

THE EDITOR AND PUBLISHER AND JOURNALIST

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WASHINGTON TOPICS.

H. M. PINDELL NOMINATED FOR AMBASSADOR TO RUSSIA BY THE PRESIDENT.

**Attempts to Readjust Second Class
Stirs Up the Animals at the Capital—Moulthrop, Senator Lewis'
Former Clerk, in Jail on a Charge
of Forging a Check for \$240—
Three Books by Newspaper Men.**
(Special Correspondence.)

WASHINGTON, D. C., Nov. 20.—President Wilson to-day nominated H. M. Pindell, of the Peoria (Ill.) Journal, as ambassador to Russia.

This puts an end to all talk about the alleged unwillingness of Russia to accept Mr. Pindell because of the revelations of the Lewis letter, which is now regarded in whole or in part as a forgery.

Adjustment of second class postage rates by executive order was a mare's nest which a New York attorney recently discovered and sought to alarm publishers throughout the country by its possibilities. It was based upon the proposition to consolidate and reclassify third and fourth class mail under the parcel post law, making it apply to second class matter. "Purely academic," is what Postmaster General Burleson said of the suggestion, meaning that any discussion of that kind had not the slightest possibility of reaching fruition because it would never be tested by any act of the department, nor even the legal possibilities considered.

The probabilities are now that any attempt to increase the rate on newspapers and periodicals will come from Congress, not from the administration. The surplus of \$30,000,000 in the parcel post and the demand for cutting the present letter rate in half, may call for an increase to two cents a pound on second class matter. That seems to be the sentiment of those who want second class rates increased.

MOULTHROP IN JAIL.

Pending the action of the Grand Jury Sidney Moulthrop, former clerk to Senator Lewis, accused of forging a check for \$240, will remain a prisoner in a Washington cell. Moulthrop said to-day that he was glad to get back to Washington and "clear up the charges against him." He declined to discuss the charge that he wrote the now famous Pindell letter. It is believed in Washington that Mr. Pindell, the editor of the Peoria (Ill.) Journal, will be appointed ambassador to Russia and that the matter will very shortly be dismissed from public notice.

Representatives of the four press associations have alone, of all the correspondents, received invitations to the Wilson-Sayre wedding, which will take place in the White House on the afternoon of Nov. 25. Those who have been invited are Miss Edna Noyes, who will represent the United Press; Mrs. Dudley Harmon, the New York Sun Service; Mrs. David Lawrence, of the Associated Press, and Archie Jamieson, of the International News Service.

Three books of which Washington newspaper men are the authors are attracting attention here at this time. "The Price of Place," by Samuel G. Blythe, which ran serially in the Saturday Evening Post; "The Panama Canal," by Frederic J. Haskin, of the Haskin Syndicate, and "Panama and the Canal," by Willis J. Abbott, have been placed on sale here. The Star is exploiting the Haskin book and the Herald offers the Abbott book at a nominal price.



DAVID E. TOWN,

NEW GENERAL MANAGER OF THE SHAFFER PAPERS.

TOWN TO RUN SHAFFER LIST.

Business Manager Chicago Post Put in Charge of Seven Papers.

D. E. Town, secretary, treasurer and business manager of the Chicago Evening Post, has been appointed general manager of all the papers owned by J. C. Shaffer, which include the Chicago Evening Post, Denver Rocky Mountain News, Denver Times, Indianapolis Star, Louisville Herald, Muncie (Ind.) Star and Terre Haute (Ind.) Star. Mr. Town is regarded as one of the ablest business managers of the Middle West and in his new position will have an excellent opportunity to show what can be done in a business way with a string of seven good newspapers.

Since Mr. Shaffer took over the Rocky Mountain News, the Times, and the Republican, three of the leading newspapers of Denver, circulations and advertising have increased to a marked degree. It is understood that these properties are to be conducted upon lines similar to those employed on the Chicago Post.

Mr. Town, the new general manager of the Shaffer publications, will spend a considerable portion of his time, for the present at least, in Denver, where Mr. Shaffer owns two newspapers.

The Albany (N. Y.) Evening Journal has completed the purchase of the building it occupies, and will remodel the structure.

LEXINGTON LEADER SOLD.

Stock Company Takes Over Paper Founded by S. J. Roberts.

(Special Correspondence.)

LEXINGTON, Ky., Nov. 17.—The Leader, an evening and Sunday newspaper, founded by the late Samuel Judson Roberts in May, 1888, has been sold to a stock company, composed of ten of the leading citizens of Lexington, and headed by John G. Stoll and W. L. Warren.

The Leader was conducted by Roberts until his death last March, when the paper passed to his wife, Anna T. Roberts, who assumed control and continued its publication on a prosperous basis. The publishing company will be incorporated. There will be no changes in the editorial or business staffs, and the Leader, it is understood, will continue as a Republican daily.

Marconi Telephones Across Ocean.

The trans-Atlantic wireless telephone is now an accomplished fact, according to the London Daily Mail, which announced last Monday that Guglielmo Marconi, inventor of wireless, had "talked" across the Atlantic by telephone. The experiment was made between the stations at Clifden, Ireland, and Glace Bay, Nova Scotia, and lasted thirty minutes. Mr. Marconi declared in an interview that vocal sounds, but not actual words, were transmitted across the ocean.

CANADA PRESS MEETS.

ADOPTION OF NEW CONSTITUTION FINAL STEP IN INTER- PROVINCIAL MERGER.

**Association Decides to Invite 1914 Imperial
Press Conference—New
Laws Create Five Territorial Divisions—Act on Second Class Postage
Report—J. F. MacKay Elected
President of Canadian Press, Ltd.**
(Special by Wire.)

TORONTO, Ont., Nov. 20.—At the special general meeting of the Canadian Press Association, held to-day in the King Edward Hotel, it was decided to invite the second Imperial Press Conference to meet in Canada in 1914. The proposal was presented to the meeting by Sir John S. Willison.

All arrangements and financing are to be in the hands of a special committee appointed by Sir John S. Willison, Toronto News, as chairman, other members being J. F. MacKay, Toronto Globe; J. E. Atkinson, Toronto Star, and H. B. Douly, Simcoe Reformer.

The meeting adopted a new constitution and by-laws, necessitated by changes in the nature and extent of the membership and in the scope of the work. The new constitution provides that membership be in the name of the newspaper instead of individuals, and creates territorial divisions as follows: Maritime Provinces, Ontario and Quebec, Manitoba, Saskatchewan, Alberta and Eastern British Columbia, Western British Columbia. A new Parliamentary committee is created with duties similar to those of postal committee.

The position of secretary, now occupied by John M. Imrie, was changed to manager with the same duties.

The new constitution provides for territorial representation on the board of directors of twenty-four members, and is a final step in the consolidation of all inter-provincial press associations in Canada into one truly national association, with a membership of 800.

J. F. MacKay and J. B. MacLean were appointed representatives of the association on the board of directors of the Canadian National Exhibition for 1914. M. E. Nichols submitted a lengthy and comprehensive report on conditions affecting rate of postage on second class matter to joint meeting in the afternoon of the Canadian Press Association and Candian Press, Ltd. During the past year he has been conducting an investigation on behalf of these two organizations jointly.

With one amendment the report and recommendation were adopted, and the president of the two organizations appointed a special committee to place the matter before the Postmaster General.

TORONTO, Nov. 19.—The annual meeting of the Canadian Press, Ltd., was held to-day in this city. The following officers were elected for the ensuing year: President, J. F. MacKay, business manager of the Toronto Globe; first vice-president, E. H. McKlin; second vice-president, J. S. Lewis; secretary-treasurer, J. E. Atkinson.

New directors elected were as follows: Ontario and Quebec Provinces—E. Norman Smith, J. F. MacKay, J. Ross Robertson, W. J. Blackburn, E. F. Slack, C. Gordon Smith, J. S. Lewis and J. E. Atkinson; Maritime Provinces—E. W. F. McCread and G. Fred Pearson; Manitoba—E. H. McKlin and W. L. Roblin; Saskatchewan—W. F. Kerr; Alberta—J. H. Woods; British Columbia—Roy Brown.

VALUABLE INVENTION.**NEW SCREEN USED IN MAKING HALF-TONES MAY REVOLUTIONIZE THE BUSINESS.**

It Does Away with Hand Tooling and Reduces Time for Producing the Plates—Half-Tones and Line Work May Be Combined at One Time with a Single Operation—Now Employed in New York Offices.

An invention that promises to revolutionize the photo-engraving business has been tried out in this city and has been found to fulfill all the claims made for it by the inventor. It is manufactured by the Power-Hatt Process Corporation of New York, and is designed to overcome the heretofore insurmountable limitations of the half-tone system, previously used, with respect to the impossibility of obtaining a correct reproduction of the original copy, exact as to high-lights and gradations of tone.

The screens manufactured by this company are now a part of a complete mechanical process which produces engravings, retaining the exact range of the gradations of tone, and giving the absolutely correct high-lights of the original copy, without the necessity for any hand-tooling or hand-work of any description.

SCREEN OF PARTICULAR VALUE.

The screens are of particular interest and value to all commercial and newspaper plants throughout the country.

It is certainly evident that their use will largely overcome the usual difficulty found in the use of half-tones in newspapers by advertising managers.

The accurate reproduction of a picture is made possible by the use of the Powers-Hatt drop-out screen, by reason of the fact that the lines on these screens are not opaque, as they are upon any other screen manufactured. This lack of opacity permits light to photograph through the lines, thus securing the absolute exact high-lights and gradations of tone of the original copy, and resulting in an accurate reproduction thereof by means of a mechanical process.

All of the detail, including the high-lights and exact gradations of tone appears in the negative made with the use of these screens.

ALL IN ONE OPERATION.

It is also possible, without loss of time, to combine half-tone and line work in one operation and to employ a single negative for such a combination with very satisfactory results. The time is the same ordinarily taken for making the half-tone alone. This saving of time is sufficient to repay, in a short time, any newspaper for any investment it might make in securing the use of these high-light screens.

All of the photo-engraving now being done for such New York newspapers as the Globe, Mail, Tribune and Sun and for the Newark (N. J.) Evening News, is being executed by the use of these new Powers-Hatt screens.

The Powers Photo-Engraving Co., of New York, one of the largest photo-engraving establishments in the world, has obtained the sole right for their use in Greater New York and is employing them exclusively for both coarse and fine screen work.

FINE RESULTS OBTAINED.

The Powers Co. has always been one of the most progressive in the field, and is usually the first to try any improvement of the engraving industry.

Many of the large newspapers have been so well pleased with the results obtained with the new screens that they have written commendatory letters to the Powers-Hatt Process Corporation.

It is, of course, important to note that it is unnecessary to make any change in the plant of any newspaper other than the substitution of these new high-light screens in place of the ones being used at present.

The London (Ont.) Advertiser, a Liberal evening paper, will soon publish a morning edition.

VOSSISCHE ZEITUNG SOLD.**Ullsteins Pay \$1,875,000 for Berlin's Oldest Newspaper.**

The firm of Ullstein & Co., the largest publishing house in Germany, has acquired the Berlin Vossische Zeitung, founded in 1704, for \$1,875,000. The sale was made by the banking group comprising the Lazard, Speyer and Ellison interests, which had bought "Aunt Voss" as the oldest liberal journal is called, in 1908, but made no money out of it.

The purchase of the Zeitung is along the line of recent developments in the Berlin newspaper field, tending toward a concentration of the great publishing interests in a few hands. August Scherl's Lokal-Anzeiger, a very popular Berlin daily, has, it is understood, passed into the hands of a capitalists' syndicate, which has acquired the control on behalf of the Imperial Government.

Ullstein & Co. consists of five hustling brothers, one of whom, Dr. Franz Ullstein, visited this country a year ago last September for the purpose of studying journalistic methods. The firm now owns four Berlin daily newspapers, of which the Morgen-Post has more than 400,000 circulation; and the Illustrierter Zeitung, the most popular illustrated weekly in Germany, which goes to a half million readers. The concern also operates the biggest circulating library and book publishing business in the country.

Philharmonic Gets Pulitzer Legacy.

In accordance with a decision given by Phoenix Ingraham, the referee appointed by Supreme Court Justice Guy to pass upon questions which arose under the will of the late Joseph Pulitzer, \$700,000 has been paid to the Philharmonic Society of New York by the trustees of the estate. Of this sum \$500,000 is for the Joseph Pulitzer Memorial Fund. The other \$200,000 is a part of the amount provided for in a codicil of Mr. Pulitzer's will under which the oldest orchestra in America expects ultimately to receive \$1,000,000. The funds are now on deposit with the New York Trust Co.

Berlin Editor in Jail for Libel.

Walter Steinthal, editor of the Berlin Montags-Zeitung, who was sued for libel by Count von Huelsen-Haeseler, director of the royal opera houses, on account of an article accusing the director of giving engagements only to his personal friends, was sentenced to a year's imprisonment last week. The case did not lead to the sensational revelations threatened by Steinthal. The accused editor declared the article on which the suit was based was not intended to convey the impression put upon it by the prosecution.

\$5,000 for Elevator Accident.

Frank A. Munsey, publisher of the Washington (D. C.) Times and other newspaper, lost a damage action in Washington Monday, when the Supreme Court upheld a judgment awarding \$5,000 damages to the estate of Samuel T. Pennington. He was injured in an elevator accident in the Munsey building at the capital.

Third Daily Newspaper at Joliet.

The Joliet (Ill.) Free Press Co. announces that it will begin, next week, the publication of a morning newspaper in that city. The two present papers—the Herald and the News—are published evenings. Joliet has had only two daily newspapers since the Republican went out of existence about two years ago. R. F. Farrell is president, and William R. McCabe secretary-treasurer, of the Free Press Co.

Putnam Cramer Killed.

Putnam Cramer, of Chicago, of the advertising staff of Everybody's Magazine, was shot to death at Kansas City on Monday by Dr. W. T. Elam, a physician, of St. Joseph, Mo. Dr. Elam had accused Cramer of paying too much attention to Mrs. Elam.

TAKE HAND IN COAL STRIKE.**Colorado Editors, at Invitation of John C. Shaffer, Hear Statements and Fix Policy.**

In order that the people of Colorado may obtain the fullest information on the causes that have led to the disastrous strike in the coal fields of that State, John C. Shaffer, new owner of the Rocky Mountain News and the Denver Times, invited the editors of Colorado to a conference at Denver on Nov. 13 to hear arguments and statements of those directly connected with the strike.

Nearly the entire day was spent in listening to the statements of representatives of the coal miners, the United Coal Miners of America, the coal operators and Gov. E. M. Ammons. At the conclusion of the conference a statement was adopted in which certain recommendations were made for a general policy to be pursued by the press of the State toward the strike, with a view to assisting in terminating the industrial conflict.

The editors present at the conference were John C. Shaffer, editor, and Kent Shaffer, treasurer, of the Rocky Mountain News and the Denver Times; Carroll Shaffer, treasurer of the Chicago Evening Post; C. H. Newell and C. L. Stittich, of the Denver Express; Clyde O. Hooper, Associated Press; Colonel L. C. Paddock, Boulder Camera; Otto Wangelin, Boulder Herald; Clarence P. Dodge, Colorado Springs Gazette; David Elliott, Colorado Springs Telegraph; Alva Swain, representing the Leadville Herald-Democrat, the Canon City Record, the Grand Junction News, the Cheyenne Wells Republican and the Glenwood Post; A. R. Brown, Trinidad Chronicle-News; Dell Cobb, Grand Junction Sentinel; George McCormick, Fort Collins Express; H. E. Bowden, Trinidad Advertiser; George W. Johnson, Longmont Call; Fred Marvin, Pueblo Chieftain; George Hosmer, Fort Morgan Herald; E. C. Parcells, McClure Newspaper Syndicate; Robert E. Palm, Middle Park Times, Sulphur Springs; James R. Noland, Denver Post, and Frank S. Hoag, Pueblo Star Journal.

Acton Davies Loses Copyright Suit.

The copyright suit brought by Acton Davies, dramatic critic of the New York Evening Sun, against Edward J. Bowes, the producer of "Kindling," a drama, was dismissed by Judge Hough in the Federal District Court Monday. Mr. Davies had asked for an injunction against the continuance of the play, alleging that the plot of "Kindling" is based upon a copyrighted story of his in the Evening Sun of June, 1908. A statement of fact, the court held, could be copyrighted against the piracy of the form of the statement, since its expression might be literature, but there could be no piracy of the fact itself. Mr. Davies submitted an affidavit that his story was fiction disguised as news, but the court ruled that since it was disguised as a fact it must be accepted that way and Mr. Davies had no redress.

To Launch Taylor Daily Press.

The Daily Press is the name of a new paper in Taylor, Tex., which, it is stated, will be launched by Dec. 15. It is the third daily in Taylor. The Press will be incorporated and the publishing company has been organized with a capital stock of \$10,000. George Tucker, formerly editor and publisher of the Brenham (Tex.) Daily Press will be the general manager of the new paper. The officers of the company are: Howard Bland, president; J. P. Sturgis, first vice-president; O. E. Roberts, second vice-president; George Tucker, secretary-treasurer.

Newspapers all over the country on Nov. 19 republished the Gettysburg address of President Lincoln to commemorate the fiftieth anniversary of its delivery. This is an innovation and will probably be continued next year.

CONFERENCE OF TEACHERS.**Those Engaged in Journalism Work to Meet at Madison Next Week.**

The following is the completed program for the American Conference of the Teachers of Journalism to be held at the University of Wisconsin, at Madison, Nov. 28-29:

Friday Afternoon, 2:00, Lecture Room, Historical Library—Paper, "The Value of a Printing Plant for University Course in Journalism," Merle Thorpe (Kansas). Discussion by J. W. Piercy (Indiana) and Frank L. Martin (Missouri). Paper, "Methods of Training Students in Agricultural Journalism," F. W. Beckman (Iowa). Discussion by B. E. Powell (Illinois). Paper, "The Kind of Men that We Need in Agricultural Journalism," Charles Dillon (managing editor Capper farm papers). Discussion by A. W. Hopkins (Wisconsin). Paper, "To What Extent Should Instruction in Advertising, Circulation Methods and Other Phases of the Business Management of Newspapers be Given in Courses in Journalism?" James Melvin Lee (New York). Discussion by Frank L. Blanchard (editor THE EDITOR AND PUBLISHER), R. Starr Butler (Wisconsin) and Frank M. Bruce (Marquette).

Friday Evening, 8:30, University Club—Paper, "The Place of Instruction in Journalism in the University Curriculum," Talcott Williams (Columbia). Discussion by E. A. Birge (Wisconsin). The program will be followed by a smoker at the University Club.

Saturday Morning, 9:30, Lecture Room, Historical Library—Paper, "The College Daily Paper as a Means of Giving Students of Journalism Practical Experience—Academic Credit for Work on College Papers—Control of the College Paper by the Department of Journalism," H. F. Harrington (Ohio). General discussion. Paper, "The Journalist's Responsibility," J. W. Cunliffe (Columbia). Discussion by Rev. J. E. Copus (Marquette), Charleton Andrews (Valley City, N. D.) and B. B. Herbert (editor National Printer Journalist). Paper, "Some Classroom Methods that Can be Used to Advantage in Instruction in Journalism," Eric W. Allen (Oregon). Discussion by John M. Cooney (Notre Dame).

Saturday Afternoon, 2:00, Lecture Room Historical Library—Business meeting. Report of committee on cooperation in securing special lecturers. Consideration of request for recognition from the honorary journalistic fraternity of Sigma Delta Chi. Election of officers. Paper, "The Large City as a Laboratory for Students in Courses in Journalism—the Possibility of Securing the Co-operation of Metropolitan Daily Newspapers as a Means of Giving Students of Journalism Practical Experience During Their Summer Vacations," T. R. Williams (Pittsburgh). Paper, "The Relation of Instruction in Journalism to Courses in English," N. W. Barnes (DePauw). Discussion by F. N. Scott (Michigan), H. M. Blain (Louisiana), F. W. Scott (Illinois) and G. C. Clancy (Beloit).

Journalism Students at Wisconsin.

The students in the classes in journalism at the University of Wisconsin, Nov. 1, number 145, as compared with 112 last year, an increase of thirty per cent. The enrollment in the four-year course in journalism at Wisconsin this year is ninety-six, of whom three are college graduates. The freshman class in the four-year course in journalism numbers thirty-six.

Denver Municipal Paper May Go.

The city commissioners of Denver in the discussion of the annual budget have taken under consideration the abolition of the City of Denver, the municipal paper founded by former Mayor Speer under the name of Municipal Facts. It is very probable that the discontinuation of the publication will be ordered, as it adds an expense of \$12,000 a year to the publication fund of the city.

CHICAGO HAPPENINGS.

Record Herald Wins Libel Suit—Hearst to Build Summer Home—Press Club's Thirty-fourth Anniversary—Tribune Files Unique Suit—Electricity and the Press—Lawrence Loses Valuable Painting.
(Special Correspondence)

CHICAGO, Nov. 17.—The Record-Herald won the \$25,000 libel suit brought against it by John T. Dixon when tried by jury the other day.

It is reported W. R. Hearst is to have an elegant summer home built near here at Power's Lake, just over the line in Wisconsin.

Charles N. Wheeler is said to be likely to be given a fine State position by Gov. Dunne.

The thirty-fourth anniversary of the founding of the Press Club of Chicago was celebrated Monday night with a dinner and ball inaugurating the club's social season of 1913-14.

The Tribune has filed a peculiar suit to stop certain parties using figures from its financial columns to determine prize winners in certain contests given by some merchants who choose to draw trade that way.

Henry M. Hyde, of the Tribune, addressed the Electric Club at its weekly luncheon on "The Relations Between the Press and the People." Newspaper men were invited to attend. Mr. Hyde declared that electricity had made the newspaper all over again.

George Ade is in town stopping at the Presbyterian Hospital and undergoing a physical examination. He gets downtown every day.

A magazine published on South Dearborn street was called to the attention of Anthony Comstock when he was here last week. He advised that the postal authorities be asked to deny it the privilege of the mails.

Miss Ethel M. Colson and representatives of Chicago daily papers met with the Chicago Woman's Club Wednesday afternoon and discussed "The Morale of the Press."

Henry D. Baker, a former Chicago newspaperman, has been appointed by the Government to an unusual position—that of "explorer of opportunities for Americans in the Orient."

Someone stole a \$1,000 oil painting from the office of Andrew M. Lawrence, publisher of the Examiner, a few days ago.

'FRISCO POST SALE TO CALL.

President Kellogg Says Deal Has Not Been Consummated.

A rumor that the San Francisco Post had been sold was received in this city last week. THE EDITOR AND PUBLISHER immediately telegraphed its correspondent in that city and in reply received the following telegram:

San Francisco, Cal., Nov. 14.
The sale of the Post to the Call is problematical. The story was published only as a rumor in the Evening News and Sacramento Union. Have been promised earliest authentic news when the deal is made.

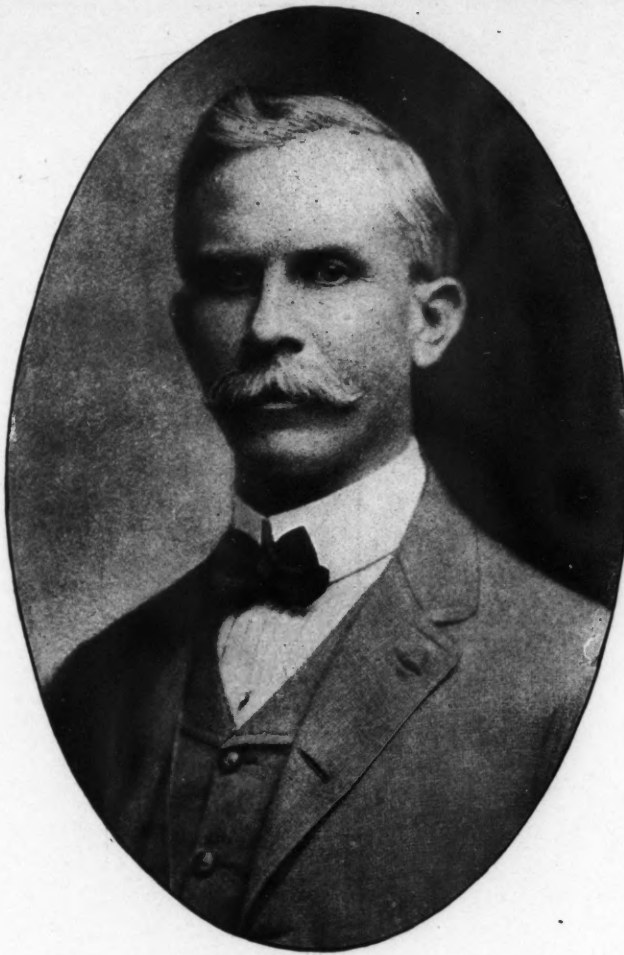
A telegram to F. W. Kellogg, publisher and president of the San Francisco Call, brought this reply:

San Francisco, Nov. 14.
There are no details to wire at this time in regard to the Post-Call consolidation, as purchase has not been completed or consummated.

F. W. KELLOGG.

Klein's Weekly Quits.

Henry H. Klein, who on Feb. 14, 1913, began, in New York City the publication of Klein's Weekly News, a political periodical, in the Nov. 8 issue announced its discontinuance. Mr. Klein says that he hopes to secure enough capital from the Democrats to begin the publication of a new daily newspaper in the interests of the Democratic party. He estimates that the amount needed in cash for this purpose will be not less than \$1,000,000.



FRANK P. GLASS,

EDITOR OF THE BIRMINGHAM NEWS AND PRESIDENT OF THE MONTGOMERY ADVERTISER, WHO HAS BEEN NOMINATED A UNITED STATES SENATOR.

GLASS NAMED AS SENATOR.

Governor O'Neal Appoints Alabama Editor to Fill Unexpired Term.

Frank P. Glass, editor of the Birmingham (Ala.) News and president of the Montgomery Advertiser, was appointed United States Senator from Alabama by Governor O'Neal, Monday, to succeed the late Senator Joseph F. Johnston. The term expires March 3, 1915.

Governor O'Neal in his statement refers to Mr. Glass as a brilliant editor, and says he "is in full accord and sympathy with the wise and progressive policies of the President, whose personal friendship and confidence he enjoys."

There is talk in political circles in Washington that Mr. Glass's appointment may be rejected by the Senate. It is asserted that Mr. Glass would not be seated because of Gov. O'Neal's failure to call a special session of the Alabama Legislature to provide machinery for filling Senatorial vacancies since the ratification of the direct Senatorial amendment to the Constitution.

Should Mr. Glass be seated he will find other editors in the Senate to greet him. Members of the Senate who own publications are Senator La Follette, owner of La Follette's Magazine; Senator George P. Oliver, owner of the Pittsburgh Gazette-Times; Senator William E. Chilton, owner of the Charleston (W. Va.) Gazette; Senator Gilbert M. Hitchcock, owner of the Omaha World-Herald; Senator Bristow, of Kansas, owner of the Selma (Kan.) Journal; Senator Luke Lea, of Tennessee, owner of the Nashville Tennessean, and Senator Isaac Stephenson, owner of several Wisconsin newspapers.

Mr. Glass is fifty-five years old, a native of Alabama and an alumnus of Princeton. He founded the Blade, in Bibb County, in 1889, and a year later bought the Selma Daily Times, which

he published for more than four years.

In 1885 Mr. Glass, with Chappell Cory, of Birmingham, bought an interest in the Montgomery Advertiser, and became associated with Major W. W. Screws in publishing the daily. Mr. Glass worked in all departments in the first year, but in later years became secretary and general manager, looking after the business and news side of the paper, while Major Screws handled the editorial end.

Soon after the death of Rufus N. Rhodes, founder and for many years editor of the Birmingham News, Mr. Glass bought an interest in the News and became its editor, with Victor H. Hanson, publisher. Mr. Glass, since the death of Major Screws, several months ago, has been president of the Montgomery Advertiser Co., in which paper he still holds his interest.

Prefer Newspapers to Evangelists.

Ten Protestant churches in Connellsville, Pa., have decided to try advertising in an effort to stimulate interest in religion. Revival services have hitherto been the recognized method employed, but the clergy and the officials of the churches now feel that more can be accomplished by the use of printer's ink. A quarter page in the Saturday morning and evening newspapers will be used.

Manson Rival Papers in Court.

The troubles of the rival newspapers at Manson, Ia., came into the Supreme Court at Des Moines for settlement last week. The Journal is suing the Democrat for \$10,000 damages because of alleged libel. District Judge Powers ordered the Democrat to show its books in court, and Jack Dalton, the editor, has asked the Supreme Court for a writ to prevent it.

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TEACHERS SHOULD BE WRITERS.

Professor Neal Insists That Practical Experience Is Necessary in Composition Instruction.

Teachers of composition ought to be practical writers, insists Robert W. Neal, professor of English and journalism at the Massachusetts Agricultural College. Writing in the English Leaflet, the official publication of the New England Association of Teachers of English, he says:

"Writing in a cloister cosy-corner is not enough. No matter how great the teacher's authority upon the theory of composition, he is lacking in all-around qualification unless his theory has been reinforced, confirmed, modified, illuminated and revolutionized by personal experience in doing writing that stands the test of use.

"If he has done no more than to prepare weekly a report of school affairs for his home paper, he is to that extent better qualified to teach the problems of the art than is the teacher who never took pen in hand to reach and influence the public.

"When he has realized the limitations set by space, the necessity of adapting substance and manner to definite classes of readers, the difficulties of putting into articles that will be acceptable to Tom, Dick, Harry and their womenfolk the great or little thoughts that stir his own intelligence and spirit—then and then only can he impart the theory with that true authority which comes from having lived a thing, but comes never from the mere studying about it."

Professor Neal protests against mere pedantry in the teaching of writing. The composition teacher should be a man of the world, keenly alive to his own times.

"His ultimate purpose is, to teach the pupil to make the world his oyster and open it himself. The pupil's interest is not in the precepts. This the pedagogue cannot understand, hence his failure. To teach composition successfully one must use mainly the world—the world in all its aspects.

"There is what the pupil is interested in. There is what offers itself most enticingly for analysis, synthesis, apprehension, comprehension, classification, adjustment, conquest, subjection. About the world, most pupils will write, and write willingly; for by the world we are, in youth, especially engrossed.

"Here then is something vitally important, something that relates itself to the pupil's present, his future, something that he can understand at least in part, even though he have not yet the principles or even the interest to classify it as the scholar would."

Mr. Neal's opinion is based on experience. He has been associated with the World's Work, the Northampton (Mass.) Daily Herald, the Springfield Union and the Boston Sunday American, and his students have for several years provided a feature page for the Springfield Sunday Union.

Journalism School Speakers.

Recent speakers before the School of Journalism at New York University have been Samuel Merwin on "Writing the Short Story"; Edward Frank Allen, editor of Travel, on "The Appeal of the Travel Article"; and Willis J. Abbot on "The Washington Correspondent." The attendance is much larger than that of last year.

Bond to Enjoin Walter Pulitzer.

Following closely upon the recent meeting of the stockholders of the Pulitzer Publishing Co., when an inquiry was ordered into the affairs of the concern, W. Russell Root, a stockholder, has brought an injunction suit against Walter Pulitzer and Lillian Pulitzer, the former the president of the company. Mr. Root filed an undertaking in the county clerk's office Saturday, on behalf of himself and all others similarly situated, enjoining the defendants from transferring, selling or assigning any of the stock of the corporation, pending the trial of the suit.

QUALITY CIRCULATION.

Wherein It Differs from Quantity Circulation—Its Value to the Advertiser in Securing Results—Worthlessness of Subscriptions Secured by the Use of Cheap Premiums—Some Tricks of the Old Days.

By J. L. MIDDLETON,
Circulation Manager Grain Growers' Guide,
Winnipeg, Can.

The fact that a person subscribes to a certain newspaper is evidence of his or her interest in what appears in that newspaper. Thus the advertiser obtains in an indirect way the endorsement of the newspaper. Naturally, then, the character and quality of the circulation of the paper has a great bearing on the productiveness of its advertising columns. The greater the quantity of such quality-circulation the greater the result.

A paper's pulling power for the advertiser depends upon its hold upon the people who read it. It is this hold upon its readers which makes quality-circulation. Circulation secured upon cheap, trashy premiums is not quality-circulation. Neither do I believe that a publication should be allowed to pad its subscription list by the inclusion of copies sent free or of subscriptions several years in arrears.

TWO KINDS OF CIRCULATION.

Circulation is the basis upon which commercial advertisers determine the value of space. There are two kinds of circulation—one that shows quality and the other that does not. Quality circulation means the judicious distribution of advertising matter. An advertiser should insist upon an answer to the following three questions: First, what is the quality of the circulation? Second, what is the quantity of the circulation? Third, what is the locality of the circulation?

Quality of circulation shows that the publication is popular with its readers and that all subscriptions are paid for.

Quantity of circulation is the actual number of copies paid for. The kind of service that the publisher gives the advertiser in the matter of placing the paper before the readers should also be stated.

Locality of circulation is very important to the advertiser, for he wants to know that it covers a field in which there is a market for his goods.

Quality circulation brings the advertiser results, and the knowledge of actual circulation is mutually fair to both publisher and advertiser. No advertiser should pay for circulation and not get his money's worth.

DEFINES PAID CIRCULATION.

All advertisers know that paid circulation is absolutely the best. Paid circulation is not charged circulation, and the live advertiser considers paid circulation as that for which cash is received. Many publishers issue statements defining their circulation as guaranteed net, or bona-fide circulation. Paid circulation, in my opinion, should be interpreted as the number of copies issued after deducting spoils, left-overs, returns, exchanges, advertising copies used by employes, files, complimentary, etc.

I contend that if an advertiser pays for quality circulation he has a right to know how the circulation of any particular paper was obtained.

In the fight for new names some farm papers, I am told, offer 100 per cent. commission to agents and ask no questions as to sales methods employed by solicitors. Circulation established through this sort of graft is a liability rather than an asset. This class of subscribers does not benefit the advertiser, and the copies mailed to them are wasted as far as producing returns in cash are concerned.

WANTS FACTS ABOUT METHODS.

In placing advertising, why not insist that the publishers lay bare the facts regarding circulation methods?

CUT IN ADVERTISING RATE INCREASE IN CIRCULATION OF BOYCE'S WEEKLIES The Saturday Blade and Chicago Ledger

FOR 1914

IMPORTANT ANNOUNCEMENT

The following letter was sent by W. D. Boyce, publisher of Boyce's Weeklies, to advertisers and advertising agents:

GENTLEMEN:—

I wish to advise you that Boyce's Weeklies—The Saturday Blade and Chicago Ledger for 1914 will make a cut in their advertising rate, and at the same time give an increased circulation.

Our advertising rate for 1913 is \$3.00 per line. Our proved circulation is 1,200,000 copies weekly.

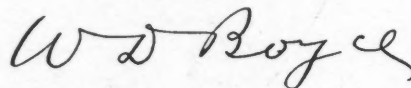
Our new rate for 1914 will be \$2.50, and we will prove AT LEAST 50,000 increase in circulation, or 1,250,000 weekly for \$2.50 per agate line per insertion.

With the passing of the advertiser who had little or no expense, except his advertising bills, papers of general circulation must produce results cheap enough for the legitimate general and mail order advertiser to use them extensively.

I recognize the condition and am ready to meet it with a cut in rate and an increase in circulation.

Boyce's Weeklies have always stood at the top of the list for results and new moves. This new rate is only 20c. a line for 100,000 proved circulation, or a cut of 20%. As has been our custom for 25 years, the rate and circulation cover the two papers.

Yours very truly,



W. D. BOYCE CO.

500-514 N. Dearborn St. - - - Chicago

Eastern Office: 212 METROPOLITAN TOWER, NEW YORK

If a paper claims 100,000, and but 40,000 are taking the paper on its merits, then the honest advertiser is paying tribute on dead weight 60,000 strong.

The average advertiser has too often gone to the market where he can buy space and quantity at low figures, regardless of quality and the company he keeps. Should the farmer, however, buy a bushel of seed wheat and the following year find rye, barley, timothy, hay and other impurities, his crop is a failure because of the mixture, and he has a big kick coming. The results of impure seed and impure circulation are strikingly similar.

Here is another point I would like to emphasize. Years ago, I understand, circulation was padded in every possible way and hardly a circulation statement was believed. Many publishers would justify their advertising rates by showing their post office receipts, which covered not only actual circulation but thirty-three per cent. sample copies in addition. A publication with a bona-fide circulation of 100,000 copies would buy old mailing lists containing 100,000 names and send out 33,000 sample copies, collecting from the advertisers at the rate for 133,000 circulation.

LYING, BASIS OF ALL TROUBLE.

The troubles that exist between advertiser and publisher, if you should so choose to term them, are based on lying. That is the root of it, plain and affidavit lying, and with the lie there goes necessarily hand in hand lack of co-operation and trouble; trouble for the honest publisher and trouble for the advertiser who cannot distinguish between the statement of the honest publisher and the statement of the dishonest publisher.

The circulation liar, I am glad to say, is not as numerous as he was years ago, but he is just as perniciously active as ever. As time goes on, advertisers will insist on knowing what they are buying. When they buy a yard of circulation they want thirty-six inches.

If they pay for all wool they do not want shoddy.

Publishers who defraud the advertiser by lying about their circulation are just as guilty of obtaining money under false pretense as the cheap swindler who palms off a brass watch on a farmer under the pretension that it is gold.

Propose Scott for I. T. U. Presidency.

Marsden G. Scott, president of Typographical Union No. 6, was proposed for the presidency of the International Typographical Union by a committee of his friends at a meeting in the American Tract Society Building last Sunday. James M. Lynch, who was president of the union, retired when he became New York State Commissioner of Labor, and Vice-President James M. Duncan became president to fill the unexpired term. Typographical Union No. 6 probably will endorse Scott's candidacy next Sunday. The election to fill Mr. Lynch's vacancy takes place next May. The proposed new wage and time schedule for the compositors in the newspaper offices will be further discussed at tomorrow's meeting. Big Six will hold its sixty-fourth annual ball in the Seventy-first Regiment Armory Thanksgiving Eve. The proceeds of the ball will be devoted to the maintenance of beds in several of the city hospitals.

Polish Record, New Detroit Daily.

The Polish Daily Record, a newspaper in the Polish language, will issue its first number this week from its own building at 469 Forest avenue, Detroit. The initial number will be a thirty-page edition, containing words of commendation and greeting from city officers and prominent citizens. The Record will be published by the Polonia Publishing Co., which has purchased the fifteen-year-old weekly, Polonia, and will continue to publish the weekly as well as the daily. K. Gluchowski will be managing editor of the Record and I. M. Morawski, city editor.

OBITUARY NOTES.

JOHN KEEGAN, fifty-five years old, died last Monday at the Elks' National Home in Staunton, Va., where he had been for a year. He was at various times city editor of the Wilkes-Barre (Pa.) News, city editor of the Paterson (N. J.) Morning Call, and a member of the Paterson Guardian staff. In 1900 he became city clerk of Paterson and he held that office for six years. A sister, Mrs. John A. Williamson, of Wilkes-Barre, survives him.

JAMES C. BEARD, one of the best-known illustrators of the older school, and an author of note, died in New Orleans on Saturday. He was seventy-six years old and a native of Ohio. The most of Mr. Beard's time in recent years had been devoted to illustrating and writing on subjects of natural history. He was for many years a member of the Salmagundy and was formerly editor of Appleton's Magazine. Mr. Beard was a classmate of White-law Reid and a law student with President Harrison. He is survived by a son, Captain James Beard, of New Orleans, and a daughter, Miss Alice Beard, now traveling in Europe.

ROBERT HARTLEY JAMES, sixty years old, for thirty-five years the shipping correspondent of the New York Herald at St. George's, Bermuda, died in that city last week. He was mayor of St. George's and a member of the House of Assembly.

J. STEARNS CUSHING, former president of the United Typothetae of America, and president of the Woodward (Mass.) Press, died in that city last Tuesday. He was fifty-nine years old and had been ill several weeks, following an operation for internal trouble.

HENRY GREGG MORGAN, for several years editor and publisher of the Franklinville (N. Y.) Journal, died last week of consumption, from which he had been a sufferer for several years.

A. J. LOVELY died in Lexington, Ky., on Nov. 7. He was at one time associate editor of the Paris Kentuckian-Citizen and later with the Paris Democrat.

E. D. OSLIN, owner of the Cocoa (Fla.) News, died last week of blood poisoning. He was fifty years of age, and once owned the Melbourne Times.

NATHANIEL A. TAYLOR, a newspaperman of Texas, who saw service on the Galveston News, Dallas News and Houston Post, and later was an editorial writer on New York newspapers, died last week at his home in Houston, Tex.

NEW INCORPORATIONS.

NEW HAVEN, Conn.—Santella Publishing Co.; to publish a newspaper; authorized capital stock, \$12,000. Incorporated by Joseph Santella, John Q. Tilson, Frank J. Rice and A. J. Verdi.

LEXINGTON, Ky.—Record Co.; to circulate a journal; capital stock, \$10,000. Incorporated by W. P. Meily, W. J. Galvin and M. E. O'Connell.

WORCESTER, Mass.—Worcester News Co.; capital stock, \$20,000; Francis B. Sanford, Harry Gould, Edwin M. Whalen, incorporators.

LIVINGSTON, Tenn.—Enterprise Publishing Co.; capital stock, \$5,000. Incorporated by T. B. Copeland, A. J. Mofield, C. J. Cullom and John A. Hargrove.

RADFORD, Va.—Record-Advance Co.; capital, \$15,000. Officers: A. P. Goldsmith, president; G. W. Bagwell, secretary and treasurer.

The Club as a Circulation Getter.

Say, Mr. Skinflint, you haven't come in yet and subscribed for this paper or paid your subscription one year in advance and got your good wife one of our kitchen devices for lifting red hot pans and vessels off the stove without burning her fingers. You'd rather pay \$1.25 for arnica and salve to heal her burned and scalded fingers than to pay \$1.25 for this great moral weekly. If your wife will sue you for a divorce we'll publish her notice for nothing—Worth County (Mo.) Times.

THE COLLEGE DAILY

How It Has Improved as the Result of the Introduction of the Teaching of Journalism—Its Growing Importance from the View-Point of the National Advertiser—Local Newspapers Alarmed at the Competition.

By J. B. POWELL,

Instructor in Advertising, University of Missouri.

One of the most notable and most recent effects of the teaching of journalism at the various schools and colleges of this country has been its effect upon the college press in America. Although the teaching of journalism began but a half dozen years ago, there are now over thirty universities and colleges in this country where instruction is given. And in each case it has had a notable effect on the status of the college paper. The change has invariably been for the better, for the teachers of journalism have been drawn from the ranks of professional newspaper men, and their influence on the college press has been notable.

Most persons look back to their college paper with a great deal of indulgence. For in those days it usually consisted of three or four pages of poorly printed material, mostly devoted to sports, college jokes on professors, and more or less trivial matter. To-day it is well printed, the matter it contains is carefully written and edited, it has a better tone and occupies a more important place in college and university life.

IMPROVEMENT IN NEWS AND ADS.

The changes have been not only in the character and manner of presenting the news, but also in the amount and character of its advertising.

Whether the college press is becoming a power to be reckoned with, one has only to call upon the publisher of a newspaper in any one of the dozen university or college towns where one of the new-type college papers is published. In at least three cases in this country the publishers of local town newspapers have become so alarmed at the growing strength and influence of the college daily that they have appealed to their legislatures to do something to curb its activities. Failing to get assistance from this quarter, they have been forced to improve their own sheets, in order to hold their subscribers and advertisers.

The new type of college newspaper is becoming important from the standpoint of the national advertiser. Ten years ago few national advertisers used college newspapers. The mere classification "collegiate" in the newspaper directories was sufficient to make the national advertiser shun the publication. But when the college newspaper becomes so enterprising that it leaves the precincts of the campus and invades the town field, then it must be reckoned with in conducting local advertising campaigns.

COMPETE WITH TOWN PAPERS.

In three Middle-Western State universities located in towns ranging from 10,000 to 18,000 population, the college newspapers have larger circulations than the local town newspapers. The average State university or college, with a student and faculty population running from 1,000 to 5,000, makes a good-sized town in itself, and when the college newspaper outgrows this field and invades the town field it makes an extremely desirable circulation for the national advertiser. College students are notoriously good spenders and they always want the best.

That this fact has not been entirely overlooked is shown by a few examples of national advertisers who have invaded the college newspaper field in the last few years. Cluett, Peabody & Co. have profitably advertised their collars to college students for several years. The fountain pen manufacturers have seen the light for several seasons, as also have the manufacturers of sporting goods and supplies.

Last year when the dissolution of the tobacco trust brought out a great flood of tobacco and cigarette advertising, the

861,910 LINES!

Smashing Record of Gains in Advertising Made by

The San Francisco Chronicle

Few other newspapers in America can equal the tremendous record of advertising gains made by the San Francisco Chronicle in the past ten months. In magnitude the **GREAT GAIN OF 861,910 LINES** is overwhelming and proves beyond doubt that advertisers in San Francisco and throughout the world recognize the superiority of the Chronicle as a result producing medium.

From January 1st, 1913, to October 31st, Incl.
(Compared to the same period one year ago)

CHRONICLE GAINED 861,910 LINES

of Advertising as Follows:

*Local Display	-	-	-	-	-	587,650 Lines Gain
Foreign Display	-	-	-	-	-	178,794 Lines Gain
Classified	-	-	-	-	-	95,466 Lines Gain
Total	-	-	-	-	-	861,910 Lines Gain

During the Same Period of Time

Examiner Lost	-	-	-	-	-	131,348 Lines
Bulletin Lost	-	-	-	-	-	283,164 Lines
Post Gained	-	-	-	-	-	245,070 Lines

Advertising Gain and Losses in October

CHRONICLE GAINED	-	-	-	-	-	230,818 LINES
Examiner Lost	-	-	-	-	-	10,346 Lines
Bulletin Lost	-	-	-	-	-	72,212 Lines
Post Lost	-	-	-	-	-	54,068 Lines

Representatives, **WILLIAMS, LAWRENCE & CRESMER CO.**
BRUNSWICK BLDG., NEW YORK HARRIS TRUST BLDG., CHICAGO

agencies were not slow to see the possibilities of the college press. Coca Cola has appealed to the college communities profitably for three years. Last winter Ed. V. Price, the great tailoring firm of Chicago, went into the college press with 840 lines a month, and in one case that came under my notice sold 300 suits to a college community of 2,500 men students—not bad for the first season, to say the least.

FIELD FOR NATIONAL ADVERTISER.

From an educational standpoint the college press possesses tremendous possibilities for the national advertiser, for the advertising strikes an especially responsive audience in the formative period of their lives. Impressions and habits formed in college are usually carried through life after graduation.

Tailors in college towns will tell you of dozens of men who continue to send to them for their clothes year after year after graduation. A graduate of Cornell of 1895 of my acquaintance still sends back to a tailor in Ithaca each year for his clothing.

If the improvement continues in the same proportion in the next ten years as it has in the last five (and it will), the college newspapers may become the leading small-town newspapers of their respective States.

Journalism Class in Speed Example.

Metropolitan newspapers have no monopoly on speed. The editors of the University of Washington Daily last week surprised Charles B. Welch, managing editor of the Tacoma (Wash.) Tribune, with a demonstration of "How speed is one of the main essentials of the newspaper business." Mr. Welch addressed the members of the school of journalism, of which Prof. Frank G. Kane is the head. Staff men of the University Daily were among the audience and hurried the opening paragraphs of Mr. Welch's address to the waiting forms of the University Daily. When the lecture was over the speaker was handed the afternoon paper with an account of the address. Mr. Welch urged upon journalism students the necessity of being "strictly on the square." He reviewed the lives of several of the well known newspaper workers to-day.

Wants Accounting from His Partner.

Suit has been entered in the District Court at Duluth, Minn., by John S. Pardee against E. C. Kiley, publisher of the Grand Rapids (Mich.) Herald Review, asking that the partnership which they entered into a few months ago be dissolved and that an accounting be had of

the profits received. Mr. Kiley and Mr. Pardee were co-partners in a publicity enterprise in Itasca county, Minn. The plaintiff claims that he did not get a square deal and asks that a receiver be appointed to take charge of the affairs until the court divides the assets.

To Build First Pulp Mill in Alaska.

Application has been made in the Federal Forestry Department for a pulp mill site at Shrimp Bay, Alaska, by the John Orchard Mining, Manufacturing & Investment Co., which, upon the Government's approval, will erect a \$200,000 pulp mill with a daily capacity of 50 tons. This mill when completed will start the pulp industry in Alaska. The active members of the Orchard company are John Orchard and Sam C. Orchard.

Spanish Paper for Students.

The newspaper laboratory of the course in journalism at the University of Wisconsin has just received a gift of eighty-three Spanish newspapers, practically every paper of importance in Spain, which will be added to the foreign newspaper collection of the laboratory. They were collected by Dr. Grant Showerman, of the Latin department at Wisconsin, during a recent tour through that country.

For Sale

We have for sale several high-class weeklies and small dailies in various parts of the country. Here are a few of the propositions listed with us:

INDIANA WEEKLY; county seat; Progressive Republican; annual net receipts, \$2,500. Price, \$7,500—\$2,500 cash, time on balance. (263)

MONTANA DAILY; good city; Democratic; annual net receipts, \$3,500. Price, \$15,000—\$5,000, time on balance. (275)

OHIO WEEKLY; independent; annual net receipts, \$2,400. Price, \$5,500—part cash, time on balance. (292)

ARKANSAS WEEKLY; Democratic; annual net receipts, \$3,500. Price, \$8,000—one-half cash, time on balance. (285)

MINNESOTA WEEKLY; city of 6,000; Democratic; annual net receipts, \$3,000; good opportunity to add daily. Price, \$10,000—one-half cash, time on balance. (268)

MINNESOTA WEEKLY; county seat; annual net receipts, \$2,800. Price, \$5,500. (269)

NATIONAL ILLUSTRATED WEEKLY, devoted to scientific subject; new field, great possibilities; now making annual net profit of nearly \$5,000. Price, \$12,000. (287)

We invite correspondence. In writing concerning any of the above propositions, indicate by number the one that interests you. If nothing on this list appeals to you, let us know just what you want, and we will endeavor to find it for you.

American Newspaper Exchange
Rand-McNally Building, Chicago

HENRY A. WISE WOOD AND BENJAMIN WOOD INC.

Newspaper Engineers

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

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

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

MADE IN U. S. A.

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau Street Tel. 4906-4 Bookman

CIRCULATION REPORTS.

Post Office Department Denies Public Access to Those Filed with Department.

During the past week THE EDITOR AND PUBLISHER has made strenuous efforts to secure from the Post Office Department at Washington the circulation reports submitted by newspaper publishers in their semi-annual statements of Oct. 1, but without success. In reply to a letter on the subject, directed to the Third Assistant Postmaster-General, A. M. Dockery, the latter says:

"I have to inform you that the clerical force of this office is not adequate to the undertaking of furnishing information of this character on such an extensive scale as that embodied in your request, and it is not practicable to give the public access to the departmental records in this respect. However, if you desire such information to any particular publication, it will, if requested, be furnished you."

BROOKLYN PRESS CLUB DINES.

The first of a series of monthly dinners by the Brooklyn Press Club was held Tuesday evening at its newly refurnished and redecorated home, 365 Fulton street, and was attended by over 150 members and guests. The boys had a great and glorious time.

President Francis H. Deane acted as toastmaster, and introduced each speaker with a witty speech. Among them were Henry W. Fischer, who told many inside stories about royalty, and Charles H. Ebbets, owner of the Brooklyn Baseball Club, who spoke of the passing of "Bill" Dahlen as manager.

Among the guests were Secretary of State May, Naval Officer Kracke, several judges and theatrical managers. Fred S. Stone was in charge of the dinner, and saw to it that each guest received a special menu card, with an appropriate cartoon of himself by Artist C. G. Baker.

CAREER OF ARTIST SHULTS.

NEW YORK, Nov. 19, 1913.

THE EDITOR AND PUBLISHER:

A unique figure dropped out of the artistic newspaper life when A. B. Shults, the artist, was found dead on Tuesday after inhaling gas.

"A. B.," as he was familiarly called, was one of the founders of Puck with Keppler. His cartoons were trenchant, virile, and he would have followed the success and participated in the profits of this weekly had it not been for a failing which was common in those days and not entirely obliterated to-day.

His work on the Graphic, with which he was connected at one time, was a feature as long as that paper kept in existence, and his contributions to the comic weeklies were abundant, all breathing a peculiar humor which was a part of his personality.

When daily journalism took up "line drawing" he was one of the first in the field and possessed the faculty of producing accurate work with a rapidity that was marvelous.

The fact that hours were utilized in the production of a cut rendered this faculty of especial value. He was one of the few men who could enter the office late at night and evolve a half-page cut without the usual preliminary layout in pencil.

The expedition with which half-tone cuts are now produced late in the night makes the reproduction of a convention or Horse Show picture possible in daily journalism. The fact that Shults could walk into an office late at night and draw a Madison Square Garden scene with accuracy and speed made him an invaluable acquisition, in these days, to any paper.

However, he was eccentric and his vagaries did not meet with the approval of the later date editors. Marriage braced him up and increased the quality and quantity of his output.

Nine years ago his wife died and he began to "flock by himself." He sought the society of the "Down-and-Outs," and his considerable earnings went to satisfy their cravings and necessities.

His last work was a feature of the Motion Picture Story Magazine, but lack of association with "his kind," combined with a sensitiveness developed to the "sixth" power, made him morose; hence the end.

H. A. KEMBLE.

WASHINGTON PERSONALS.

Melville E. Stone, general manager of the Associated Press, stopped off in Washington this week after attending a meeting of the representatives of Associated Press papers at Columbia, S. C.

Fred C. Kelly, of the Cleveland Plain Dealer, and syndicate writer, has returned from Cleveland, where he spent the summer.

Edward H. Zeigler, filing editor of the Associated Press Washington-Lampa day circuit, attended a meeting of South Atlantic Coast papers at Columbia, S. C., Tuesday.

Bond P. Geddes, of the United Press, wrote such an excellent "Whipping Post" story in Wilmington (Del.) last Saturday, when two negroes were publicly whipped, that he will be assigned there again this Saturday to write the story of the whipping of a white youth.

William Harper Dean, formerly of the editorial desk of the Country Gentleman, in Philadelphia, is now the Washington representative of that paper.

Thomas L. Simpson, police reporter of the Post, was married to Miss Frances Tuttle, of New York, last week. John Jay Daley, of the Post, acted as best man.

L. S. Conness, formerly of the telegraph desk of the Post, has been transferred to the reportorial department of the Post.

William Corcoran, formerly of the Post, is now with the Herald.

Oswald F. Schuette, of the Chicago Inter-ocean, president of the National Press Club, addressed the League of American Pen Women, at the Raleigh, Wednesday.

Dinner to S. J. Duncan Clark.

S. J. Duncan Clark, who is shortly to leave the Louisville (Ky.) Herald for Chicago, where he is to take up work in the editorial department of the Evening Post, was tendered a testimonial dinner at the Hotel Watterson, in Louisville, on Friday evening, Nov. 14, by members of the Progressive party. During the evening he was presented with a chest of silver, the gift of a number of his Progressive friends. Mr. Clark had so many nice things said of him that he was somewhat embarrassed when he arose to respond. He disclaimed all credit for what the Herald had done to help the party, saying that the gratitude of all was due to J. C. Shaffer, the owner of the paper, who had given the Herald the opportunity to do what it had, and to W. H. McKay, formerly the managing editor. Mr. Clark, was, a few days earlier, the recipient of a silver tea set from the Louisville Suffragist Association.

Tracy's Death Concealed a Year.

The tragic death of Frank Basil Tracy, editor-in-chief of the Boston Transcript, by drowning from a Sound steamer a year ago, was made public for the first time last Sunday. On last Thanksgiving night Tracy escaped from the Butler Hospital in Providence, R. I., where he had been under treatment, boarded the New York bound steamer Tennessee, wrote farewell letters to his wife and brother, and jumped overboard. The body was never found. Tracy's mind is said to have been unbalanced by hard work and distress over the suicide of his friend, Kellogg Durland, the writer. Mr. Tracy was born in Iowa in 1866. After serving on various papers in Iowa, he became connected with the Omaha Bee in 1896 and a year later joined the Boston Transcript, becoming editor-in-chief of that paper in 1910.

Escher Buys "Investment."

Franklin Escher, for many years financial editor of Harper's Weekly, has purchased Investment, the monthly investment review of the Bankers' Magazine. The first issue under Mr. Escher's direction has just appeared in a much enlarged form and covering a wider range of financial subjects.

\$2,500.00 Cash

Balance deferred on favorable terms, will buy evening daily newspaper in Middle Atlantic State, town of 15,000 population. No competition. Present gross business \$25,000 per annum. Circulation over 4,000 daily.

The total purchase price of this property is less than the value of the physical plant and real estate. Substantial reasons for selling.

HARWELL, CANNON & MCCARTHY

Brokers in Newspaper and Magazine Properties

Phone 4478 Gramercy—200 FIFTH AVE., NEW YORK

TURNER'S BULLETIN

Highest testimonials have been awarded

C. Godwin Turner

on

Efficiency of Press Room, Paper, Circulation and Delivery.

Address

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

BARNHART BROTHERS & SPINDLER

Sole Manufacturers of the

Electric-Welded Silver-Gloss Steel Chases

OVER EIGHTY-FOUR THOUSAND

Made and Sold by Us and Every One Satisfactorily

All Other Chases Inferior to this Well Known Make

Barnhart Brothers & Spindler

TYPE FOUNDERS

Chicago New York Washington St. Louis
Dallas Kansas City Omaha St. Paul Seattle

We can increase your business—if you want it increased.

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

BURRELLE

CHARLES HEMSTREET, Manager

60 and 62 Warren Street, New York City
Established a Quarter of a Century

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

SEND FOR SAMPLE

F. E. OKIE CO.

Manufacturers Fine Printing Inks
PHILADELPHIA, PA.

Business Reports

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

Western Press Clipping Exchange

MINNEAPOLIS, MINN.

WILL HAVE A NEW HOME.

Detroit News and Tribune to Erect a Fine Building in the Business Center of the City.

The Detroit News and Tribune will before long vacate the building at the corner of Shelby and Larned streets, in that city, which they have occupied for forty years. A new site has been purchased, upon which the publishers of the News and Tribune will erect a new building for the housing of their papers.

While for many years the News and Tribune have had one of the most completely equipped plants in the United States, it has been evident for some time that the present building was inadequate for the accommodation of the several departments of the business. The new site fronts on three avenues, extending along an entire 280 foot block on Second avenue, and has 150 feet frontage on both Fort street and Lafayette avenue, the latter being the gateway to the magnificent new New York Central depot soon to be opened.

The new location is much more convenient for service to railway depots, the post office and in a section that is rapidly becoming a printing center. It

will provide not only ample room for a most modern and complete plant, but will also provide for any possible further expansion for many years to come.

Greenwich Village Has New Paper.

The first issue of the Greenwich Village American, a weekly, made its appearance last Saturday on the stands of that ancient community in the southwestern corner of Manhattan Island. It is published by A. T. Bradley, a well-known villager. A sheet known as the Saturday Night flourished from 1896 to 1911, and the present publication seeks to continue the good work of the older one, giving all the news of the village and fighting for its interests.

Sketch Artist Ends Life by Gas.

Albert B. Schultz, forty-five years old, for many years among the prominent sketch artists in this city, committed suicide by gas Tuesday. It is said that Schultz had been suffering from despondency for several weeks. He was at various times on the staffs of leading newspapers, Leslie's, Collier's, Puck, and more recently did work for the Motion Picture Story Magazine. His wife died nine years ago.

Mr. J. E. Erickson

Who succeeded a fine father, Mr. E. N. Erickson, in the advertising agency bearing his name, said to me last Tuesday night, while he was en route to his home at Plainfield, N. J., and I was on my way to Westfield, N. J., to attend a Board of Trade get-together meeting:

"I congratulate you, Mr. Freeman, on becoming associated with THE NEW YORK GLOBE.

"That is a newspaper I am always certain about.

"I get accurate information about its circulation and advertising rates all of the time.

"It is furnished me without the asking."

Confidence must be back of everything. Mr. Erickson has the kind of confidence in The Globe which helps to build a business on lines that mean permanent success.

Everybody has a right to have the same kind of confidence in The Globe.

Nothing is concealed; nothing ever will be.

Incidentally, the net paid circulation of THE NEW YORK GLOBE for the year ending October 31, 1913, was 139,829. For October, 1913, it was 153,140.



O'MARA & ORMSBEE

Foreign Advertising Representatives

Brunswick Building
NEW YORK

Tribune Building
CHICAGO

The Wise Advertisers of Paterson

have put the stamp of approval on the

Paterson Press

AND

Sunday Chronicle

No other Newspapers in New Jersey, and very few throughout the country, can show the remarkable gains in advertising made by these two live, aggressive Newspapers in the last two years.

Here Are the Figures

LOOK THEM OVER

The gain in October over previous month, notwithstanding the big Jubilee number of 54 pages published on September 19, was.....

63,000 lines

The gain the first 10 months of this year over same period of last year (right through the Big Silk Strike period) was

760,180 lines

The gain the first 10 months of 1913 over same period of 1911 was

1,419,376 lines

PRESS-CHRONICLE CO., Publishers

PATERSON, N. J.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER Co., World Building, New
York City. Telephone, 4850 Beekman. Issued every Saturday.
Subscription, \$2.00 per year; Canadian, \$2.50; Foreign, \$3.00.



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

New York, Saturday, November 22, 1913

"In building trust my policy always has been instead of yielding to the kicker to take care of the man who didn't try to take care of himself. If an advertiser accepts my rate card and my rules and believes in my honesty, that is the man that I think should always have the best of it. That policy puts a premium on trust. The other policy puts a premium on distrust. If you give a fellow something because he makes your life miserable and because he doesn't believe that you are on the square, you justify him in his disbelief."—Charles H. Grasty.

CONGRESS AND THE SECOND CLASS RATE.

If there is anything that a Congressman likes to do it is to start something that will bring him into the limelight and make the newspapers talk about him. He doesn't care much what is said, provided, of course, it isn't libelous, so long as he figures in the news and editorial columns. He wants to show the people at home, his constituents, that he is a real statesman and that they made no mistake when they sent him to Congress. Moreover, he is anxious to hold his job when the next election comes around.

In his desire to keep himself before the public the Congressman, be he Senator or Representative, resorts to the old practise of playing to the galleries. One of the surest ways of attracting public notice is to attack the railroads, the large manufacturing concerns or the newspapers. Call them monopolies, introduce bills that will cut down their incomes or make it more difficult to do business, or otherwise embarrass them, and it is morally certain that the telegraph wires will sizzle with the dispatches of correspondents and press associations.

Congress has now been in session almost a year. It has given us a new tariff and at present it is wrestling with the intricacies of a currency bill. These measures have kept the legislators so busy that they have not had much chance to indulge in their favorite amusement of stirring things up for their own personal benefit. From present indications, however, it would seem that they cannot keep quiet much longer.

According to our Washington correspondent, a bill will shortly be introduced in Congress increasing the second class postage rate from one to two cents a pound. If our esteemed legislators can manage to put the measure through they will feel that they have not only increased the revenues of the Government but have taught the newspaper and magazine publishers to have greater respect for the members of Congress.

It will do no good to tell these same Congressmen that by so doing they will increase the cost of daily newspapers and periodical literature to the public or that they will deprive many persons of the only means within their grasp for adding to their store of knowledge or of keeping in touch with the news

of the day, for these considerations will have little weight with them.

Newspapers and magazines will still continue to be published whether the postal rates go up or not. If they are increased, those who buy them will have to pay the increased cost of production.

Is it not about time that Congressmen of the non-progressive type stopped juggling with legislation that tends to weaken our faith in the boasted impartiality of our law-making body and turn their attention to the really great and vexing problems that are pressing for intelligent solution?

THE FACTS ADVERTISERS WANT.

Here is a problem big enough for the personal consideration of the "biggest" man on the biggest newspaper—and for the next biggest man, and for all men who make newspapers:

WHAT KIND OF INFORMATION DO NATIONAL ADVERTISERS SEEK IN REGARD TO A NEWSPAPER—WHAT KIND OF FACTS ARE IMPORTANT TO THEM?

The problem is important from the fact that, in placing their business in any field, these national advertisers ACT UPON THE INFORMATION AVAILABLE TO THEM AS TO A NEWSPAPER'S VALUE AS AN ADVERTISING MEDIUM FOR THEIR PURPOSES. They do not guess, nor assume, nor surmise, nor found their decisions upon facts that were dependable a year ago. They want to know certain things NOW—and those newspaper makers who are farseeing enough to keep them informed up to the minute, through really ENLIGHTENING ADVERTISING IN THEIR TRADE JOURNAL, will profit accordingly when contracts are signed.

Generally speaking, national advertisers require, as a matter of course, actual facts about circulation, quantitatively considered. They want to know whether the paper is a GROWING one or a retrograding one, or merely trying to "hold its own." As evidence bearing upon this question they have a natural interest in facts about recent new equipment a paper may have acquired—facts showing improved facilities for serving a growing clientele, either in the mechanical end or in the organization end.

But it is perhaps of even greater importance to them to know what KIND OF A PAPER YOU ARE TRYING TO MAKE, what kind of special features you are introducing, what editorial policies you are following, for they may thus judge as to the KIND OF PEOPLE THE PAPER WILL APPEAL TO,

They want to know, especially, about how close to the people your paper is keeping in its hold upon the "want ad" business in its field, for no paper, unless it commands its share of this business, commands the closest interest of its readers IN OTHER LINES OF ADVERTISING.

They want to know HOW MUCH YOU ARE DONG TO EDUCATE YOUR READERS TO TAKE A CLOSE INTEREST IN THE "ADS," for an army of readers who are merely "casual readers" of "ads" count for less in results to the advertiser than a comparatively small number to whom the "ads" are "opportunity news."

EDITORIAL COMMENT.

For real brassy cheek we have seen nothing in a long time that surpasses the following extract from a form letter that is being sent to newspaper publishers by the publicity department of the Goodyear Tire & Rubber Co.:

From our records we find that you have been receiving regularly the items of interest we send out for publicity purposes. By the means of a certain system we are enabled to tell at any time how much publicity is being given us by our various advertising mediums. We have just completed an investigation which discloses the fact that recently, that is prior to Oct. 1, you dropped below what we consider a reasonable minimum. We assume this was merely an oversight on your part.

We are requesting only what we believe to be our reasonable share, inasmuch as you regularly maintain columns for the publication of this class of news.

The Brooklyn Eagle in a recent editorial enters its protest against the treatment accorded afternoon newspapers by State officials at Albany in giving out

news. It appears that the latter have been accustomed to hold back important State news until after the last editions of the afternoon dailies have gone to press and then to give it to the morning newspapers. The Eagle objects to playing second fiddle. It asserts that a larger part of the news of the day is first printed in the evening papers and then reprinted by the morning papers. There always has been and always will be rivalry between the two classes of papers. For some reason preference has always been given by municipal, State or national officers to the morning papers in giving out news. This is not as it should be. News should be given out impartially as it develops, but whether this desirable situation can be brought about at once remains to be seen. Our own impression is that it will take a long time and much agitation to change the present attitude of official news dispensers.

No newspaper has done more to help and encourage its newsboys than the Grand Rapids (Mich.) Press, which for eighteen years has conducted welfare work for their benefit. One of the features of its activities is the Sunday Afternoon Happy Home, held in a commodious hall for the benefit of the youngsters and their parents. On these occasions the Press' guests listen to good music, uplifting addresses and wholesome entertainment. Another feature of the work is a dancing and deportment school, the girls who attend being appointed by the sub-agents who handle the paper. There is probably no institution in Grand Rapids that does so much to add to the happiness of the children as this enterprising newspaper.

W. L. Halstead, business manager of the Atlanta Constitution, writes us as follows: "I read THE EDITOR AND PUBLISHER regularly and enjoy it very much. I have it go to my home so that I can read it at by leisure. I think I read every item in it. It is a great credit to the profession of journalism."

ON BASEBALL GRAFT.

THE AURORA BEACON-NEWS,

AURORA, Ill., Oct. 28, 1913.

THE EDITOR AND PUBLISHER:

I have read your editorial on "Baseball Magnates' Greed" in your Oct. 18 issue with much interest.

You have the right idea. I hope you will keep it up and that other trade papers will fall in line. But if it ever comes to anything worth while, it will take a long and steady pull, because it will take a good while to convince general managers and a constant encouragement to keep them at it until they convince the editors and editorial staffs.

J. K. GROOM,
Advertising Manager.

HIT 'ER UP!

By WILLIAM HAY WILKINSON.

The melancholy days have come—the saddest of the year;
Not cold enough to drink hot Scotch, and yet too cold for beer.
The wailing winds and naked woods and meadows brown and drear,
And camphorated overcoats proclaim the winter near.
The seashore's gray and dreary waste no longer tempts the eye—
Gone, gone are all the maidens fair of the dear old buy and buy.
But circumstances might be worse—you're still alive, you know,
So cheer up, smile, throw out your chest, while wintry breezes blow.
The heiress whom you loved so true, is here—don't curse your luck,
You'll see her any day at all—"draw one and brown the buck."
The rose will bloom, the robin sing, there'll come another time
When you'll wake up at 10 a. m. without a single dime.
So after all is said and done, don't view the prospect drear;
Remember, all will come again—Great Snakes! Be glad you're here!

—Chicago Press Club Scoop.

PERSONALS.

Clarence B. Blethen, of the Seattle Times, one of the ablest editors of the Northwest, is spending a few days in New York City.

Melville E. Stone, general manager of the Associated Press, will deliver an address on "What Is News?" before the School of Journalism at Columbia University at 4 o'clock Monday afternoon, Nov. 24.

Robert J. Collier, the publisher; John Fox, Jr., the author, and J. M. Waterbury, who have been shooting game in the Rocky Mountains, have returned East with thrilling stories of adventure and big bags of game.

John Toole, business manager of the Paterson (N. J.) Call, is at a New York hospital, where he is undergoing treatment for a recent injury to his back.

John J. Collier has succeeded John T. Windrim as president of the Philadelphia Evening Telegraph.

Frank H. Losey, editor and publisher of the Palmyra (Mo.) Spectator, would seem to be a winner of the internal revenue collectorship for the Eastern District of Missouri, if the endorsements of 127 other Democratic editors of the State have any preferential value.

D. C. Rolar, editor of the Greencastle (Pa.) Echo-Pilot, is the new editor of the Shippensburgh Chronicle, succeeding F. S. Bergren, who recently resigned to become business manager of the Waynesboro Herald.

James A. Robinson, formerly editor and owner of the Durham (S. C.) Sun, has returned to that paper as managing editor.

Robert W. Neal, director of the courses in journalism in the Massachusetts Agricultural College, Amherst, is spending his sabbatical leave of absence in New York City. He is completing a book on short-story writing from the practical, rather than the literary, point of view.

David Kaufman, editor of the Civil Service Chronicle, was delegated by Governor Glynn to represent the State of New York at the sixth annual convention of the Atlantic Deeper Waterways Association, which held sessions in Jacksonville, Fla., from Tuesday to Friday of this week.

Wilfrid Ward, editor of the Dublin Review and author of "The Life of John Henry Cardinal Newman," is now in New York.

Lee J. Rountree, publisher of the Georgetown (Tex.) Commercial, has returned home from Chicago after landing the annual convention of the National Editorial Association for Houston.

Scott N. Swisher, editor of the Fargo (N. D.) Graphic, has become editor of the Fremont (Neb.) Herald.

Joseph Weimer, formerly business manager of the Cleveland News, has left the newspaper field and gone into the show producing business in New York.

William Borsodi, the advertising specialist of New York, while in Berlin recently, was interviewed by a representative of the Continental Times of that city on the back-to-the-land movement, of which he is a firm and enthusiastic advocate.

O. R. Hardwell, sales and advertising manager of the Grinnell Electric Co., Detroit, has resigned to become business manager of Business. Mr. Hardwell has had long experience in the advertising field and was at various times connected with the Quaker Oats Co., Sears, Roc-

buck & Co. and the Charles H. Fuller Advertising Agency.

Thomas W. Layless, president of the Augusta (Ga.) Chronicle, is head of the Augusta Barge Line, a company recently organized to operate a steamship service between that city and Savannah.

George Thompson, owner of the St. Paul Dispatch and the Pioneer Press, is spending the winter at Miami, Fla.

Harry Green, for many years editor of the Decorah (Ia.) Public Opinion, has become head of the Homesteader, at Des Moines.

GENERAL STAFF PERSONALS.

Stuart Towe, city editor of the Nashville (Tenn.) Democrat at the time it suspended publication, has become telegraph editor of the Little Rock (Ark.) Gazette.

Edward Schuler, news editor of the Associated Press at Chicago, has been promoted to the bureau at Paris, France, where he will be associated with the foreign correspondent.

E. T. Cutter, in charge of the Kansas City office of the Associated Press, has been appointed news editor at Chicago.

J. Luther Hacker, for four years in the circulation department of the Philadelphia Press, and previous to that for five years on the staff of the North American, is now with the World Syndicate Co., New York.

Samuel B. Kirby, of the Chicago Journal's copy desk, has become managing editor of the St. Paul News.

Harold Harvey is the new dramatic critic on the Grand Rapids (Mich.) Press.

H. G. Glatz, formerly with Frank Seaman, Inc., is now manager of the New York office of the Chicago Tribune.

Jackson D. Haag, for many years connected with the Pittsburgh (Pa.) Post, is in Washington, D. C., visiting J. E. Jenks, editor of the Army and Navy Register.

H. Elliott Stuckels, for some time a member of the staff of the Philadelphia North American, has taken an editorial position on the Evening Times of that city.

Miss Mary King, for several years secretary to the Sunday editor of the Chicago Tribune, has been made assistant Sunday editor of that newspaper. This is said to be the first time in Chicago's history that a woman has been given executive authority over men—outside of the purely feminine departments of society, fashions, clubs, etc.

T. Channon Press, who was a candidate for the office of District Attorney in the Bronx, was formerly a reporter on the Belfast (Ireland) Evening Telegraph. He came to New York in 1888 and for a time was a compositor on the Herald. Later he worked as a reporter on the Denver Republican and afterward became associated editor of Sports Afield. He returned to New York to become secretary to John D. Crimmins, and studied law at night. He was admitted to the bar twenty-four years ago and has been in practise ever since. For the last four years he has been Assistant District Attorney under Charles S. Whitman in New York County.

IN NEW YORK TOWN.

T. H. Records, city editor of the Pittsburgh Chronicle-Telegraph, is spending his vacation of two weeks in New York. His time is divided in looking into New York newspaper methods, his concern being especially with the news end. For six days this week he took regular assignments from the Globe city desk.

Alex. McD. Stoddart, assistant city editor of the Press, contributes to the current issue of the Independent an intimate study of John A. Hennessy, formerly managing editor of the Press, in an article entitled "Hennessy, the Man Who Beat Tammany."

J. S. Murphy is a new recruit at the copy desk of the Evening Mail.

Frederic Courtney Barber, formerly night city editor of the Press, has been in charge of the publicity work for the raising of \$4,000,000 for the Y. M. C. A. and the Y. W. C. A. work.

Frederick A. Long, for several years on the Globe, has landed a fat publicity job with a big cigar concern.

Edward J. Conway has been added to the copy desk staff of the Press.

Quincy S. Mills, city hall reporter of the Evening Sun, is spending a belated vacation in New Orleans. His post is temporarily filled by A. W. Pierce.

John W. Workman, formerly on the Chicago Daily News, has joined the Tribune editorial staff.

Arthur Ruhl, who was with Collier's for some time, is now dramatic editor of the Tribune.

L. J. De Bekker, well known in Manhattan and Brooklyn newspaper circles, and who has written several books on music, is holding down the exchange editor's desk on the Evening Post.

WEDDING BELLS.

William Alden Smith, Jr., of the Grand Rapids (Mich.) Herald, and Miss Marie McRae, daughter of Mr. and Mrs. Milton A. McRae, were married at the First Presbyterian Church, Detroit, on Nov. 12, amid a gathering of many of the foremost people of that city. Mr. McRae is one of the owners of the Scripps-McRae League. Mr. Smith is the son of United States Senator and Mrs. William A. Smith. Following the ceremony a reception was held at the home of Mr. and Mrs. McRae. The young couple went to California on their wedding trip.

John F. Williams, city editor of the Joplin (Mo.) News-Herald, was married to Miss Lillian L. Wright, of Peirce City, last week.

The marriage of Miss Edna Love to Earle W. Radcliffe, editor of the Enid (Okla.) Daily Eagle, took place in that city Nov. 6.

The Garrison (N. D.) Independent has been leased to H. L. Standley as

The newspaper plant of the Prentiss (La.) Headlight was destroyed by fire last week, causing a loss of \$4,400.

PUBLISHER'S NOTICE.

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

THE EDITOR AND PUBLISHER can be found on sale each week at the following newsstands: New York—World Building, Tribune Building, Park Row Building, 140 Nassau street. Manning's (opposite the World Building), 83 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

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

Chicago—Morris Book Shop, 71 East Adams street.

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

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

San Francisco—R. J. Bidwell Co., 742 Market street.

BUSINESS OPPORTUNITY

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

\$100,000

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

G. M. PALMER

Newspaper Properties

225 Fifth Ave. New York

SITUATIONS WANTED

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

ENERGETIC ADVERTISING MAN

12 years in newspaper business. First class ad writer and solicitor. Can take charge of advertising department small paper. For over two years was assistant to ad manager of 16 to 24-page daily of 17,000 circulation. Hard worker, original ideas; 27 years old, married, temperate. Address "D., 1126," care THE EDITOR AND PUBLISHER.

COMPETENT NEWSPAPER WOMAN wants dramatic or literary criticism, woman's page, general assignments. First-class reference. Address "D., 1127," care THE EDITOR AND PUBLISHER.

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

STEREOTYPE FOREMAN.

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

BUSINESS and Advertising Manager of newspaper for 15 years, eminently successful; Ad solicitor, desires a change Jan. 1. Sold and written more advertisements than any other man in State. Not looking for easy job; willing to take hold and build up any newspaper proposition, if future to it. Address "D., 1124," care THE EDITOR AND PUBLISHER.

FOR SALE

A WEEKLY PUBLICATION in the amusement field can be bought for \$20,000. The paper is more than 20 years old, has always been considered the first among its competitors. Yearly income about \$6,000 a month. A good newspaper man should own it. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

NEWSPAPERS FOR SALE

Only paper in fine Texas county seat town, clearing over \$3,000 net cash yearly above expenses. Fine climate, near Gulf coast, rich soil and prosperous people; many Northerners. Linotype, cylinder, folder, jobbers and good equipment, circulation 1,600 at \$1.50. Independent in politics. Price, \$7,500; half cash. "TEXAS," care THE EDITOR AND PUBLISHER.

Half interest in leading Florida county seat weekly, in heart of orange belt. City of 5,000. Only one other paper. Making better than \$2,000 above expenses yearly. Business can be largely increased. Linotype and splendid equipment. Price, \$5,000. "FLORIDA," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 60c. per page. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

LINOTYPE MACHINES

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

RICH & McLEAN,

51 Cliff St., New York.

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

NEWSPAPERS WANTED.

Have cash buyer for small city daily; also one for large country weekly. G. E. BARROWS, Newspaper Broker, 141 Broadway, New York.

ADVERTISING MEDIA

Chicago—New York—Philadelphia, for 30 years the coal trades' leading journal. Write for rates.

THE BLACK DIAMOND

Topeka Daily Capital

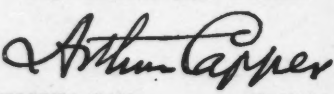
LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation
in October, 1913 **33,585**

Net Average in Topeka
in October, 1913 **9,629**

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

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



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

Paid Circulation is the circulation that pays advertisers

The Hartford Times.

HARTFORD, CONN.

Has a paid circulation that exceeds the gross circulation of any other Connecticut daily by many thousands.

THE TIMES is a 3c. paper—and every seventh individual in Hartford buys it.

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

Year after Year

Over half the money for week-day advertising in Detroit has been expended in

The Detroit News

Three competitors have divided the balance.

Guaranteed Circulation 140,000

I. A. KLEIN, Metropolitan Tower, New York, N.Y.	JOHN GLASS, Peoples Gas Bldg., CHICAGO, ILL.
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The Catholic Tribune, the Katholischer Westen, and the Luxemburger Gazette circulate amongst the Catholics of Iowa, Illinois, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North and South Dakota, Oklahoma, Texas, Montana, Washington and Oregon—the richest and most prosperous agricultural districts in the United States.

Religious affiliation tends to bring about a spirit of organization in their respective localities which works for the betterment of the spiritual and temporal welfare and development. Our readers are a substantial class, loyal to their Church and to the Church paper, and patronize its columns.

If you have an article of quality, don't forget that these people are buyers of all the usual commodities and luxuries, and it is a good plan for you to appeal to them through the paper of their choice.

CATHOLIC PRINTING CO.
Dubuque, Iowa

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

REGAL MOTOR'S AD MANAGER.

Julian M. Case, Recently Appointed, Is a Forceful and Convincing Advertising Writer.

A new bright light has appeared in the advertising firmament in the person of Julian M. Case, who was recently appointed publicity manager of the Regal Motor Car Co. The reason for this appointment is easily read between the lines of the strong, convincing copy he



JULIAN M. CASE.

is writing for the leading trade papers of the country. He has plainly grasped his subject and made the best, in his writing, of the points the Regal people wish specially emphasized.

While Mr. Case is at the threshold of his career, being a young man of but twenty-five years, he comes naturally by his faculties as a business writer. His father, Julian M. Case, of Marquette, Mich., was a University of Michigan alumnus and a very successful mining and business man of his native State. A brother, Daniel L. Case, has an advertising business in Detroit. Another brother, Rex R. Case, has been publicity writer for the New York World for more than ten years.

Worthy of special note is the Regal Plugger, a booklet Mr. Case is getting up for the Regal people that is brim full of catchy verses, solid facts and a profusion of descriptive matter about Regal cars. There's a twang of individualism about this Plugger that makes its readers "stop, think and consider." His newspaper and magazine ads are unique from the literary standpoint and forceful in their argument. He seems to write nothing that hasn't a "punch" behind it. And that's the kind of advertising copy that sells motors or, in fact, anything else.

Mr. Case's future in the advertising world may be looked forward to with great expectancy.

Universal Film Campaign.

The campaign of advertising which is shortly to be undertaken by the Universal Film Manufacturing Co., of New York, notice of which appeared in these columns last week, is to be directed to the patrons of the moving picture theaters, and not to the exhibitors, and will be in the nature of an educational campaign.

Boys Stole Publishers' Weekly Mail.

Caught with a bundle of letters addressed to the Publishers' Weekly in their possession, two boys were arrested in Riverside Drive Nov. 14, by a policeman who saw them act suspiciously. One of the boys, George Gessenbracht, who had been employed by the weekly until a few days ago, confessed that he had gone to the Madison Square Post Office and there obtained the publication's mail. The boys were taken before Commissioner Shields for examination.

LIVE AD CLUB NEWS.

"Count on Coleman" is the slogan of Boston advertising men who met at the City Club last week to boom the City Council candidacy of George W. Coleman, former president of the Associated Advertising Clubs of America and of the Pilgrim Publicity Association of Boston. The meeting was presided over by Elmer J. Bliss, and addresses were made by former Indian Commissioner Robert G. Valentine, William Shaw, publisher of the Christian Endeavor World; James T. Wethereld, Charles G. Woods, Arthur W. Crockett and Warner H. Bell.

Gov. Elliott W. Major addressed the St. Louis Advertising Men's League at the weekly noonday luncheon Tuesday in the City Club. His subject was "Advertising and the Growth of the State." It is Gov. Major's theory that the advertising done by the interests of any community is the greatest factor in the upbuilding of the community. The luncheon was held in the large room of the club.

G. R. Lowe was elected president of the Neosho (Mo.) Ad Club at the annual election of officers last week. Floyd Price was elected vice-president; E. G. Hundermark, secretary, and William Duff, treasurer. William B. Stark was named as chairman of the executive committee.

"National Advertising Successes," a lecture by Lewellyn E. Pratt, was read to a large number of business men of Salt Lake City last week by Malcolm McAllister. The lecture was the first of an educational series on advertising to be given during the winter months by the Advertising Club.

The business correspondence section of the Cleveland Ad Club met last week and discussed the best form of business letter to use. C. A. Williams presided. B. P. Forbes, William Handler and T. J. Simpson spoke. They agreed the best way to open a business letter is by presentation of an obvious fact.

Arrangements for conducting the State-wide publicity campaign of the Associated Advertising Clubs of Iowa on a larger plane than ever were made last week at a meeting of the executive committee, and the publicity commission of the association at Des Moines. The two committees arranged plans to carry the campaign into every county in the State and to spread the gospel of a Greater Iowa in other States and countries. It is planned to organize an ad club in every county in the State, to affiliate with the State organization.

The Advertising Club of Baltimore was told at its weekly luncheon that advertising does not always pay the grocer and that the grocer can sometimes even succeed without it. The man who told them was a grocer himself, Thomas Martindale, one of the largest retailers in Philadelphia. Illustrating every point with anecdotes from his own experience, Mr. Martindale said that the cardinal virtues of the grocer are absolute honesty, genuine sanitary cleanliness and courtesy to customers.

McCloy Leaves Sun for Tribune.

William C. McCloy, who started work on the Evening Sun in 1886, a few months after it was launched, and has been with that paper since, recently in the position of general manager, resigned this week to become assistant night editor of the New York Tribune. Mr. McCloy is a native of Philadelphia, where he learned the printing trade and worked as a reporter. In 1886 he was employed by Amos Cummings, first managing editor of the Evening Sun; became city editor two years later, and in 1890 succeeded Arthur Brisbane as managing editor. Mr. McCloy was made general manager of the evening paper last year.

THE PITTSBURG PRESS

Has the Largest Daily and Sunday CIRCULATION IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

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

The Evening Mail

203 Broadway New York

In his address at the dinner of the Advertising Men's League at the Aldine Club on Thursday, Nov. 6, Dr. Harvey W. Wiley said:

"I recall that I spoke before the Sphinx Club of this city eight or nine years ago, when I discussed clean and unclean advertising in the daily newspapers. Two days afterward I received a letter from the advertising department of THE NEW YORK TIMES accompanied by a copy of THE NEW YORK TIMES, asking me to call attention to a single untrue or unworthy advertisement in that paper for the information of that department, because the object of the newspaper was to absolutely exclude every objectionable advertisement.

"This is the first communication of that kind I ever received from a daily newspaper, and I am happy to say that the practice of THE NEW YORK TIMES has since been followed by other newspapers, and the work is growing."

Why Not Let Us Prove

To you, Mr. Advertiser, that the buying power of

The Pittsburgh Sun

is worth more than price asked for space by some papers claiming "largest" circulation? Just ask us for details and information and you'll be under no obligation.

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

GET THE BEST ALWAYS

The Pittsburgh Dispatch

Greater Pittsburg's Greatest Newspaper

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

THE PEORIA JOURNAL

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

THE LARGEST CIRCULATION.
NET PAID

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

OFFERS \$25 FOR A DEFINITION.

President of a Baltimore Corporation Wants a Definition of Advertising.

The Pompeian Olive Oil Co., of Baltimore, recently entertained at luncheon the members of the Advertising Club of Baltimore at its new plant in that city.

"When I go to the bank to borrow money and submit my statement to the bank officials there is always a question: How much of the money we spend in advertising should represent good will? Some bank officials are perfectly willing to loan a fair percentage of what we have spent, while others will loan nothing.

Mr. Musher further said that he knew what advertising was to the extent of \$1,250,000, and that he has found it an excellent commodity to invest in, especially when backed by the goods.

MAKES A UNIQUE CANVASS.

New Brunswick Times to Publish a Circulation Directory.

The New Brunswick (N. J.) Times, a daily newspaper, which was founded in 1792, has recently made an unusual and exhaustive canvass of its territory to obtain information that might be of use to its readers and advertisers.

It required over six weeks to make the canvass for this directory. Several automobiles and motorcycles were employed by the census takers, who also canvassed for subscriptions.

The county was divided up into townships and a man was assigned to each, and as he traversed each road he marked it with pencil on his road map.

names were added to the already large rural circulation of the Times.

The canvass was made in conjunction with the Farm Journal, of Philadelphia, which is issuing directories of all the counties in New Jersey.

The Times, of which J. David Stern is president, has made remarkable progress under its present management in developing the rural circulation of this daily.

Blanchard's "Publicity Technique."

Isaac H. Blanchard, master printer, who was one of the speakers at the dinner of the Technical Publicity Association at the Hotel Martinique last week, presented each one of the members present with a text book on "Publicity Technique" which he had prepared for the use of catalogue editors.

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THE HERALD HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON C. T. BRAINERD, President. Representatives: J. C. WILBERDING, A. R. KEATOR, Brunswick Bldg., 15 Hartford Bldg., NEW YORK, CHICAGO.

The Seattle Times STILL MAKING HISTORY During 1912, the Times printed over 11,000,000 agate lines of total space, which was 3,284,000 lines more than its nearest competitor. The foreign business amounted to 1,036,000 lines. Gain in foreign business was 238,000 agate lines over 1911. During October, 1913, the Times carried 1,005,396 lines, leading the total of its two nearest competitors by 2,682 lines. Present average circulation: Daily, 67,500; Sunday, 87,200 copies. THE S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives NEW YORK CHICAGO ST. LOUIS

THE NEW ORLEANS ITEM As They Told It to Uncle Sam 3D U. S. P. O. STATEMENT The New Orleans Item.....53,901 The Daily States.....32,532 The Times-Democrat.....25,242 The Picayune.....20,837 That's why The Item every week in the year carried more paid advertising of any and all kinds. THE JOHN BUDD COMPANY, Advertising Representatives New York Chicago St. Louis

It is read every day by a greater number of people than any other daily newspaper west of New York City—advertisers who concentrate in the Chicago Evening American Get the best results.

The Proof of Superiority— The New York Evening Journal prints month after month More Display Advertising than any other newspaper in New York.

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

The Dayton Sunday News (first issue Nov. 2, 1913) is able to guarantee 20,000 Net Paid Circulation on yearly contracts, and will accept same on this basis. We understand a net paid circulation guarantee to mean that any net paid showing of circulation less than that named in a contract entitles the advertiser to proportionate rebate. Rate—Daily or Sunday, 4 1/2 cents per line. In combination with Springfield News, 6 cents per line. NEWS LEAGUE OF OHIO Home Office, Dayton, Ohio New York—La Coste & Maxwell, Monolith Bldg. Chicago—John Glass, Peoples Gas Bldg.

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

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

FIFTY YEARS WITH R. HOE & CO.

Officers and Associates Honor William Spalckhaver, Press Expert.

A complimentary dinner was tendered to William Spalckhaver at the Brevoort Hotel last Saturday by the officers, heads of departments and many associates to commemorate his fiftieth anniversary with R. Hoe & Co., printing press manufacturers.

Mr. Spalckhaver has been chief engineer and head of the drafting department most of that time, and in that capacity has been responsible for many vital improvements and patents entering into the large printing presses upon which most of the principal newspapers throughout the world are printed and produced. He was the recipient of many congratulatory telegrams, and those attending expressed to him their highest esteem and called attention to his amiable personality and untiring efforts.

Robert Hoe, president, in behalf of the officers and all present, presented Mr. Spalckhaver with an elegant silver loving cup with a suitable inscription thereon, and in his remarks eulogized the loyalty, genius and energy displayed by Mr. Spalckhaver in the many years of service with the company. He referred briefly to the fact that it was due to men of his stamp that the organization of R. Hoe & Co. had attained the world-wide reputation for its productions and improvements, and expressed the hope that Mr. Spalckhaver might be spared for many years to still further continue his good work. Mr. Spalckhaver then feelingly spoke of the honor conferred on him, and thanked all those who were responsible for this ovation to him.

Mr. Spalckhaver recently attended the reunion at Gettysburg with the U. S. Grant Post, of which he has long been a member. He was commissioned lieutenant in the Fifty-fourth U. S. Volunteers during the War of the Rebellion.

The entire evening was spent by the participants in a most pleasant and agreeable manner. Between the courses of the menu, which was excellent, they were entertained by "The King's Entertainers" and with popular songs, sung by the diners.

Those at the guest table included Robert Hoe, president; F. A. Cole, secretary, and T. C. Worden, assistant secretary of R. Hoe & Co., and Mr. Spalckhaver's three sons, John, George and William, Jr. About seventy-five of his associates took part in the festivities.

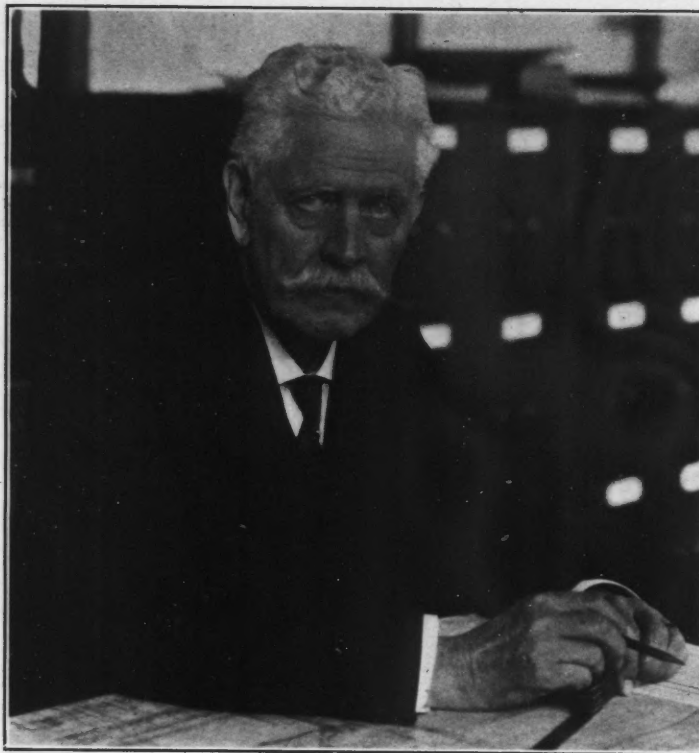
DINNER TO T. D. BEALL.

Thomas D. Beall, who for the last eight years has been the editor of the Item and Home Talk, two neighborhood newspapers printed in South Brooklyn, was tendered a dinner at the New York Press Club recently by business men of South Brooklyn on the occasion of his temporary retirement from his editorial duties in order to take an extended vacation at his Virginia farm. Frederick Bruckbauer, who acted as toast master, introduced Judson Cox, who presented Mr. Beall, on behalf of many friends, a handsome gold watch and chain. Then Mr. Bruckbauer handed him a Parker shotgun for use at his country home.

The speakers included Rev. Father James Donohue, pastor of St. Thomas Aquinas Church; Edward Feeney, formerly labor commissioner; Judge Geo. O'Keeffe, of the Court of Special Sessions; William J. Maxwell, president of the South Brooklyn Board of Trade and collector of internal revenue; former Senator W. C. Burton and Congressman William M. Calder.

Mr. Beall was for many years connected with the now defunct Daily News when it was owned by Wood & Brown. He has a wide circle of acquaintances and is a careful and entertaining writer.

Thieves broke into the Woodward avenue office of the Detroit News last week and stole \$71.26 in cash.



WILLIAM SPALCKHAVER,

FOR FIFTY YEARS WITH R. HOE & CO., PRINTING PRESS MANUFACTURERS.

To Amuse Base Ball Fans.

Lovers of baseball will find the new "Champion Baseball Game," which is designed for home amusement, an excellent way of keeping up their interest during the winter months. It is easily learned and soon becomes a source of great amusement for all the members of the family. The game is being used as a premium by a number of publishers. It is sold by the New York Games Co., at 456 Fourth avenue, New York City.

The Municipal Reporter, Evansville, Ind., has suspended publication.

"Grandma Sez"

is a strong, pleasing and attractively illustrated small feature, the which will please your advertisers and very likely impel your readers to do their

Christmas Shopping Early

The series runs daily through Dec. 22. Only one paper in a town gets this exclusive feature. Don't let it be the other fellow. A five dollar bill will cover the total cost. Wire or write to-day.

World Color Printing Company
ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

Metropolitan Press Exchange

MAIN OFFICE:
1127 World Bldg. 'Phone, 2745 Beekman.

OPERATIVE OFFICE:
153-155 E. 18th St. 'Phone, 2499 Gramercy
TELEGRAPHIC NEWS BY LEASED
WIRE OR QUERY SERVICE.

AMERICA'S MOST EXCLUSIVE
WEEKLY CABLE LETTER, covering
European news, compiled by noted authors.
Our WEEKLY SPORTING LETTER
meets your every requirement.

Write for prices, detailing your wants.

W. G. MAYFIELD, Manager

Trade Openings
in TROY

Tremendous trade openings have been made or are in the making in the Troy district.

Fast nearing completion, the State's \$101,000,000 Barge Canal will pour an enormous volume of business at our very door.

The mammoth Hudson River dam, to be built at Troy, will prove an incalculable stimulus to the manufacturing industry, supplying power at a greatly lowered cost.

Deepening the Hudson for ocean-going steamers—a Government project—will make Troy the terminus of water traffic to an extent unrivaled by any inland city.

Within the Troy district one of the largest and best equipped railroad shops on the continent has just commenced operation.

Building of every nature is forging ahead by leaps and bounds; prosperity, prospects and profits were never so great.

It shouldn't take a particularly far-sighted advertiser to see that this is a territory fine to be first in.

The
Troy Record

December Feature Page subjects are announced as follows:

DECEMBER 7th

The Christmas Street Fakir
The Queer Christmas Toys of Prague

DECEMBER 14th

Christmas in the Philippines
Where Christmas Is a Lonesome Feast

DECEMBER 21st

The Christ Child in the Louvre Gallery

DECEMBER 28th

Queer Events of Nineteen Thirteen

Also Christmas and New Year Cartoons.

The International Syndicate

Features for Newspapers
BALTIMORE, MD.

Ask About Our
Red Letter Service

The Best "Time Copy"

UNITED PRESS

General Offices, World Building, New York

WEEKLY
COMIC & CARTOON
SERVICE

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

GOING FAST 75 PUBLISHERS
NOW USING IT

Write or wire for Sample Sheets and Terms

UNION SYNDICATE SERVICE

450 FOURTH AVE., NEW YORK.

Daily
News Mats

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

INTERNATIONAL NEWS SERVICE

200 William Street New York City

Have You Seen the Proofs?

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

Newspaper Feature Service

M. KOENIGSBERG, Manager
41 Park Row New York City

MOST CONVENIENT

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

ON NEWS SUPPRESSION.

Speakers at Socialist Press Club Dinner Attack Collier's Weekly and the Associated Press.

"Do the Newspapers Wilfully Falsify and Suppress News?" was the subject discussed by persons more or less intimately acquainted with newspapers and other periodicals at the dinner given by the Socialist Press Club at the Cafe Boulevard on Monday evening. Among those who took part in the discussion were Norman Hapgood, of Harper's Weekly; Dr. Fabian Franklin, of the editorial staff of the Evening Post; Prof. W. G. Burghardt Du Bois, editor of the Crisis, the official organ of the National Association for the Advancement of Colored People; Upton Sinclair and Joshua Wanhope, associate editor of the New York Call.

Mr. Sinclair charged that Collier's, of which Mr. Hapgood was editor at the time, had refused to publish an article he had written, in which conditions in the Chicago Stock Yard were brought to light. Mr. Hapgood replied that his conduct was prompted by the conviction that what Sinclair had written was grossly exaggerated and that he had prevailed on Robert Collier not to publish it on that account.

Dr. Du Bois added to the castigation of Collier's by declaring that, as far as he knew, no paper in the United States had been more unfair to the negro than that publication.

Mr. Wanhope said that he had no more respect for the veracity of the average capitalist editor than for the average clergyman "anxious to show what a respectable and sanctimonious gang he was traveling with."

He concluded his remarks by declaring that "beneath all the lying in the capitalist press lies the necessity of supporting an economic system based on the robbery and exploitation of the producing class, the workers. The press belongs to the ruling class. Naturally it is used to bulwark and maintain the position of that class. We will have a lying press as long as there are material interests in which to lie. A really free press is possible only when the economic basis of society has been revolutionized so that there are no classes with interests to be subserved with lies."

The Associated Press was the object of bitter attack.

NEW PUBLICATIONS.

DICKINSON, N. D.—The Evening Dispatch will be launched as soon as the machinery for the plant arrives. The newspaper will have full telegraphic news service and is published by the State Publishing Co., headed by B. G. Whitehead.

ANDERSON, S. C.—Victor B. Cheshire, until a short time ago editor and publisher of the Semi-Weekly Intelligencer, announces that he will begin at once the publication of Cheshire's Harpoon, a semi-weekly newspaper. The paper will make its first appearance next Friday.

GREENVILLE, S. C.—C. H. Henry, founder of the Spartanburg Journal, it is understood, will shortly begin the publication of an evening paper. Arrangements are being made to have the paper published from the plant of the News. When Mr. Henry left Spartanburg several months ago he became the business manager of the Atlanta Georgian.

OKLAHOMA CITY, Okla.—A new weekly paper is being planned by Judge A. T. Dumenil. It will appeal more particularly to the home life, the children and the schools.

CULVER, Kans.—The Record, published by the Rev. R. L. Turke, has made its first appearance.

LENTS, Ore.—The Record is the name of the newspaper to be published by E. E. Rookledge, of Albany, Ore., and B. E. Crawford, who formerly printed the Mount Scott Tribune. The plant of the Optimist has been acquired by the new firm.

CHANGES IN INTEREST.

WASHINGTON, Ga.—Announcement is made by Messrs. Ficklen & Neeson, owners and publishers, of the sale of the Reporter to Ben A. Neal, publisher of the McDuffie Progress. The sale will be effective Dec. 1. The Reporter was founded in 1895 by George C. Jones, of North Dakota, and was later purchased by Boyce Ficklen and J. C. Williams.

PAWHUSKA, Okla.—Charles A. Peters, publisher of the Capital, has sold the paper to Vernon Whiting, from whom he purchased it last April. The consideration was \$10,000.

GURDON, Ark.—S. Scott Harris, editor and publisher of the Times, has sold his paper to John W. Turner, of Hohenald, Tenn. Mr. Turner is a brother of W. W. Turner, editor of the Nashville (Ark.) News.

MILTON, Ky.—The News, owned, edited and published by Charles A. Barclay, has ceased publication, having been consolidated with the Trimble Democrat, published at Bedford.

LOMETA, Tex.—The Weekly Reporter has been sold by W. J. Williams to W. H. Atkins, who has assumed charge.

CARTER, S. D.—Robert R. Miller and E. V. Youngquist have become owners of the News, a weekly newspaper.

AMITE, La.—The City Sun, a weekly newspaper, which was owned and edited by Mrs. L. E. Barnard for a year and a half, has been purchased by Columbus Ried. The name of the paper has been changed to the Times.

ROCKHAM, S. D.—Hagman & Son have sold the Record to A. J. Eaton.

SAN MATEO, Cal.—The Leader, one of the oldest newspapers in the State, has been sold by H. M. Moore to A. T. Bellisle and John D. Bromfield.

DES MOINES, Ia.—The Iowa Staats-Anzeiger, a German weekly, has absorbed the Iowa Biene, the weekly German paper that has been published at Fort Dodge, Ia. The Biene was founded about two years ago.

DALLAS, Ore.—J. I. Percel and Gerald Volk have purchased the interest of W. H. Totten and Mrs. Eugene Foster in the Polk County Observer Publishing Co.

Fake Extra Editor Again at Work.

Jacob A. Lazar, publisher of the Philadelphia Sunday Telegram, who came into prominence several months ago by the publication of a fake Thaw extra, was arrested in Wilmington, Del., last Sunday while selling a "newspaper" on the streets of that city. The paper contained a picture of the old whipping post in Newcastle jail yard, which was about seventeen years old; an article headed "Smug Citizens Watch Delaware's Shame," and an editorial entitled "Barbarous Delaware." The article concerning the whippings was rather highly colored. Lazar spent the night in jail and was held in \$300 bail Monday on the charge of disorderly conduct and blocking the highway.

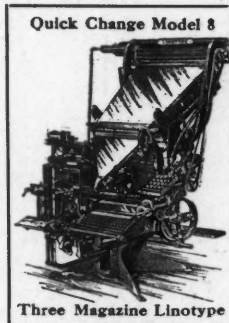
Lucky New York Newsboy.

A New York newsboy, Daniel Joseph Monahan, picked up a \$5,000 diamond earring in front of the Great Northern Hotel one day last week. He had no conception of the value of the jewel until he saw a reward of \$250 offered for its return to the owner, who proved to be Mrs. John Clinton Gray, wife of Judge Gray, of the New York Court of Appeals, who resides at the St. Regis Hotel. He took the earring to the hotel and gave it to Judge and Mrs. Gray, who paid the reward to the boy's mother when she called with her son the next day.

Investigate Alexandria News Co.

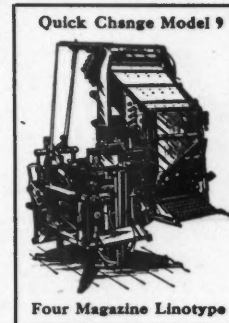
An investigation of the affairs of the Alexandria (Va.) News Publishing Co. is being made by Frederick P. Russell, as special commissioner. The inquiry follows closely upon the suit against the company by Mrs. Nellie V. Ramey, which resulted in the appointment of receivers and the suspension of the Daily News, an afternoon paper.

LARGE NEWSPAPERS AND BIG CIRCULATIONS



Quick Change Model 8

Three Magazine Linotype



Quick Change Model 9

Four Magazine Linotype

are the direct results of the first and the ONLY Up-to-date composing machine

THE LINOTYPE

RAPIDITY and thoroughness in Journalism have been aided by the Linotype more than by any other mechanical invention.

SPEED, the first requirement in newspaper publishing, is the exclusive feature of the Linotype.

TYPOGRAPHICAL perfection throughout the world has been attained through the use of Multiple Magazine Linotypes.

The Multiple Linotype Way Is the Modern Way

Mergenthaler Linotype Company
TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave. SAN FRANCISCO: 638-646 Sacramento St. NEW ORLEANS: 549 Baronne St.
TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

FRANKLIN GOTHIC

Non-Kerning **ITALIC** Non-Kerning

A NEW TYPE FACE
DESIRABLE FOR

Newspaper Display

FOURTEEN SIZES

AMERICAN TYPE FOUNDERS CO.

Write for Specimens

Telegram Pure Food Edition.

The pure food and made-in-Bridgeport edition of the Bridgeport (Conn.) Telegram, recently issued by that paper, is a publication of timely, practical interest and one that should commend itself to every enterprising housewife. Within its sixty-four pages will be found a number of useful hints as to the detection and avoidance of impure foods, some novel receipts compiled by government experts and other matters re-

lating to the proper conduct of the modern kitchen. In addition to the pure-food features, there have been included in this issue a number of interesting compilations regarding "made-in-Bridgeport products."

A Tip for Him.

The Preacher—Do you know where little boys go who fish on Sunday?
The Kid—Yes, sir; all us kids around here go down ter Smylie's crick below the bridge.—*Brooklyn Life.*

TIPS FOR THE AD MANAGER.

The Hanf-Metzger Co., 95 Madison avenue, New York City, will handle the advertising account of the General Film Co., 200 Fifth avenue, New York City.

The Massengale Advertising Agency, Candler building, Atlanta, Ga., is placing 2 in. 8 t. orders with Southern papers for E. Plento Medicine Co.

Thomas E. Basham Co., Louisville, Ky., is sending out 112 l. 12 t. orders to Southern papers for John T. Barbee Co., Whiskey, 313 West Main street, the same city.

Hill & Tryon, First National Bank building, Pittsburgh, Pa., are issuing 300 in. orders to Ohio papers for Jacobson Brothers, Jamestown, O.

Tracy-Parry Co., Lafayette building, Philadelphia, is sending out 50 l. 17 t. orders to a few Western papers for Grove Park Inn.

Louis V. Urmy, 41 Park Row, New York City, it is reported, is making up a list for the advertising account of H. & G. Klotz Co., "Pinaud's," 84 Fifth avenue, of the same city.

Nelson Chesman & Co., Goddard building, Chicago, Ill., are forwarding 31 l., 13 t. orders with Middle West papers for the Lung-Germine Co., 132 West Cortland street, Jackson, Mich.

Wylie B. Jones Advertising Agency, Binghantown, N. Y., it is reported, but not verified, that this agency will have charge of the advertising account of the Tokalon Manufacturing Co., Rochester and Syracuse, N. Y.

Dr. A. T. Sanden, 1261 Broadway, New York City, is making 10,000 l. contracts direct with Western papers. Frank Kiernan, 156 Broadway, New York City, places the business when commission is not allowed direct.

B. F. Kirtland Advertising Agency, Lytton building, Chicago, Ill., is sending out orders to Western papers for Julius Kessler & Co., "Cedar Brook Whiskey," of Chicago and the World building, New York City.

Lord & Thomas, Mallery building, Chicago, Ill., are issuing 5,460 l. contracts to a few Western papers for the Rheumaback Co. of the same city. They are also placing 518 in. orders, generally, for the California Fruit Growers' Exchange, "Sunkist Oranges and Lemons," 192 North Clare street, Chicago, Ill.

Dauchy Co., 9 Murray street, New York City, is renewing orders with a selected list of papers for Whittemore Brothers & Co., "Whittemore Shoe Polish," 20 Albany street, Cambridge, Mass. It is also forwarding a few orders to Southern papers for Dr. Spiegel, "Dr. Spiegel Liniment," Albany, N. Y.

H. E. Lesan Advertising Agency, 440 Fourth avenue, New York City, is sending out orders to a few Pacific Coast papers for C. B. Knox Co., "Knox Gelatine," Johnstown, N. Y.

R. Guenther, 115 Broadway, New York City, is making 2,000 l. contracts with some Southern papers for the Breslin Hotel, Broadway and Twenty-ninth street, New York City.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, it is reported, will shortly place orders on contracts with papers in the vicinity of Greater New York for Arhuckle Brothers, Sugar and Coffee, Old Slip and Water street, New York City.

H. K. McCann Co., 11 Broadway, New York City, is forwarding 36 in., 4 t. orders to Central West papers for the Mail Order Tobacco Co., Kolo Co., 114-119 Liberty street, New York City. It is also placing orders with Texas papers for the Acme Pressed Brick Co., Fort Worth, Tex.

It is reported that Walter Luther Dodge Co., "Tiz Foot Powder," has been sold to the Neuralgine Co., of Wheeling, W. Va., and in the future the advertising will be placed by Thompson-Koch Co., 32 West Sixth street, Cincinnati, O.

Mumm-Romer Co., Spahr building, Columbus, O., is issuing 7 l., 13 t. orders with Sunday papers for the Leach Chemical Co., "Virgin Oil of Pine," 28 East Ninth street, Cincinnati, O.

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

Dice Becomes Foreign Ad Manager.

Following is a good likeness of Urban E. Dice, the newly appointed foreign advertising manager of the Pittsburgh Gazette-Times and Chronicle-Telegraph. Mr. Dice will have headquarters at the home office of these newspapers in Pittsburgh, working in



URBAN E. DICE.

connection with the special representatives of these papers: J. C. Wilberding, in New York, and John M. Branham, in Chicago. Mr. Dice has been advertising manager of the Chronicle-Telegraph, and in fact connected with the above newspapers for the past eight years. Born in Canton, O., he acquired his first newspaper experience as a solicitor on the Columbus (O.) Dispatch, and later became advertising manager of the Canton Citizen. He was for several years connected with the Nelson Chesman Co., in New York, and having had considerable experience in foreign advertising he will unquestionably prove of great value to the Gazette-Times and Chronicle-Telegraph in securing foreign business, as well as assisting the advertiser in local distribution work.

Felton Advertising Co., 123 West Madison street, Chicago, Ill., is sending out 1,402 l. orders to Western papers for the Manhattan Soap Co., Sweetheart Soap, 296 River street, Chicago. The Eastern advertising is handled by Chas. W. Hoyt, New York City.

Orders will be placed with papers east of Chicago for the Green Brier, White Sulphur Springs, Va., by Percival K. Frowert Co., 23 East Forty-second street, New York City.

E. N. Erickson Advertising Agency, 21 Park Row, New York City, is renewing a few orders for the Allock Manufacturing Co., 274 Canal street, New York City.

Chas. H. Fuller Co., 623 So. Wabash avenue, Chicago, Ill., is making 1,000 in., 1 yr. contracts with a few Middle West papers for the Anti Toxine Chemical Co., U. S. Express building, of the same city.

Chesman, Nelson & Co., 1127 Pine street, St. Louis, Mo., are again placing orders with Southern papers for E. E. Sutherland Medicine Co., "Dr. Bell's Pine Tar Honey," Paducah, Ky.

D'Arcy Co., Fullerton building, St. Louis, Mo., is making 624 in. contracts with Texas papers for Geo. A. Dickel & Co., "Cascade Whiskey."

Lord & Thomas, Mallery building, Chicago, are issuing 5,000 l., 1 yr. contracts to a few large cities for the Metropolitan Magazine.

Williams & Cunningham, Chicago, Ill., are handling the advertising account of the Haynes Auto Co., of Kokomo, Ind.

I. Walter Thompson Co., 44 East Twenty-third street, New York City, is forwarding 10,000 l., 1 yr. contracts to Texas papers for the Davis Milling Co., St. Joseph, Mo.

Rowland Agency, 1790 Broadway, New York City, is sending out 324 l. to a few selected papers in Texas for the Mercer Auto Co.

The Beers Advertising Agency, Havana and New York, is placing 10 in., a c. ads for Evelyn Cunningham in eight of the leading papers of Cuba, to be used once a week for 26 times; also Arrow Collars, Cluett-Peabody, 7 in 8 cols., four leading Spanish papers.
 Bromfield & Field, Inc., 1780 Broadway, New

ROLL OF HONOR.

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

ARIZONA.	MONTANA.
GAZETTE—Av. Cir. Oct., 5963....Phoenix	MINERButte
CALIFORNIA.	NEBRASKA
ENTERPRISEChico	FREIE PRESSE (Cir. 128,384)....Lincoln
TRIBUNELos Angeles	NEW JERSEY.
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	PRESSAsbury Park
INDEPENDENTSanta Barbara	JOURNALElizabeth
BULLETINSan Francisco	COURIER-NEWSPlainfield
RECORDStockton	NEW YORK.
Only newspaper in Stockton that will tell its circulation.	BUFFALO EVENING NEWS....Buffalo
GEORGIA.	BOLLETTINO DELLA SERA, New York
ATLANTA JOURNAL (Cir. 54989)Atlanta	EVENING MAIL.....New York
CONSTITUTIONAtlanta	STANDARD PRESS.....Troy
CHRONICLEAugusta	OHIO.
LEDGERColumbus	PLAIN DEALER.....Cleveland
ILLINOIS.	Circulation for Oct., 1913.
POLISH DAILY ZGODA.....Chicago	Daily 118,857
SKANDINAVENChicago	Sunday 146,271
HERALDJoliet	VINDICATORYoungstown
NEWSJoliet	PENNSYLVANIA.
HERALD-TRANSCRIPTPeoria	TIMESChester
JOURNALPeoria	DAILY DEMOCRAT.....Johnstown
STAR (Circulation 21,589).....Peoria	DISPATCHPittsburgh
INDIANA.	PRESSPittsburgh
THE AVE MARIA.....Notre Dame	GERMAN GAZETTE.....Philadelphia
IOWA.	TIMES-LEADERWilkes-Barre
REGISTER & LEADER.....Des Moines	GAZETTEYork
THE TIMES-JOURNAL.....Dubuque	SOUTH CAROLINA.
KANSAS	DAILY MAIL.....Anderson
CAPITALTopeka	THE STATE.....Columbia
KENTUCKY.	(Sworn Cir. June, 1913. D. 21,733; S. 21,960)
COURIER-JOURNALLouisville	TENNESSEE.
TIMESLouisville	NEWS-SCIMITARMemphis
LOUISIANA.	BANNERNashville
DAILY STATES.....New Orleans	TEXAS.
ITEMNew Orleans	STAR-TELEGRAMFort Worth
TIMES-DEMOCRATNew Orleans	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
MARYLAND.	CHRONICLEHouston
THE SUN.....Baltimore	The Chronicle guarantees a circulation of 33, 000 daily and 42,000 Sunday. Increase in advertising rates effective January 1, 1913.
has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	WASHINGTON.
MICHIGAN.	POST-INTELLIGENCERSeattle
PATRIOT (No Monday Issue).....Jackson	CANADA.
Average 1912: Daily 10,589; Sunday 11,629	BRITISH COLUMBIA.
Member American Newspaper Pub. Ass'n.	WORLDVancouver
Member "Gilt Edge" Newspapers	ONTARIO.
MINNESOTA.	FREE PRESS.....London
TRIBUNE, Morn. & Eve....Minneapolis	QUEBEC.
MISSOURI.	LA PATRIE.....Montreal
POST-DISPATCHSt. Louis	LA PRESSE Ave. Cir. for 1912, 114,371 Montreal

Editors in Need.
 (From the Mahen (Miss.) Press.)
 We should like to have about two gallons of fresh Louisiana syrup on subscription at this office. In fact, we use anything to eat or wear, from a hale of cotton to a bundle of rags and from a roasted beef to a bullfrog's leg.
 (From the Des Arc (Ark.) Advocate.)
 We will take on accounts cash or potatoes, butter, eggs, wood, turnips, coon hides, pearls, slugs, apples, honey, molasses, chickens, ducks, squirrels, turkeys or anything else you have to eat, drink, wear or trade on. So there is no excuse. Please come across.

ADVERTISING RECORDS.

Increase in Number of Lines Carried for First Nine Months Indicate General Improvement.

(The following advertising figures were obtained from the newspapers included in the list by the Mail Order Journal of Chicago and are printed in its November issue.)

7-Day Papers. Agate Lines for 9 Months.		
Newspaper.	1913.	1912.
Chicago Tribune	9,700,158	8,454,069
Chicago Examiner	5,392,719	5,110,728
Los Angeles (Cal.) Examiner (display only)	7,753,488	7,350,476
Oakland (Cal.) Tribune	5,427,170	5,094,572
Hartford (Conn.) Courant	5,243,644	5,042,212
Washington (D. C.) Times	3,842,762	3,640,080
Springfield (Ill.) State Register	3,762,752	3,268,664
Evansville (Ind.) Courier	3,364,076	3,313,492
Des Moines (Ia.) News	2,599,044	2,307,536
Louisville (Ky.) Herald	2,592,123	2,310,480
New Orleans (La.) Times-Democrat	2,998,501	2,635,375
Baltimore (Md.) American	5,648,916	5,605,404
Worcester (Mass.) Telegram	5,328,313	5,158,711
Boston (Mass.) Post	5,191,113	4,876,932
Detroit (Mich.) Free Press	3,403,707	3,165,759
Minneapolis (Minn.) Journal	6,919,388	6,354,524
Minneapolis (Minn.) Tribune	7,468,342	7,385,854
St. Louis (Mo.) Post-Dispatch	7,365,123	7,082,657
St. Louis (Mo.) Republic	7,983,360	7,902,720
New York (N. Y.) Times	4,001,028	3,621,231
Buffalo (N. Y.) Times	6,837,573	6,366,409
Syracuse (N. Y.) Herald	4,274,592	3,789,506
Albany (N. Y.) Knickerbocker Press	4,148,252	3,129,238
Cleveland (O.) Plain Dealer	3,500,146	6,971,325
Philadelphia (Pa.) Inquirer	7,702,425	6,967,565
Providence (R. I.) Journal	7,189,420	5,948,454
Honolulu (Terr.) Chronicle	3,130,723	5,352,984
Salt Lake City (Utah) Tribune	6,199,088	4,645,600
Seattle (Wash.) Post-Intelligencer	4,645,600	6,197,380

*Classified advertising of the Los Angeles Examiner for the period was 3,230,556 agate lines. April 1, 1913, the Examiner changed its classified type to a more condensed agate than had been used. Compared to the 1912 period, therefore, a loss in total advertising over last year's period is shown, though if the same type had been used the Examiner's total gain would have been 436,179 lines. Total advertising for the 1913 period (new type basis) was 10,983,994; for the 1912 period 11,064,564 lines (old type basis).

6-Day Newspapers. Agate Lines, Nine Months.

Chicago (Ill.) Daily News	7,833,588	6,209,355	1,624,233
Chicago (Ill.) Journal	3,249,588	2,981,091	268,497
Chicago (Ill.) American	3,005,166	2,475,564	529,602
Chicago (Ill.) Post	2,991,756	1,948,725	1,043,031
New Haven (Conn.) Journal-Courier	3,701,790	3,566,164	135,626
New Britain (Conn.) Herald	1,805,050	1,670,774	134,276
Des Moines (Ia.) Capital	3,750,012	3,507,644	242,368
Davenport (Ia.) Times	3,606,330	3,275,818	330,512
Leavenworth (Kan.) Post	2,061,206	1,862,938	198,268
Omaha (Neb.) News	2,617,804	2,587,522	30,282
Detroit (Mich.) Journal	4,987,500	4,895,310	92,190
Buffalo (N. Y.) News	5,003,239	4,866,096	137,143
New York (N. Y.) Mail	3,669,887	3,522,222	147,665
Utica (N. Y.) Observer	2,955,512	2,784,488	171,024
Rochester (N. Y.) Union and Advertiser	2,872,750	2,585,827	386,923
New York (N. Y.) Evening Post	2,446,959	2,418,342	28,617
Manchester (N. H.) Union and Leader	3,414,656	2,199,275	1,215,381
Cleveland (O.) Press	6,360,952	5,797,489	563,463
Toledo (O.) Blade	6,273,192	5,661,255	611,937
Toledo (O.) News-Bee	6,261,388	5,437,082	824,306
Wilkes-Barre (Pa.) Record	6,545,247	6,191,419	353,828
Providence (R. I.) Bulletin	5,251,296	5,248,111	3,185
Seranton (Pa.) Times	5,200,111	4,685,737	514,374
Richmond (Va.) News-Leader	2,877,630	2,642,832	234,798
Richmond (Va.) Journal	2,836,806	2,688,580	198,226

†Indicates morning newspaper.

AD FIELD PERSONALS.

George W. Coleman, former president of the Associated Advertising Clubs of America, is being urged by the advertising and business men of Boston as candidate for the City Council. He has the endorsement of the Citizens' Municipal League and a number of influential civic bodies.

Raymond R. Glenn, until recently with Hill & Tyron, Pittsburgh, has joined the John H. Rannard Co., advertising agents, Wheeling, W. Va.

Lloyd W. Young succeeds Richard C. Crisp as advertising manager of the Bishop-Babeck-Becker Co., Cleveland. Mr. Young was formerly ad manager of the Billings-Chopin Co., of that city.

W. G. Snow, advertising manager of the International Silver Co., Meriden, Conn., has been elected secretary of "The Fossils," a society of "amateur journalists of the past."

Herbert L. Pratt has been made president of Frederick Loeser & Co., Brooklyn, succeeding the late H. Elmer Gibb.

Harry B. Camp, formerly of Baltimore is now with the U. S. Printing & Lithograph Co., Cincinnati, as advertising and sales promotion manager.

George A. Simms has joined the Massengale Advertising Agency at Atlanta as head of the plan and copy department.

E. St. Elmo Lewis will be the leading speaker at the dinner of the Grand Rapids (Mich.) Advertising Club on Dec. 2.

Northcliffe on High Ad Standards.

Presiding at the banquet of the National Advertising Society, London, Lord Northcliffe, who recently visited this country, delivered an interesting speech on the "Amazing Development of Advertising." Describing publicity as "an old art," Lord Northcliffe said: "The idea that advertising is merely a method of puffing the pinchback and the catchpenny has, I think, long passed. Only the best ideas, the best manufactures, will stand the test of advertising." He thought England had proven herself slow in taking up with advertising methods.

Hanson Seeks Audit by Ad Club.

An offer from the Birmingham (Ala.) News to the Ad Club of that city to pay the expenses of a thorough audit of the circulation of the News is being considered by the officers and directors of the club. The proposition was made by Victor H. Hanson, publisher of the News, at the regular meeting of the Ad Club last week. It is in writing and makes no restrictions of any kind upon the manner of the audit. Mr. Hanson simply suggests that a committee of three be appointed to select a reputable and competent newspaper circulation accountant and to engage him to make the most critical audit and analyses possible of the News' net paid circulation. He will pay all expenses and stand by the result of his findings.

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

- ALLEN & WARD
Brunswick Bldg., New York
Advertising Bldg., Chicago
- ANDERSON, C. J., SPECIAL AGENCY
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112
- JOHN M. BRANHAM CO.
Brunswick Bldg., N.Y., Mallers Bldg., Chic.
Chemical Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHEERER SP. AGCY
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Gumbel Bldg., Kansas City
- DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.

HENKEL, F. W.
People's Gas Bldg., Chicago
Tel. Randolph 3465

KEATOR, A. R.
601 Hartford Bldg., Chicago, Ill
Tel. Randolph 6065

LINDENSTEIN, S. C.
118 East 28th St., New York
30 North Dearborn St., Chicago

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

O'FLAHERTY'S N. Y. SUBURB. LIST
150 Nassau Street, New York
Tel. Beekman 3636

PAYNE & YOUNG
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York

PUTNAM & RANDALL,
45 W. 34th St., New York
Tel. Murray Hill 1377

STOCKWELL SPECIAL AGENCY
286 Fifth Avenue, New York
People's Gas Bldg., Chicago

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

Gude Goes Abroad for A. A. C. A.
The directors of the O. J. Gude Co., W. F. Wentz, L. E. La Tour, F. M. Jones, A. E. Gans, J. F. Gilroy, H. J. Mahin and G. Macdougall, gave a luncheon Tuesday at the Hotel Knickerbocker to Mr. Gude on the occasion of his departure for England to represent the Associated Advertising Clubs of America in inviting foreign delegates to the convention of the clubs to be held in Toronto next summer. Among the guests were: William C. Freeman, Richard Waldo, W. H. Ingersoll, J. I. Romer, L. E. Trapp, H. D. Robbins, Frank E. Morrison, Herbert S. Houston.

A Verdict for Castoria.

The United States District Court at Seattle has granted a permanent injunction against the Stuart-Holmes Drug Co., of that city, restraining it from using or imitating the labels used by the Centaur Co., of New York, on Fletcher's Castoria. From evidence filed in the case, it was shown that the infringing label was discovered first in Honolulu. The decree carries with it an order that the Stuart-Holmes Co. recall the goods now on the market under the

Advertising Agents

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

infringing label and pay all costs, with \$4,000 damages.

Incorporate to Enforce Ad Law.

Boston merchants are determined to enforce the law relating to fraudulent advertising and are planning to absolutely prohibit unfair competition. They have joined hands in the Advertising Vigilance Association, a \$2,000 corporation recently formed, and will use all efforts to make sure that recent beneficial legislation will not become a dead letter. The incorporators of the Vigilance Association are Frank W. Bailey, Edward W. Burt, Walter M. Hatch, Charles B. Marble, Frank W. Mendum, J. Edward Priddy, Charles A. Smith and Theophile Schneider. Mr. Priddy is president, and Mr. Smith treasurer.

Chicago Tribune's Book of Page Ads.

The Chicago Tribune has issued a booklet containing reproductions of a number of full-page advertisements recently run in that paper, together with letters from the advertisers, telling of the results obtained. It is a splendid argument in favor of big newspaper space, and is handsome typographically.

CIRCULATION!

“The Woman Thou Gavest Me”

While it ran in Hearst's Magazine

INCREASE MORE THAN 200,000!

It Can Boost **YOUR CIRCULATION**

We offer this marvelous human interest story for serial publication in daily newspapers starting Jan. 5, 1914.

INTERNATIONAL NEWS SERVICE

200 William Street :: :: New York City

PRICE ON APPLICATION

