

THE EDITOR AND PUBLISHER AND JOURNALIST

Vol. 14, No. 25

NEW YORK, DECEMBER 5, 1914

10 Cents a Copy

CAUGHT WITH GOODS.

**TELEGRAPH OPERATOR WHO
HAD BEEN STEALING NEWS
IS ARRESTED.**

**Melville E. Stone Baits the Hook and
Lands His Fish in the Globe Office
in the Person of Henry Linder, a
Telegraph Operator, Who Had For-
warded Bogus Dispatch to Ticker
Company, and Is Held for Trial.**

Melville E. Stone, general manager of the Associated Press, has for some time been convinced that A. P. dispatches were being stolen and distributed by the other news agencies, and so last Saturday he went fishing with a choice piece of bait and at the first cast of his line landed the thief, in the person of Henry Linder, a Postal Telegraph operator, assigned to duty in the office of the New York Globe. Linder was arrested and on Wednesday was held for the grand jury by Magistrate F. B. House at the Tombs Police Court, under Section 552 of the Penal Code which provides for the punishment of a person who reveals the contents of a telegraphic message to a person other than to the one for whom it is intended.

The bait employed was the following message:

PETROGRAD, Nov. 27.—The Russian dreadnaught Fliba, formerly the Ismail, striking a mine in the Gulf of Finland, is a complete loss, with 450 lives.
ADD PETROGRAD UNDER DASH—LOSS OF FLIBA.—The Ismail was one of four Baltic dreadnaughts laid down at the Kronstadt yards in 1912. She had a displacement of 28,000 tons and carried nine 14-inch guns and twenty-5-inch.

The dispatch was bogus. There is no Fliba in the Russian Navy. The name was cryptic. By substituting for the initial consonant the consonant following it in the alphabet and for the two vowels the vowels following the word becomes "Globe."

One of the humorous incidents connected with the publication of the Fliba message in the Evening Sun was the appearance in that newspaper of a cut and description of the Russian ship which did not exist.

Before the dispatch could be printed in the Globe an order came from the Associated Press to kill it.

The message was transmitted at 9.26 a. m. Saturday by John C. Bates, an A. P. operator to G. H. Boothby another A. P. operator in the Globe office.

Ten minutes after Bates had transmitted the message it appeared on the tickers of the Stock Quotation Company, a corporation, with offices at 26 Beaver street, and within two hours it was printed in the Evening Sun under the page-wide heading, "New Russian Battleship Is Destroyed by a Mine." It also appeared in the Evening World, Evening Journal and Evening Telegram.

According to Boothby's affidavit, Linder "cut in" on the wire so that both he and Linder received the message at their respective keys. Linder transmitted it immediately to the ticker service.

Linder was arrested by Charles J. Pender, superintendent of the Pinkerton detective agency, and Thomas Donahue, who took him to the Tombs Court where he was held under \$5,000 bail until December 1 for examination.

The Evening Sun killed the story in a later edition and published a statement that the message had been sent out by the Central News of America. J. B. Shale, president of that organization sent to the New York Times, and



KARL H. VON WIEGAND,

MANAGER OF THE BERLIN OFFICE OF THE UNITED PRESS ASSOCIATIONS.

presumably all the other New York newspapers a letter saying that it did not furnish the dispatch to the Evening Sun.

The United Press did not send the Fliba dispatch to its clients.

In the hearing before magistrate House on Tuesday Kent Cooper, traffic manager of the Associated Press, testified that following his arrest on Friday Linder had asserted in Cooper's presence that he received \$4 a week from a man named Rice, who, he said, was telegraph manager for the New York News Bureau.

George H. Boothby, Associated Press operator in the Globe office, said:

"One morning when I went to work I found a 'jack' wedged into the keyboard on which I received the dispatches. I traced it out, and found that it connected Linder with my circuit. When I asked him about it he said that he wanted to get in on my messages for practices, as the Associated Press work is rapid and is very good practice. On Monday of last week I saw two telegraph instruments on Linder's desk, and while I was examining them one of the instruments ticked out, 'Give us some news.'"

Magistrate House held Linder for the grand jury.

BIRD BUYS BOSTON PAPERS.

Takes Over the Advertiser and Record and Will Run Them As Independent Newspapers.

Charles Sumner Bird, twice Progressive candidate for governor of Massachusetts, has purchased the Advertiser Newspaper Company, which publishes the Boston Advertiser and the Boston Evening Record.

Francis W. Bird has been appointed publisher and George D. Dutton, treasurer. Mr. Bird announces that he will have no active part in the conduct or management of either paper.

In an editorial in Tuesday's issue of the Advertiser Mr. Bird says:

"It is our aim in both papers to maintain an honorable tradition and to establish a name for liberal and independent journalism that shall hold itself free from alliance with any party, any group, any special interest."

The Daily Advertiser has been established many years. James W. Dunphy was president and publisher of the company up to the time of Mr. Bird's purchase of the property; Guild A. Copeland was editor; C. H. Adams, business manager and secretary, and Henry Parkman, treasurer.

U. P. SCORES BIG BEAT.

**VON WIEGAND, BERLIN CORRESPONDENT, INTERVIEWS
CROWN PRINCE OF
GERMANY.**

**Dispatch Aroused Great Interest Both
Here and in England—London Pa-
pers Reproduced It with Editorial
Comments—Von Wiegand, an Amer-
ican, Who Worked on San Fran-
cisco Newspapers.**

If there is anything a real live newspaper man loves it is a whacking big beat—not one of the little measly kind that don't amount to a Hannah Cook, but one that, in the words of Theodore Roosevelt, makes you exclaim, "By George, that's fine!" Beats of this kind are as scarce as strawberries in the Great American desert. Therefore, when one turns up, it creates more talk than a church sociable.

The greatest beat of the European war printed in America thus far was scored on Monday by Karl H. Von Wiegand, manager of the United Press bureau in Berlin. It was a several-thousand-word report of an interview with the Crown Prince of Germany which Von Wiegand himself secured. The article was forwarded to the clients on that day and appeared in the afternoon papers in first-page position with big headlines. It created a sensation because it contained the frank views of Emperor William's successor to the throne. He denied that there had been a war party in Berlin that had precipitated the conflict in which nearly all Europe is now involved. He was grieved at the attitude of the press and people of the United States toward Germany and could not understand why it should be blamed for the war.

The dispatch was cabled to London and appeared under the United Press copyright line in all the papers of the British metropolis, with the exception of the Telegraph and the Post, and the leading provincial dailies. The editorial comments on the interview complimented Von Wiegand for his enterprise and ability in securing it.

The Birmingham Post, in a lengthy editorial, says: "We are almost tempted in our admiration of Von Wiegand's performance to say we should like to know him despite the forbidding sound of his name." The London Express, Ralph Blumenthal editor, characterized the interview as Germany's latest attempt to influence American opinion.

Karl H. Von Wiegand, whose brilliant achievement has brought to the United Press many compliments, is not a native of Germany, as one might conclude from his name, but an American, having been born in Phoenix, Arizona. He began his newspaper career as a correspondent of various New York, Kansas City and San Francisco papers. For a time he was on the local staff of the Examiner of the latter city. When the Los Angeles Examiner was started, he was a member of the local staff. During the Japanese-Russian war Von Wiegand was cable editor of A. P. in San Francisco. He scored a beat on the Berkeley airship disaster, the first to occur in this country. He was standing by the side of Francis J. Heaney, of San Francisco, when he was shot by a thug during the great municipal upheaval in that city.

Von Wiegand was with the Associated Press three years and was then placed in charge of the San Francisco bureau of the United Press. He went to Berlin as manager of the U. P. bureau there in 1911. He is about 33 years old.

WHY CHURCHES FAIL.

AD CLUB COMMITTEE'S KEEN ANALYSIS SHOWS DEFECTS IN THEIR SERVICE.

Too Few Customers for Size and Expense of Establishments—Gross Sales Don't Pay Running Expenses—Advertising will Help for a Time and then the Rocks—None of You Are Delivering the Goods.

(Special Correspondence.)

SAN FRANCISCO, Nov. 21.—Recently members of a San Francisco church federation requested the local Ad Men's Club to investigate and render a report on why the church attendance was falling off and to explain the reasons for the steadily decreasing financial support afforded these institutions, with suggestions as to plans that might operate for an improvement in this unfortunate state of affairs. The ad club rendered its expert opinion this week, which has caused quite a stir in this vicinity and, incidentally, has considerably peeved the pastors of several local churches. Since the rendition of the report, the church leaders claim they were bunked, stating that a certain member of the investigating committee was a member of the Christian Science Church. However, be this as it may, these same church leaders will undoubtedly find in the report much to ponder over during the dark days.

In the first place the ad men's committee, composed of H. G. Barkley, Louis A. Colton, Frederic S. Nelson, Arthur J. Brunner and W. P. Russell, after an eleven-week survey of the situation, found too much invested in building and fixtures for the volume of business, the number of members and average attendance.

"Your records show you haven't enough customers for the size and expense of your establishments and that those you do have on your books are only 8 to 27 per cent. paying customers, and less than that are repeaters. The gross sales, your total receipts from all sources, don't pay your running expenses, which proves conclusively that something is wrong. They don't come back and bring a friend, which is the best kind of advertising, because you didn't make good with your opportunities when you had them within your doors. You had a chance, perhaps many chances, to make good members of your auditors, but you didn't do it—they didn't get satisfaction. Isn't it because you are many years behind the times?"

"From your own figures and the faithful investigation of this committee none of you are delivering the goods! You preach generalities of today or ancient theological doctrines.

"You tell of the omnipotence of God, but point no way by which we can, as His children, unflinchingly draw upon that power for protection or benefit. You know there is a source of power for good, but are unable to direct us how to get it. As a matter of fact, you yourselves don't draw from it, though you tell of its being, otherwise there would be no lack of support to your organization if the tendency of the work is towards God.

"You have the greatest proposition on earth, the marketing of spiritual understanding, but you aren't acquainted with your stock and haven't a selling talk. If you knew your goods and had the gift of presenting them to mankind your churches would have overflow meetings. Is it not possible you have overlooked the saving grace taught by the Master, the value and the uses of which having escaped from your thinking?"

"Is it not a fact that your church members have not found the spiritual help they craved, and have not been aided by their ministers in this direction to find God? Otherwise there would not be 64 to 94 per cent. of your seats vacant.

"Now, how can conditions be improved? Will advertising do it? Yes,

What Is the Matter With the United States?

By HERBERT N. CASSON.

In Associated Advertising for December.

"WHAT is the matter with the United States?"

As I have been residing in London since the beginning of the war, I have been hearing this question asked on all sides. I have never heard any satisfactory answer. No one seems to know.

Why are the American factories not running night and day? Why are the railroads not opening up new territories and getting ready for the millions of immigrants who have already made up their minds to leave Europe as soon as the war is over?

Why are there not fifty American drummers in London right now, trying to sell \$200,000,000 worth of American goods in place of the goods that were bought last year from Germany and Austria?

Why have advertisers become quitters, just at the time when their advertisements were most needed and most effective in cheering on the business forces of the United States?

From the European point of view, the United States is a haven of peace and security and prosperity. It has no troubles that it dare mention to Belgium or Austria or France or Germany or Serbia or Great Britain or Russia.

Every tenth Briton has enlisted. Every tenth Frenchman is at the front. Every tenth Belgian is dead. What does the United States know of trouble?

If I could afford it, I would charter the *Mauretania* and *Lusitania*, and convey a party of 5,000 *American Advertisers* to Europe for a trip of education. I would give them a week in London, a week in Paris, and a week in Antwerp.

I would let them look at the United States from the scene of war. I would give them a look at REAL TROUBLE. I would let them see trains, ten at a time, five minutes apart, packed with the maimed and the dying.

I would let them hear, from fragmentary survivors, the incredible story of battlefields 150 miles wide, and armies that are greater than the entire population of Texas.

I would let them see graves 100 yards long and full, and Belgium, the country that was, nothing now but 12,000 square miles of wreckage.

Then, when they began to understand, to some slight extent, the magnitude and awfulness of this war, I would say to them:

"Now go back and appreciate the United States. Realize your opportunities. Don't start digging trenches when nobody is firing at you. Don't fall down when you have not been hit. Don't be blind to the most glorious chance you have ever had in your life.

"Go back and advertise. Get ready for the most tremendous business boom that any nation ever had. Build your factories bigger. Train more salesmen. Borrow more money. Go ahead, and thank God that you are alive and that your family is alive, and that you are living in a land that is at peace, at a time when nearly the whole world is at war."

for a very short time; and then the rocks again. Our association stands for truth in advertising, and while our efforts may be directed by the principles of truth, you have failed to bring the message home to the people, and this, in our opinion, is the main cause of your non-success. Understand, we do not class your work as useless, but it is misdirected, or mostly so; otherwise it would have the support of the public. Every true, legitimate enterprise is successful in a greater or less measure, but yours appears to be a failure. The dealer who goes behind month after month has to change his system or become bankrupt. You must change your methods by teaching the lessons of Christ, for by your works you are judged, and your works don't seem to result in as much benefit at the present time as your desire.

"We cannot, under our banner, encourage an enterprise of any kind where we are satisfied the proposition is wrong. If the owner is agreeable to alterations that will eliminate mistakes, we would then lend our talent toward increasing the scope of its usefulness. This we will be glad to do for your organization, either collectively or individually, as such time when you

have corrected the faults that appear to us, should you then find any need of our services, which we greatly doubt. We truly believe that when the gospel is preached with the mind that was in Christ Jesus, you will have solved your own problem."

Bennington's Lectures on Dante.

Arthur Bennington, of the New York World, on November 12 at the New York University delivered the first of a course of five lectures on Dante. The addresses, which are given Thursday afternoons at four o'clock, are as follows:

Nov. 12—Vita Nuova—The Romance of Beatrice; Youth of Dante.

Nov. 19—Il Convito—Beatrice Forgotten; Dante's Passion for Philosophy; Public Life and Exile of Dante.

Dec. 3—Divina Commedia I—Repentance of Dante; Story and Symbolism of the Inferno.

Dec. 10—Divina Commedia II—Beatrice Regained; Dante Forgiven; Story and Symbolism of the Purgatorio.

Dec. 17—Divina Commedia III—Apotheosis of Beatrice; Story and Symbolism of Paradise; Last Years and Death of Dante.

WASHINGTON TOPICS.

Ogden Mills Reid Seeks Court Ruling on Responsibility for Loss of His Automobile.

(Special Correspondence.)

WASHINGTON, D. C., Dec. 3.—Ogden Mills Reid, of the New York Tribune, has asked the Supreme Court of the United States to determine who is responsible for the loss of his three thousand dollar automobile which was dropped in New York Harbor when being unloaded from the ship which brought it from England.

He paid an express company \$150 for its transportation to New York. The express company paid a smaller sum to an international freight transportation company, which in turn paid a stevedore company for unloading the car. The automobile was damaged while being unloaded and was dropped into the harbor. Mr. Reid wants to hold someone of the three companies responsible for the damage to his machine.

The case of George Burdick and William L. Curtain, of the New York Tribune, plaintiffs in error against the United States, who have been held in contempt by the New York courts for refusing to answer certain questions propounded by the court, will be heard by the Supreme Court of the United States on December 7.

Philander Johnson, of the Washington Star, is suing several New York theatrical managers for plagiarizing his play, "Dr. Fakewell." He claims that the play, "The Beauty Shop," was stolen in part from his manuscript of "Dr. Fakewell." The case is now being heard by one of the District courts.

The new Congressional directory, out on Monday, notes several changes of importance that have taken place in the roster of Washington correspondents since the last directory was issued. Among the more important changes it will be found that Bond P. Geddes has succeeded Perry Arnold as chief of the United Press bureau; Mr. Arnold becoming general news manager of the U. P. W. A. Crawford is the manager of the Central News Association which makes its appearance in the directory for the first time, and with him is associated A. M. Jameson, Nelson M. Sheppard, A. L. Geiger, C. S. N. Godwin and O. F. Schuette.

The name of Brice Claggett appears in the directory for the first time as a member of the Associated Press staff. John C. O'Laughlin is the chief of the Chicago Herald bureau, and Arthur S. Henning is in charge of the Chicago Tribune bureau since the shakeup among the Chicago papers is shown by the directory.

Other names to appear in the directory for the first time will be Harold B. Johnson, Albany Knickerbocker Press; William F. Keohan, chief of the New York Tribune bureau; Paul Wooten, New Orleans Times-Picayune; Cornelius O'Connor, International News Service; Martin W. Bethke, assistant New York Staats-Zeitung bureau; Mederick Fitzpatrick, assistant Minneapolis Tribune bureau, and Wallace B. Macnamee, assistant to Thomas F. Logan, chief of the Philadelphia Inquirer bureau.

Innovation in Musical Critics.

The Chicago Tribune has made an innovation in its department of musical criticism by appointing a layman instead of a professional musician to the post of musical critic. The new man is Ronald Webster. His criticisms have not met the satisfaction of the professional musicians and the Society of American Musicians registered a complaint. This led the Tribune to give the reasons for its change which are that it is not customary to hire actors for dramatic critics nor ball players for baseball reporters, so why musicians for musical critics. The great general public has to be considered as well as the small professional circle.

BOMB TO WORLD MAN.

Photographer Taggart Received It But Was Warned by Telephone of Its Dangerous Nature and Took Precautions.

Frank Fearless Taggart is the New York World's indoor photographer, and he's a good one who loves life and peace and plug tobacco and who's conscience is so clear that he has been known to declare that he fears neither man nor devil. Until recently, because of some of his lightly dropped remarks, it was thought that he would handle dynamite or any other high explosive or would snuff out the fuse of an infernal machine with careless indifference to personal danger. Perhaps it was because brave men are always suspected of bluffing, or maybe it was merely because of the sinister suspicion which artists have that photographers are prevaricators, that a Solomon-like test of Taggart was made a few days ago.

With some Chinese matting, a tin box and six inches of insulated electric lamp cord the brilliant artists of the World made a "phony" bomb that would have brightened the eyes of an anarchist. The blackhanders, of whom Van Benthuyzen was the chief, then sent the awful machine up to Mr. Taggart with instructions to photograph it and make a two-column velox print. The boy who carried the infernal contraption remarked as he carefully handed it to Taggart, "Say, Tag, if that thing busts you'll muss up this place, all right!" Taggart said things which no self-respecting newspaper would print.

HE TOOK NO CHANCES.

Taggart is fond of babies, but he never handled one as tenderly as he did that bomb. A snowflake alights no more softly than did the deadly missile when it left the brave photographer's hands to rest on the end of a stout table in his gallery.

In the meantime, Charlie Somerville, the World's star cut-up, went to an editorial room 'phone and called Taggart.

Was this the photograph gallery of the World? It was. Was this Mr. Taggart, the photographer? It was. Well, then, some blanked fool in the Bureau of Combustibles had loaned to a World reporter, to be photographed, one of the most dangerous, hair-trigger bombs ever seen in the bureau. Had Taggart seen it? Taggart, after a sudden gulp, said he had, adding that it was now only three feet from him. Then he gulped again, swallowed half of his plug cut, and listened for more. Was there any vibration to that part of the World Building? There was. Did the men in the gallery walk softly? They had not heretofore, but they would, replied Taggart; in fact, they would keep out until he let them in, swore Taggart. All right, then, hold the bomb till officers could come from the bureau to take it away, for if the blankety-blank thing exploded Taggart would go swiftly to the place reserved for photographers, heaven presumably, and it would take six months to repair the Pulitzer Building. Good-bye.

EVENTS MOVED RAPIDLY.

Taggart, talking to himself, perhaps praying softly, sank limply on his three-legged stool and wiped his damp forehead with a page of the Evening World. He was rapidly reviewing the past conduct, and seeing a vision of St. Peter turning to the "T" list in a big ledger at a pearly gate when an office boy came in, slammed the door, knocked over a jar of hypo and was stamping upstairs to the camera gallery when Taggart grasped him by the neck and said: "You little fool!" (with a double adjective) "don't you know better than to come in like that where's there's a bomb?" "Who's a bum?" retorted the boy indignantly. "Get out and stay out," roared Taggart—and the boy went back to the art room to report progress.

The suspense was ended and the climax reached when Van Benthuyzen, who was followed softly by several fel-

low conspirators, went with a long, rolled map to Taggart's gallery and commenced to unroll it dangerously near to the death box. "Keep that thing away from here! Don't let it touch that bomb!" Taggart yelled. "What bomb?" asked Van, as he swung the big map around and swept the infernal machine to the floor.

Taggart, at Van's first motion, leaped into his dark room and slammed the door. He yelled something but there seems to be doubt as to his exact words except that they were personal and were directed against Van Benthuyzen. A minute later the hoots and guffaws of the bunch, coupled with the fact that the World dome had not been torn to pieces, led Taggart to poke out his head and remark with trembling voice: "You fellows think you're smart; mighty smart, don't you? Well, you may as well know that I was 'on' to your little game from the start, but I just wanted to see what idiots you'd make of yourselves! Now get out, and let me do my work!"

And since then Frank Fearless Taggart has told more than forty people how he fooled that "art room gang."

S. F. EXAMINER'S BIG BEAT.

How the Paper Saved the Lives of Hanalei Wreck Victims.

The San Francisco Examiner scored a beat upon the occasion of the wreck of the steamer Hanalei on the sput of Duxbury Reef last week, when sixteen persons were drowned, which, from a humanitarian view, is deserving of most worthy mention.

When it was first learned that the vessel had struck the reef and that help was impossible from nearby steamers owing to dangerous rocks at this point, the Examiner hired a big motor truck, secured a full crew of men from one of the local life-saving stations and rushed the outfit over thirty miles of treacherous Marin County roads in the dead of night, to a shore point just off the scene of the wreck.

As a result of the life-saving equipment thus transported and the heroic work of the crew, about twenty men and women were taken off the wreck and landed at this point. These men and women owe their lives to the direct efforts of the Examiner, whose editor was equal to an emergency that baffled marine men; an editor who knew how to act and act quickly. Reporters who accompanied the expedition obtained exclusive interviews from the persons saved and photographers made a number of most valuable pictures of the wreck.

Daniels Dines with Amateur.

Josephus Daniels, Secretary of the Navy and editor of the Raleigh News and Observer, and Postmaster Praeger of Washington, former correspondent for Texas newspapers, and a number of prominent officials of the District and nearby States, threw off the dignity of their official life and discussed with boyish enthusiasm their efforts in the field of journalism "forty" years ago at an informal banquet of the Amateur Journalists at Ranushers in Washington last Monday. Most of those present had copies of their little six by nine and proudly related stories of the days when they were boy editors. Among others present were Edwin H. Smith, collector of amateur journals; Henry L. Bryan, editor of the United States Statutes; C. Fred Crosby, editor of "Tobacco," a New York trade paper; Gus A. Echludt, and John Feeney, publisher of the International Bookbinder.

Gowan Lease Dismissed.

The case against Hyde Gowan, editor of the Pink 'Un, Bakersfield, Cal., charged with sending obscene matter through the mails, has been dismissed by United States Commissioner W. E. Simpson. Gowan reprinted an article in his paper, first published in a London paper in the seventies, which caused all the trouble.

MATTHEWS "THE BOSS"

School of Journalism Students' Views of Columbia's Teacher of Technique.

By JOE A. JACKSON.

Newspaper work sours some people. After a man has stuck his pencil into every form of wickedness, graft, misery and pain in this little old world, he is apt to become a pessimist, Socialist, anarchist, or a reformer. That may be the climax or the anti-climax, whichever way you want to take it. He is likely to see the hole instead of the doughnut.

If a man runs around all over the country and delves into every sort of human activity in the hope of finding something which will interest newspaper readers, he is likely to learn something worth while. In fact, he can't help it, unless he has a dum-dum brain. (A dum-dum bullet spreads and scatters when it strikes anything hard.)

To abandon the realm of generalizations and incidentally to introduce the *raison d'être* of this article, Franklin Matthews is a newspaper man—also a teacher. He was a newspaper man before he became a teacher, which again you may take as climax or anti-climax, depending upon whether or not you are a journalist or a pedagogue. At present Mr. Matthews is professor of newspaper technique in the Columbia School of Journalism, New York City. If he is a professor, why are the students calling him "Boss," as if he were a ward-heeler?

AN APOSTLE OF JOY.

And this leads us back to the generalizations with which we started. The first was that newspaper work often effaces the bump of optimism and cheerfulness from a man's cranium. At this point enters Franklin Matthews, apostle of joy, and one of the most round little sunbeams in captivity, as the striking exception. For he it known by these presents that said Matthews can disseminate more smiles and good cheer to the square inch of his buxom physique than three wagonloads of monkeys in a circus parade. Like most comparisons this one is not apt, for the monkey amuses by his physical gymnastics, while the "Boss" would probably come to grief if he should try to hang from a trapeze by his left hind leg. He (meaning the "Boss") amuses, cheers, inspires, invigorates and teaches by his mental and physiognomical contortions.

Now, to take up the second premise, about the amount of knowledge which the newspaper man picks up. In the present case the bits of information are like the fleas on the butcher's dog—numerous and active. The "Boss" has delved into nearly every sort of thing that is capable of being delved into, has given nearly every country on the globe the once-over, has made investigations and has been investigated, and has acquired a college degree, which is climax or anti-climax, according to your own tastes.

SKETCH OF HIS CAREER.

The subject of these incongruous remarks was destined from his infancy to be a good newspaper man. How often have we been told that newspaper men are born, not made! He fills this first essential admirably, as he was born on May 14, 1858, at St. Joseph, Mich. With the exception of being born and not made, his prospect for success wasn't particularly rosy as he had to shield himself from the "stings and arrows of outrageous fortune" as soon as he was big enough to hold a shield. Shorn of its rhetoric, this means that he had to enter single-handed into the battle of life almost as soon as he can remember. But what cared he for stings and arrows? His philosophy was, is, and ever shall be to grapple the demon work by the throat, strangle the life out of it, and then tell the boys a good story which will keep them in good humor for the rest of the day.

A college education somehow edged its way into the life of this militant apostle and he was graduated from

Cornell University in 1883 with an A.B. degree. The next year he went back and took graduate work in history and English. For the next three years he was lecture agent for J. B. Pond. And after that he found the work for which he had been born, not made. From 1885 to 1890 he was reporter, then correspondent and finally an editor of the Philadelphia Press; editor on the New York World, 1890; reporter and traveling correspondent for the New York Sun, 1890-1912; assistant editor New York Times, 1912-1914; night city editor of the New York Times, 1913; and since that time associate professor of journalism in Columbia University.

In addition to innumerable columns of newspaper matter, he has written two books, "Our Navy in Time of War" and "The New Born Cuba." The material for both of these works was obtained first hand while acting as a correspondent. He was one of the correspondents who accompanied the United States fleet in its cruise around the world.

His advice to would-be journalists is: "Watch your words." He can put nearly every word in the English language into its proper pigeon-hole and he insists that his students shall learn to do likewise.

He is too human to be called professor. He is too familiar to be called Mr. He is not promiscuous enough to be called father. So the students call him "Boss," the wherefore of which this article started out to explain.

HAVERHILL HERALD QUILTS.

Suspends Publication After Petition in Bankruptcy Had Been Filed.

After a year's struggle for existence, the Haverhill (Mass.) Herald has suspended publication. This action followed the filing of a petition in bankruptcy by the stockholders two weeks ago. The petition showed that the liabilities of the Herald Company were \$46,293 and the assets \$33,400.

Of the indebtedness \$25,652 represents the claims of about 100 unsecured creditors. Among them are the International Paper Company, New York, \$1,864; International News Service, New York, \$952, and the Lanston Monotype Company, Philadelphia, \$1,789. The company owes \$20,145 to secured creditors. Among them are R. Hoe & Co., New York, \$6,783, and the Lanston Monotype Company, Philadelphia, \$13,100.

The Haverhill Herald Company was formed a little more than a year ago by DeMont Goodyear and Albert H. Amazeen. James H. Smythe, of Boston, became associated with them and there were numerous local men who were stockholders in the company.

About six months ago there was a partial reorganization of the paper by the stockholders. General business conditions, combined with the results of earlier mistakes, made numerous difficulties for the paper, until finally the stockholders decided to apply for a receivership.

U. S. Editorial Job Open.

An open competitive examination for the position of editor in the Bureau of Plant Industry, Department of Agriculture, will be held by the United States Civil Service Commission on December 22, according to announcement just made by the commission. The position pays a salary of \$2,250 a year.

To be considered for the position, the applicant, according to the specifications made by the commission, must have had at least five years' experience in newspaper or magazine work, including some work along agricultural lines, and at least two years' responsible editorial work.

Germans Kind to Italian Journalists.

A dispatch from Rome to the London Daily News says that Italian journalists now touring the German battlefields are being personally conducted by a German diplomat. Besides traveling free, they are receiving \$10 each a day, and \$400 is promised to each at the conclusion of the trip.

PRESS ASSOCIATIONS.

The Buffalo Press Club will occupy the quarters formerly used by the Buffalo Ad Club on the twelfth floor of the Stadler Hotel, that city, beginning December 1.

The monthly meeting of the Tri-City Press Club was held at the Manufacturers' Hotel at Moline on November 24 and it proved one of the most important meetings of the year. Hugh Harrison, of the Davenport Democrat, who had been elected president of the club at a former meeting sent his resignation with regrets at his inability to serve and with good wishes for the success of the organization. L. R. Blackman of the Moline Dispatch, first vice-president of the club, was elected to the presidency and F. O. Van Galder, of the Modern Woodman, second vice-president, was elected as first vice-president. The matter of selecting a member as second vice president was left to the officers of the club to report at the December meeting.

The Press Club of St. Louis was visited at 5:20 a. m. November 27 by two masked men who cleaned the place to the tune of \$19.05. They were later captured and identified.

The Texas Editorial Association closed its third annual meeting November 21 at the home of the Oakshore Club near Rockport. Officers were elected as follows: John R. Lunsford of Houston, president; Charles L. Martin of Dallas, first vice-president; Fred B. Robinson of Waco, second vice-president; Hamp Cook of Houston, recording secretary; E. P. Boyle of Laporte, corresponding secretary; E. S. Merriman of Corpus Christi, treasurer.

Former President F. P. Holland was elected an honorary president for life. Colonel C. S. Riche, of Galveston, was elected an honorary member. A committee was appointed to select the next meeting place.

The annual meeting of the St. Lawrence River Counties Press Association, embracing the district between Kingston and Cornwall, was held at Brockville, Ont., November 24 with a large attendance of the publishers and their staffs. The following officers were elected: President, W. Gibbens, Cornwall; vice president, J. Elliott, Kingston; secretary-treasurer, W. J. Moore, Brockville; executive committee—B. O. Britton, Gananoque; A. T. Wilpress, Brockville; C. D. Chapman, North Augusta.

The Brooklyn Press Club scored a new kind of "beat" November 24. The members celebrated Thanksgiving ahead of time and ran a dinner at which speeches were harred. The post-prandial enjoyment was a theatre party, at the Orpheum, but even this did not end the night's fun. Afterward there was a supper in the Press Club rooms.

The winter meeting of the Southern Iowa Editorial association will be held at Albia December 3-4. A program of unusual interest has been arranged.

The new officers and committees of the Portland (Ore.) Press Club are: P. E. Sullivan, president; Frank F. Toews, first vice-president; James V. Sayre, third vice-president; Nathaniel Stevens, secretary; Carl S. Kelty, treasurer;

Walter S. Watson, librarian-historian; Leslie M. Scott, assistant secretary; E. N. Blythe, Dean Collins, C. H. Williams, Will G. MacRae, James H. McCool, A. R. Slaymaker, Frank J. McGettigan, directors.

Executive committee—Charles W. Meyers, chairman; Frank F. Toews and A. R. Slaymaker.

House committee—James V. Sayre, chairman; Leslie M. Scott, Will G. MacRae, A. A. Rosenthal and Carl S. Kelty.

The newspaper men of Quincy, Ill., have organized a press club with the following officers: President, Forrest E. Davis, the Whig; vice-president, Alfred Botsford, the Herald; secretary, Edgar O. Randall, the Journal; treasurer, Lawrence W. Randall, the Whig; board of governors, H. N. Wheeler, editor the Journal; Arthur G. Brown, editor the Whig; E. M. Botsford, editor the Herald; Perry C. Ellis, editor the Mississippi Valley Magazine; John "Major" Linton, the Herald.

N. Y. PRESS CLUB OFFICERS.

The annual election of officers for the New York Press Club, held November 30, resulted as follows: E. P. Howard, president; G. H. Daley, first vice-president; Arthur Benington, second vice-president; Oscar Watson, third vice-president; R. W. St. Hill, treasurer; G. Selmer-Fouger, financial secretary; C. E. B. Moir, recording secretary; C. H. Redfern, corresponding secretary; F. I. Cadwallader, librarian; W. F. Connell, C. F. Crosby, G. S. H. McVay, J. C. Oswald and C. Smith, directors.

AD LEAGUE DINNER.

John R. Lee and Manly M. Gillam the Speakers of the Evening.

The December dinner of the Advertising Men's League of New York on Thursday evening brought together two hundred members. After the dinner had been duly discussed Manly M. Gillam told the story of the first automobile imported from abroad by Hilton Huehes & Co. of which firm he was advertising manager at the time. It was brought over for advertising purposes and accomplished its purpose in a most satisfactory manner. Mr. Gillam declared that he never attempted to "work" the newspapers for free advertising. He merely created news which the papers had to publish in self defense.

The principal address of the evening was that of John R. Lee, of the Ford Motor Co., of Detroit, who told in a most interesting manner of the company's work in improving the condition of its employees. After describing the various activities in this direction, pictures were thrown on the screen showing scenes at the factory and in the homes of the workmen. One of the moving-picture reels showed the evolution of a newly-arrived Russian emigrant and his family. His experiences and progress in the Ford shops were duly illustrated.

Mr. Lee said that the sales of the company October 1, 1913 to September 30, 1914, amounted to \$119,489,316.99; the number of machines produced was 248,307 and the number of employees was 20,000, representing forty-nine nationalities. Mr. Lee is a pleasing speaker, and held the close attention of the members of the club for an hour and a half.

WOULD BREAK HUTCHINS' WILL

Lee Hutchins, youngest son of the late Stilson Hutchins, owner of the Washington Post, has brought suit in Washington, D. C., to break his father's will under which he received only 20 per cent. of the \$4,000,000 estate. Mrs. Hutchins, at a hearing before Special Commissioner Houghton in the Federal Building, New York, last week, refused to answer questions regarding her husband's mental condition just before his death in 1912.

By Mr. Hutchins' will Mrs. Hutchins, his second wife, who now lives at the Hotel Vanderbilt, received \$1,500,000. If Lee Hutchins' effort to break his father's will should be successful, this amount may be greatly reduced.

Lee Hutchins alleges that his father, who died in April, 1912, was of unsound mind and under the influence of Walter Stilson Hutchins, an older son, who got as his share of the estate about \$1,500,000.

From Far Off Australia.

The Ad Club of Victoria, Melbourne, Australia, which is affiliated with the A. A. C. W., has launched the Ad Club Magazine, an attractive and artistic publication of unusual excellence. William H. Elsum is the editor and Oscar Rosier advertising manager. It is issued quarterly and sells for six pence. It is printed on super calendered paper, is illustrated and is full of good stuff.



Be good to your eyes. They are the outposts of your brain. The clear print and broad columns of The New York Evening Post afford easy reading.

NATIONAL BUREAU
OF CIRCULATION

Can It Be

That the most prosperous local merchants of Washington, D. C., continue to use more space in THE EVENING STAR, time and again, than in the other three papers combined except for the fact that it pays them best to do so?

CHARLES SEESTED

DIRECT REPRESENTATIVE.

41 Park Row

New York

Telephone 569 Cortlandt.

IN ADDING PAPERS TO MY LIST

I want to include only those who are willing to stand the very closest analysis, both as to quantity and character of circulation.

My standing in this field is worth a great deal to me, as well as to the papers I represent, and I propose keeping it up to the standard.

I have time to give to a few more papers that need me bad enough to meet me half way on a proposition that will have to prove mutually profitable or else be discontinued.

An inquiry from you will open negotiations. Suppose you write it NOW.

INTERTYPE

THE ACME OF HIGH QUALITY

Ask your neighbor what he thinks of HIS Intertype. Ask his MACHINIST and OPERATOR about it. THEN ask us for Details.

International Typesetting Machine Co.
Foot of Montague Street Brooklyn, N. Y.

FIRST INTERVIEW WITH GERMAN CROWN PRINCE

FINAL NIGHT The Evening World. FINAL NIGHT

WEATHER—Occasional rain to-night and Tuesday.

PRICE ONE CENT

"Circulation Books Open to All"

"Circulation Books Open to All"

Copyright, 1914, by The Press Publishing Co. (The New York World).

NEW YORK, MONDAY, NOVEMBER 30, 1914.

16 PAGES

PRICE ONE CENT.

"RON RING WAS READY TO CRUSH GERMANY, WE HAD TO FIGHT," SAYS THE CROWN PRINCE

BAFF 'MURDER CAR' FOUND; 'KID GRIFFO' COHEN ARRESTED AS DEATH CASE SUSPECT

Prisoner is a Chicken "Inspector" Employed in Yards at Weehawken.

FIND THREE WITNESSES.

Definite location of the "murder car," wherein the assassins of Barnett Hall made their escape after shooting down the powerful independent children dealer at West Washington Market last Tuesday and the arrest of an important figure in the underworld colony, believed to have had hand in the killing of Raff, were steps made toward the solution of yesterday's "mystery" at Police headquarters to-day.

The suspect, who was shot late Saturday night by Heenan and held on "an" charging assault to three years ago, of Henry Coffin—"though not by of that cognomen.

The arrest in one of the very important shadowed this space between to Police Commissioner Curry of the Acting District at the late Curtis Dr. It was said of Monday the New York

Cohen is one of the "suspect" of the worked in the freight yards and whose gang was at the waterfront with Raff shortly before the latter's murder.

Great secrecy concerning the complexity of "Kid Coffin" in the man was maintained at Headquarters, and beyond the bare fact of his arrest Saturday and his examination by Inspector Farnes to-day, nothing was allowed to become public.

DETECTIVES START OUT ON NEW CLUE. Shortly after Farnes had completed (Continued on Eighth Page.)

SAYS HELLENSTEIN LET HIS FRIEND GO AFTER CONFESSION

at Last Goes on Stand in Trial of His

1-24-14-1M

W. W. Hawkins, Vice President, United Press, New York City.

Dear Sir:

The Evening World to-day printed one of the noteworthy "beats" of the war—the Von Wiegand interview with the German Crown Prince furnished by the United Press. I congratulate the U.P. Von Wiegand from the beginning of the war has shown himself to be a real live wire with a keen news sense and an excellent idea of what is wanted by the American Newspaper.

"GERMANY DID NOT WANT WAR."—CROWN PRINCE. "FRANCE DID NOT WANT WAR."—GEN. JOFFRE.



THE CROWN PRINCE—"Undoubtedly this is the most stupid, senseless and unnecessary war of modern times. It was not wanted by Germany, but was forced on us. Germany was left no choice in the matter. We are fighting for our existence."

"MOST SENSELESS WAR OF MODERN TIMES; WE WERE FORCED INTO IT"

Heir of Kaiser Declares That Fact That Germany Was Prepared for Defense Is Used as an Argument That It Desired Conflict.

HOLDS ENGLAND TO BLAME FOR BLOOD NOW BEING SHED

By Karl H. von Wiegand. (Copyright, 1914, by United Press. Copyright in Great Britain.) HEADQUARTERS OF THE ARMY OF CROWN PRINCE IN FRANCE, NOV. 26 [by courier via The Hague to London, by cable to New York].

"Undoubtedly this is the most stupid, senseless and unnecessary war of modern times. It was not wanted by Germany, but was forced on us, and the fact that we were prepared to defend ourselves is not to be construed as a desire to convince the world

of the Fifth German Army. I received a call from personal aide-de-camp to the Kaiser. His Imperial Highness was at his side and would see me a little later in the afternoon.

He returned to greet me cordially. "To see you here," he said, "and I am glad to see you here. I have plenty to interest you." He then proceeded to give, in English, a summary of the situation, and therefore cannot discuss politics.

Germany was left no choice in the matter. It was not wanted by Germany, but was forced on us, and the fact that we were prepared to defend ourselves is not to be construed as a desire to convince the world of the Fifth German Army.

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The Evening World EDITORIAL DEPARTMENT—EVENING EDITION. Pulitzer Building, Park Row, N. Y.

November 30th, 1914.

Very truly,
K. H. von Wiegand

Electrons!

Scientists tell us that the unit of substance is the electron. The unit of "electricity" of newspaper circulation, however, is the "per cent" of circulation.

The CIRCULATION OF THE WORLD is New York City, morning and Sunday. EXCEEDS THAT OF THE HERALD. TIMES, SUN AND TRIBUNE COMBINED. Publishers, some "advertising agencies" have a greater attractive power than others: During the last 12 months

1,108,646 Separate Want-Ads. Filled World's Ads. More Than 518,264

It is worth while to ask yourself how many and how attractive are the electrons that YOUR advertisement comprises.

What J. H. Tennant, managing editor of one of America's greatest evening newspapers, thinks of the war service being furnished by the

UNITED PRESS

If your paper failed to get the benefit of this greatest beat of the war, get aboard the United Press band wagon. There are more big exclusive stunts coming.

BASIC AD PRINCIPLES.

Jason Rogers, of the Globe, Gives Edison Students an Interesting Talk on the Subject.

Jason Rogers, business manager of the New York Globe, in an address on "The Principles of Modern Advertising," delivered before the Bureau of Education of the New York Edison Commercial School, at 44 West 47th street, New York City, November 25, said in part:

"In presenting for your consideration certain views regarding some of the principles of modern advertising, I want it clearly understood that I am not doing so as an advertising expert, but as a newspaper man who manufactures advertising space. As a manufacturer of this most powerful business-promoting commodity, I have been brought into close contact with many experiences in advertising which may be of interest to you and some of which may be accepted as presenting basic principles of practice. "During the thirty odd years which I have spent in the newspaper business, I have seen many enormous permanent business successes made through advertising. I have also seen many campaigns come to grief through mistaken notions regarding goods or the process of creating what we call 'consumer demand'—the demand represented by a call for the goods and a quality which merits re orders. In nearly every cause of failure there has usually been a clearly defined mark indicating lack of honesty, sincerity, quality or confidence.

TRUTH OF FIRST IMPORTANCE.

"The first great basic principle of modern advertising is 'Truth.'

"When we have 'Truth' in advertising we must of necessity have truth regarding circulation bought and paid for, and honest goods free from misrepresentation and exaggeration regarding quality and value. Advertising will then be much more effective, for it will command the confidence of all who read it.

"Advertising has done wonderful things, but, enormous and amazing as the high spots of past achievements seem, I do not consider that we have started to comprehend the future possibilities of the business of selling goods, expanding business or exploitation through the wider and more intensive and more efficient use of advertising.

"Immense progress toward 'truth' and 'honesty' in advertising has been made during the past few years, but we are still a long way short of the condition when a man can advertise an absolutely honest offering with full confidence that the public will accept his statements with the same degree of confidence that they would a statement of their banker.

"Through the operations of the new postal law, all publishers are compelled to file semi-annual reports regarding net paid circulations just the same as the national banks must make statements. Through the organization of the Audit Bureau of Circulations, in which are represented some eight hundred daily newspapers, nearly all the leading magazines of national circulation, many of the largest general advertisers and most of the important advertising agents of the country, we are making it more difficult for the publisher who believes in hiding his light under a bushel to do business.

NO PLACE FOR CIRCULATION LIAR.

"We have set behind us the day of the circulation liar. Today, by one process or another, we are forcing all reputable newspapers to sell circulation as a commodity, proving the quantity, showing how their circulations were obtained and giving as exact information as they can as to where the papers are sold.

"By the same gradual process of enlightenment, publishers of the more reputable newspapers are finding that it pays to refuse to print the fraudulent and offensive advertising. The protests of readers against such practice, the refusal of reputable business concerns to be represented in mediums carrying them, and a growing appreciation on the part of newspaper publishers that they can get a higher rate per line per thousand by cutting them out, are making

truth and honesty in advertising more general.

"These are practical questions which must be worked out as we gradually progress toward the higher efficiency and when the principles of modern advertising are better understood and more widely practiced. It is only through frank statements of fact such as I am now making from the publishers' standpoint tonight and by a corresponding willingness on the part of the concerns using advertising to co-operate, and greater discrimination on the part of the public which reads it and uses it for economy and increased efficiency, that we are going to progress.

"With the better grade newspapers working valiantly to make their advertising columns more productive of results by methods which often represent the sacrifice of thousands of dollars of business they might have, it is but fair that advertisers, in planning their campaign for honest goods, favor those newspapers which are so sincerely interested in improving the efficiency of advertising.

"Of course the short cut would be for newspapers to investigate and guarantee all the advertising they print. This of course is too radical a step to be accomplished short of years of educational work, such as that which has now practically eliminated the fake and offensive grades of medical advertising from the columns of our best grade daily newspapers.

GLOBE'S PURE FOOD DIRECTORY.

"At the time we started publishing the 'Food Directory' the Globe had about 170,000 net paid circulation. It was just about the same as if we had 170,000 hungry wolves waiting for something to eat for the Globe to come out and show its readers what was good and fit to eat.

"Food products which were practically unknown before the directory started were firmly established on the market practically overnight.

"For instance 'Wheatworth Whole Wheat Biscuit,' a practically unknown product on April 15, with a sale of 50 dozen packages a month, was made an immense seller carried by over 3,000 grocers in less than three months by the expenditure of a few hundred dollars for its listing in the Globe's 'Pure Food Directory.'

"Truthful and honest advertising, hooked up with specialized service of the type I have indicated, is going to make advertising nearly 100 per cent. more effective in bringing together the man with goods to sell and the thousands who require them.

"Increased competition and the vastly improved service that all lines of business must render these days make it imperative that waste and extravagance be eliminated in every possible detail. Truth and honesty in advertising are going to make it possible for any man with any article or service to market it with absolute confidence as to results.

COMMERCIAL EXPLOITATION.

"The advertising business is purely commercial exploitation. It is not being reformed for any sentimental or theoretical reason. All concerned are finding out that it pays in dollars and cents to be honest and protect as best we can honest business. As I have stated before, nearly all the great and lasting successes built up by advertising have been through everlastingly creating a greater appreciation for honesty, quality and service.

"Only a few years ago, when advertising was a cruder thing and less understood, hideous black cuts and type represented the most effective method of knocking over the reader. Crooks and fakers, not depending upon lasting results, took advantage of the situation and brought advertising into disrepute.

"Despite the many and horrible business crimes that have been perpetrated under the cloak of advertising, printed publicity, being a sound and correct business principle, has survived and thrived until today we are just commencing to see that by still further refinement and intensification we can make it much more effective."

WELCOMED BY STAFF.

Spurgeon and Swope Told Interesting Tales — World Correspondents Honored Upon Their Return From War Work in Europe.

The editorial staff of the New York World paid honors last Saturday night to John J. Spurgeon and Herbert Bayard Swope, World correspondents, who had just arrived from abroad. Mr. Spurgeon had been in London, and Mr. Swope was in Germany.

The World's big city room was decorated with American, German, French and English flags, and nearly a hundred members of the staff joined in the festivities. Van Ness Harwood was master of ceremonies. Speeches were made by Messrs. Spurgeon and Swope and by Managing Editor Charles M. Lincoln, the latter paying high tribute to the work recently done abroad by the evening's guests of honor.

Mr. Spurgeon told of the difficulties of handling news under British censorship and of much else of interest to his hearers. He told to the staff a thrilling story of the bravery of their recent comrade, Norman G. Thwaites, who left the World editorial rooms a few months ago to join the British colors, and who was soon after made a lieutenant and then a captain in the Royal Irish Dragoons. In the battle of the Aisne, Thwaites' command in the British trenches, reduced from sixty-two men to sixteen, was cut off from the rest of the British force. When about to retire, a piece of shrapnel made a wide, deep gash entirely across Thwaites' throat, barely missing the jugular vein. As he rose to proceed to a safer trench a German shell struck just above him, causing a bank to cave in and bury him. His men desperately dug him out. Some time later he was picked up in a beet field, beyond the enemy's range, and taken to a field hospital. His modesty, Mr. Spurgeon said, was as great as his grit and bravery and that the only hope Thwaites expressed was that he might be back on the firing line by Christmas.

During the course of his remarks Mr. Spurgeon stated that the first intimation the World's London bureau had that Captain Thwaites was on the firing line was when it received from New York a copy of THE EDITOR AND PUBLISHER telling the fact. Later Mr. Spurgeon and Mr. Touhey, the World's London correspondent, found Thwaites, seriously wounded, in a hospital in Mayfair.

Mr. Swope, who received a bonus of \$1,000 from the World for his stirring war correspondence, was bristling with information about conditions in Germany and Belgium as he saw them. He likewise exhibited a bag full of battlefield relics, in which the audience was much interested.

Incidental to the home welcome of the World men there were festivities which included many stunts of the Gridiron Club order. King George V was escorted to the room by the World's own band which played "God Save the King." The same band brought in Kaiser Wilhelm to the stirring notes of "Die Wacht am Rhein." Naturally there was trouble between the two monarchs on one platform. But King George performed the object of his visit and decorated Mr. Spurgeon with the famous Order of the Garter. The Emperor decorated Mr. Swope with a special Frankfurterian mark of distinction. There was plenty of singing by the World's talented vocalists and enough World restaurant refreshments for a regiment. It was, all things considered, a memorable occasion.

Dr. Hodgkins, an advertising doctor exposed by the Chicago Tribune last winter, was found guilty after a jury trial. The State's Attorney praised the Tribune for its work in exposing this class of doctors.

\$600 FOR A U. S. A. TRADE MARK.

Detroit Board of Commerce Makes a Liberal Offer.

Recognizing the opportunity for American industries firmly to establish American made goods in all the foreign market and to smother the fetish of imported goods which has so long held sway in the United States itself, and desiring to focus the movement which is already well under way to label all American made goods as "Made in the U. S. A.," the Detroit Board of Commerce has offered a prize of \$500 for the best "Made in the U. S. A." trademark.

At the completion of the contest, the Detroit Board of Commerce will offer the design chosen to the manufacturers of the United States, other Boards of Commerce, the National Association of Manufacturers, the United States Chamber of Commerce and similar organizations. It will present this trademark for gratuitous use in the hope that its general adoption may result in the labeling of all American made goods with a standard trademark so that America and all the people of the world who buy in American markets may recognize the goods they use as made in the United States of America.

John H. Patterson, president of the National Cash Register Co., Dayton, Ohio; James Keeley, editor of the Chicago Herald, and one of the first men to take decisive steps in promoting the U. S. A. campaign, and Joseph C. Leyendecker, the famous American artist, have been invited to act as judges in this contest.

Experts in Military Matters.

Since Congressman Gardner, of Massachusetts, started so much discussion about the unprepared condition of this country to meet an armed hostile invasion a number of the Washington correspondents have been delving into military matters and are in a fair way of becoming military experts. Many editors having read the statements of Gardner and others have asked their correspondents for facts regarding military conditions in the United States. While the facts can be obtained in a general way, the secrecy maintained by all army and navy officers, under instructions, make it somewhat difficult to obtain accurate data on the subject. However, there are several writers who are familiar with the exact conditions and just now these experts, as they are called, have become military bureaus for quite a number of the correspondents.

Canada's New Postage Scale.

A new scale of postage on newspapers and magazines coming to Canada from Great Britain goes into effect on January 1. Hitherto the rate was one penny per pound up to a limit of five pounds. The new rate is one penny for packets up to six ounces; from six ounces to one and one-half pounds it is three pence; and for each additional half pound an extra half penny is exacted. Other conditions as to size and weight of parcels remain as before. The change will mean a substantial increase in the revenue on Canadian newspaper postage.

Won't It Be Awful.

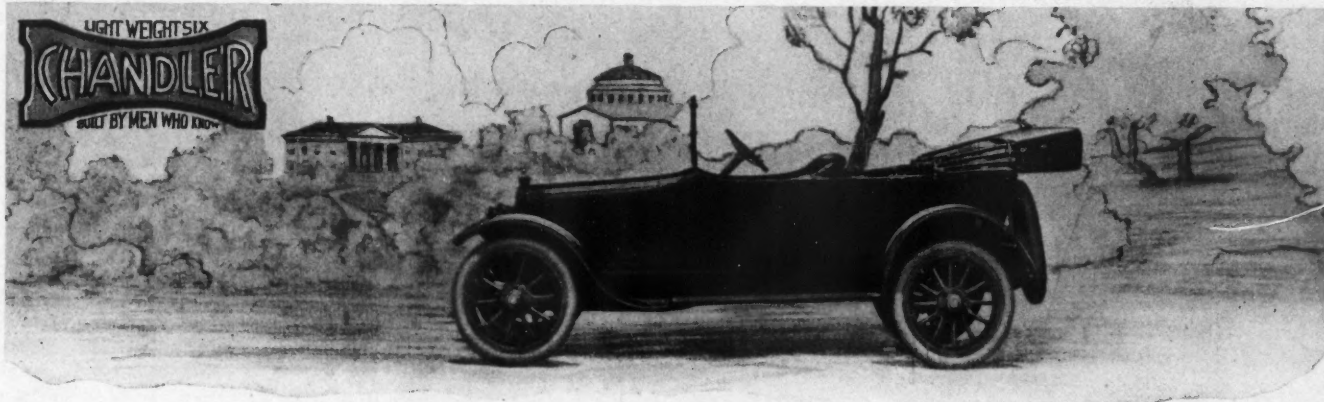
As the theatrical profession generally is aware, James O'Donnell Bennett, formerly the vigorous dramatic critic of One Advance agent, at least, had not been advised of this change of base, and was surprised when he reached Chicago the other day to learn that Mr. Bennett was away.

"What is Mr. Bennett doing?" asked the agent.

"He has gone to Europe to cover the war," was the reply.

The agent reflected a moment. "Gosh!" he exclaimed, "won't it be awful if he doesn't like it?" the Chicago Record-Herald, recently went abroad as a war correspondent.

OPINIONS OF PEOPLE WHO HAVE USED
The New York World
 Should Have Some Bearing on People Who Should Use It



TEL. 9175 COLUMBUS

BRADY-MURRAY MOTORS CORPORATION

DISTRIBUTORS

SALESROOM-SERVICE STATION-GENERAL OFFICES
245-7-9 W. 55TH ST. (NEAR BROADWAY)

NEW YORK Nov. 12, 1914.

WEIGHS LESS THAN 3000 POUNDS ON THE SCALES.

RUNS SIXTEEN MILES PER GALLON OF GASOLINE

RUNS SEVEN HUNDRED MILES PER GALLON OF OIL.

AVERAGES 7000 MILES PER SET OF TIRES.

POSSESSES EVERY HIGH GRADE FEATURE FOUND ON HIGH PRICED SIXES.

SPEED, 3 TO 55 MILES PER HOUR WITHOUT SHIFTING GEARS

CLIMBS EVERY HILL BETWEEN BOSTON AND CHICAGO ON HIGH.

New York World,
N. Y. City.

Gentlemen:

Regarding your inquiry we have been using your paper as a medium of advertising since the introduction of the Chandler. We find it one of the best mediums there are for bringing our product to the attention of the public and wish to assure you that the results from your paper are most pleasing.

Very truly yours,

BRADY-MURRAY MOTORS CORPORATION.

B. Breckinridge
 Sec'y. & Treas.

THE NEW YORK WORLD
 IS THE BEST ADVERTISING MEDIUM

And Should Be Included On All Well Regulated Advertising Lists

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

Issued every Saturday, forms closing one o'clock on Friday pre-
ceding date of publication, by The Editor and Publisher Co., Suite
1117 World Building, 63 Park Row New York City. Private
Branch Telephone Exchange, Beekman 4330 and 4331.



The Journalist. Established 1884; The Editor and Publisher,
1901; The Editor and Publisher and Journalist, 1907. James
Wright Brown, Publisher; Frank LeRoy Blanchard, Editor,
George P. Lefler, Business Manager.

Western Office: 601 Hartford Bldg., Chicago, A. R. Keator, Manager
Telephone, Randolph 6065

San Francisco Office: 742 Market St. R. J. Bidwell,
Manager.

Telephone, Kearney 2121.

S. J. Waggaman, Jr., Special Representative.

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Dec. 5, 1914

Life, after all, is what we make it. If we go around with sour faces and cankered hearts we are apt to think that this is a tough old world. If, on the other hand, we smile once in a while, say kindly things to those about us, and help those whose feet find the path rough and stony, we are sure to find the world a beautiful place in which to live.—SULLERING.

PREPARATION FOR JOURNALISM.

In his annual report President Nicholas Murray Butler, of Columbia University, in speaking of the School of Journalism, calls attention to certain unwelcome facts presented by Talcott Williams, the director, in his report to the trustees. He says:

"Among these unwelcome facts are the very poor grasp on a modern European language on the part of those who profess to have studied this language for some time in school or in college or both; the shocking ignorance of classical and Biblical allusions in English literature on the part of those who profess to know something of literary history and to have studied it; and the very limited vocabulary of those who have been receiving systematic instruction for a number of years and who are popularly supposed to have been led to read at least some of the great masters of English style.

"It is true that the professional school finds and exposes with relentless accuracy the weaknesses and defects in the school and college teaching that have preceded it; but it is little short of deplorable that there should be so much and so various evidence of the utter worthlessness, judged by lasting results, of a large part of the work done, or supposed to be done, in elementary school, in secondary school and in college."

Experienced newspaper editors are constantly complaining of the imperfect intellectual equipment of many of the young men who present themselves as candidates for a journalistic career. Their lack of knowledge of the ordinary rules of composition and punctuation is often amazing. Their ignorance of the history of their own country, of national politics, and of well-known writers and authors leads to the conclusion that they have spent much more time on athletics than they have on reading.

One of the missions of the schools of journalism is to remedy these defects. They take these young men in hand and endeavor to so train them that they will recover the lost ground and lay the foundation for a worthy newspaper career. It is self-evident that the better the equipment a young man has when he enters one of these schools the more rapid will be his progress during the course.

To those who have been in close touch with the editorial departments of both newspapers and magazines the impression is gaining strength that not many years will pass before a rule will be adopted making it obligatory that all young men who seek to become journalists shall have studied at least three years in a university or college school of journalism.

GET ACQUAINTED WITH ADVERTISERS.

When business is quieter than usual the wise newspaper maker has time to do many things that may have an important bearing on future development which he does not have time to do under ordinary circumstances. When things are dull why not devote an hour or two a day to calling on business men in different lines and talking over general topics but without asking for advertising.

It is remarkable what a close relationship can be built up with non-advertising business men by such mixing, coupled, perhaps, with some editorial notes showing them that you seriously listened to their words of wisdom. Most business men are intensely interested in their own business and if patted on the shoulder and cheered up when things are dull can be made good prospects for future advertising.

A personal call from the publisher of their local newspaper, sympathetic and constructive from their own standpoint, flatters most anyone of them who usually only associates newspaper men in connection with a violent solicitation for advertising in his newspaper or a special edition.

For the responsible head of the newspaper to drop in and talk on big general or special topics, rules away from cash drawer attack, all with an idea of getting information which may be used to his advantage and the general good of business, must come as a pleasant surprise to the business man.

The intimate relationship and fund of useful information picked up by the newspaper man by such calls will be worth many times what the effort costs. To know what many business men are thinking about and to get a straight line on the aims and ambitions of many of them, enables him to shape the future course of his own business to meet conditions along lines of least resistance.

In many cases the business man will bring up the question of advertising as a means for expansion. The newspaper publisher who is not soliciting business can give him his ideas and perhaps indicate a plan of copy and service for future possible use.

It is only by coming in close personal touch with business conditions as they are that the newspaper maker can attain the maximum possibilities of his field. The greatest handicap of the modern newspaper publisher is that he does not mix enough with the common people and is too dependent upon report from subordinates.

WHY EXCLUDE ALL PATENT MEDICINES?

Is the attitude assumed by some publishers in banishing from their columns all patent medicine advertising wholly defensible? In their efforts to be fair to their readers are they not doing an injustice to an important industry? "A patent medicine," according to Ervin F. Kamp, secretary of the Proprietary Association of America, "is any medicine put up in uniform packages, under a distinctive name." There are a number of these medicines that have been on the market for years. They possess merit or they would long since have disappeared from the shelves of the drug stores.

Some of them are Scott's Emulsion, Beacham's and Ayres' Pills, Emerson's Bromo Seltzer, Hood's Sarsaparilla, Warners' Safe Kidney Cure, Bromo Laxative, Carter's Little Liver Pills, and Adamson's Cough Syrup. If these remedies were harmful, would they still be kept on sale in the drug stores? You buy them, other people buy them, because they have been found beneficial. Why, therefore, should they not be advertised in your columns?

The government now exercises supervision over patent medicines. Those that come under its disapproval should be denied publicity. Such remedies are those that contain deadly poisons, or drugs of a dangerous character, those that claim to cure diseases that are recognized as incurable. The newspaper that prints advertisements of them is lending its support to a fraud: it is aiding in the formation of an appetite for drugs that will ruin the health or wreck the intellect. It is easy for any publisher to ascertain whether a preparation contains harmful ingredients or possesses medicinal value. If they are found to be all right why should they not be advertised in reputable newspapers?

THE DYING WAR GOD.

By EDWARDS P. INGERSOLL.

O god of battle and of blood,
Drink deep thy draught of gore,
Like cataracts in raging flood
The red libations pour.
Mad hosts to vengeful death foredoom
Upon the blood-drenched plain,
Huge human hetacombs illumed
Thy dark fanatic fane.
But hark! above the dull earth-gloom
A world's heart-rending cry
Shrills through the blackened, brazen dome:
"Vile monster, thou must die!"

From Titan throats the hot, steel rain
Belch forth in withering blast,
Exult while quick the lurid flame
Licks up the storied past
And all the treasured beauty gained
From countless, niggard years
Becomes a corse-strewn desert stained
With futile, mocking tears.

With fang and tooth and ravening claw,
O wreak thy wicked will,
Dread Cyclop with the man-gorged maw
Whose greed no grief can still.
Though myriad tongues as one implore
Thy murderous lust to stay,
Thy dripping blade is whet the more
In frenzied haste to slay.

Serene above thy savage rites
God's splendid rainbow bends
Its heavenly hues of hope and lights
The scene with nobler blends.
For, hark! above the dull earth-gloom
A world's heart-rending cry
Shrills through the blackened, brazen dome:
"Vile monster, thou must die!"

ALONG THE ROW.

SUCH IS FAME.

Meyer London, the only Socialist elected to Congress, is now in danger of being made to occupy a page in the Sunday magazine section on a red background flanked with diagrams of the East Side and its sweat shops in four colors, full of sadness and whiskers.

UNITED PRESS.

Subway passengers in rush hours.

OLD FRIENDS.

"Spectacular blaze."
"Despite the inclemency of the weather."
"The coroner was notified."
"Among those present."
"He said in part."
"Greatly perturbed."
"It is alleged."
"Sustained serious injuries."

SAD TIDINGS.

The pressman lost his job, he did—
Which isn't any fun.
He failed to give his press a roll
Because he had a bun.

GLAD TIDINGS.

The curb market is dealing in mining stocks, the cotton exchange has reopened and the stock exchange is thinking of it. All this is glad tidings for the Wall Street reporter, who of late has been doing general work, which consists of covering everything from a bomb outrage to a musicale for the benefit of the Home of Indigent Prohibitionists.

AT LAST, AT LAST.

No one ever thought it would happen but it has. Colonel Roosevelt on November 17 refused positively to be interviewed. However the war news was good for four pages that day so the papers pulled through.

OTHERS.

Might add to the list by saying, "Buy a pail and help a brewery," and "Buy a tale and help a space man."

CUB COPY.

"William Hoffman, one of the most highly respected citizens in our midst, died last night while being attended by Dr. Dash. His widow, who survives him, will continue his fish business, and is consoled by many kind friends. Burial in Greenwood Wednesday."

TOM W. JACKSON.

THE KNICKERBOCKER



THE ONLY NEWSPAPER THAT COVERS
THE CAPITOL DISTRICT

POPULATION 1,350,000

THE KNICKERBOCKER PRESS

ESTABLISHED 1842

THE PRESS CO. PUBLISHER

OFFICERS

LYNN J. ARNOLD, PRESIDENT
STEPHEN C. CLARK, VICE-PRESIDENT
FRANK W. CLARK, MANAGING EDITOR

Albany, N. Y., November 24, 1914.

James J. Kane, Esq., Business Manager,
The Times-Union, Albany, N. Y.
My Dear Mr. Kane:

On Saturday, November 21, 1914, Sturges Dorrance, Esq., representing McClure Publications, Inc., was at the Ten Eyck Hotel in Albany to meet the newspaper men of the Capitol District in the matter of making a contract for newspaper advertising of certain food products in the campaign to be conducted in said newspapers, to be known as the "Westfield Pure Food Campaign."

The newspapers of Albany, Troy, Schenectady, Utica, Binghamton and Newburgh in New York State, and of Rutland, Vt., were represented. The Knickerbocker Press was represented by Arthur D. Hecox, Assistant Business Manager. You represented the Times-Union. The Knickerbocker Press placed before Mr. Dorrance the data in reference to its circulation which is furnished to every one applying for the same. From time to time, you have had all the data which we furnish to advertisers and you have been invited to come into the office of The Knickerbocker Press and examine everything in the way of records, books, etc., showing amount of white paper bought, amount of white paper used, press runs and all circulation figures, including cash receipts. That invitation has always been open to you, or any representative of your newspaper, or any other newspaper. It is still open to you during the business hours of any business day.

After full consideration, Mr. Dorrance awarded the contract in Albany to The Knickerbocker Press and the same was signed by him on behalf of The McClure Publications, Inc., and by Mr. Hecox on behalf of The Knickerbocker Press. You had knowledge of this fact.

At about four o'clock on Monday, November 23, I received a telegram, of which the following is a copy:

"Rochester, N. Y., Nov. 23, 1914.

"Arthur D. Hecox,

Treasr. Knick Press, Albany, N. Y.

Business Manager and special representatives Times-Union have come to Rochester and make positive statement that circulation figures Knickerbocker Press furnished Saturday cannot be substantiated by audit what answer shall we make them wire reply Seneca Rochester.
Sturges Dorrance."

KNICKERBOCKER PRESS

In reply I sent to Mr. Dorrance a telegram, of which the following is a copy:

"Albany, N. Y. November 23rd, 1914

"Sturges Dorrance,
Hotel Seneca,
Rochester, N. Y.

You are hereby authorized by The Press Company to offer the Times-Union one thousand dollars if they will prove the circulation figures of The Knickerbocker Press incorrect which were shown to you on Saturday last. You are also authorized to offer the Times-Union one thousand dollars on behalf of The Press Company if they will prove the circulation figures which they stated to you last Saturday to be correct.

The Knickerbocker Press
By Lynn J. Arnold,
President of The Press Co."



I also called up Mr. Dorrance at the Hotel Seneca, Rochester, and informed him that I would take the first train for Rochester. He said it was not necessary to come, as he was perfectly satisfied with the contract which he had made with The Knickerbocker Press, notwithstanding the assaults which had been made upon it by you.

I arrived in Rochester Monday night, November 23, at ten o'clock, and met Mr. Dorrance in his rooms at the Hotel Seneca. He informed me that Mr. Conklin, of Verree & Conklin, your representatives in the foreign advertising field, had called him up on Sunday and told him that he had made an awful mistake in Albany in choosing The Knickerbocker Press. That you and Mr. Conklin had followed him to Rochester and again made your representations against The Knickerbocker Press. That in the presence of each of you he had dictated the telegram which I have set forth above and that you had left Rochester before it was possible for me to get there. He told me that I was at perfect liberty to make public his telegram and his statements.

I am today writing to the Audit Bureau of Circulations asking for an examination, and I extend an invitation to you or any representative of your newspaper to be present during that examination. On the other hand, I ask that The Knickerbocker Press may have a representative present at the time of the examination of the Times-Union by the Audit Bureau of Circulations, and I shall ask at that time to have the examination the most thorough that can be made.

The offer made in my telegram to Mr. Dorrance, which is quoted above, is open to you at all times. The offer furnishes you a splendid opportunity to make good on your statements and insures you against any loss.

Very truly yours,

Lynn J. Arnold
President of The Press Company.

THE MASONIC HOME JOURNAL

Member A. B. C.,

delivers paid subscriptions in Kentucky to 2,381 Post Offices out of a total of 2,667 Post Offices in the State.

If any other local publication can compare with this distribution in the homes of Kentucky people, twice a month, we will present to you, Mr. Advertiser, a three months' free advertising campaign.

Circulation statement furnished on request. A paid average in excess of 45,000 guaranteed.

D. B. G. ROSE,
Editor and Manager

Advertising Representatives
F. W. HENKEL,
Peoples Gas Building, Chicago
FRANKLIN P. ALCORN,
33 West 34th Street, New York

Topeka Daily Capital

Average net paid circulation for six months ending October 1, 1914 (Sworn)

32,917

Arthur Capper
TOPEKA, KAN. Publisher

IN
Colorado Springs
IT'S
THE TELEGRAPH
J. P. MCKINNEY & SON
New York Chicago

Deutsches Journal

The N. Y. German Journal is America's Greatest German Newspaper

CHICAGO ENTERPRISE. CIRCULATION MAN PROMOTED.

Tribune Sends C. W. Wheeler to Europe to Bring Back 300 War Orphans for Adoption—The Post's Campaign to Raise Subscriptions for Barrels of Flour for the Belgians.

(Special Correspondence.)

CHICAGO, Dec. 2.—The Tribune has assigned Charles N. Wheeler to go to Belgium and superintend the bringing back to America of 300 war orphans for whom it will find homes among families that want them. It is estimated that it will cost \$30,000 to carry out the plan.

The children will be selected with great care and none but those in perfect health will be brought here. Every precaution will be taken to see that those who offer to provide homes for the little ones are of good character and able to give them the best of care.

The Herald's Christmas ship scheme worked out so well that it has spurred the Post to special effort in securing subscriptions of barrels of flour for the needy and hungry Belgians.

A movement is on foot to establish a new Jewish daily. That there is room for such a newspaper is indicated by the fact that thousands of New York Jewish papers are sold here daily. The promoters have a chance to purchase a newspaper plant worth \$50,000 for \$15,000. An editor of national reputation has been engaged to direct the paper when started. It is reported that quite a large amount has already been subscribed for the project.

It is stated as a fact that the railroads are thinking of doing away with the wholesale distribution of elaborate and costly booklets and time cards. This encourages advertising men to believe that the money spent in this direction will hereafter be devoted to newspaper publicity which is generally considered much more effective.

A fanciful story of a football game that didn't exist written by R. W. Lardner and printed in the Tribune lured 500 deluded fans to Stagg Field on Thanksgiving Day only to find that they had been fooled.

EDITOR SET FREE BY COURT.

Had Been Arrested and Fined for Criticising the Grand Jury.

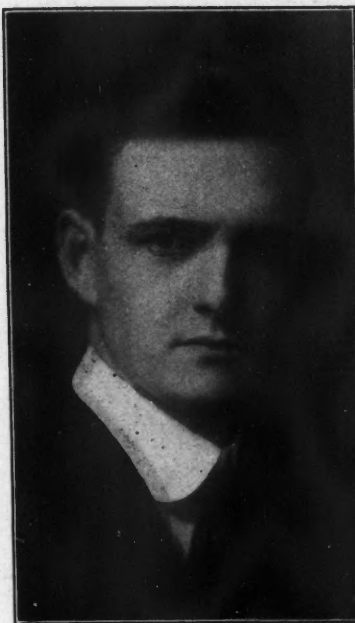
Judge A. B. Anderson, of the Federal Court at Indianapolis, released Charles Clogston, editor of the Terre Haute Post, who had been fined and jailed for contempt of court for printing an article criticising the Vigo county grand jury, which is investigating alleged election frauds, and threatened to proceed against the officers of the State Court if they molested him.

Clogston was summoned before the State Court November 24 and fined and sent to jail for ten days, and the right to present testimony to argue the case through attorneys or to take an appeal was denied. Judge Anderson issued a writ of habeas corpus Wednesday night and the next day the editor was produced in court. After hearing the case, the judge declared that Clogston had been deprived of his liberty without due process of law and ordered his release.

Examination for Editorial Clerk.

The United States Civil Service Commission announces an open competitive examination for editorial clerk, for men only, on December 2, 1914, from the register of eligibles resulting from this examination certification will be made to fill a vacancy in this position in the Bureau of Foreign and Domestic Commerce, Washington, D. C., at a salary of \$1,600 a year, and vacancies as they may occur in positions requiring similar qualifications. For further information address the United States Civil Service Commission, Washington, D. C.

W. A. Elliot Becomes Business Manager of Florida Times-Union.
W. A. Elliot, the new business manager of the Florida Times-Union, successor to Mr. F. W. R. Hinman, is a native of Tennessee. He got his early newspaper training on the Nashville American. For the past eight years he has been circulation manager of the



W. A. ELLIOT.

Florida Times-Union and has always had charge of the business and of the paper during the absence of Mr. Hinman, the manager. He was one of the best circulation men in the South, having given that branch of the business careful study during his connection with the Times-Union, and while connected with the Times-Union he had occasion to come in contact with every department of the paper.

During his incumbency, as circulation manager of the Times-Union, that paper has made wonderful strides and it was due to his loyalty and ability that he was promoted to the management.

Los Angeles Tribune Not Sold.

(By Telegraph.)

LOS ANGELES, CAL., Nov. 30.

THE EDITOR AND PUBLISHER:
The rumor printed in your issue of November 28, relative to the Los Angeles Tribune being taken over by the Christian Science Monitor, is absolutely false and without a particle of foundation in fact. The Tribune has no intention of merging with any other paper or ceasing publication. The Tribune is the only morning paper showing a gain in advertising during the last four months. All other Los Angeles morning papers showed a loss compared with the same months a year ago.

EDWIN T. EARL,
Publisher.

Changes on Toronto News.

Wholesale changes have taken place on the staff of the Toronto News, and new blood has been introduced into the editorial and reportorial departments. S. Roy Weaver is the new news editor, with W. Logan, formerly of the Ottawa Journal, city editor. C. M. Passmore, late of the Montreal Gazette, J. B. Kerr and D. M. Christian, of the Toronto Globe, and G. W. S. Shipman, of the Financial Post, are other additions.

Printing's New Cover.

Printing, devoted to printing and allied industries of New York and vicinity, has recently donned a new cover, pale blue in color, and presenting a design in which printing rollers and a winged gear wheel play an important part.

R. J. BIDWELL CO.

Pacific Coast Representative
of

Los Angeles Times
Portland Oregonian
Seattle Post-Intelligencer
Spokane Spokesman-Review
The Editor & Publisher (N. Y.)
Portland Telegram
Chicago Tribune
St. Louis Globe-Democrat
Kansas City Star
Omaha Bee
Denver News
Salt Lake Herald-Republican

742 Market Street
SAN FRANCISCO

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

The OMAHA DAILY NEWS

"Nebraska's Greatest Newspaper"
October, 1914, Circulation, 78,467

Divided thus:

City (Omaha-South Omaha-Council Bluffs-Benson-Dundee and Florence).....29,694
Mail46,773
Over 96% of the total is in Nebraska.
The Omaha Daily News has 78,467 Circulation (Evening Paper).
The second Omaha Newspaper has 59,948 Circulation (Evening 25,732—Morning 33,336).
The third Omaha Newspaper has 52,837 Circulation (Evening 19,953—Morning 32,884).

C. D. BERTOLET
1118 Boyce Bldg. Chicago, Ill.
New York Representative:
A. K. Hammond, 366 Fifth Ave.

DETROIT SATURDAY NIGHT gets results

because its readers have learned that they can depend on every representation made in its advertisements.

GUARANTEED ADVERTISING

so far as Detroit Saturday Night is concerned, means that the publishers will make good if the advertiser doesn't.

Foreign Advertising Representatives

CHAS. SEESTED

41 Park Row, New York

F. S. KELLY & CO.,

Peoples Gas Bldg., Chicago, Ill.

THE NEW HAVEN

Times - Leader

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.

The only evening paper in New Haven, member of Audit Bureau of Circulations.

The S. C. Beckwith Special Agency
Sole Foreign Representatives
New York Chicago St. Louis

CIRCULATION NEWS, VIEWS AND OBSERVATIONS

Being a Department Edited by a Regular Circulation Man and
Designed to be Helpful to Circulation Managers Everywhere.

By Harvester

It is our belief that one of the biggest problems that confronts circulation men operating in cities of two hundred thousand or less, concerns the method of distribution to city readers.

The experience of one man indicates that the best results are obtained by following a plan wherein wholesalers distribute in certain sections, employing their own carrier boys and relieving the onus of the necessity of handling the details incident to subscription arrears, carriers' salaries, etc. While another man may find, even when operating in the same size community, and with the same local conditions obtaining, that success is possible only with the aid of carrier boys employed either on a salary or commission basis and welded into an organization that is developed under the guidance of the circulation manager, and made to respond to his instructions.

Modesty forbids that we offer any effort of ours as a solution of this problem, but its discussion is suggested by the fact that we have recently reviewed a report submitted by a circulation manager who has changed from one of these plans to the other. His experience undoubtedly contains something of value to every circulation man who has made an analysis of the merits of either or both of these circulation plans, and decided in favor of one or the other without being entirely satisfied that his choice was correct. And we think this sums up the experience of most of us.

The circulation man we refer to brought with him to a new post in charge of the circulation of a newspaper in a city of about one hundred and thirty thousand, experience gained over a period of eleven years in three fields of different sizes. As a carrier boy he had seen the entire daily distribution of his newspaper made within an hour. Later he entered a field where he watched the distribution of a number of editions over a period of several hours daily. Following this he had an opportunity to work in one of the large cities where papers were being printed and dispatched during practically all of one's working hours. In none of these environments had he found a situation that quite equaled the one confronting him when he took up the work in which the experiment we are about to record was made.

His predecessor had divided the city into eight districts or zones, very much in the same manner that the country is divided into parcel post zones. One wholesaler was in charge of the central zone of the city, another circled the central territory practically around the entire city, and each succeeding outlying zone was farther removed from the center.

The result was of course that wholesalers in the central or near central portions of the city had a comparatively easy time making deliveries and showing a profit from their work, while the fellows in the outlying zones found it so difficult to carry on the work with any degree of profit that those districts frequently changed hands, and were in charge of new men practically all of the time.

Whether it would have been better in dividing the districts if each wholesaler had been given a portion of the central districts, and his territory made to extend to the outskirts—in the same manner that a pie is "quartered," for instance, cannot enter into this discussion. While it might have been possible with this division to equalize the amount of profit obtainable in each district, it would have little effect on some of the other conditions criticized by our circulation manager friend.

His report indicates that each wholesaler employed a number of boys, each working with different standards, with the exception that each attempted to make weekly collections from subscribers. One designated Monday as his carriers' pay day, and paid his boys a salary for their work; another would pay on Tuesday and remunerate the carrier in part by salary and the remainder in commissions; another divided his routes and paid some of his boys a stated salary and others commission only. One was surly and cross to his boys, another too considerate and too lenient; and few who possessed the happy faculty of being good disciplinarians without estranging their boys. One fined his boys for complaints, another satisfied himself with merely mentioning the complaint to the boy; there were others who did not see the boys from one week's end to the other, sending the papers out to boys by street cars, etc. And the result, according to the report before us, was havoc. Two office telephones were continually ringing, and a perfect job of a man was in attendance on each. The wires fairly sizzled with the plaintive messages of subscribers who had been "missed" for a third, or perhaps a fourth time, or whose carrier boy had left the paper on the lawn or neglected to safeguard it from the elements.

The new circulation manager found that every district man was allotted a specific number of free copies for use in promotion work, and the theory had been that the wholesaler with the smallest volume of business was entitled to the largest number of free copies—to build up his routes and enable him to do business at a profit. The system

had become so lax that hundreds of these free copies were delivered to paid subscribers by wholesalers whose consciences were easily stretched. Furthermore in addition to the help afforded by the free copies, the wholesalers who operated in the outside sections were paid certain amounts weekly as bonuses or salaries, and in a few instances were further benefited by a reduction of the wholesale rate. Summed up, there were eight circulation managers, each doing business according to his own notion, each operating under a plan worked out to afford him—a middleman—a share of the circulation revenue of that office.

Within six months all of those wholesale districts had been taken over by the office, and the plan changed to delivery to subscriber direct, by carrier employed by the office. So far as possible, the rule was followed to base a carrier boy's salary on 10 per cent. of his weekly debit of the subscribers on his route. There were instances in which this rule had to be modified, scaling down the salary of the boy in congested districts, and adding to that of the boy in the outlying sections, but in the main the rule worked well. In addition to the weekly salary, each boy was given a commission of 10 per cent. of the weekly collections. Thus the matter of carrier boy remuneration was standardized, each being furnished with an incentive to deliver his papers properly that he might collect a high percentage of his debit. Additional incentive for good collections was furnished by the frequent offering of prizes.

A simple coupon route sheet was adopted, by the use of which the carrier was enabled to furnish the subscriber with a receipt for the weekly collection, and the absence of this coupon receipt from his route sheet served the man who checked his collections at the office, in determining amount of the money to be turned in by the carrier.

Of course the adoption of the new plan involved almost endless changes to begin with, in the personnel of the carrier boy force. There had been routes upon which the carrier had made all of the profit that had been made, leaving the district man nothing. (This extraordinary condition, by the way, was unknown in every instance, to the wholesaler concerned, and proved now little analysis of conditions had been made.) In the process of equalizing the profit returns from each route, the carrier boy who had been spoiled with more than his share of earnings was necessarily dissatisfied, but after new boys had taken the places of the discontented older ones, and a force of inspectors trained to apply the ideas of the new circulation manager, had begun to make their work effective, the most marked result was the reduction of complaints, indicating a decided improvement in delivery efficiency. This was not accomplished, however, without the hardest sort of work on the part of the circulation manager himself, requiring every carrier boy to be present at a weekly conference in the office on Saturday morning. It was his invariable rule to be present at this conference himself, and to give the boys an efficiency talk dwelling particularly on their moral responsibility to the office and to the subscribers they served, meeting their little objections regarding delays in the receipt of their daily consignment of papers, advising them with regard to their treatment of their "cranky" patrons, emphasizing their importance as part of the circulation department, and encouraging them in manifold ways to become efficient and painstaking little salesmen, instead of the mere atoms they had been under the old scheme of things. Announcement was frequently made in these conferences that every carrier boy not only was privileged to go to the circulation manager himself with the adjustment of any grievance which he might have, but that it was desired that he do so.

The principal difficulty encountered under the new plan was the inability of some boys to "check out" correctly on collection days. Another difficulty came from the fact that under the old plan carrier boys had been permitted to make collections every day in the week, where under the new plan they were allowed to collect only on Saturday.

The first of these objections was overcome by adopting a rule that boys must make good all shortage. This was modified in the case of a new boy who had erred in detaching too many coupon receipts or in making change. Discretionary power was given the men who checked up with the boys that shortages were not arbitrarily charged to them unless it was apparent that the boy was attempting to take advantage of the office, in which case the shortage was made good from his salary and commission, and if these were not sufficient, from his deposit.

The other difficulty was overcome by granting permission when it seemed expedient to collect from subscribers far in arrears, whose factory pay days fell on other days in the week than Saturday. The necessity for this was lessened as the new plan became better understood, and it was not long before subscribers learned the necessity for being ready for the carrier boy on Saturday if they would avoid the repeated visits of the office collector, who followed up collections from subscribers in arrears. The

(Concluded next week.)

THE SEATTLE TIMES
"The Best That Money Can Buy"
Circulation for 6 months ending
Sept. 30th, 1914, per P. O. State-
ment—

Daily, 71,523
Sunday, 89,079
57,000 in Seattle

A copy to every family.

Largest circulation by many thousands of any daily or Sunday paper on the North Pacific Coast. During first nine months of 1914, the Times led the P. I. by 2,856,700 agate lines. Times gained 307,818 lines and P. I. lost 412,062 lines, compared with same period of 1913.

**LARGEST QUANTITY
BEST QUALITY CIRCULATION**
Buy the best and you will be content.

The S. C. Beckwith Special Agency
Sole Foreign Representatives
New York Chicago St. Louis

**Seven strong newspapers—
each wields a force in its
community that honest ad-
vertisers can employ to advantage.**

THE CHICAGO EVENING POST
(Evening Daily)

INDIANAPOLIS STAR
(Morning Daily and Sunday)
TERRE HAUTE STAR
(Morning Daily and Sunday)
MUNCIE STAR
(Morning Daily and Sunday)

THE ROCKY MOUNTAIN NEWS
(Morning Daily and Sunday)

THE DENVER TIMES
(Evening Daily)

THE LOUISVILLE HERALD
(Morning Daily and Sunday)

The Shaffer Group

Chicago Examiner

DAILY—Has the largest Chicago City circulation in the morning field. Strongest market reports. Best sporting pages. Woman's Forum. Club Notes. Society News.

SUNDAY—Has the largest circulation west of New York City. Reaches 2 out of every 3 homes in Chicago and 4,100 smaller cities and towns of Middle West. Leads in special features.

M. D. HUNTON
220 Fifth Ave.,
New York

E. C. BODE
Hearst Bldg.,
Chicago

The Florida Metropolis
FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

GUARANTEES TO ALL ADVERTISERS MORE DAILY, NET PAID, HOME DELIVERED CIRCULATION IN JACKSONVILLE AND WITHIN A RADIUS OF 100 MILES IN FLORIDA THAN ANY OTHER NEWSPAPER.

FOREIGN REPRESENTATIVES
KELLY-SMITH COMPANY
New York, 220 Fifth Ave.
Chicago, Lytton Building.

**YOU MUST USE THE
LOS ANGELES
EXAMINER**
to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN 150,000

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

There is no Duplication or Substitution in

Pittsburg Leader Circulation

Ask us about the Pittsburgh Territory and in what way the Leader is the important paper.

VERREE & CONKLIN
Foreign Representatives
Steger Building, Chicago
Brunswick Bldg., New York

Reach the men and women who can afford to buy advertised products through

THE PITTSBURGH POST
(Morning)
THE PITTSBURGH SUN
(Afternoon)
CONE, LORENZEN & WOODMAN
Foreign Representatives
New York, Kansas City, Chicago

Get the Best Always

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

New Jersey's
Leading 7 Day Paper

Trenton Times

More circulation than corresponding period in 1913
U. S. Report, 23,985 Paid
and 200,000 more lines of display advertising

Kelly - Smith Co.
CHICAGO NEW YORK
Lytton Bldg. 220 Fifth Ave.

The Peoria Journal

"Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarant es as much city circulation, in Peoria an n, as both other Peoria newspapers combined."

H. M. Pindell, Proprietor
Chas. H. Eddy, Fifth Ave. Bldg., New York
Chas. H. Eddy, Old South Bldg., Boston
Eddy & Virtue, People's Gas Bldg., Chicago

A' TOP O' THE WORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

WE are again approaching the gay and festive Christmas season—or, rather, the gay and festive Christmas season is approaching us. It means lots of hard work for advertising men, lots of strenuous copy writing, lots of strenuous copy chasing, lots of proofs in late, with many changes. It means high hopes of breaking records, of bitter disappointments at not breaking records, and a few smiles of gratification at breaking records.

It means a few, a very few, pats on the back and a great many cussings out for failing to do what was expected—notwithstanding the fact that it is always the impossible that is expected.

Perhaps some of us will take time to realize that, aside from all this, it means the commemoration of the birth of the Son of Man, whose influence here on earth has been greater than that of any other man who ever lived.

Perhaps it will mean—and this is written in all veneration—that some of us will remember that He was the greatest advertising man that ever lived; that He gave the greatest blanket advertising order ever placed: "Go ye into all the world and preach the Gospel to every creature."

Perhaps some of us will realize, too, that His force, His power, His strength were due to the fact that He was advertising a square deal—something honest, something that made good.

Jesus Christ's advertising campaign, started nearly two thousand years ago, has never relied on false circulation statements, on "bargain," on anything except square dealing to carry it on.

Think it over, you advertisement writers and space sellers.

"POP" FREEMAN is back on the Mail. This is good news to all. He never should have left the Mail anyway. He belonged there and the Mail was not the Mail and Pop Freeman was not Pop Freeman while the two were separated.

Might just as well try to divorce Harry Scott from the Detroit News, Elbert Baker from the Cleveland Plain Dealer, Billy Phillips from the Louisville Courier Journal, Life Young from the Des Moines Capital, or Don Seitz from the New York World. It won't work.

Perhaps, however, his little journey will be good for him. It will make him appreciate the Mail and make the Mail appreciate Pop Freeman. They are both of them worthy of a great deal of appreciation.

HENRY SIEGEL, whose record as a crooked merchant is about the worst exposed to view in America, after getting fined for fraudulent advertising; failing in business; caught with the goods in crooked banking; forcing underpaid employees into rebating part of their slender wages into a "fund" which he stole; trying to get out of the country and being refused admission to a foreign land because of his nasty reputation, has been tried, convicted and sentenced to spend ten months in jail and pay a fine of \$1,000.

Sentence has been suspended, however, so that he will merely have to pay the \$1,000 fine.

15,000 depositors in Siegel's bank lose \$2,267,833.68 and he is fined \$1,000.

The banks that lost money through his misrepresentations lost money they could probably afford to lose—leastwise its loss entailed no suffering.

The creditors who sold him goods and did not get paid could stand the loss. They took a business chance, and got stung, but the depositors who lost their savings, lost their very life blood—and he got fined \$1,000.

Inasmuch as one can be fined and imprisoned for contempt of court it is, perhaps, wise to try to conceal that contempt.

WAR NEWS is gradually yielding front page positions to important news closer to home, and, glory be, is failing to get the interest manifested earlier in the struggle.

Lew Fields dished up a mouthful of real conversation some time ago when he said, "Enough is enough and sometimes a plenty," and the mere information that a few hundred thousand good men are put out of commission daily, fighting, they know not what for, grows tiresome, not to say nauseating.

The European war has caused untold suffering and want, and at the same time has brought forth a great big, hearty, thrilling, substantial expression of pity from the United States, a response which was not remarkable, not charitable, not anything but simply Americanism.

But this country of ours is facing a possibility of overdoing the thing a bit, even at that. And for two reasons.

First, owing to this war, business in the United States is affected, although the slacking is merely temporary, and will serve to give us time to gather strength for the wonderful strides forward which are sure to result. But the temporary "restraint of trade" falls hardest upon those who are least able to bear it, and is resulting in suffering here at home, which could and should be alleviated with that which is now being sent abroad, and second, because this war is surely a war of resources, pure and simple, and the winning side will be found to be the one which has the greatest resources.

That means that, if the rest of the world stands aside and lets these countries run out of resources they will have to stop fighting and revert to peaceful pursuits.

DEPARTMENT STORE ADVERTISING, ten years ago the one big thing on daily papers, is growing smaller every year. In New York City alone it is estimated that the newspapers are losing one million dollars a year from that source, due in this particular instance, to shut-downs and failures.

However, this is not a local condition entirely. Papers elsewhere have suffered a heavy loss in volume of this kind of advertising, although, in most cases, other copy has been found to take its place.

This is not an indication that newspaper advertising is losing its value, rather that its standard is being raised, and that merchandising along higher lines is winning a place for itself.

It is an indication, too, that the splendid work of advertising clubs, of vigilance committees and a few real merchants is gaining recognition.

IN WESTERN PENNSYLVANIA
You will make no mistake by using

The Johnstown Leader

The only newspaper between Philadelphia and Pittsburg printing an eight-page two color Saturday Feature Magazine Section.

S. G. LINDENSTEIN, INC.

Special Representative

16 East 26th Street New York City

Only Sunday Newspaper to

Gain in Advertising in 1914

The Sunday edition of The New York Times during the eleven months of 1914 gained 142,827 agate lines—the only New York Sunday newspaper to record an advertising gain.

The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of The Jewish Morning Journal for 110,520 six months ending Sept. 30, 1914.

The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.

The Jewish Morning Journal prints more HELP WANTED ADS.

than any paper in the city, excepting the New York World.

I. S. WALLIS & SON, West's Representatives
1246 First National Bank Bldg., Chicago

The Globe

reaches more of the better class people in Greater New York than any other Evening paper.

Net paid circulation for year ending Oct. 31, 1914

169,251

Net paid circulation for Oct. 31, 1914

196,944

Growth of THE EVENING MAIL

The average net paid circulation of The Evening Mail for the six months ending September 31, 1914, was

157,044

This is an increase of

26,738

over the corresponding period of 1913.

THE NEW ORLEANS ITEM

Accepts advertising on the absolute guarantee of the largest net paid circulation of any New Orleans newspaper or no pay.

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

LIVE AD CLUB NEWS.

New officers were elected by the Pittsburgh Publicity Association November 24 at its annual meeting in headquarters, Keenan Building. The officers are Joseph E. Stevenson, president; S. J. Stoughton, vice-president; Charles A. Holmes, secretary, and W. A. Keirn, treasurer. The two last were re-elected.

A vigorous prosecution of all who indulge in fake advertising was the promise given by A. H. Lundin, prosecuting attorney-elect, to the members of the Seattle (Wash.) Ad Club at its first luncheon of the season November 18.

"The Washington advertising law is one of the most potent in the country," Lundin asserted, "and offers a wide field for the prosecution of men who publish misleading, deceptive and untruthful statements about what they are offering for sale. The fact is, and herein lies the greatest evil, the people who are cheated most by fake advertisements compose the class that can least afford to lose money. Minneapolis has been cleaned of the fakers and thirty cases are pending at Portland.

"I shall appreciate your support in this fight and promise you that there will be no delay in prosecutions. Half a dozen convictions I think would put an end to the evil in Seattle."

President-elect R. E. Maxfield outlined the program for the winter and declared for educational work as against vaudeville stunts.

One hundred and fifteen persons were entertained at the house warming given November 24 by the Milwaukee Advertisers' Club at its new clubrooms in the Miller Cafe Building. The Rev. William T. Dorward told several amusing stories and Mrs. James Stewart, in sneaking on "Advertising From the Consumers' Viewpoint," related her personal experiences.

Des Moines ad men have started their campaign to raise \$10,000 to care for the destitute of the city. The books of the Associated Charities were opened for their inspection and an auditor appointed by the ad men began his duties. The estimate of the needs of the poor this winter will be based upon the books of the society for last winter.

A little co-operation between the University and the Vigilance Committee of the Minneapolis Advertising Forum cost Fred Zimmerman, proprietor of a clothing store at 200 Hennepin avenue, \$10 in Municipal Court.

Zimmerman had been arrested on a charge of advertising fraudulently in that he had displayed on a certain garment in front of his store this sign: "\$1 Wool overshirt cut to 59 cents."

The Forum Committee bought the shirt and submitted it to the University textile authorities. They reported it made exclusively of cotton.

Missouri politics is being practiced in the campaign being carried on by two factions of the St. Louis Ad Men's League, which will be finished on December 8th by the election of officers for 1915.

The solicitation and activities noted in the press lead one to surmise that the entire campaign is being carried on in good natured burlesque.

The Advertising Men's Club of Elizabeth, N. J., has begun the publication of the Ad Club Bulletin. It is a small, four-page sheet filled with information about the club and its members. The club was organized in April, 1913, with thirty members. It has now seventy-two and still growing. William Sefton is the president, Ambrose McManns, first vice-president; F. B. Harns, second vice-president, and E. Ernest Wallace, secretary-treasurer.

The sailors on board the armored cruiser South Dakota, now at San Francisco undergoing repairs, publish a paper called the Ess Dee.

WEDDING BELLS.

J. C. Burke, sporting writer, of Boston, Mass., and Miss Emma L. Howley, of Brookline, Mass., were married November 25.

W. H. Gharrity, city editor of the Beloit (Wis.) Free Press, married Miss Antonette Brandt of Pewaukee, Wis., November 21.

Barry J. Davis of the Jacksonville (Mo.) Journal and Miss Marie Piepenbring of Hannibal, Mo., were married November 26.

Dean Hoffman, managing editor of the Harrisburgh (Pa.) Patriot, married Miss Ethel W. Miller, of that city, in Philadelphia November 24.

H. W. Hoyt, newspaper man of Milwaukee, Wis., married Miss Irene Taylor, at Waukegan, Ill., July 25 and has just announced the wedding.

Foster C. H. Hillegass, editor of Town and Country, of Allentown, Pa., married Miss Florence G. Wall November 12.

Colley S. Baker of the Uniontown (Pa.) Herald married Miss Marie E. Coyle, of Indianapolis, Ind., November 17.

Franklin V. Potter of San Francisco and Miss Aidne Hause of Salt Lake City, both well-known newspaper writers, were married in Richmond, Cal., last week.

MISSOURI JOURNALISM SCHOOL.

State Association Passes Resolutions Expressing Approval of It.

The Missouri Press Association, at its recent meeting in St. Louis, adopted this resolution regarding the School of Journalism:

"The Missouri Press Association rejoices in the success of the Missouri School of Journalism and regards it as a gratifying part of the endeavors of the association. Under the directions of a past-president of our association, and receiving the unstinted support of the editors of the state, individually and collectively, the School of Journalism has more than justified our promise in its large accomplishment. We accept the verdict of the journals of other states and of other universities, which have paid the most gratifying acknowledgment by the establishing of similar departments.

"The association accords continued support in unstinted measure and would urge liberal treatment that the school may increase in influence and effectiveness each year."

OBITUARY NOTES.

JOHN H. LINDSAY, sixty-four, business manager of the Albany Evening Journal, which is owned by William Barnes, died November 28 from blood poisoning which developed from a cut inflicted while he was paring a corn. He was ill a week.

EDGAR PARKER, for fifty-two years editor of the Geneva Advertiser, died November 27, aged seventy-seven years, at Geneva, N. Y.

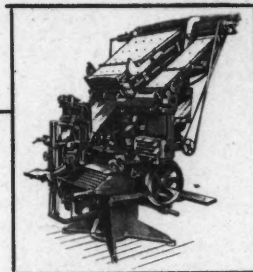
CAPTAIN WILLIAM H. HILLEARY, a veteran newspaper man and prominent Republican editor, dropped dead November 17 at Buckhannon, W. Va., from heart failure.

JOHN J. MAHONEY, a newspaper man, at various times employed as reporter on the New York papers, died November 28 at his home, 416 Kosciusko street.

HARRIS BISHOP, one of the best known of the newspaper fraternity around the bay, died last week at his home, 561 El Dorado avenue, Oakland, Cal., after an illness of some months. He had been at one time or another connected with the staffs of all the big San Francisco morning dailies and with the Oakland newspapers.

LOUIS B. CHAPLIN, political reporter of the Chicago American, died suddenly November 23. He had just undergone a small operation for his tonsils and was taken suddenly with strangulation soon after arising the next morn-

Model 14 Latest Multi-Magazine Linotype



The Linotype Is the Keystone of Newspaper Production

In the modern newspaper plant the Linotype occupies a position of supreme importance. It is the vital link between the news gathering and paper printing departments. It bears the brunt of the rush and grind of newspaper service. Have you modern Linotypes enough?

Mergenthaler Linotype Company

Tribune Building, New York

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

Good Cuts For Newspapers

We make plates for newspapers that are etched deep and will print well.

Our prices are right and as we operate a day and night force, we are able to give newspapers a highly satisfactory service at all times.

Atlas Engraving Company
205 West 40th Street New York

Connecticut's Biggest and Best Daily Newspaper

The Hartford Times
Hartford, Conn.

THE TIMES' circulation is 3c. circulation Home circulation

"One paper in the home is worth a hundred on the highway."

KELLY-SMITH COMPANY
Representatives

220 Fifth Ave. Lytton Bldg.
New York Chicago

ing. He was originally from Warsaw, Ind., where he had only lately buried his mother. He leaves a widow. He was a veteran of the Spanish-American war. He belonged to the Press Club and the Army and Navy Club. Burial was made at Warsaw, Ind.

WILLIAM C. HULL, who had been a newspaper reporter for more than twenty-five years, died November 24 in the Hudson Street Hospital, New York City, after he had been stricken on Monday while at work in the Federal Building in Manhattan. He was 62 years old and lived at 33 Poplar street, Brooklyn, N. Y.

LEWIS G. RUNKLE, 74 years old, editor of a Flemington (N. J.) newspaper, died suddenly about midnight, November 21, while visiting at the home of Mrs. William Dildine, at Washington, N. J.

THOS. TEAKLE, SR., of the Quebec Chronicle, was suddenly taken sick while on a street car, taken to a doctor, and died without regaining consciousness. He was 73 years old.

DOUGLAS S. MARTIN, late of the editorial staff of the Electrical World, died at the Boulogne Hospital, France, as the result of wounds received at the Battle of Messines, on the Belgian border, while fighting with British troops. He was a brother of T. C. Martin, secretary of the National Electric Light Association.

WILLIAM O. LAYING, of San Francisco, manager of the Breeder and Sportsman, and noted as the best-informed harness horseman on the Pacific coast, if not in the United States, is dead.

MRS. WALTER E. PHILLIPS, wife of the general manager of the old Publishers' Press, died in Bridgeport, Conn., last week.

BRADLEE WILLIAMS, thirty-five, news editor of the Springfield (Mass.) Republican, died at his home, 52 Thompson street, November 19 after an illness lasting several weeks.

TIPS FOR THE AD MANAGER.

Dr. Blosser Company, "Blosser Carruth Remedy," 38 Walton street, Atlanta, Ga., is placing orders with some weekly newspapers.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is handling the advertising account of the Westmoreland Candy Company, "Pecanut Crisp," Richmond, Va.

Guenther-Bradford Company, 64 West Randolph street, Chicago, Ill., is issuing orders to some Wisconsin newspapers for Dr. James M. Rainey, "Dr. Rainey Tablets," 136 West Lake street, Chicago, Ill.

Vredenburg-Kennedy Company, 456 Fourth avenue, New York City, is sending out orders to some New Jersey newspapers for Peter Doelgers Brewing Company, "Doelger's Beer," New York City.

It is reported that the Gundlach Advertising Company, People's Gas Building, Chicago, Ill., will place the advertising account of Thomas A. Edison, Inc., "Edison Phonograph," Orange, N.J.

Hays Advertising Agency, 196 Main street, Burlington, Vt., is forwarding orders to agricultural newspapers for the Dairy Association Co., Cattle Remedy, Lyndonville, Vt.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., it is reported, will place the newspaper advertising of the Hyomei Company, Buffalo, N. Y.

Ernest J. Goulston Advertising Agency, 18 Tremont street, Boston, Mass., is making contracts with some Southern newspapers for George A. Snow Shoe Co., "Snow Shoes," Brocton, Mass.

Hugh McAtamney Company, Woolworth Building, New York City, is handling the advertising of the McAlpin Hotel, Broadway and 34th street, New York City.

Moser & Cotins, Paul Building, Utica, New York City, are placing the advertising of the Rathbone, Sard & Company, "Acorn Stoves and Ranges," Albany, N. Y.

Mitchell Advertising Agency, Minneapolis, Minn., is issuing orders to some Western weekly newspapers for Foster Robe & Tanning Company, 1629 Fifth street, Southeast, Minneapolis, Minnesota.

Frank Presbrey Company, 456 Fourth avenue, New York City, is forwarding 99 line double column one time orders to a selected list of Western newspapers for the Pennsylvania Rubber Co., Jeanette, Pa., and 1889 Broadway, New York City.

Cramer-Krasselt Company, 354 Milwaukee street, Milwaukee, Wis., is sending orders to some Western weekly newspapers for the Overland Shoe Co.

It is reported that the Emerson Shoe Company, Rockland, Mass., will place their newspaper advertising direct.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago, Ill., is again issuing orders to a selected list of Western newspapers for the Business Men's League, Hot Springs, Ark.

A. R. Elliott, 62 West Broadway, New York City, is forwarding orders to newspapers in New York City and vicinity for Borden's Condensed Milk Company, 108 Hudson street, New York City.

Frank Presbrey Company, 456 Fourth avenue, New York City, issuing orders for the Hearst Magazine, New York City.

The advertising of Northam Warren, 9 West Broadway, New York, manufacturer of Cutex manicure products, is being placed by the Siegfried Company, Inc., New York.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is placing 14 line 5 time orders with agricultural papers for the Des Moines Incubator Company.

Van Cleve Company, 1790 Broadway, New York City, is making 5,000 line one year contracts with eastern papers for the Rock Island Lines.

Dauchy Company, Inc., 9 Murray street, New York City, is issuing 45 line 3 time contracts with middle west papers for Platt's Chloride Company.

Calkins & Holden, Inc., 250 Fifth avenue, New York City, are forwarding contracts for H. J. Heinz, Pittsburgh, Pa.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are sending out renewals for Maull Bros. Company, of St. Louis, Mo.

J. J. Behr, Cincinnati, O., are making contracts with Mississippi papers for I. Trager, of the same city.

The Clague Agency, Otis Building, Chicago, Ill., is placing 5,000 line one year contracts with a selected list of papers for the Reo Motor Car.

Frank Seaman, Inc., 116 West 32d street, New York City, is sending out 3,000 line one year contracts to eastern papers for Van Horn & Sawtell (Vologen).

Depends Upon Newspapers.

David Warfield, with the co-operation of his manager, David Belasco, has adopted an advertising policy new to touring attractions of the present time. For the past month the only billboard paper used in connection with "The Auctioneer" has been eighth-sheets posted at the theatres the attraction has played. In other words, Mr. Warfield has been, and is, depending on the newspapers almost exclusively for his publicity. It is said that this policy has not been used by a theatrical company on tour since Edwin Booth used it.

Literary Digest Offers \$10,000.

Advertisements extending to almost full page space have been inserted in leading Canadian dailies by the publishers of the Literary Digest of New York offering to give \$10,000 to the patriotic friends of ten Canadian cities if any of the newspapers of the Dominion which had accused it of being subsidized to aid the German cause, could prove that it had received a cent of money from any source for the purpose of influencing anything that had been said or left unsaid in its columns.

Joe Tomlin says: "A tea kettle sings when it is full of water, but who in the h— wants to be a tea kettle."

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.	NEW JERSEY.
GAZETTE—Av.Cir. 6,125....Phoenix	PRESSAsbury Park
CALIFORNIA.	JOURNALElizabeth
THE NEWS.....Santa Barbara	COURIER-NEWSPlainfield
BULLETINSan Francisco	NEW YORK.
GEORGIA.	EVENING NEWS.....Buffalo
JOURNAL (Cir. 57,531).....Atlanta	BOLLETTINO DELLA SERA, New York
CHRONICLEAugusta	EVENING MAIL.....New York
LEDGERColumbus	OHIO.
ILLINOIS.	PLAIN DEALER.....Cleveland
POLISH DAILY ZGODA.....Chicago	<small>Circulation for November, 1914.</small>
SKANDINAVENChicago	Daily133,759
HERALDJoliet	Sunday162,568
HERALD-TRANSCRIPTPeoria	VINDICATORYoungstown
JOURNALPeoria	PENNSYLVANIA.
STAR (Circulation 21,589)Peoria	TIMESChester
INDIANA.	DAILY DEMOCRAT.....Johnstown
THE AVE MARIA.....Notre Dame	DISPATCHPittsburgh
IOWA.	PRESSPittsburgh
REGISTER & LEADER...Des Moines	GERMAN GAZETTE.....Philadelphia
THE TIMES-JOURNAL....Dubuque	TIMES-LEADERWilkes-Barre
KANSAS.	GAZETTEYork
CAPITALTopeka	SOUTH CAROLINA.
LOUISIANA.	DAILY MAIL.....Anderson
DAILY STATES.....New Orleans	THE STATE.....Columbia
ITEMNew Orleans	<small>(Sworn Cir. Mo., 1914. D. 22,850; S. 23,444)</small>
TIMES-PICAYUNENew Orleans	TENNESSEE.
MARYLAND.	NEWS-SCIMITARMemphis
THE SUNBaltimore	BANNERNashville
<small>has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.</small>	TEXAS.
MICHIGAN.	STAR-TELEGRAMFort Worth
PATRIOT (No Monday Issue) Jackson	<small>Sworn circulation over 80,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.</small>
<small>Average 9 mo. 1914; Daily 11,042; Sunday 12,117. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C.</small>	CHRONICLEHouston
MINNESOTA.	<small>The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.</small>
TRIBUNE, Mon. & Eve...Minneapolis	WASHINGTON.
MISSOURI.	POST-INTELLIGENCERSeattle
POST-DISPATCHSt. Louis	WYOMING.
MONTANA.	LEADERCheyenne
MINERButte	CANADA.
NEBRASKA.	BRITISH COLUMBIA.
FREIE PRESSE (Cir. 128,384).Lincoln	WORLDVancouver
POST'S MAGAZINE SYNDICATED.	ONTARIO.

After negotiating for some time for the publication rights of The New York Evening Post's Illustrated Magazine, John D. Wells, Sunday editor of the Buffalo News, has secured the syndicate privilege for the territory west of Buffalo and Pittsburgh. The Buffalo Sunday News, Edward H. Butler, Jr., editor and publisher, has already adopted the

Evening Post's Illustrated Magazine, the first issue having appeared Nov. 22. John D. Wells will handle the syndicate rights west of Buffalo and Pittsburgh, while eastern rights will be controlled by The New York Evening Post. Seven or eight newspapers are already negotiating for the magazine, and it is expected that early in 1915 a number of them will begin publication.

New Orleans States
 Sworn Net Paid Circulation for 6 Months Ending Oct. 1, 1914
33,271 Daily
 Per P. O. Statement
 Local paid circulation averages over 24,000 per issue. We guarantee 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 need in New Orleans.
THE S. C. BECKWITH SPECIAL AGENCY
 Sole Foreign Representatives
 New York Chicago St. Louis

AD FIELD PERSONALS.

Bruce O. Bliven, advertising manager of Harris & Frank's store, Los Angeles, has been appointed director of the Department of Journalism at the University of Southern California. He will assume the duties of the position January 1, 1915. He will continue his work as editor of the California Outlook.

Richard Haughton, formerly president of the Dallas Advertising League, and advertising manager of Holland's Magazine, Farm and Ranch, has moved to Chicago, where he is now connected with the National Stockman and Farmer and the Farmers' Review.

Rudolph C. Liebrecht, president of the Expert Advertising Agency, of Chicago, has been appointed consul for Uruguay in Chicago.

Edward R. Maloney has been appointed advertising manager for the official paper of the Modern Woodmen of America, known as the Modern Woodmen Magazine.

A. E. Edgar, an advertising expert of Detroit, has been appointed editor of the American Merchant, published in that city.

A. R. Onyun, of the advertising copy department of the Washington Times, has been presented with a bouncing baby girl, born November 24. Mrs. Onyun was formerly Miss Sarah F. Phillips, assistant circulation manager of the Times.

A. T. Cole, advertising manager for the Fair department store, Anderson, Ind., has resigned. Mr. Cole will go to Kokomo, where he intends to embark in business of his own.

E. Leroy Pelletier will write Reo advertisements for the coming year. He will write no other Gasoline Automobile copy.

Arthur St. George Joyce, Philadelphia newspaper man and publicity expert, has resigned as financial editor of the Philadelphia Ledger to become associated with the publicity department of Lewis-Seabrook Company, in Atlanta.

C. M. Marvin, for nine years a member of the advertising staff of the Cleveland News, has been appointed advertising manager of that paper.

William Woodhead, president of the Associated Advertising Clubs of the World, was one of the principal speakers before the convention of the California State Realty Federation, held in Oakland, last week. Woodhead spoke on the general state of business trade

PUBLISHER'S NOTICE.

Subscription: Two Dollars a year in the United States and Colonial Possessions, \$2.50 a year in Canada and \$3.00 foreign. Payable yearly in advance.

It is suggested that the publication should be mailed to the home address to insure prompt delivery.

The Editor and Publisher page contains 672 agate lines, 168 on four.

The columns are 13 pieces.

Advertising will not be accepted for the first three pages of the paper.

Advertising Rates: Transient Display 25c. an agate line.

Liberal discounts are allowed on either time or space contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted fifteen cents a line; Business Opportunity and Miscellaneous ten cents a line, and Situations one cent a word; see classified pages.

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

Philadelphia—L. G. Rau, 7th and Chestnut streets.

Pittsburgh—Davis Book Shop, 416 Wood street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth street, N. W.

Chicago—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street.

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

Detroit—Solomon News Co., 60 Larned street, W.

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

and anticipated a wonderful development in California during the next few years.

B. A. Forsterer, secretary of the Oakland Tribune, addressed the Ad Men's Club of that city last week, dwelling upon Alameda county's participation in the P. P. I. Exposition. He expressed confidence that the county would vote the \$1,000,000 which has been promised in its behalf for the fair.

The Mort. J. Burrows Advertising Agency, of Kansas City, Mo., has opened a branch office at Wichita, Kan. It is in charge of J. C. Smith, formerly of the Eagle.

W. E. Jenney has resigned as advertising manager of the New York Store, Indianapolis, Ind., and has gone with the John L. Clough Advertising Agency of that city, taking charge of a number of accounts.

Harry W. Goodwin, president of the Rochester Advertising Men's Club, was the speaker at the annual banquet of the stockholders of the City Bank, which was held at the Onondaga, Rochester, N. Y., November 26.

The Canadian Press Association announces the withdrawal of its official recognition from Hutcharm, Limited, Victoria, B. C., advertising agents.

Yet another Canadian advertising agency has fallen in line and has adopted the standard form of advertising contract prepared by the Canadian Press Association. This is the firm of A. McKim, Limited, Montreal and Toronto. This makes the ninth agency to adopt the form. The agency of J. J. Gibbons, Limited, has recently substituted for their old form a new one that conforms in most particulars to the standard form.

SPHINX CLUB DINNER.

The December dinner of the Sphinx Club will be held at the Waldorf Astoria Hotel, New York City, on December 8. Arthur W. Harris, of Harris, Forbes & Company, bankers, will present "A Look into 1915," and Jerome A. Crane, advertising manager of the Riker-Hege-man Corporation, will speak, his subject being "The Past and Present Drug Store."

Newspaper Activities.

On November 15 the Albany (N. Y.) Knickerbocker Press issued a 48-page industrial edition which, as such editions go, was a splendid specimen of what can be done. It was well edited, well illustrated and well printed, and should be a great help in making Albany famous.

BRIEF NEWS ITEMS.

The Detroit (Mich.) Times, on November 19, issued a 24-page edition, carrying a large volume of advertising, as well as a large picture of the new home this paper will occupy after January 1.

Hal Fink has been appointed business manager of the Duluth (Minn.) News-Tribune. He was formerly business manager of the Indianapolis Sun and for several years was on the Clover Leaf publications in Des Moines, Sioux City and Chicago.

The annual meeting of the St. Lawrence River Counties Press Association, embracing the district between Kingston and Cornwall in the province of Ontario, was held in Brockville on November 25. The following officers were elected: President, W. Gibbens, Standard, Cornwall; vice-president, J. G. Elliott, Whig, Kingston; secretary-treasurer, W. J. Moore, Recorder, Brockville; executive committee: B. O. Britton, Journal, Gananoque; A. T. Wilgress, Times, Brockville; C. D. Chapman, Citizen, North Augusta. The meeting was brought to a conclusion with a banquet, at which the Hon. George P. Graham, president of the Montreal Herald Publishing Company, was the chief speaker.

J. W. Booth, advertising agent for the Missouri Pacific Iron Mountain railway system, figures that a newspaper advertisement does as much work in a day as a canvasser going from house to house could accomplish in six years.

Chicago's Hall of Fame.

Among the great men of Chicago who are proposed for places in a possible hall of fame that may be erected on Grant Park are several well known former editors, such as William Cross, Joseph Medill, J. Young Scammon, Mark Skinner, Andrew Shuman, Wilbur F. Storey, James W. Sheahan.

Publisher's 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.; Mailers Bldg., Chic.; Chemical Bldg., St. Louis.

BROOKE, WALLACE G. & SON,
225 Fifth Ave., New York City.
Tel. 4955 Madison Sq.

BUDD, THE JOHN, COMPANY
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis.

CARPENTER-SCHEERER-SULLIVAN SP. AGENCY
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People's Gas Bldg., Chicago.

CONE, LORENZEN & WOOD-MAN
Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.

KEATOR, A. R.
601 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065.
171 Madison Av., New York.

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

O'FLAHERTY'S N. Y. SUBURB. LIST
22 North William St., New York.
Tel. Beekman 3636.

PAYNE, G. LOGAN, CO.
747-8 Marquette Bldg., Chicago; 200 Fifth Ave., New York; 40 Bromfield St., Boston.

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

Advertising Agents

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

COLLINS ARMSTRONG, INC.
Advertising & Sales Service.
115 Broadway, New York.

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.

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Chicago, Ill.

THE BEARS ADV. AGENCY,
Latin-American "Specialists."
Main Offices, Havana, Cuba.
N. Y. Office, Flatiron Bldg.

THE EXPORT ADV. AGENCY
Specialists on Export Advertising.
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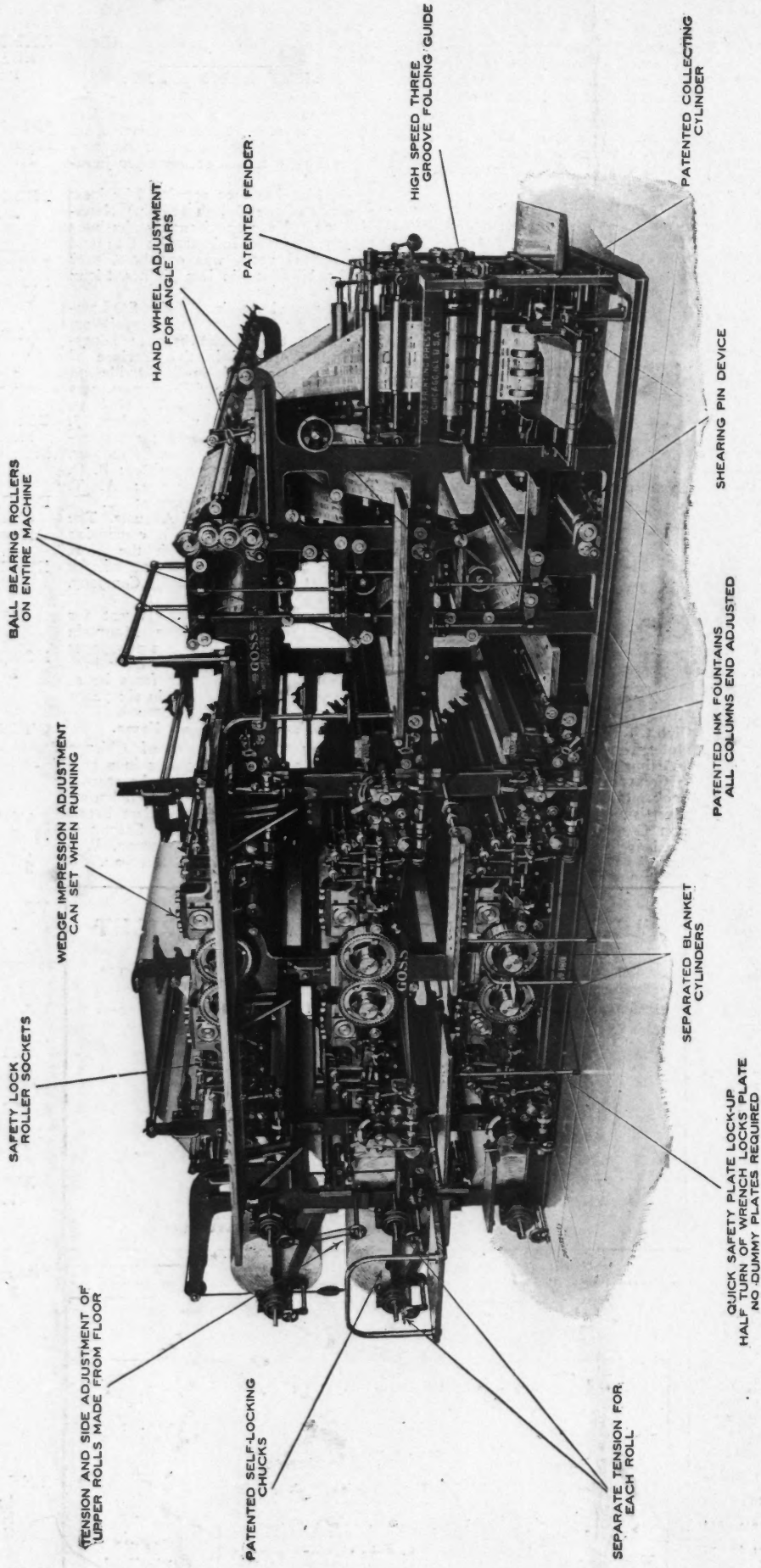
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