toast, "Gen. Harries as a Newspaper Man." Mr. Noyes, who speaks effectively, said:

"I ran across Harries the first day I entered on the active pursuit of a newspaper life. He was an aggressive newspaper man. He was always a fighter, and if he had not gone to Cuba as a colonel he would have walked as far as he could and would have swum the rest of the way as a newspaper man."

"Harries started his newspaper career here on the old National Republican. I don't know whether he was paid any salary or not, for there is a tradition among newspaper men that on that old sheet whenever a man brought in 50 cents to pay for a subscription the whole staff fought to see who would get the

50 cents. If that's the case, I'm sure George Harries got his share. From the Republican he went on other papers and did fine work. He was a virile pen, and whenever he got into a fight or a crusade he would fight as long as the pens, inks, pencils and paper held out. When they ran out he would get more, and fight on until the end, and sometimes he was licked, but he would keep fighting and win out in the end. He turned out some great stories."

Mr. Noyes then told of some of the great work George Harries, as a reporter, did for the Evening Star.

Gen. Harries was presented with a handsome silver service by those in attendance at the banquet, and also with a bound volume of testimonials.

**Miss Brazier's New Book.**

Miss Marion Howard Brazier, who was for twenty years identified with Boston newspapers as a writer and society editor, is to bring out at an early date a volume containing some of her contributions, many of which appeared anonymously. As Miss Brazier wields a facile pen, and has won several prizes for short stories, the new book is bound to be entertaining. At present Miss Brazier is filling lecture engagements.

The Lynn Evening News at a mortgage sale last week was bid in by Maurice A. Stevens for the bondholders for \$16,000.

**THE WARD SYSTEMS CO.**

Operators of

**The Ward Paid-in-advance Contest System**

(The Sure System)

Write for terms, etc. 903 Marbridge Bldg., New York City, N. Y.

THE  
WARD SYSTEMS  
COMPANY

## CHICAGO HAPPENINGS.

## New Magazine to be Devoted to Poetry to Make Its Debut

CHICAGO, Nov. 23.—A subsidized magazine for the publication of poetry is the latest project of a number of wealthy patrons of arts and letters here, led by Miss Harriet Monroe. Miss Monroe already has thirty pledges of \$250 each, to be paid in five annual installments, towards the support of the new magazine. With seventy more, she will launch the periodical, which will start modestly enough—as a small booklet of ten or fifteen pages in which everything except the editorials will be poetry. Young and unknown poets will be given the same chance for a hearing that young and unknown artists get now in the annual exhibitions at the Art Institute.

John M. Beelman, a veteran editor and publisher of newspapers in Ohio, and of late years connected with a Chicago printing firm, died suddenly Saturday at 235 North Park avenue, Austin. During the Civil War he was a lieutenant in the Twelfth Ohio Battery.

The National Ethical Press Association was incorporated at Springfield this week for the promotion of clean journalism by Frederick Hewen, Joseph Mahon and H. I. Cleveland.

Crafts W. Higgins, editor of the Golfers' Magazine, is ill at the Hahnemann Hospital with pneumonia. Mr. Higgins, who is one of the best posted men on the rules of golf in this country, when taken ill was planning to start on a trip to the Pacific Coast.

Among the recent Chicago weddings was that of A. Chester Keel, of the editorial staff of the Chicago Evening American, and Miss Adelaide Snyder.

The Chicago Press League gave an entertainment and tea Saturday afternoon last in Suite 54, Auditorium building.

The marriage of Miss Gertrude Forker, daughter of Mr. and Mrs. William O. Forker, of 1431 Olive avenue, to Parke Brown, a newspaper man, took place this week at the home of the bride's parents.

Thomas M. Dougherty, for twenty-five years manager of the Western News-

paper Co. in Chicago, was found dead on the prairie near Elgin last week, having taken his own life by poison. Mr. Dougherty was 71 years old, and killed himself because he believed his life to be a failure.

J. A. MacDonald, editor of the Toronto Globe and a leader in the recent fight for Canadian reciprocity, was the principal speaker at a banquet of the Presbyterian Social Union on Monday evening at the Congress Hotel. YARD.

## LOOKING INTO STATE LAW.

## Alabama Seeks Information as to How Fraud Ad Law Works.

Sam Blatch, of Birmingham, Ala., was in New York last week for the purpose of looking into the New York State law governing the punishment of persons, firms or corporations who make false or misleading statements in their advertisements through the press and otherwise. It is the intention of the leading men in the advertising business in Alabama to frame a bill for passage in the next Legislature. It is hoped that in this way they may be able to put an end to untrue exploitation of goods to be sold by those doing business with the public in the State.

It is understood that there are points in the New York law that allow misrepresentations of facts by dishonest firms to pass unconvicted, but the Alabama law will be construed to avoid these technical evasions, and be far-reaching in its measures. Another purpose of the law is to effect a more reliable and exact phrasing of advertisements in Montgomery and elsewhere in the State. Mr. Blatch was busy all the week conferring with the attorneys and merchants as to the result and efficiency of the present New York law.

## SOLD TO STOCKHOLDERS.

## Columbia Sterling Co.'s Property Bid in Last Week.

The bid of the stockholders' committee for the property of the Columbia Sterling Publishing Co., was accepted by Stanley W. Dexter, the referee in bankruptcy, last week.

For the assets of the company it is proposed to pay \$10,000, raised by the stockholders' committee. This committee will then organize a new corporation, in which the respective claims of the creditors and stockholders will be taken care of. New securities of various classes will be issued and the creditors will receive certificates of indebtedness for 60 per cent. of their proved claims. These certificates are to be paid off in five years.

Of the new securities there will be \$200,000 of debentures, \$200,000 of preferred stock and \$800,000 of common stock. The common stock is to be issued pro rata to stockholders in the old companies when actual cash was paid for the stock. The preferred stock is to be given as a bonus on the debentures. The \$200,000 of debentures represent new capital, a large portion of which already has been subscribed. The debentures are to bear interest at 6 per cent.

The December number of Hampton's is to be issued as soon as possible. William W. Young will be the editor

## Big Circulation for Small City.

Towanda, Pa., a city with a population of 4,821, has a newspaper, the Daily Review, edited by U. G. Baker, which has a paid-in-advance subscription list of over 4,000. Few places in the country can be found in which a newspaper circulation so nearly approximates the population.

## NEW PUBLICATIONS.

NEW YORK.—The Great Commission is the name of a new Episcopal diocesan paper, which made its first appearance this week. The editor of the publication is Rev. Melville K. Bailey, of Grace Church.

BOZEMAN, Mont.—The weekly Republican Courier is to be changed to a daily, bearing the name of the Bozeman Evening Courier. It is rumored that the Chronicle, the rival weekly paper, will also start a daily December 4. John H. McIntosh will be editor of the Courier, and James P. Bole will edit the Chronicle.

CHULA VISTA, Cal.—The Review, a new weekly, is to be brought out in this place by the Improvement Club of this city. H. G. Rising will be the editor.

AURORA, Neb.—The Hamilton County Republican is to be launched here shortly by Charles P. Craft. A building in which the plant will be established has already been erected.

MINNEAPOLIS, Minn.—A corporation with \$15,000 capital has been formed in this city to issue The Mirror, a weekly newspaper devoted to the city, State and national government affairs.

SANTA MONICA, Cal.—Albert H. Grice, formerly editor of the Utah Plaindealer of Salt Lake City, is making arrangements to publish a weekly newspaper here in the interest of the colored people in California.

FARGO, N. D.—The North Dakota Advocate, which is to be the official organ of the North Dakota Federation of Labor, is soon to be launched, with E. S. Elliott, of Fargo, as editor, and Michael Fleming as business manager.

PLAQUEMINE, La.—The Daily Iberville South, with W. S. Hart as manager, made its initial appearance November 13.

EMPORIA, Kans.—The Kansas School Magazine, published in the interest of teachers, will appear here January 1.

MONROE, Mich.—The Bulletin, an independent weekly, has made its debut in this city. This is the third weekly to be established in Monroe.

## These Dailies Have Separate Staffs.

Illinois Publishing Co., publisher of the Illinois Staats-Zeitung, a morning paper, and the Chicagoer Presse, an evening paper, and Westen und Daheim, a Sunday paper, announces that it has completely divorced the two daily papers, in so far that the editorial staff and the reportorial forces of each are separate. Conrad Asemann, of Hanover, Germany, is managing editor of the Chicagoer Presse, and Albert Schaedlich is editor of the Staats-Zeitung. The president of the company is Horace L. Brand, and the general manager Robert Hanselke.

## Waterville Case Settled.

A dispute between the State authorities and the publishers of the Waterville (Me.) Sentinel in regard to a printing contract has at length been settled by the Supreme Judicial Court of the State. It appears that Cyrus W. Davis, Secretary of State, is treasurer of the Waterville Sentinel Publishing Co., and is also a stockholder. The justices in their decision say that this case comes clearly within the statute forbidding officials to enter into contracts to furnish supplies of advertising to the State, and quote several opinions to support their findings.

The International Publishers' Supply Co. has just received a shipment of stereotyping tissue, which their manager claims is the largest single shipment of tissue ever received from Liverpool.

## THE MAGAZINE SUPPLEMENT.

## Henry Gallup Paine Addresses University Students in Journalism.

(Special Correspondence.)

Henry Gallup Paine delivered an address on "The Magazine Supplement" before the students in journalism at New York University last Saturday evening. Mr. Paine is editor of the magazine section of the Boston Globe, Philadelphia North American, Chicago Tribune and other papers, and is therefore well qualified to speak on the subject.

At first thought, according to Mr. Paine, one would think that the magazine part would have about the same evolution as the comic supplement. As competition among newspapers became keener, and as the cost of the comic supplement became higher, publishers sought relief by syndicating the supplement to other papers. Advertising, however, prevented following such a plan with the magazine part. Strangely enough, the one publisher who could have carried out such a scheme—namely, Mr. Hearst was the last to issue a magazine for his string of papers.

The desire to keep a large and expensive press busy was the immediate cause of starting the magazine that is given away with the Sunday paper. Needless to say, the press was kept busy—in fact, had to work overtime, for subscribers to magazine sections take not single copies, but bundles of tens of thousands. This fact makes it easy for the bookkeeper who has to look after only about eight or ten accounts, but makes it hard for the editor who is never brought directly in contact with readers. The only way the latter can tell when he turns out a good magazine is by the answers to the advertisements. If an advertiser receives a large number of returns it is safe to say that the magazine has been extensively read.

Various other problems connected with the editing and publishing of a magazine section were touched upon at length by Mr. Paine. He was introduced by James Melvin Lee, the director of the department of journalism, who mentioned the possibilities of the magazine sections to draw newspapers into closer and more friendly relations.

A CLASS PUBLICATION  
with a  
QUALITY CIRCULATION

This is "The New Age," the National Masonic Magazine, owned and published by the Supreme Council, 33d Degree, of the Ancient and Accepted Scottish Rite of Freemasonry, for the Southern Jurisdiction of the U. S. A.

The readers of The New Age Magazine have financial means and influence in the communities where they live.

Having money to spend, isn't it reasonable to presume that they will give preference to advertisers in their own organ? Try it and see. The results will surprise you.

The New Age Magazine  
No. 1 Madison Ave., New York City

The News Scimitar  
of MEMPHIS, TENNESSEE

is the Leading Afternoon  
Newspaper in the Mississippi  
Valley South of St. Louis.

Quality, strength and superiority of circulation mean returns for advertisers. MEMPHIS does a business of \$300,000,000 yearly.

Foreign Advertising Representative,

PAUL BLOCK, Inc.,

CHICAGO. N. Y. BOSTON

99 merchants out of  
every 100 in San Diego  
use the

San Diego Sun

for the bulk of their  
advertising.

THE PITTSBURG  
PRESS

Has the Largest

Daily and Sunday

CIRCULATION  
IN PITTSBURG

Foreign Advertising Representatives

L. A. KLEN, Metropolitan Tower, N. Y.

JOHN GLASS, Peoples Gas Bldg., Chicago



## CORTELYOU HONORED BY PRESS.

He is Guest of Representatives of  
465 Papers Printed in Foreign  
Tongues.

George B. Cortelyou, former Secretary of the Treasury and president of the Consolidated Gas Co., was the guest of honor at the third annual dinner given at the Hotel Knickerbocker Saturday evening by the American Association of Foreign Language Newspapers.

Louis N. Hammerling, president of the association, presided, and the list of speakers included Attorney General Wickersham, Secretary Charles Nagel, William R. Willcox, S. J. Viasto, Thomas E. Dockrell, Charles K. Johnson, L. E. Miller and L. L. Lewis.

The association is composed of 465 newspapers, printed in twenty-eight foreign languages.

## CLUBS AND ASSOCIATIONS.

The Milwaukee Press Club has just issued "Once-a-Year," an annual which is said to be the best publication ever issued by that organization. The cover is printed in four colors, and represents a pretty girl, in harlequin costume, directing the famous Anubis, the cat, in her walk along a tight wire. The picture is the work of Richard A. Holberg. The annual is crowded with delightful pictures and reading matter, the work of the members of the Press Club.

Fifty editors of newspapers published in Alberta and Eastern British Columbia attended the seventh annual convention of the Alberta and Eastern British Columbia Press Association, held at Calgary recently.

The Wisconsin Daily League, at a recent session, decided to increase the membership of the organization by admitting one daily newspaper from each city of the State.

The Salt Lake City Press Club gave a performance at a local theater, Nov. 9, which proved to be one of the most successful affairs given by the organization. Sandwiches and chicken pies were served to the audience during the progress of the "jinks."

At a meeting of the Suffolk County Press Association, held last week, the members discussed the proposed changes in the tax law of Suffolk County. These are important matters to the publishers and to the public alike, for they deal principally with the question—whether or not the publishers are to have the "fat takes" in publishing tax sales notices reduced, removed altogether, or allowed to remain as at present. Incidentally, the editors were guests of Francis Hoag, editor of the Sayville News.

The Southern Illinois Editorial Association was last week entertained by Congressman William B. McKinley at a vaudeville show and smoker given in their honor.

The advertising columns of the  
**NEW YORK  
EVENING MAIL**  
represent the business houses of character in the city and nation.

# 140,492

These figures show the daily average net  
cash sales of

**The Globe**  
AND **Commercial Advertiser**  
NEW YORK'S LARGEST NEWSPAPER.

from September 1, when we opened our new plant, to November 1.

**THEY** are particularly significant because they indicate the remarkable growth of **THE GLOBE** since we obtained adequate mechanical facilities to supply the demand for the newspaper. These figures do not represent circulation **CLAIMS**—they are circulation **FACTS**.

**THE GLOBE**, a pioneer in the **KNOWN CIRCULATION** movement, **PROVES** its circulation statements periodically by examination of the **Association of American Advertisers**.

**BUT NEW PRESSES ALONE DID NOT GIVE THE GLOBE THIS WONDERFUL GROWTH.** Thousands of better-class New Yorkers buy **THE GLOBE** to-day who did not know the newspaper three months ago, because it is the most interesting evening newspaper printed in New York. A corps of the ablest reporters and editors in the country see that **THE GLOBE'S** news columns are clean, bright, thorough and reliable, while a staff of special writers and artists of national reputation are furnishing "department" features unmatched for brilliancy and interest in the history of New York journalism.

**THE GLOBE** has (as proven repeatedly) the largest high-class evening circulation in New York by many thousands. **THE GLOBE** counts as circulation **ONLY NEWSPAPERS SOLD FOR CASH.** Free, waste, returned and office employees' copies are not counted in our figures. These things are appreciated by advertisers, as the steady growth in **THE GLOBE'S** advertising columns shows.

## Editor Wins a Fortune.

Editor Finley, of the Press Democrat, won a bale of hops Monday night as the result of a wager. The hops were to be presented to him provided he got them to market unassisted. He secured a hand cart and loaded them on and made the journey of some ten miles, arriving in Santa Rosa after midnight. Motto: Never offer an editor anything that you don't want him to take, even unto a hot stove.—*Ukiah Times*.

The Chicago Press Club will entertain the Marquis of Queensbury at dinner on Nov. 21. The club has recently been presented a portrait of Franc Wilkie, a former president of the club, by F. J. Schulte.

Chicago has three "newsboys" who are worth \$50,000 each, and one \$20,000—all made out of the sale of newspapers.

The Richmond (Mich.) Review on Nov. 3 celebrated its thirty-seventh anniversary. The Review is a clean-cut paper, intelligently edited and a favorite with all its subscribers. Henry F. Harris is the editor and publisher.

## STATE JOURNAL'S ENTERPRISE.

Frank MacLenna's Topeka Paper  
Prints a Daily Comic Page in  
Three Colors.

The Topeka (Kan.) State Journal, of which Frank P. MacLenna is editor, enjoys a unique distinction. It is the only paper in the world printing a daily page in three colors, red, blue and black. The page is devoted to comics.

The new feature, which appeared for the first time in the issue of Nov. 17, found immediate favor with the State Journal's many readers, and the circulation has already gone up several notches.

Mr. MacLenna has a good conception of what a newspaper ought to be, and knows how to give the public what it wants.

## Fire in Brooklyn Citizen's Plant.

The Brooklyn Citizen's building had a narrow escape from destruction by fire on Tuesday. The fire started in the pressroom in the basement and spread with such rapidity that three men were

overcome and a fourth, in trying to escape, missed his footing and falling on his head was rendered unconscious. The firemen stopped the spread of the flames above the second story. The damage was about \$30,000. There was no interruption in the printing of the subsequent editions, as the publishers of the Standard Union placed their plant at the disposal of the Citizen. While the fire made a lot of trouble, it did not stop the work of the staff except for a few minutes.

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

# 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  
J. B. SHALE, Editor FRANK L. BLANCHARD, Managing Editor

BY THE EDITOR AND PUBLISHER COMPANY

13 to 21 Park Row, New York City. Telephone, 7446 Cortland  
Issued every Saturday. Subscription, \$1.00 per year. Foreign, \$2.00 per year.

THE JOURNALIST Established 1884. THE EDITOR AND PUBLISHER 1901  
J. B. SHALE, President T. J. KEENAN, Vice-President F. L. BLANCHARD, Secretary  
GEO. P. LEFFLER, Treasurer and Business Manager

## ADVERTISING RATES

Display, 15 cents per agate line Reading Notices, 25 cents per agate line  
Classified, 1 cent per word Liberal discount for time contracts.

NEW YORK, SATURDAY, NOVEMBER 25, 1911

### NEWSPAPER BOOK REVIEWS.

Book notices, to be helpful, ought to give the reader a fair idea of the real worth of the volumes reviewed by the writer. While it sometimes happens that books are reviewed by editors who are not in any way qualified for the task, yet in the main they are examined, especially in the larger newspaper offices, by able journalists.

A good review does not always fill columns of space. Some books may be dismissed in a paragraph, although their authors may have spent weeks and months in their preparation. Others are of such importance that half a page is none too much space in which to present an estimate of their worth. As a rule, however, lengthy reviews should be confined to the literary weeklies and magazines, where they properly belong.

In the daily newspapers the reviews should be short and to the point, because their readers have no time to wade through lengthy articles of any kind. If a newspaper reviewer wants his criticisms to be read and appreciated he will not see how much, but how little he can write and yet do justice to his subject.

There are a few daily newspapers whose book reviews are regarded as among the best in the country. The New York Sun, the Evening Post and the Times, and the Boston Transcript and the Springfield Republican have gained distinction in this special field. When M. W. Hazeltine, of the New York Sun, was alive he was considered one of the ablest book reviewers in this country, and the Sunday edition in which they appeared was to be found in nearly every public library and in the hands of every live book seller or publisher. Hazeltine's reviews were scholarly efforts. He could take the meat out of a book and present it in such admirable form that the reader could not fail to obtain a clear and comprehensive idea of its real value.

The Philadelphia Inquirer has an excellent book department editor. His reviews are brief, express honest opinions, and are attractively written. He manages to get into a few columns a large amount of helpful information concerning the works that are worth while.

The holiday season always brings to an editor's table an avalanche of new books. No one man can examine them all and have any time left for recreation, the consumption of food, or sleep. In large establishments other members of the staff are called upon to help out in the preparation of notices. Then, too, there are professional book reviewers outside of newspaper offices whose services are brought into requisition.

As already noted, the book reviews in daily newspapers ought to be written by men especially adapted to the work. They should be short and at the same time comprehensive. They should not be written with the idea of saying something nice about the author or his work, but rather of telling the truth, whether it benefits or hurts.

### EDITORIAL COMMENT.

It is a significant fact that the advertising columns of the daily and weekly newspapers have never been so widely or so extensively employed by candidates for office as this fall. Political managers are beginning to realize, as they never have before, the value of the newspapers in making popular men who seek election at the hands of the public. People will not read election circulars except in back country districts. Billboards carry little weight with voters. They do, however, have confidence in newspapers and read them carefully. Hence anything printed in their pages is certain to be seen. No man can read day after day articles about a candidate for office without being influenced for or against him. If he is a man whose record is clean and who is qualified to fill the position to which he aspires, constant publicity in the newspapers is almost certain to push him to the front.

It was the fashion a while ago for city newspaper men to laugh at the country newspapers with "patent insides" or that used "boiler plate," i. e., stereotyped plate matter furnished by the syndicates. The city scribes laugh no more, for they are following in the footsteps of the country publishers in using syndicate matter, not in the form of stereotype plates, but in the form of

matrices, from which the plates are cast, that are now furnished them by various concerns. Nearly every newspaper outside the metropolitan cities uses from one to four pages of such matter every Sunday. These syndicates have been a great boon to both the publishers and the public. The publishers are able to buy expensive contributions and illustrations at a price they could not otherwise afford, and the public purchases for a nickel what would ordinarily cost, if printed in, thirty-five cents in a magazine.

That it is the duty as well as the right of a newspaper to criticize men in public office, so long as it confines itself to a statement of facts as a basis, is a principle laid down by the Supreme Court of Missouri in a decision rendered last week in the case of Scott vs. St. Louis Post-Dispatch, a report of which will be found elsewhere in this issue. The opinion of the court will have a far-reaching effect. It will leave editors free to express their ideas in regard to the acts of public officials without fear of libel suits, and will be of distinct benefit to the cause of the purification of public office.

Wilmer Atkinson's plan to establish in Washington a periodical that shall present the news concerning the postal service, is making some headway. Mr. Atkinson, who is publisher of the Farm Journal, of Philadelphia, has taken up the matter with publishers all over the country and has received many messages approving the project. The idea now seems to be to issue the paper in the form of Printer's Ink and call it "Postal News." Mr. Atkinson says that such a magazine would soon become self-sustaining because of the advertising support it would be able to command.

### CARNEGIE'S SECRET.

Andrew Carnegie was once asked to what quality he attributed his success. "I attribute my success," said Mr. Carnegie, smiling, "not to hard work, but to the avoidance of hard work. By that I mean, of course, that I devote myself to the executive side of my business. I never did what I could get someone else to do for me. I was like an old friend of mine, also—well, rather successful in life.

"This friend was sauntering down Piccadilly with his hands in his pockets, when he met a youth who was distributing circulars. The youth extended a circular to my friend; but my friend, without taking his hands from his pockets, said politely:

"Thank you, young man, but will you be good enough to throw it in the gutter yourself?"

The newspaper men of Des Moines, Ia., were recently entertained by J. R. Harrigan, vice-president and general manager of the Des Moines City Railway Co., who gave them a trip in his private car over the Colfax interurban line. During the journey a collation was served to which the scribes did full justice.

### WILL SIT NEAR THE THRONE.

#### Iowa Minister Thinks Editors Will Fare Well in the Hereafter.

That the poor and long suffering newspaper editor will be accorded a cushioned seat close to the golden throne on the day of final judgment is the belief of the Rev. G. W. Taylor, who is holding a series of revival meetings in Cedar Rapids, Ia.

The Rev. Mr. Taylor thinks that in many instances the newspaper men are not appreciated. He knows something of the trials and tribulations attendant upon the assembling and printing, day in and day out, of a daily paper, and he thinks the editors should not be censured too harshly if they sometimes print a page of sporting news and devote only a column or less to religious topics. He thinks it is up to the ministers themselves to make their sermons so interesting that the newspapers will have to give them choice positions, as the patent medicine ads require—"top of column, next to and alongside pure reading matter."

### MOTORCYCLE REVIEW CHANGES.

#### A. Eugene Bollea and R. F. Kelsey Join the Staff.

The publishers of the *Bicycling World* and *Motorcycle Review* in this week's issue announce the appointment of A. Eugene Bolles as vice-president and general manager, and of Richard F. Kelsey as managing editor.

Mr. Bolles, who is well known in the trade paper world, a few weeks ago resigned from Advertising and Selling, of which he had been vice-president and general manager for several years. Other publications with which he has been connected are the *Horseless Age*, *Marine Review*, *Hardware*, *American Exporter*, *Furnishing Review* and *Glass and Pottery World*. Mr. Bolles is a hustler and always makes good.

Mr. Kelsey has been identified with cycling sports for a long time, having served as an official of the National Cycling Association since its conception. He has been connected in an editorial capacity with the *American Wheelman*, *American Cyclist*, *Bicycling World*, *Automobile*, and *American Motorist*. From his long experience in the field he is eminently fitted for the position to which he has now been appointed.

### In Honor of Mr. and Mrs. Chapple.

The house-warming of the new home of the National Magazine, erected for the magazine by the Chapple Publishing Co., which occurred on Thursday, Nov. 23, was also made the occasion for celebrating the silver anniversary of Mr. and Mrs. Joe Mitchell Chapple. Hundreds of the editor's friends accepted invitations to be present, and messages of good will were received from all parts of the country. The new establishment is one of the largest and best commercial printing plants in the U. S.

### Mrs. Stanton's Reply to Greeley.

(From the *Westchester County Magazine*.)  
There was once a passage at arms between Elizabeth Cady Stanton, the eminent woman suffragist, and Horace Greeley on the occasion of a discourse by the former on the rights of women to the ballot. In the midst of her talk Greeley interposed in his high pitched, fahsetto voice:

"What would you do in time of war if you had the suffrage?"  
This seemed like a poser, but the lady had been before the public too long to be disconcerted by an unexpected question and she promptly replied:  
"Just what you have done, Mr. Greeley—stay at home and urge others to go and fight."



**PERSONALS.**

F. W. Ayer, head of N. W. Ayer & Son, of Philadelphia, is making a tour of Pacific coast cities. Nearly every newspaper in places he has visited has printed interviews with him.

Professor Charles Zueblin, editor of the Twentieth Century Magazine, delivered an address on the "Nation's Human Resources" at the South Broad Street Theater, Philadelphia, on Nov. 19. He also delivered an address on "The Meaning of Elections" in the New Lecture Hall at Harvard, Boston, a day later.

Gardner Cowles, publisher of the Des Moines (Ia.) Register and Leader, was in New York this week on a pleasure and business trip.

Clarence Ousley, president and editor of the Fort Worth (Tex.) Morning Record, has returned home after a business trip to New York.

Samuel A. Perkins, owner of several newspaper properties in the Pacific Northwest, who has been mentioned as a candidate for the United States Senate, is out with a statement that he would not under any circumstances accept a political office.

Strickland W. Gillilan, the humorist and journalist, is busily occupied on the lecture platform this fall and winter. His many engagements keep him on the wing the most of the time. Gillilan says that hiking from one town to another all the time is a bore but he likes it just the same and would rather talk to an appreciative audience than take a trip to Europe.

John B. Barnhill, editor and publisher of the Anti-Socialist, of Boston, discussed Socialism in an address at the Republic Theatre, New York, on Sunday evening.

F. A. Miller, editor of the South Bend Tribune, has been named by the South Bend Chamber of Commerce to select speakers for a series of monthly dinners to be given by that organization. Among those already chosen are Joe Mitchell Chapple, of Boston, editor of the National Magazine; Dr. J. N. Hurty, of Indianapolis, secretary of the Indiana health board; Hon. J. Hamilton Lewis, the noted Chicago lawyer and orator, and others.

J. Judson Worrell, editor of the Staten Islander, and one of the best-known men in Richmond County, is seriously ill with pneumonia.

E. Leavenworth Elliott, editor of the Illuminating Engineer, spoke on "Lighting as an Art" before the National Electric Light Association in New York, Nov. 20.

Col. A. W. Brown, business manager of the New Orleans (La.) States and part owner of the Shreveport (La.) Times, is in New York in the interest of those papers.

John E. Whiting, cartoonist on the South Bend Tribune, is again at his desk after a short tour in middle west cities.

L. S. Whitcomb, a newspaper man who died in San Francisco recently, left an estate valued at \$3,100. Thus far the public administrator has been unable to find any relatives to whom to deliver the property.

E. M. Haas, of Decatur, Ill., has succeeded L. E. Gould as western editor of the Electrical Railway Journal, with headquarters at Chicago.

C. M. Harper, editor of the Abilene (Kan.) Reflector, and formerly head of the Kansas University department of journalism, was the principal speaker at the meeting of the Kansas College Editors' Association, held at Ottawa last week.

David Keith, president of the Salt Lake Tribune Publishing Co., and Mrs. Keith will spend the winter at Ocean Park, in Southern California.

Rev. F. L. Loy, editor of the Effingham (Ill.) Republican, has been appointed chaplain of the State Penitentiary, at Chester, at a salary of \$1,600.

Col. C. L. Bryne, president of the Ardmore (Okla.) Traction Co., has been appointed general manager of the Daily Ardmoreite.

W. E. Underwood, editor and publisher of Assurance, left New York on Saturday for a ten days' trip to New Orleans.

Raymond Dawes has resigned the editorship of the Adel (Ia.) Record to take a position on the Aberdeen (S. Dak.) Daily News.

Arthur Paul Kelly, member of the staff of the Rochester Union and Advertiser, and Miss Psyche H. M. Higginson, were wedded in Rochester, Nov. 10. The couple left immediately for New York, where they took a steamer for Bermuda, where they will spend their honeymoon.

L. E. Clarke, formerly publisher of the Little Rock (Ark.) Democrat, is making a tour of the western and southern States in the interest of his publication.

Frederick Baker, of New Haven, has been appointed editor of the Yale Law Journal.

Clay Ketcher, editor of the Plymouth (Ky.) Democrat, is a candidate for the Democratic nomination for Lieutenant Governor.

James S. McKeon, a Youngstown journalist, who is the nominee for city auditor on the Democratic ticket, has received the unanimous endorsement of the Youngstown Press Club.

Dr. Emma Saunders, editor of the Amsterdam (Holland) newspaper, while in New York last week said that the faces she saw in the subway reminded her of Dante's Inferno.

R. O. Jasper, editor and publisher of the Racine (Wis.) News, while in Milwaukee last week was stricken with heart failure, and was removed to St. Luke's Hospital, where he afterwards recovered.

Harry W. Armstrong, city editor of the South Bend Tribune, and Miss Jennie Arnold, of that city, were recently married. The wedding was a quiet family affair.

Alvin T. Steinel, editor of the Southwest Trail, the Rock Island Railroad's booster publication, was formerly a newspaper man in Denver. He covers all the circumstances of news of the ter-

ritory contributory to the Rock Island system. Sometimes he travels a thousand miles to secure an article of two thousand or three thousand words. While his office is nominally on the seventh floor of the La Salle Street Station in Chicago, the desk at which he does most of his work is on a railroad car, in which he travels twenty-nine days out of every thirty.

C. A. Locan, formerly a reporter on the Oakland (Cal.) Tribune, is now managing editor of the Township Register, published in Niles.

Herbert M. Casson, magazine and special writer, of New York, delivered an address before the Toronto Ad Club Nov. 16.

S. W. Seelye, of the editorial staff of the Cycle and Automobile Trade Journal, has resigned to take a position with the Keystone Publishing Co.

Allen C. Strough, editor and publisher of the Theresa (N. Y.) Gleaner, has decided to retire from the newspaper business after twenty years' service.

**\$5,011.23 returned**  
Owner in recent fiscal year by Central West daily newspaper. City of 20,000. Owner represents that but \$1,000 of the profit represents his salary, as about all he did for the property was to write the editorials. Price, \$33,000; \$17,000 cash, balance deferred. Proposition B. Y.  
**C. M. PALMER**  
Newspaper Broker  
277 Broadway, New York

**ADVERTISING MEDIA**  
ILLINOIS.

**CHICAGO EXAMINER**  
The largest Morning and Sunday Newspaper west of New York, and the Great Home Medium of the Middle West.

NEW YORK.

**THE BUFFALO EVENING NEWS**  
is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

WASHINGTON

**THE SEATTLE TIMES**  
The wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published.  
CIRCULATION—DAILY, 64,741; SUNDAY, 84,308.

**THE BLACK DIAMOND** Chicago-New York-Pittsburgh, for 20 years the coal trades' leading journal. Write for rates.

**HELP WANTED**

**DESK MAN WANTED.**  
One who can read copy, write heads, direct reporters, pull off some clever make-up (with a make-up foreman who is a cracker-jack). The salary will not be large to start, but the right man can make it substantial by making good, and improving a daily that is not now as good as it should be. We are buying new type and new machinery to make it the best little daily possible, and want a man who can handle the news end vigorously. Address "DESK MAN," care THE EDITOR AND PUBLISHER.

**POSITIONS OPEN**  
In all departments of advertising, publishing and printing houses, east, south and west; high grade service; registration free; terms moderate; established 1898; no branch offices.  
**FERNALD'S NEWSPAPER MEN'S EXCHANGE,** Springfield, Mass.

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word.

**YOUNG MAN**  
(26) desires position as assistant to sporting editor, or in news or utility capacity of daily or weekly paper. At present compiling sporting records for popular American publication. Several years' news and general experience. Address "SPORTING," care EDITOR AND PUBLISHER.

**NOW ENGAGED**  
An all around advertising man (one who can do things) will be open for engagement after Jan. 1. Will accept a place with magazine, daily newspaper, advertiser or advertising agency. If your business needs new blood write "ENGAGED," care THE EDITOR AND PUBLISHER.

**EXPERIENCED AND**  
competent business manager open for engagement. Will manage business office, direct advertising and circulation departments and supervise entire plant. Specialist in organization. Hard worker with excellent record. "F. C. C.," care THE EDITOR AND PUBLISHER.

**\$50 A WEEK**  
secures live, capable man as business or advertising manager. Ten years' record of results on good morning and evening dailies. The most thorough investigation invited. Address "AMBITIOUS," care THE EDITOR AND PUBLISHER.

**THOROUGHLY COMPETENT**  
advertising manager, employed on morning daily, wants position on evening paper. Address "X. Y. Z.," care THE EDITOR AND PUBLISHER.

**FOR SALE**

**EXCEPTIONAL OPPORTUNITY**  
to purchase ESTABLISHED SIX COLUMN QUARTO weekly newspaper outfit and job plant in New York City, Richmond Borough. Very complete equipment, cylinder, jobbers' cutter and electric motors purchased NEW March this year. Good field, low rent, previous owner gone to parts unknown. You can save what he paid. Small cash payment required, liberal terms for balance. Particulars of CONNER, FENDLER & COMPANY, New York City.

**ON ACCOUNT OF**  
the discontinuing our linotype department, we are offering our battery of ten machines, consisting of Models 1, two-letter; 3 and 5. Prices right, terms liberal. "LINO," care THE EDITOR AND PUBLISHER.

**LINOTYPE FOR SALE.**  
Model No. 3, in good condition, new mats, extra magazines, cheap for cash. Address "DAVIS," 116 Nassau St., New York City.

**LINOTYPE FOR SALE.**  
Model 4, two-letter, with all its magazines, matrices and other accessories. In good condition. Has had little use. Only reason for disposing of Linotype have replaced with additional Monotype. CHAPPEL PUBLISHING CO., 944 Dorchester Ave., Boston, Mass.

**MISCELLANEOUS**

**EDITORIALS—VIGOROUS,**  
reliable and timely. Samples and rates on application. Address "EXPERIENCE," care THE EDITOR AND PUBLISHER.

**I WILL FURNISH**  
any sort of matter any editor anywhere desires on any subject in any part of CONNECTICUT at any time quickly and in usable shape. Special articles, feature stuff, news stories, photographs, trade paper correspondence. Assignments of any nature covered. Write or wire. J. OLIN HOWE, Waterbury, Conn.

**DAILY NEWS.**  
Reports for evening papers, advance news, mail service, special and Chicago news. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

**UP-TO-DATE**

country or city newspapers can secure daily or weekly news letters from live, experienced Washington correspondent; satisfactory terms; but one newspaper supplied in each county. Trade papers all over the country can have their special interests carefully looked after and safeguarded. Apply quick to "CORRESPONDENT," care THE EDITOR AND PUBLISHER.

**A REAL CIRCULATION BUILDER**  
**GEORGE FITCH**  
(Author of "Good Old Suezash")  
"Vest Pocket Essays"  
Original, Sparkling, Smile-producing. Illustrated. Six weekly. Send for sample set. Furnished exclusively by  
The Adams Newspaper Service  
2015 Peoples Gas Building. CHICAGO

## WORLD EDITOR'S WAYS

**His Characteristics Described by A. C. Newell, Formerly a Member of His Personal Staff—How Mr. Pulitzer Managed His Men—His Intense Mental Activity—How He Kept Track of Things.**

During the later years of his life Joseph Pulitzer was accustomed to travel with an entourage, consisting of his private secretary, an expert musician, a dramatic critic, a book reviewer and a newspaper secretary. Alfred C. Newell, now general agent of the Columbian National Life Insurance Co. at Atlanta, Ga., filled the latter position with Mr. Pulitzer in 1901-1902. In an interview with a representative of the Georgian he gave his impressions of the great editor as follows:

"I served on the staff of the New York World for three years, when one morning I was called in by Colonel William Merrill, now dead, who informed me that I had been selected to be attached to Pulitzer's personal staff as his newspaper man. Billings, an Englishman, who had been traveling with Pulitzer, and who had formerly filled the position, had had some disagreement with his chief which necessitated his temporary withdrawal.

"For two weeks prior to going to Lakewood, where Pulitzer was at that time living, I was regularly coached in the old man's methods of interpreting a newspaper. I received telegraphic orders late one Saturday afternoon informing me that I would be expected to report to 'J. P.'—as we called him—next morning on all the Sunday papers.

### NOT THE MAN HE PICTURED.

"I arrived at Lakewood about 10 o'clock, and was ushered into Mr. Pulitzer's presence. I had pictured him as a small man, bent over with age, with a peaked nose and eyes closed from blindness. Instead, I found a man of splendid physique, standing six feet tall, with eyes which, though they could see, but blurringly, seemed to pierce you through with their shrewdness. His partial loss of eyesight had been caused by the intense strain of night work when he was an active man about the World Building.

"Mr. Pulitzer seemed to read my look of surprise. He put his arm around my shoulders and said:

"Well, I'm not such an old ogre after all, am I?"

"I informed him that the men at the World office did not picture him exactly as an ogre, but that it was their due that he should at least come down to the office and make their acquaintance. We talked for over an hour and he showed the most intimate familiarity with political and economic conditions in the South. Then commented the daily catechism, which went about like this:

### THE DAILY CATECHISM.

"Which is the best paper published in New York?"

"Why is it the best?"  
"What exclusive stories has the World?"

"The Herald? the Times? the American? etc."

"What is the best story published in the World to-day?"

"Why is it the best?"

"What is the best story published in the Herald?"

"Why is it the best? etc."

"How many exclusive stories were published in other papers which did not appear in the World?"

"What were they?"

"After a general comparison of the news features of the different papers would come a detailed description of the World. Mr. Pulitzer would be given an exact mental picture of the make-up of the paper, the number of pages, relation of reading matter to advertisements, both as to position and quantity of each. Frequently he would have an entire news story read to him, notations being made as to any suggestions to be wired the office, and later on a full treatment of the editorial page in the same way.

"His personal staff usually met for luncheon about 1 o'clock and the discussion of current events would be carried on in such a sublimated atmosphere that my amateurish mind had to use a stepladder to peek into even the most commonplace subjects.

### HOW HE STUDIED THE PAPERS.

"Following the verbal analysis of the papers, Mr. Pulitzer would have furnished him in the afternoon a written analysis of all the papers, and later still he would require a very brief written synopsis of all the leading editorials, frequently requiring that these be made in not more than seven lines. In the meantime various orders had been sent to the World office giving the most intimate directions as to the editorial page, on certain subjects; informing his editors how news items should be stressed; commending certain reporters for good work and occasionally giving them a bonus of anywhere from \$5 to \$200 for it.

"Pulitzer probably knew better how to get the most work out of the human machines who worked for him than any other man at the head of a great institution. He did this by matching man against man. For every position, from that of managing editor down to the counting room, he had a system of duplicate human machines by which he would play one man against the other. His managing editor would not know one day but that the next a duplicate managing editor would be carrying out Pulitzer's personal directions, and his business manager was not certain one day but that the next he would be reporting to a duplicate business manager. This duplicate method of matching man against man extended through his entire institution, even down to the office boys. No one was sure of Pulitzer's permanent personal favor."

### Gaynor Against Municipal Daily.

In reply to a letter addressed to him by Edgar Tennant, Mayor Gaynor of New York expressed himself as being opposed to a daily newspaper published by the city. He declared that a paper run by politicians would be no better than one conducted by journalists. Indeed, he was rather of the opinion it would be much worse.

The advertising of the Julius Kayser Co. for 1912 will be placed through the Walter L. Houghton Advertising Agency of 828 Broad street, Newark, and not placed direct, as was recently stated in this column.

## PERSONALS

(Continued from page 8.)

Homer Croy, editor of the Magazine Maker, lectured Tuesday night before the New York University School of Journalism. His subject was "The Short Story Market."

Wm. G. Palmer, for two years editor of Geyer's Stationer, has been appointed New York manager of the Charles W. Hoyt Advertising Agency, with offices in New York and New Haven.

Col. Wm. C. Hunter, for many years secretary of the W. D. Boyce Co., of Chicago, has sold his stock and severed his connection with the company. It is probable that after a vacation of a few months he will start an advertising agency.

Edwin A. Walton, assistant advertising manager of the Burroughs Adding Machine Co., has been appointed advertising manager of the Timken Detroit Axle Co. and Timken Roller Bearing Co. Ward Gavett has succeeded Mr. Walton in the Burroughs advertising department.

Albert W. Thornton, for five years eastern advertising manager for the Pacific Monthly, has been appointed advertising manager of the Red Book Magazine.

George J. Smith, formerly of Nashville (Tenn.), is now the editor of an automobile journal at Rio de Janeiro, called the Revista de Automovis.

### OBITUARY NOTES.

COL. A. B. SHEPPERSON, editor of Cotton Facts, the annual statistical summary of the cotton trade, died at his office in New York, Monday, November 20. Col. Shepperson possessed in a high degree the art of boiling down complicated statistics, and presenting them in a form which would make possible their use for ready reference.

IRA E. FORBES, a journalist and Civil War veteran, died at his home in Hartford, Conn., at the age of 68, on Tuesday, November 14. Mr. Forbes worked at various times on the Springfield (Mass.) Union, Hartford (Conn.) Evening Post and Hartford Times. He was a member of the Governor's Foot Guard and the Yale Alumni Association of Hartford.

J. H. GOLDSMITH, proprietor of the Waverly (Ill.) Journal, is dead.

W. P. McELROY, founder of, and for 45 years editor of the Humboldt (Kans.) Union, died of heart disease in that city, November 15, at the age of 66.

FRANK G. CONWAY, editor of the Madisonian at Virginia City, Mont., one of the pioneer newspaper men of that State, died suddenly of apoplexy, November 20.

HEINRICH HUBB, for 25 years editor of the Freidenker and Turn Zeitung, Milwaukee, Wis., died on Friday at the home of his youth in Belleville, Ill., aged 80 years.

### Press Club Election.

The New York Press Club will hold its annual election on Monday, Nov. 27. Charles R. Macauley, of the World, the present president, is a candidate for a second term. The club will serve a "Home Dinner" on Thanksgiving Day from 2 until 8 for members and their families who desire to dine out on that day.

The Hatch Publishing Co. has purchased the Insurance Age. George W. Hatch has been its editor and publisher since Jan. 1, 1911.

## NEWS OF THE LIVE AD CLUBS.

The Convention of the Southwest Association of Advertising Clubs of America will be held in Leavenworth, Kan., February 20 and 21. It is expected that this convention will be the largest ever held in the district. A hundred delegates are expected from Texas alone.

Twenty-nine members of the Leavenworth (Kan.) Ad Club went to Kansas City November 17, to be present at the luncheon given in honor of George W. Coleman, president of the Associated Advertising Clubs of America, by the Kansas City Ad men.

The Dallas Chamber of Commerce will shortly begin the erection of a permanent home for that organization. In the building, a special suite of rooms will be provided for the exclusive use of the Dallas Advertising League.

The Buffalo Ad Club on December 2, will entertain a party of eleven Governors of western states, who are to make a trip to New York with five exhibition cars, containing products of their respective states, to which public inspection is to be invited.

One of the newest associations in the field is the Asheville Advertising Club formed two weeks ago. L. R. Duvall is president and M. Buckner is secretary and treasurer.

A. E. Chamberlain, western manager of O'Mara & Ormsbee, was installed as president of the Chicago Advertising Association at the "harvest home" dinner held in the Auditorium Hotel last week.

At a recent meeting of the Denver Advertising Club, John F. Greenwalt, publicity manager of the Mountain States Telephone & Telegraph Co., was elected president and John L. Hunter, manager of the advertising department of A. T. Lewis & Sons, vice-president.

The Ad Men of Atlanta presented a silver prize cup to the aviator who made the quickest delivery of the United States mail from the aviation grounds, where a three days' meet was recently held, to the nearest postoffice.

The Buffalo Ad Club is now installed in fine new quarters on the twelfth floor of the Hotel Statler. The suite of rooms includes a general meeting room, a reception room, a billiard room and a silence room in which members can prepare copy if they wish.

The Fort Worth (Tex.) Ad Men's Club has appointed Amos G. Carter, business manager of the Star-Telegram, as general manager of all committees for the entertaining of the members of the Associated Advertising Clubs of America when they visit Fort Worth next May.

The Student Conference Committee of the University of Wisconsin has decided to provide some means of punishing student press representatives who send out false and misleading articles concerning the university.

## Suburban Weekly

One of the largest and most substantial weekly newspapers adjacent to New York City, with over 4,000 circulation, steadily growing, occupying unique field, making attractive profits with big development opportunities, excellent job plant for city orders, can be bought right by publisher of standing.

### Harwell & Cannon

Brokers in exclusive newspaper and magazine properties,

Fifth Avenue Building  
Cor. 5th Avenue and 23d Street  
NEW YORK CITY

## ANNOUNCEMENT

This is to announce that C. E. Perrigo, Originator of "THE MODERN BABY CONTEST" has severed his connections with The McDonald Syndicate, of Erie, Pa., and is now interested in and affiliated with this company.

### The United Contest Company

(Incorporated)  
"Not the cheapest, but the best"  
811 Citzen Bldg. Cleveland, O.



**BALTIMORE'S AD CLUB.**

**What It Is Doing for "More and Better Advertising"—Gives a Dinner at Which Coleman, Frothingham and Gillam Are the Speakers—Monthly Feasts to Be Held During the Winter Months.**

The Advertising Club of Baltimore, organized in October, 1909, has entered upon its third year with the determination to do some real work for "more and better advertising." Under the guidance of Malcolm Moore, the club's new president, much is expected, for Mr. Moore is a natural organizer; he is a student of advertising, broad-minded and far-visioned, and with an easily perceivable administrative ability.

"More and better advertising" is not the only slogan, but it is the definite aim of the Advertising Club of Baltimore. The entire membership of this Advertising Club, headed by the president, executive officers and board of governors, appears as a compact, homogeneous organization, in existence for a purpose, and capable of fulfilling that purpose.

The following from the Adclub Bulletin, the monthly organ of the Advertising Club of Baltimore, defines the club's position:

Indirectly the reason that every member of the club is a member is because out of "more and better advertising," locally at first; will surely come later more and better advertising nationally. And more and better advertising nationally means more outside money brought into Baltimore—more firms spreading the city's fame far and wide; a greater Baltimore—a greater prestige for Baltimoreans—a greater field of activity for advertisers and advertising men.

The real opening gun of the season for the Advertising Club of Baltimore was the annual banquet at the Belvidere Hotel, Baltimore, on Wednesday evening, Nov. 22. Speakers of national prominence attended, including George Coleman, president Associated Advertising Clubs of America; Robert Frothingham, advertising manager Everybody's Magazine and Butterick Trio, and Manly Gillam, advertising manager for Wanamakér for eight years and advertising counsel of the New York Herald for eleven years.

George Coleman talked on "Efficiency in Advertising," Frothingham on



MALCOLM MOORE,  
PRESIDENT OF THE BALTIMORE AD CLUB.

"What's the Matter with Baltimore Advertising," and Manly Gillam told of "Some Advertising Successes." The banquet attended, as it was, by a large and representative gathering of Baltimore's business, professional, newspaper and advertising men, and with the above-named speakers, was a notable success.

The annual banquet will be followed up with a series of monthly dinners at night, at which men of country-wide prominence and each an expert on his subject will be brought to Baltimore.

The subjects of these will be: 1. "How to Develop More and Better Hat Advertising—Local and National—in Baltimore." 2. "How to Develop More and Better Canned Goods Advertising In and Out of Baltimore." 3. The same with regard to clothing. 4. The same with regard to shoes. 5. The same with regard to banks. 6. The same with regard to real estate.

In addition to these dinners the club will continue its Wednesday luncheons with a set series of subjects—the "How Talks" and the "Why Talks." Experts will speak on such subjects as "Why Hotels Should Advertise," "Why Printers Should Advertise," "How Haberdashers Should Advertise Successfully Without the Price Appeal," "How Grocers Can Advertise Successfully Without the Price Appeal," and so on.

The important advertising discussions at the monthly dinners and the Wednesday luncheons form but a part of the club's program for "more and better advertising." The advertising columns of the daily newspapers are being used extensively, and this, together with the club's new publication, the Adclub Bulletin, issued monthly, is daily increasing the interest of the people of Baltimore in its advertising club. The membership of the club includes Baltimore's news-

paper, advertising, business and professional men.

To-day all Baltimore is watching with interest the activities of this organization, and the indications are that under the leadership of Malcolm Moore the eyes of the whole country, in so far as the newspaper and advertising world is concerned, will be upon the Advertising Club of Baltimore before another year.

**NEW AD INCORPORATIONS.**

THE DALLAS ADVERTISING LEAGUE, of Dallas. No capital stock. Incorporators: Fred E. Johnston, F. A. Wynn, J. C. Phelps and Richard Haughton.

THE GUILD ADVERTISING Co., Wilmington, Del., advertising agency. Capital stock, \$800,000. Incorporators are all of Wilmington.

H. K. McCANN Co., New York City, general advertising. Capital, \$50,000. Incorporators: J. P. Haliman, 214 Cathedral Parkway; H. K. McCann, 12 West 44th street, New York City; H. W. St. Hill, 51 Quincy street, Brooklyn, N. Y.

**To Appraise Lewis' Properties.**

The United States Court at St. Louis has appointed W. D. Coles as special master in the merger of the bills against the Lewis Publishing Co. and its subsidiary corporations. The court authorizes the master to summon witnesses and inquire into the Lewis properties.

**FOR HONEST ADVERTISING.**

**Washington Ad Club to Start a Campaign Opposing Fraud.**

(Special Correspondence.)  
WASHINGTON, Nov. 22.—At a meeting of the Washington Ad Club, held last week, the board of governors went on record as being opposed to fraudulent advertising of all kinds. A resolution will be presented at the next meeting of the club, and a campaign will be started against "fake" advertising.

George W. Coleman, president of the Associated Advertising Clubs of America, was the guest of honor at the club luncheon held Nov. 22 at the Commercial Club. Mr. Coleman was met at the Union Station by a reception committee consisting of President Granville Hunt, Walter McDonnell and R. Edwin Joyer. W. S. Lilly, of the Dallas Ad Club, was also a guest at the luncheon. Mr. Coleman was the guest of honor Wednesday evening at a banquet given by the Baltimore Ad Club, which was attended by President Hunt, C. C. Green, George Ostermeyer, Wm. T. Sherwood and Walter McDonnell, of the Washington Ad Club.

**Denver & Rio Grande Booklet.**

"The Lands of Utah" is the title of a valuable booklet just issued by the passenger department of the Denver & Rio Grande Railroad. It contains a description of Utah's agricultural development and gives special mention of the principal private and Government reclamation projects now under way and completed. It is handsomely illustrated with orchard and dairy scenes and an up-to-date map of the State of Utah, giving counties, adds materially to the value of the publication. It is one of the most attractive little booklets of the season.

If you are a live newspaper or advertising man and do not read THE EDITOR AND PUBLISHER every week you don't know what is going on in your own business.

**IN MEXICO CITY**

the advertiser only has to use  
**THE MEXICAN HERALD**  
(Only English Newspaper)  
**EL HERALDO MEXICANO**  
(Only Afternoon Spanish Newspaper)  
**THE S. C. BECKWITH SPECIAL AGENCY**  
(Sole Representatives)  
NEW YORK TRIBUNE BLDG. KANSAS CITY RELIANCE BLDG. CHICAGO TRIBUNE BLDG.

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

**GET THE BEST ALWAYS!**  
**The Pittsburg Dispatch**  
Greater Pittsburg's Greatest Newspaper  
WALLACE G. BROOKS BRUNSWICK BLDG. NEW YORK HORACE M. FORD PEOPLES GAS BLDG. CHICAGO

**IN KANSAS**

There is more money per capita to-day than ever before in the State's history, and Kansas people are "good spenders." The

**Topeka Daily Capital**

guarantees a circulation in excess of 22,500. It reaches every post office in Kansas, and is the only Kansas daily with State-wide circulation; the only Topeka daily which gives definite circulation statement.

*Arthur Capper*  
Publisher

WM. T. LAING, Flatiron Bldg., N. Y. City.  
J. C. FERLEY, Hartford Bldg., Chicago.

**Greenville, S. C., Daily News**

Circulation 5,000. Published every morning in the year, with full Associated Press news.

**MacQuoid & Tilden**  
New York Brunswick Bldg. Chicago Boyce Bldg.

**The Greensburg Tribune**  
Has Largest Circulation in Westmoreland County, Pennsylvania

**FLAT DISPLAY RATES**  
Set matter, per inch.....16c.  
Plate Matter, per inch.....12c.  
Matrices at Plate rate.....18c.

No Special Representatives

R. W. HERBERT, President.

# THE ADVERTISING WORLD

## TIPS FOR BUSINESS MANAGERS.

The Charles H. Fuller Co., 378 Wash-ash avenue, Chicago, is placing orders for 2,500 lines, to be used within one year, with Southwestern papers for the Paige Detroit Motor Co., Detroit, Mich.

The Darlow Advertising Agency, Bee Building, St. Louis, Mo., is sending out orders for fifty-six lines, fifty-four times, to Western papers for the Lew Brown & Duster Co., Lincoln, Neb.

The Taylor-Critchfield Agency, Brooks Building, Chicago, is making contracts for 2,500 lines, one year, with Southwestern papers for the Orlando Florida Farms Co., Chicago. This agency is also placing orders for forty-nine lines, two t. a. w., fifty-two times, with Western papers, for H. W. Manning Co., olive oil, St. Paul, Minn.

The Amsterdam Advertising Agency, 1178 Broadway, New York, is sending out orders for ten lines, thirty times, to Eastern papers for The Bellevue, Florida.

Albert Frank & Co., 26 Beaver street, New York, are placing orders for 156 lines with Eastern papers for the Southern Pacific Railroad, 120 Broadway, New York. The Western orders are placed by the Stack-Parker Advertising Agency, Heyworth Building, Chicago.

The E. N. Erickson Advertising Agency, 21 Park Row, New York, is sending out orders for five inches, d. c., ten times, to Southwestern papers for the Alcock Manufacturing Co., 274 Canal street, New York.

E. M. Hoopes, 516 Market street, Wilmington, Del., is making renewals for the Mme. LeFevre Co.

The St. Paul Advertising Agency, St. Paul, Minn., is placing orders for twenty-one lines, twenty-eight times, with Pacific Coast papers for the Al-derika Co.

The Lotos Agency, 1123 Broadway, New York, is making contracts for 3,000 lines, to be used within one year, with Pacific Coast papers for the Magistral Chemical Co.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are placing orders with a selected list of large city papers for Dent, Allcroft & Co., Dent's Cloves, 85 Fifth avenue, New York.

The Bates Advertising Co., 15 Spruce street, New York, is sending out orders to a few large city papers for the Recreation Magazine, 24 West Thirty-ninth street, New York.

George A. De Laval Bliss, 108 Fulton street, New York, is placing orders with

a selected list of papers for Dr. F. Harvey Roof, same address.

The Charles Advertising Service, 23 East Twenty-sixth street, New York, is sending out orders to Eastern papers for the Southern Railway, Washington, D. C.

The D'Arcy Advertising Co., Fullerton Building, St. Louis, is making 3,000-line contracts with Western papers for the Publicity League, San Antonio, Tex.

Donovan & Armstrong, Commonwealth Building, Philadelphia, are making contracts for 5,000 lines with New Jersey papers for Firngs Bros., Philadelphia, Pa.

Doremus & Morse, 50 Pine street, New York, are placing orders with papers in a few metropolitan cities for the Pomroy Bros., 25 Pine street, New York, and also for Edward B. Smith & Co., International Motor Co., bonds, Broad and Chestnut streets, Philadelphia.

The Lester H. Green Co., Green's Syrup of Tar, Montpelier, Vt., is placing orders with New York State papers.

W. F. Hamblin & Co., 200 Fifth avenue, New York, are sending out orders for twenty-eight lines, fourteen times, to a selected list of papers for C. H. Howells, 50 Church street, New York.

The H. E. Lesan Advertising Agency, Fourth Avenue Building, New York, is now placing the advertising of the American Locomotive Co., Alco Car, 30 Church street, New York.

Albert Frank & Co., 26 Beaver street, New York, are making up a list of newspapers for the White Star Line, 9 Broadway, New York. This agency is also placing orders for twenty-five lines, seven times, with papers in vicinity of New York City for the National Horse Show, Madison Square Garden, New York.

The Levan Advertising Co., 75 Monroe street, Chicago, is making contracts with Southern papers for the Julius Kessler Co., Cedar Brook Rye Whiskey, World Building, New York.

J. C. McMichael, 97½ Peachtree street, Atlanta, Ga., is placing 1,000-line contracts with New England papers for Clark Bros., distillers, Peoria, Ill.

The Herbert M. Morris Advertising Agency, 400 Chestnut street, Philadelphia, is sending out orders to Pennsylvania papers for the S. B. Goff & Son Co., 217 South Second street, Camden, N. J.

The Philadelphia Advertising Bureau, Bulletin Building, Philadelphia, Pa., is placing orders with Maryland papers for the Harry Mathews Manufacturing Co., Philadelphia.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is making contracts for 7,000 lines with New York City papers only, for the American Tobacco Co., Laurens Cigarette of Royalty, 111 Fifth avenue, New York.

The Southern Advertising Agency, Atlanta, Ga., is sending out orders to Southern papers for the United States Distilling Co., Atlanta, Ga.

# ROLL OF HONOR

List of 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.

<b>ALABAMA.</b>	<b>NORTH DAKOTA.</b>
ITEM ..... Mobile	NORMANDEN .. (Cir. 9,456) .. Grand Forks
<b>CALIFORNIA.</b>	<b>OHIO.</b>
INDEPENDENT ..... Santa Barbara	PLAIN DEALER ..... Cleveland
BULLETIN ..... San Francisco	Daily ..... 99,704
CALL ..... San Francisco	Sunday ..... 126,447
EXAMINER ..... San Francisco	VINDICATOR ..... Youngstown
RECORD ..... Stockton	
<b>FLORIDA.</b>	<b>PENNSYLVANIA.</b>
METROPOLIS ..... Jacksonville	TIMES ..... Chester
<b>GEORGIA.</b>	DAILY DEMOCRAT ..... Johnstown
ATLANTA JOURNAL ..... Atlanta	DISPATCH ..... Pittsburgh
(Cir. 53,163)	GERMAN GAZETTE ..... Philadelphia
CHRONICLE ..... Augusta	PRESS ..... Pittsburgh
LEDGER ..... Columbus	TIMES-LEADER ..... Wilkes-Barre
<b>ILLINOIS.</b>	GAZETTE ..... York
POLISH DAILY ZGODA ..... Chicago	<b>SOUTH CAROLINA.</b>
SKANDINAVEN ..... Chicago	DAILY MAIL ..... Anderson
HERALD ..... Joliet	DAILY RECORD ..... Columbia
HERALD-TRANSCRIPT ..... Peoria	THE STATE ..... Columbia
JOURNAL ..... Peoria	(Cir. August 1911. S. 17,969-D. 17,614)
<b>INDIANA.</b>	<b>TENNESSEE.</b>
NEWS-TRIBUNE ..... Marion	NEWS-SCIMITAR ..... Memphis
THE AVE MARIA ..... Notre Dame	BANNER ..... Nashville
<b>IOWA.</b>	<b>TEXAS.</b>
EVENING GAZETTE ..... Burlington	RECORD ..... Fort Worth
CAPITAL ..... Des Moines	CHRONICLE ..... Houston
REGISTER & LEADER ..... Des Moines	TIMES-HERALD ..... Waco
THE TIMES-JOURNAL ..... Dubuque	<b>WASHINGTON.</b>
<b>KANSAS.</b>	POST-INTELLIGENCER ..... Seattle
CAPITAL ..... Topeka	<b>WISCONSIN.</b>
<b>KENTUCKY.</b>	EVENING WISCONSIN ..... Milwaukee
COURIER-JOURNAL ..... Louisville	SENTINEL ..... Milwaukee
TIMES ..... Louisville	
<b>LOUISIANA.</b>	<b>CANADA.</b>
ITEM ..... New Orleans	<b>ALBERTA.</b>
TIMES-DEMOCRAT ..... New Orleans	HERALD ..... Calgary
<b>MAINE.</b>	<b>BRITISH COLUMBIA.</b>
JOURNAL ..... Lewiston	WORLD ..... Vancouver
<b>MARYLAND.</b>	<b>ONTARIO.</b>
THE SUN ..... Baltimore	FREE PRESS ..... London
Morning and Evening ..... 111,561	<b>QUEBEC.</b>
Sunday ..... 60,702	LA PATRIE ..... Montreal
<b>MICHIGAN.</b>	LA PRESSE Cir. Sept., 1911, 105,177, Montreal
PATRIOT ..... Jackson	<b>TRADE PAPERS</b>
The Six Months Average Was	<b>NEW YORK</b>
A.A.A. Figures ..... D. 10,366; S. 11,289	RETAIL BAKER ..... New York
Patriot Figures ..... D. 10,331; S. 11,235	
<b>MINNESOTA.</b>	The J. Walter Thompson Co., 44 East Twenty-third street, New York, is placing some orders with Canadian papers for Bowring & Co., Red Cross Line, 17 State street, New York.
TRIBUNE, Morn. & Eve. Minneapolis	The M. C. Weil Advertising Agency, 38 Park Row, New York, is sending out orders to New England papers for the Humber Distilling Co., same address.
<b>MISSOURI.</b>	
DAILY AND SUNDAY GLOBE, Joplin	
POST-DISPATCH ..... St. Louis	
<b>MONTANA.</b>	
MINER ..... Butte	
<b>NEBRASKA.</b>	
FREE PRESSE (Cir. 142,440) Lincoln	
<b>NEW JERSEY.</b>	
PRESS ..... Asbury Park	
JOURNAL ..... Elizabeth	
TIMES ..... Elizabeth	
COURIER-NEWS ..... Plainfield	
<b>NEW MEXICO.</b>	
MORNING JOURNAL ..... Albuquerque	
<b>NEW YORK.</b>	
BUFFALO EVENING NEWS ..... Buffalo	
BOLLETTINO DELLA SERA ..... New York	
EVENING MAIL ..... New York	
LESLIE'S WEEKLY (Cir. 340,000) New York	
EVENING STANDARD ..... Troy	
RECORD ..... Troy	

## THE New Orleans Item

Leads New Orleans papers in advertising circulation and influence, and the lead is increasing. The most clearly expressed circulation statement has just been prepared by THE ITEM and will be sent upon request. A map of New Orleans shows exactly how the city is covered, and an itemized list of country towns shows how they are reached.

**THE JOHN BUDD COMPANY**  
Advertising Representatives  
NEW YORK CHICAGO ST. LOUIS

## THE STATES

is delivered by carrier into 16,800 New Orleans homes every afternoon. No other New Orleans paper gets within 3,000 of this number.

GUARANTEED SWORN NET average for October, 1911, was 28,695 daily.

The States leads in circulation, prestige and local advertising patronage and is the only New Orleans paper publishing its circulation statement regularly.

Foreign Advertisers Please Note  
**DAILY STATES, - NEW ORLEANS, LA.**

The S. C. Beckwith Special Agency  
Sole Agents—Foreign Advertising  
New York Chicago Kansas City



**BOSTON'S OLD TIMERS.**

**Gen. Charles H. Taylor Tells of the Newspapers and Journalists of Half a Century Ago—The Journal's Big Circulation in War Time—When Worthington, Owner of the Traveler, Lived on \$2.75.**

Forty-nine veteran journalists of Boston, or who once worked on Boston newspapers, met at Young's Hotel in that city a week ago Saturday night, and exchanged reminiscences and renewed their youth.

Among the speakers, all of whom had been reporters at some time in their lives, were Cyrus H. K. Curtis, the owner of the Ladies' Home Journal and the Saturday Evening Post; General Charles H. Taylor, editor of the Boston Globe; George Fred Williams; Stephen O'Meara; George F. Babbitt, formerly of the Post and the Herald; B. Leighton Beal, of the Transit Commission; Manly M. Gillam of the New York Herald and formerly of the Post; Frederick E. Goodrich, of the Post; Henry Haynie; Warren F. Spalding and E. Gerry Brown.

**GENERAL TAYLOR'S SPEECH.**

General Taylor in speaking of the early days said that he started his journalistic career on the Boston Traveler fifty years ago.

"The greatest journalist of the time," said Mr. Taylor, "was Charles O. Rogers of the Boston Journal, and he held his lead until he died. When the Civil War broke out, Rogers rose to the opportunity and sent Carleton Coffin to the front as his war correspondent. Coffin returned to Washington from the battle of Gettysburg and wrote steadily for a day and a half.

"The Journal's presses were kept running continuously. Its circulation was from 150,000 to 200,000 a day.

"The Post, in 1873, was owned by Beals and Greene. The brightest man of the times was Nat Greene. He had all the instincts of a modern journalist; but he had the wrong paper on which to develop them. If he had possessed the right paper he would have been the leader in modern journalism, I think.

**MADE BY ITS EDITOR.**

"The Transcript was made by its editor, Daniel N. Haskell. He had a calling acquaintance among the 'nice' people. The 'Brief Jottings' in the Transcript was read by all the 'nice' people, and 'Brief Jottings' alone, practically, was responsible for the hold which the Transcript got upon the fine class of people which have stuck to it ever since.

"The Advertiser was started by the father of Edward Everett Hale. He could tell other people what to do, but he could never do things himself. He had no business sense, and he was always on the verge of bankruptcy. He finally sold out for \$40,000. But the people who came after him had the business sense, and they made the Advertiser pay.

**WORTHINGTON'S TRAVELER.**

"The Traveler was owned by Roland Worthington. He was not counted as a highbrow or as a reformer. But I want to say in Worthington's defense that he started on nothing and had a terrible fight. The Traveler was a losing proposition and a very weak paper. Worthington lived on Howard street for \$2.75 a week—all that he could afford if he was going to meet his Saturday pay roll. When a man is going through such a struggle—and I have been through it—he must lay aside his

high ideals for a time to get the money to keep his paper running.

"The Daily Courier got its hard bumps just before the Civil war. It published an extremely able series of articles which proved conclusively that brothers should not fight brothers and that there should be no war. But the people wanted war, so those articles literally busted the Courier.

**HERALD AND TAYLOR BORN TOGETHER.**

"The Herald was born in the same month of the same year that I was born—July, 1846. It was started by a lot of printers. When I knew it was owned by E. C. Bailey. The Herald was long sustained by the column of George F. Babbitt. Mr. Bailey sold out his share of the Herald to his brother and four other men to go into politics. His political career consisted in running for the New Hampshire Legislature. He ran against the brother to whom he had sold a part of the Herald, and his brother beat him. Thus ended the political and journalistic career of E. C. Bailey."

**NEW MEMBERS IN THE A. N. A. M.**

The following have been elected to membership in the Association of National Advertising Managers:

H. G. Fisk, secretary, the Fisk Rubber Co., Chicopee Falls, Mass; George S. Fowler, advertising manager, Colgate & Co., 199 Fulton street, New York; Albert A. Franklin, advertising manager, Haynes Automobile Co., Kokomo, Ind.; A. B. Jenks, sales and advertising manager, F. M. Hoyt Shoe Co., Manchester, N. H.; A. E. Landon, sales manager, American Sales Book Co., Ltd., Elmira, N. Y.; C. R. Trowbridge, advertising manager, Dodge Manufacturing Co., Mishawaka, Ind.; C. L. Wood, general sales and advertising manager, Savage Arms Co., Utica, N. Y.

Gridley Adams, general advertising manager, United States Motor Co., 3 West Sixty-first street, New York, is now the representative of that company in the A. N. A. M., succeeding Montgomery Hallowell.

Ira Fleming, advertising manager, McCrum-Howell Co., 103 Park avenue, New York, now represents that company in the association, succeeding H. M. Graves.

**Prizes for British Printers.**

Our esteemed contemporary the Caxton Magazine and British Stationer has just closed its first year under the management of Frederic W. Bridges. The substantial improvement in the appearance and contents of the magazine is worthy of special commendation. The publisher announces in the November issue that he will revive the Caxton Gold Medal (the premier prize in British journalism), value \$50, and establish competitions for prizes aggregating \$250, which are to be awarded to those producing the best specimens of the printer's art.

**Representatives' Club Folder.**

The Representatives' Club of New York has begun the publication of a little folder which is issued weekly to aid the work of the On-to-Dallas Committee, of which S. E. Leith is chairman. The object of the publication is to arouse interest in and promote the idea of sending a substantial delegation from the club to the Dallas convention, to be held in May. A fund is to be raised to assist in paying a part of the expense of the trip for those who go. A minstrel show has been planned from which it is hoped a substantial sum will be realized.

**AD LEAGUE'S EXHIBIT.**

**Interesting Display at the Business Bourse of Association Work.**

The New York Advertising Men's League, of which Wm. H. Ingersoll, of the Ingersoll watch firm, is president, has just opened an "Advertising Efficiency Exhibit" in the Business Bourse, 261 Broadway.

The league displayed the exhibit at the Associated Advertising Clubs of America convention at Boston last August, and it made such a hit there that dates were arranged for it in many parts of the country. This is the first time it has been exhibited in New York City.

The exhibit was the one tangible and concrete demonstration at Boston of the scope and progress of advertising, and has started other clubs to work along similar lines. It has since been in Canada, and will travel all over the country during the coming months.

The exhibit shows tables of psychological tests made on advertising by Dr. Hollingworth, of Columbia University, and his pupil, Dr. E. K. Strong, Jr. (the first man in history to secure the degree of doctor of philosophy on an advertising thesis). It also shows the principles of advertising arrangement and art, according to Prof. Frank Alvah Parsons, of the New York School of Design.

Graphic charts and tables designed on the order of the Municipal Budget exhibit show many instructive things concerning selling and advertising. One colored chart shows the sub-division of the nation's 682 million dollars' worth of annual advertising expenditure, newspaper advertising showing up largest. Others show tests on soap and breakfast food ads, and one test recently finished by Dr. Hollingworth as to the kinds and amounts of merchandise purchased by men and women separately or together shows that men only buy 48 per cent. of their own underwear and only 68 per cent. of their own shirts.

Tests on color preferences and prejudices make interesting comparisons between men's and women's preferences. Dr. Hollingworth says women and children and savages prefer red largely, but that age and intelligence decreases the interest, even of women, in the red end of the spectrum.

One graphic chart shows the relative immensity of total newspaper copies circulated compared with the total of other periodicals circulated.

**American's Big Prize Contest.**

The New York American announces a new voting contest, beginning Dec. 3 and closing June 3, in which \$35,000 in prizes are to be awarded to persons turning in the largest number of paid in advance subscriptions and voting the largest number of coupons. The capital prize is \$10,000 in gold; the second, a high-class automobile or aeroplane; the third, a \$2,000 full-paid life insurance policy, and the fourth, a high-power motor boat. One thousand and one distinct prizes are also to be awarded. The amount of money involved is said to be the largest ever offered in a voting contest, and will, doubtless, bring to the American the largest number of new readers any paper ever secured by a contest.

If you are a live newspaper or advertising man and do not read THE EDITOR AND PUBLISHER every week you don't know what is going on in your own business.

**The Shoeman a Two-Year Old.**

The Shoeman, of Boston, with the November number starts on its third year of existence. Arthur L. Evans, its energetic president and general manager, has accomplished wonders in the brief time that has elapsed since the Shoeman was born. The November issue contains 106 pages and cover, of which 59 are advertising. The typographical appearance of the magazine is admirable. The boot and shoe illustrations used in the advertisements, some of which are in colors, are of a high order of merit. Helpfulness seems to be the aim of the publishers in the preparation of the reading matter.

**The Christmas Number of The American Printer**

is the best ever issued. It is a stocking filled with good things for the printer. Plenty of color to please the eye, specimens of fine printing and practical articles on subjects nearest the printer's heart. Features in the text pages include articles on imposition of broad forms, the cost of electricity in isolated plants, how a young man made a success of a small printshop, how an engraving and advertising house introduced a new trade-mark, about a handsome newspaper building, the camera in newspaper work, care of numbering machines, odd folders, the Christmas spirit in design, what a cost system showed in a large printing plant, machine composition (a new department), views of a large southern printshop, review of specimens, four pages in color of reset specimens, a page about practical bookbinding, an illustrated account of the convention of the Ben Franklin Clubs of America, cost congresses and organization activities in various cities. The usual news paragraphs also appear.

**A Big Number—Do Not Miss It**

Send 20 cents for a sample copy of the December number now, or two dollars for a year's subscription

OSWALD PUB. CO., 25 City Hall Pl., N.Y. City

**The National News Association's**

**Day Leased Wires**

have just been extended to Los Angeles, and now reach from

**Coast to Coast**

National News Association  
200 William St. New York City

**Not on the Market**

but will sell to a good buyer. Many of my propositions are just that kind. They are money-makers and you can't buy them elsewhere. State your requirements to H. F. HENRICHS, Newspaper Broker, Litchfield, Ill.

**WHIMLETS A NEW DAILY FEATURE**

Catchy Verses :: Up-to-Date Illustrations  
THE INTERNATIONAL SYNDICATE  
Features for Newspapers : Baltimore, Md.

**"GOTHAM GOSSIP"**

is the newest, snappiest, breeziest and brightest weekly review of life in New York. Makes a crackjack feature for both daily and weekly newspapers. Only one paper in a town.

National News Service  
9 E. 26th Street, New York, N. Y.

**NEW YORK HERALD SYNDICATE.**

Telegraph and Cable and Feature Services  
Address  
Herald Square New York City  
Canadian Branch  
Deseratsy Bldg., Montreal

**DRY MAT ADVANTAGES.****AN ENGLISH EXPERT GIVES SOME ADDITIONAL POINTS ON ITS USE.**

Now that one of the greatest and most open-minded authorities in the newspaper printing world has pronounced that dry flong has, at last "come to stay," says an English expert in the Newspaper Owner, a brief summary of the advantages of the cold matrix process, applicable not only to those who possess autoplates and the like, but to the majority who still rely on hand-rolling and hand-casting apparatus, is, perhaps, called for.

The stereotyping department of a printing office, large or small, is a place where there is always a good deal of "rush" work and in drying the wet flong a deal of valuable time is lost. Here, therefore, is the first and most important advantage of dry flong. In rolling, packing, warming, and casting there is a saving of four to five minutes, and, in addition, no time is wasted in "pasting up," as reliable dry flongs are delivered ready for immediate use and will remain in this condition indefinitely.

**THE SAVING IN TYPE.**

Now we come to the saving of type, which, of necessity, must follow with the elimination of heat in matrix making. In molding dry flong the form is rolled once—never more or doubling would ensue—at the average rate of 30 seconds per double crown page. The slow, even cylinder pressure cannot damage the type. In the wet process, leaving brush-beating out of the question, five solid minutes are required under the influence of at least 60 pounds steam pressure. Type is bound to receive damage during this process and, when pushed from under the platen, furniture, type, rules and everything are practically red hot.

Floor space and elbow room, too, are worth consideration. Eliminate the necessity of drying tables and the molding room is twice the size it was before, while the piles of blotting, tissue and packing, and the jars of pastes, and packets, or tins of miscellaneous powders, etc., are all done away with.

**COSTS MORE AT START.**

On the point of cost, it is difficult to question the opinion of so good an authority as I have already quoted, but I must do so in this and one other minor instance. The initial cost of autoplate dry flong is, and, if I may be permitted to prophesy, always will be, considerably more expensive than the old pasted flong, but with that "all-important majority" aforementioned in mind, permit me to ask: Has the actual average cost, with due allowance for time, labor, pastes, various papers and waste, been properly calculated?

In one important and progressive newspaper office the actual difference in the size of 22 inches by 30 inches

proved to be 1/4d. to the disadvantage of the dry flong, and as dry flong can adequately be used rather smaller than pasted flong, in consideration of clean as against rough, uneven edges, this was soon remedied. In this instance no rebate was made for the economies already mentioned or the saving of drying power—steam, gas, or what not—a very considerable item when calculated weekly, monthly or annually.

**AS TO SHRINKAGE.**

Now comes the one other point I wish to dispute—the one and only disadvantage, which is quite problematical and can be utilized to advantage, when it shows itself—shrinkage. A quarter of an inch is quoted in a 22-inch column. I suggest that this is excessive and could be reduced, if desired, by at least one-half. As many "news" pages are molded in the opposite direction to those in question, two-page wide forms in particular, this is an important point to many foundry managers considering the adoption of dry flong.

In conclusion, and without referring to the many minor advantages which obtain with the dry process, I would make passing mention of the question of storage, of which much unnecessary fuss has been made. When dry flong is used entirely on a publication, no heat being used in the molding room, surely one cool corner can be found in close proximity to the mangle, in which the flongs can be kept, either in a zinc-lined box or cupboard, or in a pile with a good solid zinc plate top and bottom, according to the quantity of stock carried.

**BUSY PRESIDENT COLEMAN.****After Visiting the South He Is Making a Trip Through the West.**

President George C. Coleman, of the Associated Advertising Clubs of America, is showing a tremendous amount of activity in visiting the advertising clubs of the country. It was only recently that he returned from an extensive trip through Texas and the South.

Last week, after spending a brief time in Boston, Mr. Coleman again started on his travels.

On Wednesday, the 15th inst., he was a guest of the Minneapolis Club, and on the evening of the same day he addressed the St. Paul Club. On the 16th he spoke at an evening meeting of the Omaha Advertising Club, and on the 17th he was the guest of honor of the Kansas City Ad Club.

Mr. Coleman is putting an enthusiasm into his work that is contagious. Wherever he has been he has been an inspiration to the advertising men whom he has addressed.

The amount of interest that is being developed in the forthcoming convention to be held in Dallas in May is unusual.

**Boon to Mail Order Houses.**

The Levy election law, which went into effect in New York State on Nov. 7, is proving a great boon to mail order houses. The law provides that a complete list of voters registered in every election district be published in pamphlet form before each election. These lists, which are easily obtainable, will be of service to the mail order houses in working up new business.

**Saved by Good Luck.**

The Gardiner (Me.) Reporter-Journal had a narrow escape from destruction by fire on Nov. 17. Flames destroyed a portion of the three-story block in which it was located. Fortunately the fire was stopped before it reached the Reporter-Journal office.

**POWER FOR PRINTING MONEY.****Senator Smoot Says Their Adoption Will Save \$1,000,000 a Year.**

WASHINGTON, Nov. 15.—It is said that the great demand for one-dollar, two-dollar and five-dollar notes has greatly embarrassed the Treasury, and that there will be a shortage of 10,000,000 "sheets" for the current year, based on the present demand. Extraordinary efforts are being made at the Bureau of Engraving and Printing to increase the output, and by the end of the present week there will be an increase of fifty printers and sixty helpers, while the working time will be increased one-hour a day. It is expected that this will result in increasing the output some 250,000 sheets daily. The bureau printed last year 7,113,500 sheets of notes and certificates in excess of the estimates of the Treasurer, which were for 60,000,000 sheets. The employees, who have been working until 3.30, are complaining because they are asked to work until 4.30 p. m. The difficulty of meeting the demand for new notes will doubtless renew the talk of putting in power presses to do this work, and, in any event, Congress will be asked for a deficiency appropriation to meet the cost of printing the additional 10,000,000 sheets required to meet the demand for this fiscal year.

Following the announcement of the great shortage in Treasury notes, Senator Smoot of Utah said he would urge Congress to install power presses in the Bureau of Engraving and Printing. Senator Smoot is the head of the joint commission for the investigation of printing. He proposes that 20 per cent. of the hand presses be supplanted annually by power presses. This, he says, would not cause any of the employees to lose their places. Notwithstanding, the printers promise to make a bitter fight against the innovation. "It would save the Government \$1,000,000 a year," says Senator Smoot, "and I shall urge the reform with vigor. I want to see power presses supplant all hand presses, including those in the Government Printing Office. A number of men employed in these establishments have assured me that they favored the change, but did not dare to say so on account of the unions. We are away behind on print-

ing. These changes will enable us to keep up with the demand."

**NEW INCORPORATIONS.**

GLOBE PUBLISHING Co., Wilmington, Del. Capital, \$1,000,000. The incorporators are of Wilmington.

THE MOSQUITO, Perth Amboy, N. J., newspaper publishers. Capital, \$50,000. Incorporators: Harold E. Pfeckersgill, 44 Smith street; Chas. Harmsen and Catherine Harmsen, 231 Hall avenue.

ARGENTA (Ark.) DAILY JOURNAL, publishers. Capital, \$7,500. Incorporators: H. G. Morgan, O. C. Ludwig, A. B. Gerlach, W. L. Grove, R. B. Robbins, George W. Stone and Houston Gean.

RECORD PRESS Co., Cedar Rapids, Ia., newspaper and general publishing business. Capital stock, \$10,000. Incorporators: S. S. Snouffer, W. F. White and Edward Kopecky.

HAMILTON COUNTY REPUBLICAN, Aurora, Neb. Capital, \$10,000. Incorporators: C. P. Craft, J. A. Iseman, S. E. Seikman, F. J. Sharp, A. G. Peterson.

**Asks for a Receiver.**

Application has been made for a receiver for the National Advertising Co., of Memphis, Tenn., by the Street Railway's Advertising Co., of New York, and a suit for \$75,000 damages begun.

The National Publishing Co., formerly the Star Publishing Co., of St. Louis, has moved into its new building.

**Bargains on Printing Presses****FOR SALE**

Two, three and four-deck presses taken in trade for larger machines, are offered at half price—thoroughly overhauled and rebuilt, also some presses of other makes, of various sizes and styles. Tell us what you want and we will try and fit you out.

Now is the Time to Buy

**THE GOSS PRINTING PRESS CO.**

16th St. and Ashland Ave., Chicago, Ill.

**The UNITED PRESS**

BEST Telegraph News Services for Afternoon and Sunday Morning Papers.

General Offices, World Building NEW YORK

**The Wm. L. Betts Co.**

SUITE 406, WORLD BUILDING  
NEW YORK CITY, N. Y.

**Newspaper Contest Experts**

Let the American Ink Co. of New York City be your 4-cent inkman.



## DIRECTORY OF ADVERTISING AGENTS

### General Agents

**ADVERTISERS' SERVICE**  
5 Beekman St., New York  
Tel. Cortlandt 3155

**AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095

**ARMSTRONG, COLLIN ADV. CO.**  
Broad Exchange Bldg., New York  
Tel. Broad 6148

**GEORGE W. BRICKA, Adv. Agent.**  
114-116 East 28th St., New York  
Tel. 1528 Mad. Sq.

**DEBEVOISE, FOSTER CO.**  
15-17 West 38th St., New York  
Tel. Murray Hill, 5235

**FEDERAL ADVERTISING AG'CY**  
243 West 39th St., New York  
Tel. Bryant 4770

**FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 3831

**HOGUET ADVERTISING**  
20 Vesey St., New York  
Tel. Cortlandt 2252

**HOWLAND, HENRY S., Adv. Ag'cy**  
20 New St., New York  
Tel. Rector 2573

**KIERNAN, FRANK, & CO.**  
156 Broadway, New York  
Tel. 1233 Cortlandt

**LEDDY, JOHN M.**  
41 Park Row, New York  
Tel. Cortlandt 8214-15

**MEYEN, C., & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914

**SECURITIES ADV. AGENCY**  
27 William St., New York  
Tel. Broad 1420

### PENNSYLVANIA

**RUBINCAM ADV. AGENCY**  
Drexel Bldg., Philadelphia  
Tel. Lombard 2152

**PHILADELPHIA ADV. BUREAU**  
William W. Matos, Inc.  
Bulletin Bldg., Philadelphia

### MEXICO

**THE PUBLICITY COMPANY**  
San Diego, 9, City of Mexico, Mex.

### CUBA and WEST INDIES

**THE BEERS ADV. AGENCY**  
Cuba 37, Altos  
Havana, Cuba  
Frank Presbrey Co., N. Y. Corr.

### New Chicago Agency.

The Goldstein-Conhain Advertising Agency has been organized in Chicago. E. S. Goldstein, the senior member of the firm, was for four years advertising manager of Hillsman's, in that city. Hubert J. Conhain, the junior member, was connected with an eastern publication for several years, and went West to take charge of the advertising department of the Hub.

William H. Smith, of the New York office of C. F. Kelly & Co., is on a trip to Baltimore and Washington this week in the interest of the papers represented by that agency.

### Publishers' Representatives

**ALCORN, FRANKLIN P.**  
Flatiron Bldg., New York  
Tel. Gramercy 666

**ALCORN, GEORGE H.**  
405 Tribune Bldg., New York  
Tel. Beekman 2991

**BARNARD & BRANHAM**  
Brunswick Bldg., New York  
Boyce Bldg., Chicago  
Tel. Madison Sq. 6380

**BRYANT, M. D., CO., Inc.**  
200 Fifth Ave., New York  
Tel. Gramercy 2214

**BUDD, THE JOHN, COMPANY**  
Brunswick Bldg., New York  
Tribune Bldg., Chicago  
Chemical Bldg., St. Louis  
Tel. Madison Sq. 6187

**EPSTEIN, CLYDE E.**  
45 West 34th St., New York  
Tel. Murray Hill 6454

**KELLY, C. F., & CO.**  
Metropolitan Bldg., New York  
People's Gas Bldg., Chicago  
Tel. Gramercy 3176

**LINDENSTEIN, S. G.**  
118 East 28th St., New York  
Tel. Madison Sq. 6556  
30 North Dearborn St., Chicago

**NORTHRUP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042

**PAYNE & YOUNG**  
747-8 Marquette Bldg., Chicago  
30 West 33d St., New York  
Tel. Mad. Sq. 6723

**PUTNAM, C. I.**  
45 W. 34th St., New York  
Tel. Murray Hill 1377

**VERREE & CONKLIN, Inc.**  
225 Fifth Avenue, New York  
Tel. Madison Sq. 962

**WAXELBAUM, BENJAMIN**  
189 East Broadway, New York  
Tel. Orchard 5300

### AD LEAGUE'S DECEMBER DINNER

Dishonest Advertising to Be the Principal Subject Discussed.

The members of the Advertising Men's League of New York will hold their December dinner and meeting at the Aldine Club, on Thursday, Dec. 7, at 6:30 p. m. The subject under discussion at the close of the meeting will be the "Remedy for Dishonest Advertising—Herbert S. Houston, vice-president of Doubleday, Page & Co., will speak on "Dishonest Advertising—Its Effects." H. D. Nims, lawyer, and author of "Nims on Unfair Business Competition," will deliver an address on "Dishonest Advertising—Its Legal Status." Richard W. Lawrence, president of the Auto-Piano Co. and vice-president of Printers' Ink, will discuss "Dishonest Advertising—Its Remedy." Dr. Edward K. Strong, who is engaged by the League in investigation and research work at Columbia University, will submit a report. Speaking will begin at 8 o'clock, and the meeting will adjourn not later than 10:30 p. m.

### AD FIELD PERSONALS.

O. C. Harn, advertising manager of the National Lead Co., of New York, and president of the National Association of Advertising Managers, was the principal speaker at the luncheon of the Buffalo Ad Club on Saturday, at the Hotel Statler. Mr. Harn is a popular speaker and held the close attention of his audience to the end.

Frank Farnsworth, of the J. Walter Thompson Co., New York, delivered a talk before seventy-five Adcrafters in Detroit, Mich., on Nov. 9. His subject was the "Functions of an Advertising Agency."

William E. Rowe, for the past two years engaged in the advertising business in Kansas City, has associated himself with L. Roy Curtiss in the L. Roy Curtiss Advertising Agency. Mr. Rowe has just completed his twenty-first year in newspaper work, having been general manager of the Pittsburgh Gazette and Chronicle-Telegraph, business manager of the New York Evening Journal and manager of the Philadelphia Telegraph.

Frank R. Dailey, advertising manager of the American Theater in St. Louis, and Miss Adeline Zimmerman were recently married on the stage of the theater. David E. Russell, manager of the theater, gave a dinner in honor of the newly wedded pair at the end of the performance.

Montgomery H. Wright has resigned from the H. I. Ireland Advertising Agency, of Philadelphia, to become advertising director of the John B. Stetson Co., of that city.

Adrian H. Lazare, who has represented the Iron Age in the Central West for several years, with headquarters in Cleveland, has resigned to go into other business.

Henry G. Sulcer has been appointed western representative of the Chicago Tribune.

### SIX POINT LEAGUE LUNCHEON.

George W. Coleman, of Boston, to Be the Chief Speaker.

The Six Point League will give a Thanksgiving luncheon at the Aldine Club on Tuesday, Nov. 28, at which George W. Coleman, president of the Associated Advertising Clubs of America, will deliver a short address.

An invitation has been extended to the officers of the different advertising clubs of New York City to be present as guests of the league.

A reception will be tendered to Mr. Coleman at 12:30 in the library of the club, and luncheon will start promptly at 1. Many of the ad men who attended the Boston convention will take this opportunity of greeting Mr. Coleman and congratulating him on the work he is doing in behalf of the advertising clubs of the country.

E. W. Maatson, Eastern manager of the Religious Press Association, with headquarters in Philadelphia, will open a Western office in Chicago on Dec. 1.

### MORE AD TIPS.

Calkins & Holden, 250 Fifth avenue, New York, will shortly start a large campaign in Louisiana, Arkansas, Oklahoma and Texas for the McElwain Shoe Company, Boston.

The James Van Dyke Company, 307 Water street, New York, is placing orders in New England papers for the advertising of Duchess coffee.

The Rumatone Laboratories, Rumatone capsules, 522 West 182d street, New York, are placing orders direct.

Dauchy & Co., Murray street, New York, are placing renewals for Parker's hair balsam.

*The Better Class of Work*

BEARS THIS MARK  
SAMPLES AND PRICES  
UPON REQUEST

**THE CHESTNUT STREET  
ENGRAVING COMPANY**  
702 CHESTNUT STREET  
PHILADELPHIA, PA.

## Press Clippings

Everything and anything that is printed in any newspaper or magazine, anywhere can be supplied by

## BURRELLE

45 Lafayette 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 THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

**POWERS PHOTO ENGRAVING CO.**  
154 Nassau St. N.Y. Tel. 690-4 Beekman

**THE LOVEJOY CO.** Established 1859  
ELECTROTYPERS  
and Manufacturers of Electrotyping Machinery  
444-446 Pearl Street New York

For WASHINGTON REPRESENTATION Write

### AMERICAN TELEGRAPH PRESS (Inc.)

307-12 DISTRICT NATIONAL BANK BUILDING, WASHINGTON, D. C.

### FEATURES

Complete Telegraph and Telephone "pony" and Special News Reports for Morning and Afternoon Dailies.

### Stereo Blotter Stereo Red Tag Stereo Tissue (English) Stereo Paste Chemicals

FREE SAMPLES UPON REQUEST

INTERNATIONAL PUBLISHERS SUPPLY CO.  
Proven Newspaper Supplies 117 John Street, New York, U. S. A.

## The Monotype *Composing* Machine HAS ARRIVED In the *Newspaper* Field

*We have always had, in the Monotype, the fastest and most economical "straight-matter" composing machine*

**B**UT we started business in opposition to two well-developed trusts—the type founders' and the slug machine—and the easiest way was none too easy. So we pushed the Monotype on the *quality* of its product and on its power to do intricate work, because those were the lines where competition was weakest.

On those lines our victory has been so complete that it may have overshadowed the successes won by our machine in the newspaper field which we have recently invaded.

The following newspapers, after investigating from every standpoint the economical, mechanical and quality claims of the slug machine, adopted Monotype composition, exclusively, because the Monotype will do more than set straight matter cheaply—it handles the ad work AT ONE OPERATION, corrections being made by hand, like foundry type.

**FOUR**  
*Daily Newspapers*  
Adopt  
**THE MONOTYPE**



**NOT ONE**  
*Slug Machine*  
Used in  
**THESE PLANTS**

**HERALD**  
Louisville, Ky.

Losing their slug equipment in a fire, the Herald was forced to use a plant wherein were Monotypes. The machine commanded attention. As a result of a rigid investigation by an able buyer for a string of dailies—a practical newspaper man—the Monotype was elected to be used exclusively. (13 machines.)

**TIMES-DISPATCH**  
Richmond, Va.

For many years the Times-Dispatch used the slug method. Desiring to obtain added efficiency of service and to be in the front rank of publishers, they inquired into the Monotype. Result: Complete change over from slug method to one-type-at-a-time way. (12 machines.)

**THE LEADER**  
Milwaukee, Wis.

New daily starts in December, using Monotypes exclusively, being adopted by a committee of practical men after a most severe "right-on-the-ground" examination of claims for production, economy, quality, service, and reliability of both one-type-at-a-time and slug methods. (8 machines.)

**NEWS LEADER**  
Richmond, Va.

Adopted Monotypes after a rigid six months' *competitive test* under which Monotype composition showed a *saving* of 22c. a page *in cost* over the slug machines formerly employed, plus 50 per cent gain in appearance. Also increased speed. (8 machines.)

*For Top-notch Efficiency and Service at a Minimum Cost  
Use the Monotype: Only One Model—and that Always the Latest  
(Built on the Unit Plan)*

Lanston Monotype Machine Company  
Philadelphia



