

# THE EDITOR AND PUBLISHER AND JOURNALIST

Vol. 13, No. 21

NEW YORK, NOVEMBER 8, 1913

10 Cents a Copy

## NEW YORK ELECTION.

### NEWSPAPER MEN PLAY IMPORTANT PART IN CAMPAIGN THAT BEAT TAMMANY.

**James Creelman's Exclusive Sulzer Story in the Mail and Hennessy's Relentless Attacks, Great Factors in Ultimate Fusion Victory—Mr. Hearst's Aggressive Campaign—Crowds Watch Press Bulletins.**

The election campaign which closed on Tuesday with the election of the Fusion ticket and the defeat of Tammany Hall was in many respects the liveliest that has been held in the city for years.

Never in the city's history have newspaper men played such a prominent part. Governor Glynn, editor of the Albany Times-Union, was elevated to office as the result of the impeachment of Governor Sulzer, his predecessor, while the campaign was still on.

Henry L. Stoddard, publisher of the Mail, "beat the town" in publishing an exclusive copyrighted Sulzer story, written by James Creelman, whose art and finished style gave it "a punch" that went some.

James C. Garrison, Sulzer's publicity representative, an experienced newspaper editor, was sent to jail because he refused to answer certain questions put to him by a legislative investigating committee, and remained there for five weeks before he was released on an order of the court.

John A. Hennessy, for many years managing editor of the New York Press, was the dominant figure during the campaign because of his relentless attacks on Tammany Hall and its methods. No one in the past twenty-five years has leaped into local political prominence so quickly and been able to hold the center of the stage so completely as he. He did more to defeat the Tammany ticket than any other individual. His revelations of the inside history of the organization kept the public wrought up to a high pitch of interest to the very hour that the ballots were cast.

William Randolph Hearst made an aggressive campaign in behalf of the Independence League ticket, and had the satisfaction of seeing the "promisers," McAneny and Prenergast, returned by half the plurality of Mitchel, whom he personally and editorially supported.

In a 1,500-word signed editorial, occupying four columns in the New York American of November 7, Mr. Hearst says: "The question before the community then is not merely how to destroy the individual boss, but how to destroy the system of BOSSISM. This cannot be done by spasmodic and sporadic uprisings against the unstable corruption of the political machine, but must be done by a system of electoral reforms, which will nullify the power of the political machines and remove them permanently from the field of politics. These measures are direct nominations, the Massachusetts ballot, the initiative, referendum and recall."

Theodore Sutro, editor of Mr. Hearst's German Journal, was a nominee on the Hearst ticket, but was not elected.

William Barnes, known as the boss of up-the-State, owner of the Albany Journal, was much elated late Tuesday night to learn that his ticket had won, in spite of the attacks made upon it by his foes.

There is no gainsaying the fact that  
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WILLIAM PORTER SPURGEON,  
NEW EDITORIAL DIRECTOR OF WASHINGTON HERALD COMPANY.

### HANSONS BRANCHING OUT.

#### Will Launch the Jacksonville News Early in December.

C. B. Hanson and Albert Hanson, joint owners of the Pensacola News and the Mobile Item, were visitors to New York this week, where they bought presses and other machinery and supplies for their new paper, the Jacksonville (Fla.) News, which will shortly make its appearance.

The announcement says that the new paper will be modeled along the general lines of the Birmingham News, published by Victor H. Hanson, in the ownership of which Albert Hanson is also interested. The Jacksonville News will be an afternoon paper, and it is planned to issue the first number during the first week of December.

#### Luke Lea Buys Nashville Democrat.

The Nashville (Tenn.) Democrat, a morning daily, was sold to Senator Luke Lea's paper, the Tennessean and American, last Saturday and discontinued its publication the next day. The Democrat was established about two years ago, and was "regularly" Democratic in policy. William O. Vertrees was the presi-

dent and Hickman Price the publisher of the paper until recently, when Managing Editor Ewing was made general manager. The paper had fought the law enforcement policy which Senator Lea has advocated in Tennessee and it had also fought him. The merger is expected to materially strengthen Senator Lea in the State.

#### The Kaiser's Mouthpiece.

The rumor is current in Berlin that the owner of the Lokal Anzeiger, the August Scherl Newspaper Co., has been paid \$2,500,000 in return for a pledge to keep the newspaper constantly at the government's disposal. This influential paper was about to pass into the hands of Rudolf Mosse, owner of the Berliner Tageblatt. Had it happened the Kaiser and the imperial party would have been left without a newspaper mouthpiece.

#### Moline Publisher Injured in Wreck.

The automobile of T. J. Vandusen, associate publisher of the Moline (Ill.) Evening Mail, was struck by a Rock Island engine Saturday night and instantly wrecked. Mr. Vandusen was pitched head first onto the pavement and is reported in a dying condition.

## WASHINGTON TOPICS.

### IS A NEWS ASSOCIATION SUBJECT TO STATE LAWS OR FEDERAL STATUTES?

**Question Now Before the U. S. Supreme Court in United Press vs. St. Louis Star-Chronicle—Free Delivery Wanted for Small Towns—Frank A. Munsey a Defendant in a Damage Suit for \$10,000.**

(Special Correspondence.)

WASHINGTON, Nov. 5.—Whether the business of a news association is subject to regulation by State laws or by federal statutes is the principal question involved in the case of the United Press Associations against the St. Louis Star-Chronicle, just docketed in the Supreme Court of the United States. The case is deemed important because of the recent State laws looking toward a regulation of the business of press associations.

The United Press suit arose out of a dispute between it and the St. Louis paper over the termination of the contract for furnishing news to the paper. In 1908 the Star-Chronicle contracted to take the United Press service for one year with the additional provision that the contract should be self-renewing unless sixty days' notice of termination of the contract was given before the expiration of each yearly period.

SUIT BROUGHT IN 1910.

In 1910, just before the expiration of a term under the contract, the Star-Chronicle notified the United Press telegraph operator in St. Louis that it would discontinue the service. About the same time, it is claimed, it wrote a letter to the United Press manager in New York stating that its present intention was to terminate the contract. As a result of these notices the paper claims the contract was terminated; the United Press asserts it was not, and sued for the pay it would have received during the year for the service.

The Star-Chronicle met the suit by the claim that the United Press had not taken out a license to do business in Missouri and therefore under State statute it could not sue on a contract within the State.

The Missouri courts held that the United Press was engaged in interstate commerce and the Missouri statute did not apply. If it did apply, the court said, the law was unconstitutional. The court also held that the notice to the telegraph operator and the wording of the letter were not sufficient notice to terminate the contract. To test all these holdings the Star-Chronicle has brought the case to the Supreme Court.

MANAGER NOT NOTIFIED.

Another feature in the case is that the United Press manager claims he never received the letter of notification. The sufficiency of a carbon copy introduced by the Star-Chronicle in evidence affords the basis for another question in the litigation.

Frank A. Munsey, the publisher, was a defendant this week in the Supreme Court of the United States where he is seeking, through his attorneys, to have a verdict rendered in the local courts for \$10,000 damages in favor of the estate of Samuel T. Pennington, a government employe, set aside. Pennington was killed by falling through the door of a moving elevator in Munsey's Washington office building. Evidence of negligence on the part of the elevator operator in not having his arm

across the elevator door, and on the part of others in not having the projecting ledges in the elevator shaft guarded, was introduced in the trial below. Mr. Munsey's attorneys pleaded the accident was not due to negligence but to act of God.

W. P. Spurgeon, for a score of years on the Washington Post, the last nine years its managing editor, has become associated with C. T. Brainard on the Washington Herald, a newspaper which is making remarkable strides under the new management. Mr. Spurgeon will be the Herald's editorial director and also director of the Herald company. It is understood that Mr. Spurgeon will serve in an advisory capacity to the McClure Newspaper Syndicate.

William P. Spurgeon began his newspaper career at the age of twenty-one with the New York Press on the day it was started by Robert P. Porter and the late Frank Hatton in 1888. In 1894 he joined the reporting staff of the Washington Post, becoming successively assistant city editor, city editor, news editor and managing editor, which latter position he has held several years. Mr. Spurgeon was elected president of the National Press Club on its organization in 1908, and was re-elected at the end of his first term. Mr. Spurgeon is an acknowledged master of his craft and enjoys the distinction in the newspaper field of being one of the best judges of news values in the world.

Representative Warren Worth Bailey, of Pennsylvania, editor of the Johnstown (Pa.) Democrat, has introduced a bill to give small towns free delivery mail service. The bill reads:

"Be it enacted, etc., That the Postmaster General be, and he is hereby, authorized and directed to extend free-delivery mail service to all towns and villages in the United States having a population of 1,000 or over that are not by existing law entitled to such delivery, and for this purpose the sum of \$10,000,000, or so much thereof as may be necessary, is hereby appropriated out of any money in the Treasury not otherwise appropriated, to be available immediately on the passage of this act and to be expended for the purpose named by the Postmaster General under such regulations as he may prescribe.

"That all acts or parts of acts inconsistent with the provisions of this act are hereby repealed."

The classified advertising department of the Washington Times dined Saturday night at the Ebbitt House in celebration of the great advertising gains made by this department during the year 1913, culminating Saturday, Oct. 25, in five and a half pages of classified ads which the Times claims to be not only the largest classified representation carried by any Washington newspaper on that day, but the largest amount of classified advertising that ever appeared in a single day's issue of the Washington Times.

Speeches were indulged in by members of the various departments of the paper, and at the conclusion of the evening Ridgway Longcope, classified advertising manager of the Times, was presented with a handsome walking stick by the men of his department.

Among those present were E. C. Rogers, R. Longcope, R. Rosen, P. Moore, E. M. Nichols, A. Nichols, H. Keats, P. I. Schwartz, A. Levin, W. E. Bull, H. Grav, L. Hilliard, P. Moran, Y. Young, L. Obrun, J. Yeomans, T. Willis, G. C. Knapp, James Warren, G. H. Dooley.

#### Hopkins Buys Fostoria Daily Review.

Fred M. Hopkins, until recently managing editor of the Toledo Times, and former city editor of the Toledo Blade, has purchased the controlling interest in the Fostoria (O.) Review and assumed management last Monday. The Review is a thriving Republican daily and weekly newspaper, formerly owned by J. W. Lockhart.

The New Canaan (Conn.) Messenger, founded nearly forty years ago, has suspended publication.

#### EXPLAINS REUTER SERVICE.

##### Advertising and News Departments Distinct, Says Managing Director.

"There is absolutely no connection between the news and the advertising departments of the Reuter News Agency," declared S. Levy Lawson, managing editor for the United States of the Reuter's Telegram Co., Ltd., when seen by a representative of THE EDITOR AND PUBLISHER. Mr. Lawson was asked to comment on our London dispatch telling of the Reuter publicity bureau's solicitation of business on the ground that it could influence editorial opinion. "No one in London can point out a single instance where the news has been influenced, or where any financial reporter or editor has been approached," continued Mr. Lawson. "The conservative and absolutely rigid policy laid down by Baron de Reuter, and followed in letter and spirit by the entire agency force, has given us prestige and respect here as well as abroad.

"As Baron de Reuter has said in repudiating the circular, it was probably the overzealousness of the manager of the financial department that has been the cause of any misrepresentation. The news service is distinct. No contract in the one can bind the other. The employe simply went beyond his province. His act did not reflect the spirit of the Reuter service, which for almost a century has been the premier news agency of Europe."

Mr. Lawson was inclined to discount the action of the Harmsworth papers in protesting against the handling of news and ads by the same agency. All the news agencies of Europe carry advertising departments, he declared, but he was careful to point out that the news and advertising divisions of Reuter's were distinct organizations, each with its own set of employes, and absolutely independent in service.

Mr. Lawson has represented the Reuter Agency in New York for the past twenty-five years and has known Baron de Reuter for forty years. In all his experience in the service, Mr. Lawson declared, there has never been a breath of suspicion as to the truthfulness and cleanliness of the Reuter news.

#### Joseph Pulitzer, Jr., Fined for Speed.

Joseph Pulitzer, Jr., head of the St. Louis Post Dispatch, pleaded guilty on Tuesday to a charge of "careless and reckless driving," and was fined \$35 and costs by Justice Willecken at Clayton Mo. Sheriff Bode made the arrest on Sunday and was the prosecuting witness. The warrant alleged that Mr. Pulitzer drove his automobile forty miles an hour. After he had pleaded guilty, Mr. Pulitzer explained that he had increased his speed and passed another machine in front of him to avoid its dust. The dust-raising machine contained Sheriff Bode, who gave chase and overtook the editor.

#### Court Decides Encyclopedia Case.

Chancellor Walker of New Jersey signed and filed in the Court of Chancery at Trenton, Monday, a decree in the suit brought about two years ago by Munn & Co., publishers of the Scientific American, against the Encyclopedia Americana and the Scientific American Compiling Department, its selling agent. The Chancellor holds that the Encyclopedia was published with the full cooperation of Munn & Co., and that the publishers of the encyclopedia can legally use in its literature and representations by its salesmen that its encyclopedia was so published with full cooperation.

#### Cobleskill Times Sold for \$7,000.

Jesse Relvea has bought the Cobleskill (N. Y.) Times from Frank A. Linster, who has published the paper for the past nine years. The consideration is said to have been \$7,000. Mr. Relvea was recently connected with the Troy Times, and previously with the Albany Knickerbocker Press. He assumed control of the management Nov. 1.

#### VALUE OF GOOD WILL.

##### Surrogate Cohalan Estimates It at Ten Times the Net Average Profits of the Business.

An interesting and important ruling was made by Surrogate Cohalan in New York City this week in passing upon a dispute that had arisen between the executors of the estate of E. H. Wetherbee and the State comptroller as to the value of the good will of the business of Arnold Constable & Co., of which Mr. Wetherbee was a partner.

The original appraisal of the good will had estimated the value by determining the average net annual profits of the decedent's interest in the business to be \$15,733.25. To this figure was added \$10,000 and the total amount multiplied by five. Surrogate Cohalan ruled that the \$10,000 added to the net profits was in the nature of interest on capital invested by retired partners and should be considered as a part of the net profits or included in the good will. He then arrived at a higher figure by a different process. In his opinion, a conservative estimate of the good will is an amount which at ten per cent. will produce annually a sum equal to the net average profits for a year. That is, he multiplied the net annual average profits of the decedent's interest by ten.

#### DR. W. H. WARD RETIRES.

##### Resigns from the Independent After 45 Years of Service.

Dr. William Hayes Ward, for forty-five years editor of the Independent, has resigned, but will continue as contributing editor.

One reason for Dr. Ward resigning his editorship is that he is seventy-eight years old. He is in good health.

Dr. Ward was associate editor of the Independent from 1868 to 1870; superintending editor from 1870 to 1896; since then editor in chief. He was as well known for his archaeological research and writings. He was director of the Wolfe expedition to Babylonia in 1885. In 1909 he wrote a book describing the cylinders and other seals in the library of J. Pierpont Morgan. He also has written "The Seal Cylinders of Western Asia" and other works on Oriental anti-iquities.

#### NEWSPAPER UNION COMPLAINS.

##### Wants Lower Freight Rate on Matter Shipped To and From Newspapers.

The Western Newspaper Union has complained to the Interstate Commerce Commission at Washington against the freight rates charged by many railroads on shipments of stereotype plates, or "boiler plate," as the product is commonly called.

These plates are rated first class in what is known as "official classification territory," and also in "Southern classification" territory. When shipped back by the newspapers, the plates are charged the scrap lead rate, or third class.

The company asks the commission to reduce these rates, and suggests that the shifting of new plates from first to third class, and of the scrap plates, when returned, from third class to fourth or fifth class would be more reasonable.

#### Old Arkansas Newspaper Burned Out.

Fire at Washington, Ark., destroyed the building and plant of the Telegraph, one of the oldest newspapers in the State. It was established in 1840 by W. H. Etter, father of the present editor, W. H. Etter, Jr. The Telegraph was one of the papers in Arkansas which did not suspend during the Civil War, and several editions were published during those days on wall paper, several copies of which, highly valued, are said to be still in existence.

The Table of Contents and Index to Advertisements will be found on page 416.

#### EDITORIAL-COUNCIL MEETS.

##### Federal Printing, State Ad Bureau and World Congress of Journalists Discussed at Chicago.

More than fifty members of the National Council of the National Editorial Association met at the Chicago Press Club Oct. 30 and discussed matters of interest to the publishers of the country. John Clyde Oswald, of the American Printer, New York, president of the association, was in the chair.

One of the subjects taken up at the meeting was the encroachment of Uncle Sam's printery upon the job printing editors of the country districts. Lee J. Rountree, of the Georgetown (Tex.) Commercial, summarized the situation, declaring that many country papers do job printing on the side and that the activity of the U. S. post office department has made it hard for them. A committee was appointed to see what practical steps could be taken to stop Uncle Sam from doing business as a public printer.

The organization of an advertising bureau in each State to co-operate with the advertiser and the publisher in facilitating the placing of business was considered. E. R. Purcell, publisher of the Broken Bow (Neb.) Chief, was appointed chairman of a committee to formulate plans for such a bureau.

Charles T. Hatfield, field secretary of the Bureau of Conventions, Panama-Pacific Exposition, invited the organization to join in an International Press Congress to be held in San Francisco during the fair. The council decided upon the following committee to meet with committees from other associations for a conference on a proposed world congress of journalists: Dean Walter Williams, Columbia, Mo.; Hon. L. C. Crampton, Lapeer, Mich.; A. D. Moffat, publisher Elwood (Ind.) Record; Edwin Albright, publisher Galatin (Tenn.) News, and J. P. Baumgartner, publisher, Santa Ana (Cal.) Register.

Houston, Tex., was selected as the gathering place for the next convention of the association, which will be held April 27 to 30, 1914. The decision was made after Mr. Rountree had read a valiseful of telegrams from boards of trade and other important bodies, promising the Lone Star State's heartiest welcome. The 700 editors of the association will spend twelve days in Texas.

At a luncheon given by the press club the editors were told their positions were more important than lawyers or judges. Frank Comerfort delivered an address of welcome in which he said that the freedom of the country depended on the attitude of the newspaper editors of the land. Mr. Oswald responded for the editorial association.

#### Launch New Georgia Evening Paper.

The Dublin (Ga.) Courier-Herald began publication as an afternoon daily last Monday. A Sunday issue of the paper is soon to follow. The new enterprise is the result of the consolidation of the Courier-Dispatch and the Laurens County Herald, which took place several months ago. The Courier-Herald has full telegraph service.

#### Indiana Editor Killed by His Auto.

William H. Zimmerman, editor of the Miami County Sentinel, at Peru, Ind., was killed instantly Sunday afternoon when he lost control of an automobile and it rolled down a high embankment. His son Russell, who was in the machine, was slightly injured.

#### Newspapers as Text Books.

Declaring that newspapers and the public schools are the universities of the world, Prof. William H. Lynch, of Springfield, Mo., has subscribed for eighty-six papers to be used as school text books.

The Scranton (Pa.) Daily News Company has changed its name to the Daily News Company, Scranton.

**CHICAGO HAPPENINGS.**

**Ad Agencies in \$50,000 Lawsuit—E. T. Meredith Heads Farm Press Club—Eastman Urged for U. S. Senate—Foreign Language Publishers Pledge War on Fake Ads—William Hurd Disappears.**  
(Special Correspondence.)

CHICAGO, Nov. 5.—Guenther Bradford & Co., advertising agents, have sued the Nelson-Chesman Advertising Co. and Attorney Isaac Rothschild for \$50,000, charging that they conspired to wreck their business by instigating unwarranted litigation.

At the autumn meeting of the Farm Press Club, held here last week, the following officers were elected: President, E. T. Meredith, Des Moines; first vice-president, F. P. Holland, Dallas; second vice-president, H. N. Owen, St. Paul; secretary and treasurer, J. T. Dunlap, Omaha.

John C. Eastman, publisher of the Daily Journal, has been asked to become a candidate for United States Senator by an Italian Democratic club.

Chicago and other advertising agents were entertained at Des Moines Saturday by E. T. Meredith, publisher of Successful Farming and new president of the Farm Press Club. The ad men were shown the city and the paper's big plant.

**TO ELIMINATE FAKE ADS.**

Publishers of foreign language newspapers have pledged themselves to eliminate fake medical advertisements as a protection to their readers.

Forrest Skoog, telegraph editor of the State Register, Springfield, Ill., died at St. Joseph's Hospital, Chicago, where he had been seriously ill for a good while with an affection of the brain. He was twenty-seven years old.

William Hurd, one of the oldest employes of the Chicago American, has disappeared mysteriously. He left the office Saturday noon, Oct. 24, for his home, the Chicago Beach Hotel, and never reached there. He was forty-three years old and unmarried.

D. Minard Shaw, formerly with the Mahin Advertising Agency, has changed to the Williams & Cunningham agency.

The Nicholas-Finn Advertising Agency is a creditor for \$30,000 of the United States Kellastone Co., which has gone into a receiver's hands.

Sanford Patterson, aged seventeen, son of Dwight A. Patterson, editor in chief for the Western Newspaper Union, mysteriously disappeared from home late last week.

A three days' joint meeting is to be held here Nov. 13 of the American Academy of Arts and Letters and the National Institute of Arts and Letters. It is expected to bring together the foremost artists, composers and writers.

**PRESS CLUB ENTERTAINS.**

The Press Club of Chicago gave a Halloween party late last week, attended by 350, including 100 delegates to the National Editorial Association convention. The program comprised a dinner, vaudeville and dance.

The Red Roosters on Saturday night at Hotel La Salle initiated Cy Warman, Charles Dwyer and Curtis P. Brady with their usual odd ceremony.

George C. Sackett, a former newspaper man, now a theatrical manager, was married here last Saturday to Miss Sarah Padden, a rising young actress, who achieved success under his management.

**NEW THEATRICAL WEEKLY.**

A new theatrical and sporting weekly was launched Saturday, the Saturday Evening Telegraph, owned and edited by Jack Lait and Tom Bourke, well-known theatrical writers.

The Illinois Woman's Press Association held its first social evening at Hotel La Salle on Thursday evening. Members of the association furnished the program.

The Chicago Church Federation is proposing co-operative newspaper advertising to the local churches. It is proposed to have groups of churches combine their efforts.



**JOHN A. HENNESSY,** (Courtesy of N. Y. World.)  
FORMER MANAGING EDITOR OF THE PRESS, WHO DOMINATED THE POLITICAL CAMPAIGN IN NEW YORK CITY.

**LONDON'S AD EXPOSITION.**

**F. R. Kennington Tells the E. and P. Representative About It.**

F. Reginald Kennington, the English advertising man who spent the past year in the United States as a special representative of several English publications, has returned to this country from a vacation trip of three months on the other side of the Atlantic. Mr. Kennington, during his absence, was a guest of the Thirty Club, the most exclusive advertising club of London, at a luncheon given in the Cafe Royal on Oct. 1. P. C. Burton, who was one of the delegates to the Baltimore convention, is president of this club, and while in New York was presented with an Advertising Men's League flag. This flag and the English jack were draped above the guests' table at the banquet.

In conversation with a representative of THE EDITOR AND PUBLISHER, Mr. Kennington said:

"A week before I sailed for the United States, the second annual Advertising Exposition given under the direction of the Advertisers' Weekly in Holland Park Rink, London, was held. Every inch of space was sold to advertisers or advertising agents. The exhibition was worth going miles to see as it contained examples of about every kind of advertising that exists. The poster display was particularly good. Each evening there was a window dressing contest in which dry goods stores, grocery stores and other retail concerns participated.

"One of the interesting sights of the exhibition was a booth composed entirely of glass erected by the Radiant Sign Company of Birmingham, at a cost of \$4,000. The walls, ceiling, roof and floor of the stand carried illuminated advertisements. It was the most successful advertising exhibition that has been ever held in London."

Mr. Kennington will return to England for a month's stay before resuming his residence in this country.

**Would Keep Wife's Photo from Press.**

E. T. Stotesbury, of Philadelphia, member of J. P. Morgan & Co., has found a new way to punish newspapers he doesn't like, or doesn't think have treated him fairly. He will not allow them to publish a picture of Mrs. Stotesbury. He has made good his prohibition by having copyrighted one of the few pictures for which Mrs. Stotesbury ever has posed. The copyrighted picture cannot be published without the permission of Mr. Stotesbury.

**Crozier Victim of Plague.**

William Crozier, managing editor of the Manila Bulletin, died in that city, Sept. 22, of the bubonic plague contracted, it is believed, from plague germs that infested the body of a rat found dead in his desk. Mr. Crozier was probably the oldest American newspaper man in the Philippines in point of service. With James Reed Hull he published the old Freedom, and when that paper was consolidated with the American he became editor of that newspaper. Later he was editor of the Far Eastern Review.

**London Times' 40,000th Issue.**

The London Times on Sept. 10, 1912, issued its 40,000th number, the issue being devoted to the development of the art of printing. Complimentary copies of the paper were sent to nearly every newspaper in the larger cities of the world. Many of these publications printed articles about the Times and its achievement. These have been collected in a large volume and distributed among the newspapers that originally printed them. The only paper in the newspaper trade in America quoted in the volume is THE EDITOR AND PUBLISHER.

**NEWSPAPER NIGHT.**

**Advertising Men's League Discusses Editorial and Business Responsibility—Robert Adamson Says the Press Defeated Tammany Hall—Louis Wiley Speaks for Clean Papers—Freeman on Honest Ads.**

It was newspaper night at the dinner of the Advertising Men's League on Tuesday, and perhaps because of this fact the attendance was unusually large.

It seemed to be the general opinion of the speakers that the publishers of the newspapers had it within their power to put an end to fakery in advertising by putting up the bars against all misleading and lying ads that are offered the business office.

President Ingersoll introduced as the first speaker Robert Adamson, secretary to the late Mayor Gaynor and director of the Fusion campaign that resulted in the election of John Purroy Mitchel. In speaking of the topic, "The Power of the Press," Mr. Adamson said:

"The press simply elected our ticket," said Mr. Adamson, "that's all. All the other work would have been in vain but for the newspapers. The campaigns of the future will be largely decided by the light thrown upon them by the newspapers."

"Our campaign methods were almost as out of date as Tammany Hall's itself. Three-quarters of the money spent was wasted. Banners, buttons and red fire were useless. They don't change a vote. The money spent on the day of election is also wasted.

"The newspapers were complained of a great deal, but so far as I could see there was no unfairness—they printed fairly all statements issued and left it to the public to decide where the truth lay. There was probably a great deal of exaggeration and injustice in this campaign, but a correct decision was reached. McCall was not an issue, but his connection with Tammany was, and right there the newspapers came in, proving this connection."

Mr. Adamson said he believed in paid publicity in a political campaign. Mayor Gaynor won distinction in three directions—as a writer, a jurist and an administrator. It was as a writer that he seemed to get the most enjoyment out of life. It was Mr. Adamson's opinion that had he lived he would have become the editor of a newspaper, because he believed that through the press public opinion could be best influenced.

Manly M. Gillam, who followed Mr. Adamson, disagreed with him in regard to political advertising. He contended that it did not command attention to the degree that most people thought. It was the naturally developed news of the campaign that sways public opinion.

Dr. W. W. Wiley, of pure food and drug fame, made an excellent impression in a twenty-minute speech, in which he gave some of his experiences in carrying on his propaganda. He praised the work of the league and said that it was doing good service in bringing about honesty in advertising.

W. C. Freeman, advertising manager of the Tribune, read an address which some of his friends and admirers called "Pop Freeman's Confession," in which he told of the old and the new days in advertising. His remarks will be found elsewhere in this issue.

D. D. Moore, editor of the New Orleans Times-Democrat, made a brief and wholly informal speech, in which he told of the work that had been done by his paper in purifying its columns.

Louis Wiley, business manager of the New York Times, spoke in part as follows:

The newspapers that refuse fraudulent announcements are not entitled to take more credit and ask for more commendation than ordinary honest men expect. It has been argued that the men who write and order and pay for the misrepresentation are the men who should be held in especial abhorrence, and even to-day there are great and powerful newspapers whose owners are of opinion that a newspaper incurs no opprobrium

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## NEWSPAPER WOMEN OF AMERICA.

Marion Brunot Haymaker, of the Pittsburgh (Pa.) Chronicle-Telegraph.

By A. C. Haeselbarth.

Six years is not a long time in which to "make good" to a surprising extent in the newspaper game. Yet Marion Brunot Haymaker, of the Pittsburgh Chronicle-Telegraph, holds the record of having done just that. As one reads her views of newspaper work it is not difficult to discern the secret of her success. To her a newspaper lives and breathes and has a public duty to perform. She takes seriously her attitude toward the paper and its readers. She sees far and deep. And, above all, she is enthusiastic about her chosen vocation. In response to my request that she tell THE EDITOR AND PUBLISHER'S family some of her views she responded:

"A newspaper woman can grow eloquent in talking about all people better than she can about herself. She can go down into the heart agonies of the unfortunate. She can follow the jubilant bride, scattering the rice of happiness in words. She can aid in the writing of fame over the head of the singer. She can press the magic button of letters, and lo! the unknown actress steps fully crowned before her eager audience. She can appeal to the emotions, the brains, of both men and women, and, appealing, sit back and wait for the good result that is sure to come.

"Thus, if instead of going into too much detail concerning my own gradual accumulating of the essential knowledge to conduct a woman's department, I enlarge upon the generality of the field of the daily newspaper woman, don't imagine I am trying to hide something that might help someone else with the same quality of ambition.

### FRATERNITY OF THE PEN.

"This, indeed, would be beyond the ken of any genuine dabbler in the black and white. The fraternity of the newspaper world is perhaps the biggest unorganized union in the length and breadth of the United States. All you need to find the open sesame to the newest 'cub' reporter on to the managing editor is to say, 'I, too, dabble in the ink.'

"About six years ago, when I first took up the position of woman's page editor upon the Pittsburgh Chronicle-Telegraph, I was so young and so inexperienced that my heart beat fast and my hands trembled. My mistakes must have been manifold. But Mr. A. C. Farr, then managing editor of the Telegraph, and since filling the same capacity on the Gazette-Times, was so considerate, so informing, that I wondered if he were an angel in disguise. Since I have found out such is the general department of newspaper people. Their watchword is generosity, their attitude is that of hand extended and face smiling.

### LEARNING WOMAN'S WANTS.

"The Market Basket soon became my daily heritage. The prices of fruit, of vegetables, of butter and eggs, of poultry were as my second nature. Soon I learned the difference between a cauliflower and a cabbage, and understood why the Foolish Dictionary said the first was the second with a college education. The Household Department was mine. The daily menu was written at my investigation. Angels' food, elderberry wine, French dressing, without paprika or oil, all were mine to supply to anxious subscribers.

"Fashions, too, must be under my supervision. What was the latest sartorial hint from Paris? What women were wearing on 'the avenue' in New York? What should the debutante don? How the fat woman should dress to make her appear as a bean pole. How should grandmother contrive to look sixty years young at Christmas time? What should the bride select for a parsonage wearing apparel? Should the groom wear white gloves at a small wedding?

and so on, until, in truth, it was unearthed that all woman's page writers are supposed to have the Baucis and Philemon pitcher quality when it comes to general information.

"Best of all my work have I always loved my daily lead. Here I say exactly what I please, the city editor hav-

commendation of my views. Letters from friends, letters from unknown sympathizers, letters from people whose names appear daily in print. What a satisfaction this was! How it did show that the world is moving toward woman and man at their best, mentally, morally, physically. And in all this onward stride, the newspaper woman so surely doing her share.

### MUST KEEP ABREAST OF TIMES.

"The woman's page writer must keep abreast of the times; in fact, a trifle in advance. She must be capable of making the ins and outs of a situation clear



MARION BRUNOT HAYMAKER.

ing told me over and over again that I have overstepped every boundary of the rules for the general news department. The woman here must be touched—the housekeeper, the suffragist, the club-woman, the working girl, the reformer, the unreformed, indeed, whomsoever in petticoats I desire to reach. And to show that the people of Pittsburgh are interested in free lance writing, let me detail a few of the special discussions we have had at the hop of our home page.

### DISCUSSING HEART QUESTIONS.

"One was upon the question of woman proposing. Old married men, long-ago married women, anxious bachelors and maids unmarried joined in the dissertation, and it was surprising the number of oddly signed informants who thoroughly believed in woman doing the pursuing when man disported himself too bashful.

"Another very enthusiastic discussion about Christmas time last year was upon the loneliness of the bachelor during the holiday season. I had no idea that my first article would make such an impression, but as aching hearts will out, and shoes that pinch will bring a scream, so letter after letter came from all parts of the city, and mostly from bachelors who insisted they were contented with friends' homes and sisters' children. Yet back of it all was that silent confession that if the right girl had been met, or had accepted, things would have been totally different.

"Quite lately I wrote an article upon the equal moral code, based upon the outcome of the Caminetti-Diggs trial in California. I favored the single standard, and received stacks of letters in

to everybody. She must be morally responsible for undue carelessness. She must remember that special features build up a circulation; that already her paper reaches many kinds of homes, and that the actual sworn circulation is but small when it is considered that every sheet sold falls, on an average, into the hands of two or three eager readers. From her pulpit she preaches to more people than the clergyman.

"The woman's page writer must not be too sensitive. Someone will wound, someone will baffle. She must be tolerant, for lack of this quality is the greatest sin of the modern newspaper office. It is the sin which relegates more promising writers to the toboggan than does any other.

"The woman's page writer must make the hoop-skirt attitude over into the Greek line model. She need not be an authority on grammar—the proofreader looks after that. She need not exploit a marvelous vocabulary—Bernard Shaw and James Huneker will take care of that. But she must have common-sense plus. She must have a heart that feels and a mind that grasps. She must know just-what-ought-to-be-done in all emergencies.

"The woman's page writer, be she a Helen Rowland, a Dorothy Dix, a Katherine Ward and Beatrice Fairfax, seems in many ways a product of the last fifty years. The novelty she has created is still fresh, inspiring. But is she so new? Or is she as old as Ann?

### TRUE MIRRORS OF THE AGE.

"The mother of John Wesley could have edited a religious journal. Mary Wolstonecraft could have given us a suffrage page. Poppaea could have told

us how to be beautiful enough to attract a Caesar. Sappho could have penned a daily passion poem. Madame de Ninon could have given us the philosophy of how to stay young. But, alas, and alack! these women did not have the whirring wheels of the up-to-date printing press at their command.

"Newspaper women are but the mirrors that reflect what our other sisters are doing, are thinking. We are positive from necessity. Sentimental from heritage. Perhaps even superficial, in that the changeability of the times calls to us not to spend too much energy upon one subject.

"Most of humanity lives in a molehill and cannot endure the mountain altitude too suddenly. So the newspaper woman must not soar too high. By degrees she must implant her influence within the hearts and minds of all. Her greatness must consist in a slow weaving of herself into the gigantic tapestry of time, a patient stitching of her noblest ideals into the very fabric of things as they are to make them as they ought to be.

"But wherever success takes the newspaper woman, may she be the messenger of hope, happiness, helpfulness—the magic combination that unlocks all!"

### NEW PUBLICATIONS.

TAYLOR, Tex.—George Tucker, former proprietor and editor of the Brenham Press, has been elected manager and editor of a new paper which will make its appearance in this city on Dec. 1 and will be known as the Daily Press.

ELMIRA, N. Y.—The first edition of the Telegram was published from its new plant on Nov. 2. When completed the Telegram plant will be one of the most modern newspaper plants in the State. John Moore is managing editor of the paper.

ALGOMA, Wis.—G. J. McDonald is installing machinery for the plant of a new weekly to be called the Herald.

MOUNT VERNON, Ill.—J. E. Rockaway, who has been political reporter for the Denver Times for the past fourteen years, has purchased the Daily News and will take immediate possession.

SYLACAUGA, Ala.—Dr. J. J. Hunter is putting in a new newspaper outfit, and in the very near future will begin the publication of the Progress, an eight-page weekly.

FRUITDALE, Ia.—The Weekly Pioneer is the name of a new newspaper which has been launched by J. L. Merritt, an experienced newspaper man, as editor and publisher.

LEXINGTON, Ky.—A new colored newspaper is being promoted by Dan J. Reid, who is well known as editor of the colored notes in a local afternoon paper. Prior to that he was connected with the Lexington Weekly News, which he helped to organize about two years ago.

NASSAU, N. Y.—The Courier, a weekly, has made its first appearance. H. E. Doty, of Chatham, is the editor and publisher of the new publication.

ROBSTOWN, Tex.—C. C. McDaniels is the editor of a new paper which is to appear about Nov. 20, and will be published by the Robstown Publishing Co., recently incorporated.

SANTA MONICA, Cal.—The Bay City Sentinel, a semi-weekly paper, has made its first appearance. Theodore Wolker, the publisher says the paper will be independent in politics and will be published in the interests of the entire bay district.

MONTREAL, Can.—A new Italian paper had made its appearance, under the title of Il Corriere d'Italia. It is edited by G. B. Vanzetti, C. G. Santine and Paul B. de Volpi.

### New Rochelle May Have New Daily.

It is reported that a new Democratic newspaper will make its appearance in New Rochelle, N. Y., next week. John F. Healy and other Democratic leaders are said to be backing the enterprise. Robert B. Patterson is slated as editor. As there is a demand for such a paper, its chances for success are good.

## Some Rare Bargains in Newspaper and Magazine Printing Presses

Duplex Flat-Bed Press, Angle Bar Pattern, printing 4, 6, 8, 10 and 12-page papers.

Duplex Flat-Bed Press, Angle Bar Pattern, printing 4, 6 and 8-page papers.

Duplex Flat-Bed Press, Angle Bar Pattern, printing 4, 6 and 8-page papers, periodical size.

Campbell Multipress, a roll-fed flat-bed Machine, printing 4, 6 and 8-page papers and delivering them folded to half-page size.

Scott Single-Roll Press, printing 4 and 8-page papers, from stereotype plates.

Goss Single-Roll 3-page-wide Press, printing 4, 6, 8 and 12-page papers, from stereotype plates.

Goss Monitor Press, printing 4, 6, 8, 10 and 12-page papers, from stereotype plates.

Potter 2-deck Press, printing 4, 6, 8, 10, 12 and 16-page papers, from stereotype plates.

Goss 3-deck Press, printing 4, 6, 8, 10, 12, 14, 16, 20, 24 and 28-page papers, from stereotype plates.

Goss 4-deck Press, printing 4, 6, 8, 10, 12, 14, 16, 20, 24, 28 and 32-page papers from stereotype plates.

## Magazine and Periodical Presses Printing From Curved Electrotype Plates

Cottrell 64-page Machine, for pages 6¾ x 9¾ inches. Delivers in signatures of 16 pages.

Goss Machine, suitable for fashion sheets and periodicals. Delivers in signatures of 8 and 16 pages. Page size 11½ x 16½ inches.

Scott two-deck 64-page Machine, with color attachment, for pages 10¾ x 15¼ inches.

Scott three-deck 64-page Machine, for pages 10¾ x 15 5/16 inches.

Scott 32-page Farm Journal Machine, for pages 10½ x 15 5/16 inches.

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## Reconstructed Presses of our own make and a large assortment of Stereotyping, Electrotyping, and Photo Engraving Machinery

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### NORTHWESTERN NEWS.

(Special Correspondence.)

Spokane, Wash., Oct. 31.—Chester L. Wynn, secretary of the Rotary Club of Spokane, and a newspaper man of experience in the East and West, has established an advertising and publicity agency in this city. Wynn started as a cub on the Philadelphia Inquirer in 1905, and later went to the Record. He was publicity agent for the Atlantic Deeper Waterways Association, also for the National Rivers and Harbors Congress, prior to coming West to Tacoma. He came to Spokane a year and a half ago and joined the staff of the Chronicle. Under the firm name of Chetwyn Ads he will handle publicity campaigns and general advertising and booklet work for a number of firms.

The first annual advertising exposition of the Spokane Ad Club will be held Nov. 25 and 26, and will occupy two floors of a large downtown building. One floor will be used for the exhibition of advertising pieces, printing, etc., while the second floor will be given over to entertainment features. Fifteen firms already have reserved space.

"The life of a country editor is full of good opportunities if he will but make the most of them," said M. D. O'Connell, formerly editor of the Tekoa (Wash.) Blade, now publisher of the Richland (Wash.) Advocate, during a visit to Spokane this week. And O'Connell ought to know, for in addition to his editorial duties he is a deputy game warden and city clerk. For a while he was school district clerk, too. "The successful country editor has to work for what he gets, however, and his reward naturally depends on his own efforts," he added.

James Goodwin, editor and publisher of the Davenport (Wash.) Tribune, is the candidate of the independent party of that town for Mayor. Goodwin was on the Spokane Chronicle before going

to Davenport, where he served one term as clerk of Lincoln County.

N. W. Durham, former editor of the Spokane Spokesman-Review, addressed the students of the North Central High School recently on "The Higher Education." Later he talked to the class in journalism on "The Relation of the Editor to Education."

The building and plant of the Courier, at Dayton, Wash., were destroyed by fire recently at a loss of \$5,000.

W. H. Kinney, of Bristol, Col., has become assistant editor of the Tribune at New Meadows, Idaho.

### CHANGES IN INTEREST.

SLATKIN, Pa.—Frederick W. Sell, editor and proprietor of the Star, has sold the paper to W. W. Morthimer, editor of the State Advocate, Walnutport, who will run both papers.

COOPER, Tex.—J. F. Custer, editor and publisher of the Delta County Courier since 1889, has sold the plant to C. H. and M. M. School of Dallas.

MELVILLE, Sask.—The Canadian has changed owners. Walter P. Davison, formerly one of the prominent officials in the C. P. R. publicity department at Chicago, having purchased it from J. W. Reid, who founded the paper in 1907.

BRAZIL, Ind.—Controlling interest in the Daily Times has been purchased from Lee T. Waterman by James A. Roper, of the Terre Haute Post. Mr. Waterman will continue as president, and Mr. Roper will be the secretary and treasurer of the company. C. R. Dods-worth of Terre Haute will be associated in the advertising department.

GILLIAN, Mo.—The Globe has been bought by R. H. Kirk from the Ricard Brothers. The new editor took charge Nov. 1.

KEARNEY, Neb.—Frank W. Brown, of Lincoln, has purchased the Daily Times. The corporation will be known as the Kearney Daily Times Publishing Co., and the capital stock is placed at \$10,000. The other incorporators are

Willis W. Oldham and Ray B. Jacobs.

SAGINAW, Mich.—Wilson Dillon, manager of the Smith & Stoelker printing establishment, has purchased a controlling interest and will assume the position of managing editor of the Saginawian beginning with the issue of this week. The paper is one of the oldest in the valley and has been published weekly.

WAYCROSS, Ga.—The Herald has changed hands. N. E. Jewett and C. R. Hawk have purchased the entire issue of the Herald Printing Co., which was headed by N. B. Rhoads.

BINGHAM, Ia.—Sam S. Sherman has disposed of his newspaper, the Courier.

BATESVILLE, Ark.—H. B. Dallam, editor of the Calico Rock Progress, has purchased the Calhoun County Plain-dealer and has taken charge of the paper.

CLARKSFORK, Mont.—The Times has been sold to A. E. Long, of Spokane, formerly with the Medicine Hat Call.

### Board Action Favors Newsdealers.

The Board of Estimate has adopted Borough President McAneny's resolution permitting the location of newsstands on those streets on which the stoop line has been abolished and from which all obstructions have been cleaned recently. The resolution provides that the Bureau of Licenses may issue permits for stands on the sidewalks or behind subway kiosks on such streets providing that the consent of the adjacent property owners and the approval of the borough president have both been obtained.

### Quebec Paper's Plant Destroyed.

The plant of La Soleil, Quebec, Canada, was damaged by fire to the extent of \$20,000 on October 31. The publication of the paper was not interrupted, as the publishers of the Chronicle placed its office at the disposal of La Soleil until it could secure a new plant.

### THE OUTLOOK IN SOUTH AFRICA

#### Exports and Imports Show a Large Increase Over Those of 1912.

In a letter to THE EDITOR AND PUBLISHER Cecil J. Sibbett, managing director of the South African Advertising Contractors, Ltd., Cape Town, has this to say about business conditions in his territory:

"The government has just published the figures for the first eight months of the current year, which show that the imports for this period over the same months of last year have increased 8.6 per cent., while the exports have increased 18 per cent.

"These figures are astounding and prove that the optimism which I expressed to you during my visit to the United States to attend the Baltimore Convention was well founded.

"The imports of motor vehicles, including trucks, automobiles and motorcycles have increased during this period £428,000, or \$2,140,000, which is a good index to the general prosperity of the country.

"I write this so that your readers who are interested in the export trade may see the expanding market afforded by this country. The harvest this year, owing to the splendid rainfall, is expected to far outstrip all previous records, and I can confidently predict that the trade returns for 1914 will at least exceed those of 1913 by the proportion that this year exceeds last year."

#### The Sphinx Club Dinner.

Plans have been matured for the next Sphinx Club dinner, which takes place at the Waldorf-Astoria Nov. 11. No outside speakers will be invited, the eloquence for the occasion being furnished by the club's own members. There will be five ten-minute talks by the "Buyer," the "Publisher," the "Agency Man," the "Seller of Space" and the "Advertising Counsel."

## For Sale

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

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

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

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

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

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

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

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

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

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Rand-McNally Building, Chicago

## HENRY A. WISE WOOD AND BENJAMIN WOOD INC.

### Newspaper Engineers

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

Professional services of the highest order rendered in the following matters: Construction or Reconstruction of Plants; Improvement of Departmental Efficiency; Examination of Materials; Ascertainment of Manufacturing Costs; Betterment of Printed Product; Appraisal of Plants; Solution of Particular Problems. *Brochure sent on request.*  
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## PRESS ASSOCIATIONS.

The initial house-warming and reception of the Austin (Tex.) Press Club last week was a rousing success. More than 250 members and guests took part in the festivities and listened to speeches by men classed with the "higher-ups" of the Lone Star State. Following the welcome address by President W. M. Thornton, C. E. Lane, assistant Attorney-General, entertained the gathering with a short talk. T. H. McGregor followed with "The Newspaper Scoop—Who Is Going to Be the Next Governor?" C. M. Cureton entertained on the subject of "Something Better than Washington," while W. M. Key, Chief Justice of the Third Court of Civil Appeals, explained "The Court's Errors; How the Newspapers Aid Them." One of the features of the evening was the sale by real newsboys of the Dam Site, a mimic sheet, announcing among other things that the State treasury had been robbed.

At the quarterly luncheon of the Connecticut Editorial Association at the Hotel Bishop, New Haven, last week, Attorney Frank Kenna, and E. R. Smith, business manager of the New Haven Journal-Courier, made addresses on advertising and business topics. After the meeting a number of the members were shown through the new Journal-Courier building.

Owners and editors of daily newspapers of Missouri published outside of St. Louis, Kansas City, St. Joseph, Joplin and Springfield met last week at the American Hotel, St. Louis, and formulated plans for a newspaper publishers' association.

Twenty-six editors of newspapers in the Pocket met at Huntington, Ind., recently and organized the Pocket Publishers' League. L. J. Earley of the Cannelton Telephone Co., was elected president and A. J. Heuring, of the Winslow Dispatch, treasurer. The purpose of the league is the "non-partisan betterment of conditions."

The editors of the eighteen counties comprising the Progressive League of Southwest Texas will meet in Bishop Nov. 24 and 25 for the purpose of organizing the Gulf Coast Press Association. The development and progress of Southwest Texas will be the keynote of the meeting.

The fall meeting of the Third District Republican Publishers' Association of Kansas was held at Galena last week. Addresses were made by Paul Wiley of the Neodesha Register, J. R. Brady, Caney Chronicle; W. A. Blair, Oswego Independent; John Gilmore, Fredonia Citizen; Frank George, Altamont Journal, and J. T. Moore, Pittsburgh Headlight. The editors then went by trolley to Joplin, Mo., where a banquet was held, J. T. Moore acting as toastmaster. The Mayor's address of welcome was responded to by C. A. Cain, Topeka State Journal; Charles F. Scott, Iola Register, and Harvey Parsons, Topeka State Journal.

## LUNCHEONS WITHOUT SPEECHES

### Unique Club Organized to Bring Editors and Writers Together.

The Pay-as-You-Enter Club held its third meeting Thursday, Nov. 5, at Guffanti's on Seventh avenue. It was largely attended. The club was formed by Homer Croy, of Judge; Russell E. Smith, of the Sunday World, and Berton Braley, the well known poet, for the purpose of bringing together at the Thursday lunches the writers and editors of New York.

The rules of the club forbid any one paying for anyone else's lunch, which costs sixty cents, and also that no speeches may be made. Conversation among each other and eating are the only things allowed, the aim of the club being to bring writers and editors to-

gether once a week to dine and talk "of us and that."

Among its members are "Bob" Davis, of the Munsey organization; Roy W. Howard, of the United Press; Homer Croy and J. A. Waldron, of Judge; Harold Durant, of the Cavalier; Dr. Frank Crane, of the Globe; W. A. Johnston and Herb Roth, of the World; Berton Braley, Arno Dorsch, Louis Baurey, Russell E. Smith, feature writer of the Sunday World; Chas. P. Cushing, of Collier's; Walter Arthur Frost, author of "The Man Between," and other novels; Robert C. McElravey, Carl Crow, of the Tokio Japan Advertiser; Frank Allen, of Travel, and Art Young and Don Marquis.

## OBITUARY NOTES.

**WARREN CURTIS**, who was one of the pioneers in the manufacture of news print paper in New York, died Sunday at his home in Palmer Falls, N. Y. He was seventy-seven years old. Mr. Curtis was born in Passaic, N. J., and went to Palmer forty years ago as manager of the Hudson River Pulp & Paper Co.'s plant, which later was merged with the International Paper Co. He was a director of the I. P. and held many public offices in Saratoga County.

**JOHN ALLAN**, one-time owner and editor of the Galt (Can.) Reformer, died in Paris, Ont., last week, aged seventy-four years.

**AMBROSE L. HENKEL**, senior editor of the Shenandoah Valley, at New Market, Va., died in a Philadelphia Hospital on Oct. 27.

**MRS. EMILY HUNTINGTON MILLER**, one of the founders of St. Nicholas, a publication for children, and an associate editor of the Ladies' Home Journal, died on Monday at her home in St. Paul, Minn. She was the author of many novels.

**JORDAN PURYEAR**, formerly circulation manager of the Nashville American, later of the Daily News and the Democrat, of that city, died in Los Angeles last week after a year's illness.

**WILLIAM A. NEWTON**, one of the publishers of the first newspaper in Minneapolis, died at his home in that city Oct. 27. He was associated with William S. King in a weekly publication, the State Atlas, which in 1867 was merged with the Minneapolis Tribune. He was eighty-two years old.

**COL. HENRY M. ATKINSON**, founder of the Eau Claire (Wis.) Leader, and well known in newspaper circles of the Northwest, died at his home last week after a short illness. He was seventy-four years old.

**CHARLES M. BERRY**, founder, editor and publisher of the Veedersburg (Ind.) News, died recently. Mr. Berry was called the originator of the street carnival, and was popularly known as "the daddy of them all."

**HERBERT W. LOME**, formerly on the editorial staff of the Brooklyn Eagle, died Oct. 15, at his home in Plainfield, N. J. He was more recently connected with the Outing Magazine.

**A. T. GLAZE**, eighty-one years old, nester of the Fond du Lac (Wis.) county newspaper fraternity, founder of the Ripon (Wis.) Commonwealth, and for many years editor of the Fond du Lac Daily Commonwealth, died recently in the latter city.

The Rev. **JOHN NEWTON PRESTRIDGE**, editor of The Baptist World, published in Louisville, Ky., died suddenly at his home in that city Oct. 29. Dr. Prestridge was eighty years old.

## Handy Book of Grand Opera Plots.

"The Story of a Hundred Operas," is a handy, pocket-sized, cloth covered volume of over 200 pages, presenting in clear and concise form the plots of the world's classics, with mention of the principal arias as they occur. Practically all the works in the repertoire of the leading opera houses of Europe and America are included in this collection. The text is written in a clear, popular style, well printed, on good paper, and arranged for easy reference. The volume should prove a valuable aid to the operagoer. Published by Felix Mendelsohn, People's Gas building, Chicago.

## \$30,000.00 Will Buy

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

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

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

### Western Press Clipping Exchange

MINNEAPOLIS, MINN.

**MELLEN AND THE PRESS.**

**Former President of the N. Y., N. H. & H. Railroad Complains of Treatment Received.**

A reporter of the New York Times had a chat with Charles S. Mellen, former president of the New York, New Haven and Hartford Railroad, coming down on the New Haven Limited from Boston one day last week. His story appeared in the Analyst of Oct. 27 and also in the regular edition of the Times.

As the reporter had met Mr. Mellen on a former occasion and had written an article about him that he liked the Times man was courteously greeted and in the conversation that followed talked frankly about his career. Among other things he said:

"Tell me," he asked, "why have the newspapers so delighted to vilify me? Why have they made me out a monster? That is something I do not yet understand."

"Perhaps," the representative of the Times said, "for one reason, because so few people knew you personally, and that so many had, therefore, the less compunction about visiting upon you personally the distrust they felt of your work. Also, there is a momentum to such things. They get started and run their course. You had always made yourself inaccessible. Nobody knew Charles S. Mellen as a human being. He represented monopoly."

"But men of your profession have said to me that they would like to write something friendly and couldn't, as it would cost them their jobs."

"That must have been said very awkwardly."

"Newspaper men cannot write what they believe," Mr. Mellen insisted. "Can they?"

"If they write what they do not believe they disgrace their work."

"Don't they write as the policy of their papers is?" he asked. "Don't they write things this way or that, as they are told to do?"

"When you had become an issue, Mr. Mellen, and the newspapers have adopted what you call policies, a reporter would be under the influence of his paper's policy, no doubt. But, even so, policies of that sort are not invented wantonly. They represent the convictions of the men who are above the reporters. Nevertheless, a reporter who tells you that he cannot write what he believes to be true is not worth your consideration."

"I have had a sharp tongue," said Mr. Mellen, evidently thinking of some of its work, for he smiled grimly. "I have lambasted some people."

"They know it."

**SPECIALIZES ON POULTRY ADS.**

**Striking Record Made by G. A. McDevitt in a New Field.**

George A. McDevitt, of the George A. McDevitt Co., Inc., Philadelphia, was in New York this week. Mr. McDevitt is an expert on poultry advertising. He spent five years on the Philadelphia North American and developed this line of advertising up to the point where this paper is now carrying over 100,000 lines a year.

In conversation with a representative of THE EDITOR AND PUBLISHER Mr. McDevitt stated that he has created nearly 500,000agate lines of new business for the daily newspapers indirectly through the news service he furnishes them on poultry. Some of the papers that are taking this service are the Chicago Tribune, New York Sun, Boston Herald, Louisville Courier-Journal, Brooklyn Eagle and other prominent dailies of the country.

Mr. McDevitt states that, according to Secretary of Agriculture Wilson, there is over \$900,000,000 invested in the poultry business. This is more than the United States Steel Corporation, and stands second, it is said, to the corn industry.

**NEW YORK ELECTION. SWIFT & COMPANY CAMPAIGN. AD MEN TO EXPLOIT STATE.**

(Continued from front page.)

it was a campaign of mud-slinging and personal vituperation. Judge McCall, under the stinging lash and cartoons of the World, lost his temper and devoted the greater part of his numerous addresses on the stump to attacks upon Ralph Pulitzer. Seldom, if ever, has the head of a metropolitan newspaper been subjected to such a volume of abuse as Mr. Pulitzer. McCall even went so far as to threaten the editor with personal violence.

The Sun was about the only newspaper in the city that supported McCall's candidacy, all the rest being arrayed against him on the ground that he was Murphy's man.

The New York newspapers displayed their usual enterprise in bulletining the returns on Tuesday evening. The Herald employed the Metropolitan Insurance Co.'s tower in Madison Square from which to signal the general results of the election. The Times flashed the news from its own tower in Times Square. The American gave the returns on banners erected in a dozen different places throughout the city.

Thousands of people congregated in front of the Herald building, in Herald Square, to read its stereopticon bulletins. Equally large, if not larger, crowds thronged Times Square.

Downtown throngs of people assembled in front of the Tribune, the Sun and the World offices and watched the frequent bulletins as they appeared on great squares of white canvas stretched across the fronts of the buildings or suspended from tall poles. From the top of the World dome finally flashed the signals that indicated the defeat of Tammany.

**PORTLAND ARGUS TO STAY.**

**Calvert Obtains Funds to Buy Up Wish's Controlling Interest.**

(Special Correspondence.)

PORTLAND, Me., Nov. 1.—Thomas E. Calvert, of the Portland (Me.) Argus, has secured a sufficient amount to buy the interests in that paper controlled by Oscar R. Wish, who two months ago assumed the office of postmaster of Portland. There was some talk of the consolidation of the Argus with the Press, but the minority stockholders of the Argus objected. Mr. Calvert then proceeded to obtain subscriptions from well-to-do Democrats to buy up the interest of Mr. Wish.

The Argus is one of the oldest papers in Maine, having been established 110 years ago, and Mr. Wish has been connected with it for more than forty years. It always had been a staunch Democratic paper. The Press, which within a year has gone into the control of Col. Frederick Hale, son of former Senator Eugene Hale, is Republican. Harry M. Bigelow is the general manager and editor.

Colonel Hale was defeated by Asher C. Hinds, former parliamentarian of Congress, for the Republican Congressional nomination in 1912, and it is understood intends to be a candidate against Congressman Hinds next year.

**Newspaper Golfers in Tournament.**

New York newspaper golfers took part in a varied competition at Van Cortlandt Park last week. Grantland Rice, of the Evening Mail, won with a score of 58, while T. J. Vivian, of the Herald, led in a tombstone event. What was designated as the seventh prize was won by John Dorgan, of the Evening Journal. Joseph Williams of the Herald, won the "thirteenth" trophy. The handicap went to E. R. Laverty, another Herald man, with a card of 95. 18—77. All dined at the golf house in the evening.

**Iowa Editor Commits Suicide.**

Carl Hasselman, editor of the Manning (Ia.) Herald, committed suicide by shooting, last Monday. Mr. Hasselman was forty-five years old and well known in Iowa. No motive for the act is known. He leaves a family.

**List of Papers Confined to Advertising Bureau Members.**

The Bureau of Advertising of the American Newspaper Publishers' Association has received a number of letters from its members expressing their appreciation of the fact that Swift & Co. have selected their publications for use in an oleomargarine advertising campaign which is to begin immediately, and pledging their hearty co-operation in making the campaign a success.

Swift & Co. have taken the bureau's list of members as its list of papers in covering the country in a somewhat extensive campaign. The designation was made after the officials of the bureau had explained the character of its membership and the extent to which they are pledged to co-operate with advertisers.

**Advertisers Who Help Dealers.**

Good Storekeeping, which is published four times a year by the dealers' service department of the Good Housekeeping magazine, in its October number prints a voluminous list of general advertisers who furnish dealers' helps to those who will use them. A list of helps, which includes window trims, lantern slides, newspaper cuts, booklets, display cards, etc., is given.

**Bishop Nibley to Direct Newspaper.**

C. W. Nibley, presiding bishop of the Mormon church, has been selected as head of the advisory board that directs the policy of the Salt Lake City (U.) Herald-Republican. No announcement has been made of Mr. Nibley's appointment, but it is understood in newspaper circles that he has been given the last word in determining what shall be the editorial policy of the paper. E. H. Callister, recently made general manager, has charge of the business activities of the paper.

The Publicity Club, of Bridgeport, Conn., and the Advertising Club of Greenville, Tex., have been admitted into membership in the Associated Advertising Clubs of America.

**NEWSPAPER NIGHT.**

(Continued from page 407.)

by giving publicity to fraud. That is, you will readily agree, very poor reasoning. The smallest participant in a criminal offense shares the guilt and not according to the measure of the profit, but according to the measure of his knowledge of the results of his assistance and his indifference to the interests of his readers.

The Times also offers a reward of \$100 for information leading to the arrest and conviction of any person guilty of misrepresentation in its columns. Thus every care is taken and every reasonable effort made to prevent publicity to announcements calculated to separate the public from their money. The dishonest advertiser is soon discovered, but in the meantime he is doing great injury to honest men who are conducting an advertising campaign in a similar line of goods.

The straightforward merchant by his vast expenditure in publicity is building up a reputation which the newspapers should help to support by a complete repudiation of his unworthy competitor. Advertising should not be allowed to voice evil motives or to minimize the influence of the trader of integrity. A merchant or manufacturer who has constructed a world-wide belief in his output is not likely to endanger his position by even an occasional lapse, and his success is a substantial testimonial to honesty of which the fraudulent advertiser will take notice and mend his way. I look forward to the day when the work of vigilance committees may be laid aside and the newspaper publisher congratulate himself that the advertising millennium has arrived. But that happy time is not yet and the newspapers and magazines still bear the blemishes which corrupt advertisers inflict upon them. But it is safe to say that both dishonest advertisers and publishers amenable to their offers are doomed to failure and the ignominy that follows it.

**Big Fund to Be Raised to Advertise Resources of Iowa.**

At a meeting of the Associated Advertising Clubs of Iowa, held at Davenport Oct. 20, 21 and 22, the advertising men raised \$3,000 as the nucleus for a fund with which to place a State-wide publicity commission in operation.

The subscriptions taken will be used to secure a fund of a quarter of a million with which to educate the people of Iowa to an appreciation of the resources of the State, and to inform the rest of the world that the great Hawkeye State offers opportunities to farmers, manufacturers and other good citizens with a little money and considerable industry, and that can hardly be found anywhere else in the United States.

Iowa is known throughout the world as an agricultural community, and so no special effort to secure publicity to enhance this reputation will be made, but the fact that manufacturing is becoming a great industry in Iowa will be featured. It is not generally known, even among Iowans, that of the 2,000,000 population in the State, one-sixth are engaged in manufacturing.

The advertising men believe that they have undertaken a great work, and that the whole State will rally to their support. The commission consists of five members elected by the Associated Advertising Clubs. The chairman is B. F. Williams, Des Moines, and the members are George Boysen, Cedar Rapids; W. O. Coast, Iowa City; O. J. Benjamin, Nevada, and Paul Davis, of Waterloo.

**Editor Discharged in Libel Case.**

Arvie Querber, editor and proprietor of the Edson (Alta.) Critic, was found guilty in the provincial Supreme Court of Alberta, at Edmonton, Oct. 27, of the charge of criminal libel preferred by Jeremiah Callahan, owner of a wholesale liquor store in Edson. Mr. Justice Simpson, who presided, immediately discharged the defendant. The complaint alleged that the Critic in a recent issue published an article, "without legal justification or excuse," which imputed to Callahan that he was about to complete the construction of a building to be known as "the Harem." Querber admitted the authorship and publication of the article, but pleaded justification.

**Belleville Advocate Changes Hands.**

The Belleville (Ill.) Advocate, published for seventy-six years, was sold last week by James A. Willoughby and John E. Thomas to Fred E. Evans, P. K. Johnson and Edward Julius. The Advocate was founded in 1837 and is the oldest paper in Southern Illinois with a continuous existence. It has been a daily for about fifteen years. The officers of the new company are: F. E. Evans, president and manager; Edward Julius, vice-president; P. K. Johnson, secretary-treasurer. Evans has been editor of The Advocate for several years.

**Bernardsville Recorder Sold.**

The Bernardsville (N. J.) Recorder, has been sold through C. M. Palmer, the newspaper broker of New York, to Noble H. Adsit, a physician residing at Succasunna, N. J., and his son, H. S. Adsit, formerly of the Brooklyn Eagle. The deal was closed last week and H. S. Adsit is now in charge of the paper.

**Incorporate Lewisburg Newspaper.**

The Secretary of State has issued a charter to the Saturday News Co., Lewisburg, Pa., incorporated with a capital of \$30,000. Among the officers of the corporation are ex-Congressman B. K. Focht, founder of the Saturday News; United States Senator George T. Oliver, of Pittsburgh, and Deputy Secretary of the Pennsylvania Commonwealth, William Hertzler.

The Shamokin (Pa.) Daily News is erecting a \$20,000 home for its plant.

# THE EDITOR AND PUBLISHER AND JOURNALIST

## FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER Co., World Building, New  
York City. Telephone, 4830 Beekman. Issued every Saturday.  
Subscription, \$2.00 per year; Canadian, \$2.50; Foreign, \$3.00.



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

New York, Saturday, November 8, 1913

*I am not bound to win, but I am bound to be true; I am not bound to succeed, but I am bound to live up to what light I have.—Abraham Lincoln.*

### UNCONTAMINATED NEWS.

The news associations of the United States are far in advance of those of Great Britain and the Continent in at least one particular, namely, they do not handle advertising of any kind. Although paid advertisements bearing a telegraphic news date have been printed in some of our newspapers as straight news matter, they have not in a single instance been forwarded by the regular news bureaus or associations, but by advertising agents. Even this practice, however, is no longer legal under the new postal law, which provides that all such dispatches, real or make believe, shall be marked "advertisement," and has already been abandoned. Americans, therefore, are no longer deceived by telegraphic advertisements masquerading as news.

In Great Britain, on the other hand, it has long been an open secret in newspaper circles that the news end of the Reuter Agency does not pay and that the financial returns which make possible the maintenance of the news service come from the advertising and financial ends of the business.

Reuter's some time ago established a financial publicity department which claimed in its circulars to be able to secure for its clients extended editorial reference in the press. It declared that its relations with city editors and managing editors were such that it was able to influence the editorial columns.

When the full significance of these statements became known in the offices of the London newspapers there was a revolt. The leading dailies of the city attacked the Reuter Agency so effectively that Baron de Reuter personally issued a statement that the circular was unauthorized—the usual way that big concerns try to get out of an unpleasant predicament.

The London Times and the London Daily Mail have announced that in future they will not accept both news and advertising from Reuter's or any other agency playing the dual role. It is believed that the present agitation will spread to the Continent, where the Wolff Agency in Germany, the Havas in France, and the Steffanj in Italy may be called upon to explain the sources of their incomes, as none of them secures sufficient returns from the sale of news to make it independent of other sources of revenue.

It is quite evident that foreign journalists for the first time are beginning to realize the extent to which their sources of telegraphic and cable news have been contaminated by press agent virus.

To the credit of our own news associations be it said that they have resolutely refused to sell their clients to advertisers. The line of demarcation between news and advertising is as sharply drawn as

the edge of a knife, and any employe of the Associated Press, the United Press Associations or other news bureau, who allows a dispatch containing advertising matter to slip through his fingers, is discharged without ceremony.

There has never been a time when the columns of American newspapers have been so clean and honest and devoted to the best interests of the people as to-day.

### SPACE AN ADVERTISABLE COMMODITY.

The advertising space in a good daily or weekly newspaper is a **SPLENDIDLY ADVERTISABLE COMMODITY.**

The DEMAND is already there.

The makers and distributors of commodities who enter your local markets **MUST FIND THE MOST PROFITABLE ADVERTISING MEDIA IN THAT FIELD.** It is a real, tangible, inescapable question with them—if they would not spend money in the dark, and turn business promotion into a mere game of chance.

In every city where there are several newspapers it will always be true that the paper that brings the best results from one kind of advertising will not do so for another kind—even though the circulation figures might show a logical argument to the contrary.

National advertisers, by test, have found this to be true. And they have studied the REASONS for it.

So that, in buying advertising space in the newspapers in any particular city, they are influenced by other than mere "circulation" considerations—important as these may be.

In his advertising in his trade paper—the only sort of advertising which reaches and influences the men who place so-called National Advertising—the publisher has his opportunity to **ADVERTISE HIS COMMODITY**, which is the advertising space he offers for sale, in a way that will really **ENLIGHTEN** the man who is to spend the money.

The publisher may give, frankly, in detail, every **FACT** about his paper which ought to have a bearing on the decision of the man who seeks to **SELL HIS GOODS IN THAT FIELD AT THE SMALLEST PRACTICABLE ADVERTISING COST**

Such facts, embodied in trade journal advertising, are "highly-readable" to the man at a distance from the field—and whose money is to be spent according to the facts available to him.

So, we reiterate, your advertising space is a commodity that is **SPLENDIDLY ADVERTISABLE**—and should be splendidly advertised!

### THE RIGHT NOTE IN EDITORIAL PURPOSE.

John C. Shaffer, in assuming the ownership and editorial control of the Rocky Mountain News, of Denver, printed in that paper on Oct. 24 an address to the public, in which he paid a grateful tribute to Senator Patterson, for twenty-three years its proprietor. Continuing, he said:

*I do not expect to follow in his footsteps. I know my limitations. I must, therefore, leave the honorable record and work that has been accomplished by him stand alone. I will honor him most by not attempting to do the same work, and the same kind of work that he has wrought. I must hew out a new and independent place for myself and for The News.*

He then goes on to outline the kind of a newspaper he intends to print. It will be hopeful and helpful, and present the news uncolored and without prejudice. It will be independent in politics, supporting candidates and measures that seem to be for the best interest of the people. The most significant and, to us, the most worthy declaration made by Mr. Shaffer was contained in these words:

*"It will not be captious, nor seek to hunt out specifically all the evils inherent in a big city, but will seek to find out and exploit the good, the noble and the best."*

This sentiment contains an idea that is worthy of the careful thought of every editor in the country. "To find out and exploit the good, the noble and the best" should be the aim of those newspapers that place real service above everything else. It means the avoidance of sensationalism of the baser sort, of thoughtless or intentional attacks upon the character or business of its citizens without war-

rant; of everything, in fact, that has a tendency to debase or injure.

The good work performed by the Chicago Tribune in showing up the quack doctors has resulted in the adoption by the City Council of an order calling on the Corporation Counsel to submit to the Aldermen at its next meeting a scheme by which medical swindlers can be driven out of the city. Quack doctors have been tolerated by many newspapers because of the advertising they have received from them. Isn't it about time that all reputable newspaper publishers went to work to clean up their columns so that they can consistently assist in putting an end to the swindling that flourishes through their aid?

The Corset and Underwear Review prints in its November issue a logical and sensible article on "Who Pays for the Advertising?" The writer's answer is that the cost of advertising is not added to the selling price and the consumer does not pay for it. He contends that the saving in manufacturing costs, per unit, between a maximum sale per thousand on an unadvertised brand and a minimum sale per million on an advertised brand, is far greater than the cost of the advertising. From the viewpoint of direct results advertising accomplishes two things—it reduces the cost of production and of selling.

The Chicago Daily News has recently inaugurated a combination savings bank advertisement which is printed about the first and fifteenth of each month at the time of the semi-weekly payroll distribution. At the present time it occupies a space five columns wide and fifteen inches deep. The headline of the initial ad was "Start Saving in Your Neighborhood Bank." The announcements of twelve suburban savings banks filled four of the columns, the fifth, or middle column, being occupied by an article on "The Man Who Saves a King Within His Own Domain." The fact that the Hyde Park, the Englewood and outlying banks have been signed up for a year's exclusive campaign in the News speaks volumes for the creative force and capacity of John B. Woodward, the versatile advertising manager, who has demonstrated the wisdom of Mr. Victor F. Lawson's selection. It is likely that this co-operative movement will increase in popularity during the year—perhaps to a page of space—so you see a brand new volume of business has been developed. The special advantage of this combination advertisement is that it concentrates public attention in the desirability of saving money and tells where such money can be safely deposited. As the scheme is already successful in Chicago, there seems to be no reason why it should not work equally well in other cities.

*"The purpose of all retail advertising is to serve the public; to give information that will help to satisfactory buying; to present the true character and personality of the store; to represent the store as it is, its merchandise as it is, its service as it is. In doing this it becomes what the store itself is; an inspiration to those who will study its spirit; education to those who will understand its message; a pioneer in art, in science, in merchandising; a leader in human service.*

*"The Wanamaker business can never change so long as it holds the personality of the founder. Wanamaker advertising can never change so long as it reflects this Wanamaker spirit.*

*"Does it pay? is never asked by Mr. Wanamaker.*

*"Does it serve the public? is his only query.*

*"Profit is a by-product, just as happiness is a by-product.*

*"Those who keep looking everlastingly for happiness never find it.*

*"Those who go along quietly doing the right thing by themselves and by their neighbors find happiness all the time.—JOSEPH H. APPEL.*





**Topeka  
Daily Capital**

LEADS IN TOPEKA AND KANSAS

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

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

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

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

*Arthur Capper*

TOPEKA, KAN. Publisher

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

Paid Circulation is the circulation that pays advertisers

**The Hartford Times.**

HARTFORD, CONN.

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

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

**The A. A. A. Auditor**

found the following in Detroit

**City Circulation INCREASES:**

(For the year ending April 30, 1913.)

**DETROIT NEWS - - 15,388**

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

I. A. KLEIN, Metropolitan Tower  
NEW YORK, N. Y.

JOHN GLASS, Peoples Gas Bldg.  
CHICAGO, ILL.

The Catholic Tribune, the Katholischer Westen, and the Luxemburger Gazette circulate amongst the Catholics of Iowa, Illinois, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North and South Dakota, Oklahoma, Texas, Montana, Washington and Oregon—the richest and most prosperous agricultural districts in the United States.

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

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

**CATHOLIC PRINTING CO.**  
Dubuque, Iowa

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

**CIRCULATION AUDITS.**

**W. H. Field, of the Chicago Tribune, Favors the Consolidation of All Auditing Organizations Into One Association.**

The movement to establish a permanent bureau for the verification of circulation audits, which took definite form last week at the Aldine Club conference, reported exclusively in the November 1 issue of THE EDITOR AND PUBLISHER, is receiving considerable support from publishers generally throughout the country.

The newspapers, magazines, trade papers, advertisers, advertising agents and allied interests participated in a friendly discussion, and it was the sense of the meeting that a good deal may be accomplished in the interest of the publisher, the agent and the advertiser.

When a representative of THE EDITOR AND PUBLISHER asked William H. Field, business manager of the Chicago Tribune, for his views on the best method for securing correct circulation statements, he replied.

**WHAT ADVERTISER WANTS TO KNOW.**

"As I see it, what the worthy advertiser wants to know (and in my opinion he is entitled to have the information) is how much circulation he is buying. I think we must trust him to either find out or be told the varying degrees of quality that characterize this circulation.

"We publishers now have in our line of vision five or six organizations that come to us during a twelvemonth and ask us to permit them to audit our circulation books. These organizations do not come at the same time, nor do they wish to audit our circulation for the same period. The result is a confusion which is obvious.

"Instead of fostering further organizations for the purpose of auditing circulations, it seems to me that all concerned should concentrate their efforts upon a consolidation or a combination of all the auditing associations into one association whose methods shall be such as to insure for the advertiser the information he seeks, authenticated beyond the possibility of doubt.

**NEED OF DEFINITE DATA.**

"As I have said before, both publicly and privately, the auditor does not live who can come into a newspaper office and go away with the definite knowledge that he has learned the exact circulation. As the associations of the present day are organized, the figures determined by their respective auditors are merely the sum total of different sets of figures given to these auditors by the publications themselves. In other words, these auditors determine that two and two are four, but whether each two should have been a one only the publication knows.

"Of course, it is possible for the advertiser to punish those publications that refuse any statement of circulation or those whose circulation statements are questioned by withholding their advertising patronage. This, of course, is painful to the publication, but not necessarily of a sufficiently drastic nature to effect the reform desired by all of us.

"There is one method, however, which would be effective and which would cause every publication to make statements of its circulation at stated times, and to make them honestly.

**WOULD AMEND POSTAL LAW.**

"The amendment to the postal laws, declared to be constitutional by the Supreme Court of the United States in June last, should in my opinion, be extended to include all publications enjoying the second-class privileges and accepting advertising. As it stands today, only newspapers are required to state their circulation.

"This law should be further amended so that a responsible officer of each publishing company should be required to sign the statement of circulation and a penalty should be established, both for failure to make these statements and

for making them falsely, which should deprive the offending publication of the second-class privileges and provide a further penalty of fines and possibly a jail sentence for failure to comply with the amended act. If the gentlemen interested in knowing what publications are telling the truth and what are lying can bring this state of affairs about, they may rest assured that the statements of circulation they receive from publications will be accurate."

**Cleveland Press Election Record.**

A remarkable record for reporting election returns was established by the Cleveland Press Tuesday, when that paper announced the re-election of Mayor Baker five hours in advance of the official count and within twenty-five votes of the actual returns. Before the board of electors had received a single precinct report, Press extras were being sold announcing Mayor Baker's reelection on first and second choice ballots by 3,200. The final count was 3,225. The Press did not guess. It went out and gathered its own returns all over Cleveland. These were tabulated in the Press editorial rooms by a staff of election experts, headed by Carl H. Nau.

**Garrison Free; Will Sue Assembly.**

James C. Garrison, ex-Governor Sulzer's publicity manager, and former editorial writer on the New York Press, who was committed to the Albany penitentiary for contempt by the Assembly, was released from further prosecution by Justice Cochrane, of Hudson, last week. He had been out on parole for two weeks. His release was ordered on the ground that the commitment papers were defective. Mr. Garrison contemplates a \$100,000 suit for damages against those members of the Assembly who were responsible for his imprisonment. He says the act of the Assembly was a stab at the freedom of the press.

**WASHINGTON PERSONALS.**

James P. Hornaday, chief of the Washington bureau of the Indianapolis News, is visiting in his home State.

Wm. A. Crawford, of the Associated Press, who was painfully injured by falling down a flight of stairs last Monday, is rapidly recovering.

Louis Ludlow has added the Takoma (Wash.) News and Ledger to his string of papers.

N. O. Messinger, of the Washington Star; J. C. O'Laughlin, of the Chicago Tribune; C. C. Brainerd, of the Brooklyn Eagle, and Grafton Wilcox, of the Associated Press, who were in New York for the election, have returned to Washington.

Several births were recorded this week in the families of newspaper men of Washington. A son was born to Fred Davis, of the Sioux City Journal, and Mrs. Davis. A son was also born to Bond P. Geddes, of the United Press, and Mrs. Geddes, and a daughter to Charles McCullom, of the Associated Press, and Mrs. McCullom.

Robt. Ginter, of the Pittsburgh Gazette-Times, has returned after spending several weeks at the home office.

Robert M. Gates, correspondent of the Memphis Commercial Appeal, was highly complimented last Friday when Representative Sims, of Tennessee, asked and secured permission to have one of Mr. Gates' articles to his paper printed in the Congressional Record. The story was entitled "Seeking a Government Job in Washington."

Oswald Schnette, of the Chicago Inter-Ocean, the president of the National Press Club, gave a dinner in honor of John T. Suter, secretary to Attorney-General McReynolds, last Saturday. Mr. Suter resigned the presidency of the club when he accepted the secretaryship to the Attorney-General.

Jerry A. Mathews, of the New York Sun, and Mrs. Mathews, have returned from their visit to Indiana. Miss Helen G. Watson, a sister of Mrs. Mathews, returned with them.

**THE PITTSBURGH PRESS**

**Has the Largest Daily and Sunday CIRCULATION IN PITTSBURGH**

Foreign Advertising Representatives

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

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

**The Evening Mail**

203 Broadway New York

**HOLIDAY NUMBER**

**The New York Times Review of Books**

Sunday, November 30th

List of season's new publications with short descriptions of each to help in making selections. Literary topics from all parts of the world discussed by eminent writers.

THE NEW YORK TIMES publishes more book advertisements and reaches more book-buyers than any other newspaper in the United States.

**Why Not Let Us Prove**

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

**The Pittsburgh Sun**

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

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

**GET THE BEST ALWAYS**

**The Pittsburgh Dispatch**

**Greater Pittsburg's Greatest Newspaper**

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

**THE PEORIA JOURNAL**

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

**THE LARGEST NET PAID Circulation.**

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

The First Issue of the  
**Sunday Edition**  
 of the  
**Dayton Daily News**  
 reached 25,000 in Paid Circulation.  
 No free distribution was made.

BUSINESS CARRIED: Local, 191 columns; Foreign, 10 columns; Classified, 17 columns; or a total of over 64,000 lines of paid advertising—an exceptional record for a first issue.

THE SUNDAY NEWS becomes at once the leading Sunday Newspaper of Dayton.

**Rate, 4½ Cents Per Line**  
 Dayton News and Springfield News combined, 6 cents per line.

Each paper is published six evenings and Sunday morning.

**News League of Ohio**  
 Home Office, Dayton, Ohio  
 New York—La Coste & Maxwell, Monolith Building.  
 Chicago—John Glass, Peoples Gas Bldg.

**ONLY HONEST ADVERTISING PAYS.**  
**W. C. Freeman Tells What a Quickened Conscience Among Advertising Men Has Done to Elevate Newspaper and Business Standards.**

(An address delivered before the Advertising Men's League at the Aldine Club, Nov. 6.)

When I went into the advertising business as a solicitor the general conception of a solicitor's duty was to sell all the advertising space he could. To whom it was sold—what kind of copy was used—made no difference. The character or the reliability of the advertiser was not the concern of anybody. In fact, nobody gave any thought to this feature of the business. If advertisers could pay for the advertising they did that was the only thing that interested the advertising men or the publishers. If the copy used was a medley of lies what difference did it make? Why should advertising solicitors concern themselves about it? Were we not employed to sell advertising space? That was all publishers wanted of us. They were not concerned about the moral side of it, so why should we? We were part of a system. Neither publishers nor advertisers cared a great deal about a moral code as applied to advertising. They did not know anything about a moral code. Neither did we.

Advertising was employed to stimulate business then as it is now, but the method was totally different. Then, as it sometimes is now, it was thought necessary to make an exaggerated appeal to the public. Lying was not considered harmful.

**PRESENT DAY IMPROVEMENT.**  
 Present day advertising looks better and it is better. We know that some of the advertising that we read is not up to the mark of integrity, but the proportion of crookedness to-day is very much less than it was during the period, say from 1885 to 1906. The proportion of bad advertising to-day is about ten per cent. to ninety per cent. good advertising. In the old days the percentage was just the reverse. This is encouraging. It shows that we are making headway.

The present day ten per cent. of crookedness, however, is mighty hard to eliminate. That is the task ahead of us. Present day crookedness is smarter than it was ten years or fifteen years ago. It is more subtle. Those who lie to-day have made of it an art. It is hard to detect modern lies. We know that they exist but it is difficult to check them. It is hard to bring them within the law. The reason is because they emanate from high places—from business men who pretend to a virtue they do not possess. The meanest man in the world is he who pretends to righteousness and thrives on wrongdoing. Truth, however, is a hard thing to combat. A lie always gets licked when truth tackles it.

Advertising lies are being attacked by the working forces of the advertising clubs throughout America—by the great body of earnest men who are working in behalf of honest advertising.

**A ROTTEN SYSTEM.**  
 We sold advertising in the old days according to the system. The system was rotten. We are selling advertising to-day according to the new system, and the new system is sound, because it is founded on integrity. We have discovered ourselves and have made up our minds to do right.

If we can measure up to as big a success in selling clean advertising as we were in selling rotten, lying advertising, we will be able to make amends for that part of our careers that we are ashamed of to-day.

We used to suggest plans to advertisers that publishers thought were clever. Advertisers thought they were clever, too. They paid for them. These advertisements were the lowest kind of fakes. There was not a particle of truth in them anywhere. They went through without a protest from the advertisers. They thought they were legitimate. They went through without any protest from the publishers or ourselves. The advertisers and the publishers made money. What else did they care about? If they did not care, why should we?

It was a common thing for newspapermen to secure testimonials for patent medicines—to secure pictures of theatrical people and politicians—to get them to say that they had used this or that medicine. It did not make any difference if they hadn't tried them. The publishers gave us the money to buy these testimonials. All classes of people were willing to certify to the healing power of these medicines so long as the paper that wanted the testimonials was willing to pay for them. The people did not

think they were doing any harm. They thought they were helping along some fellow who was willing to pay them for helping him along. The cost for securing these testimonials, besides the making of the cuts, ranged from one to ten dollars each.

These testimonials were easy to secure. People would say anything that we wanted them to say. Page advertisements were frequently filled with testimonials from people who never had taken the medicine. There were often two page advertisements. I recall one six-page advertisement that was printed in the paper that I represented. It was made up of testimonials from people in the ordinary walks of life. They were secured by men associated with me. It did not make any difference to the publishers, or to the advertisers, or to me, whether the testimonials were genuine or not, for was it not the custom? Was it not paying the advertisers? Was it not bringing grist to the mill of the publisher?

**CLEVER WRITERS EMPLOYED.**  
 Some clever writers were employed for this work. They had vivid imaginations. They were trained newspapermen. They were expert interviewers. They could go out and get anybody to say what they wanted them to say. They had the power to write in graphic, appealing language. They prepared page after page of this kind of stuff. We showed it to the advertisers. They would buy it. They knew that kind of advertising made an impression upon the public. It did make an impression in those days. It sold millions of bottles of medicine. Such advertising to-day would fall flat. Nobody would respond to it. The things that were advertised in this way a few years ago are not being advertised that way at all any more and most of them are out of business, which shows that no business can succeed unless it is founded on honor—giving a square deal to the public.

We did not stop with patent medicine advertising. We found a very fertile field in selling stocks of gold and silver mines, oil wells, etc. The public was unsuspecting and responsive. All of the people engaged in this kind of business were easy marks for us. Our splendid writers could prepare copy that would sell anything. All of these stock schemers were nothing but fakers. They had no idea of returning anything to the people for the money they paid in. They never got back a cent. The only expense these schemers had was for elaborate offices, clerk hire and advertising bills.

**UNMARKED AD READERS.**  
 We sold reading notices without advertising marks. We used a different heading from the regular news headings and then satisfied our consciences that we were not selling the news columns of our paper. We did not object to the high rates, however, that we received. We did not object to the lies that we knew were being told by these companies. We hid behind that old motto "Caveat Emptor."

We did not develop fake advertising all of the time but did most of the time. Once in a while we would switch into the right way and develop some honest lines of advertising. That started us to thinking. If we could use our brains for a crooked thing, why could we not employ them to make honest things successful? But there was always before us the lure of big copy from these crooked enterprises. We did not have any moral code that governed this kind of advertising. We did not think we were doing wrong because it was the custom to print this kind of advertising. We know now in the light of our experience that we did a wrong and we are now ashamed of it.

I want to repeat that we are a part of a system. Newspapers all over the country printed everything they could get. To-day they do not. In spite of themselves all of this business has been eliminated. It is dead. The fake patent medicine is no longer a big factor in the advertising columns. There are no mining schemes advertised at all. There are no oil wells spouting up millions of dollars to be grasped at twenty-five cents a share by the public. There are no more of the bankrupt clothing sale advertisements that used to fill the columns of

(Continued on page 416.)

It is read every day by a greater number of people than any other daily newspaper west of New York City—advertisers who concentrate in the

**Chicago Evening American**  
 Get the best results.

The Circulation of the  
**New York Evening Journal**  
 is more than DOUBLE its nearest competitor in the evening field, exceeding it by over 400,000.

Net paid daily average for Sept. **775,923**

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

**THE NEW ORLEANS ITEM**  
 As They Told It to Uncle Sam  
 3D U. S. P. O. STATEMENT

The New Orleans Item ..... 53,901  
 The Daily States ..... 32,532  
 The Times-Democrat ..... 25,242  
 The Picayune ..... 20,837

That's why The Item every week in the year carried more paid advertising of any and all kinds.

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

**The Philadelphia German Daily Gazette**  
**CARRIES MORE**  
 Local and General  
**ADVERTISING**  
 than any other German daily published in this country.

HOWARD C. STORY,  
 Publishers' Representative

NEW YORK: 806 Nassau-Beekman Bldg.  
 CHICAGO: PHILADELPHIA:  
 1100 Boyce Bldg. 924 Arch St.

**Detroit Saturday Night**  
 is an established factor in the newspaper life of Detroit and Michigan. Its influence advances beyond the bounds of its home community, and in this larger influence there have come both to the readers of, and the advertisers in, **DETROIT SATURDAY NIGHT** a larger measure of personal profit.

Foreign Advertising Representatives

F. S. KELLY & CO. GEO. H. ALCORN  
 1216 Peoples Gas Bldg. Tribune Bldg.  
 CHICAGO NEW YORK

**THE HERALD**  
 HAS THE  
**LARGEST MORNING CIRCULATION**  
 IN  
**WASHINGTON**

C. T. BRAINERD, President.

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

**The Seattle Times**  
 STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines. The foreign business amounted to 1,086,000 lines. Gain in foreign business was 288,000 agate lines over 1911. In December, 1912, the Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising. Present average circulation: Daily, 67,000; Sunday, 87,000.

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

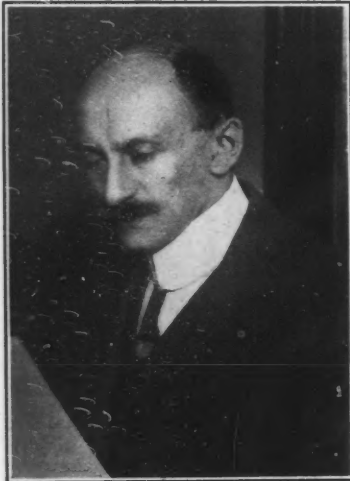
YOU MUST USE THE  
**LOS ANGELES EXAMINER**  
 to cover the GREAT SOUTHWEST  
 Sunday Circulation  
**MORE THAN 120,000**

KARGER, OF THE TIMES-STAR.

A Washington Correspondent Who Has Become a National Figure.

Gus J. Karger, of the Cincinnati Times-Star, is one of the most experienced and best known of Washington correspondents. He enjoys the friendship and confidence of public men in all parts of the country, possesses a fluent pen, tireless energy, and a well-balanced mind.

Mr. Karger was born in Berlin in 1866 and came to the United States with his parents when seven years old. He was educated in the public schools of



GUS J. KARGER.

Cleveland and Columbus, and in 1884 was a police reporter on the Cincinnati Freie Presse. His first employment on an English newspaper was on the Cincinnati Commercial-Gazette in 1890. In 1895 he became connected with the Cincinnati Post, and was that paper's city editor four years. He went to Washington in 1899 as correspondent for the Post and was subsequently made the representative there for the Scripps-McRae league of newspapers. Mr. Karger has attended and reported every national convention since 1892, has traveled with President Roosevelt many times and covered the Oyster Bay newspaper work.

In 1907 Mr. Karger was selected by President Roosevelt and Secretary of War Taft to represent the latter in a personal capacity among the Washington correspondents. He remained with Judge Taft throughout his campaign and accompanied him on his travels.

During President Taft's term Mr. Karger continued to represent him in a similar capacity. He traveled extensively with President Taft and frequently handled confidential, as well as public matters for him in an unofficial capacity. During the last Presidential campaign Mr. Karger served as director of the bureau of organization at Republican national headquarters in New York.

HONEST ADVERTISING.

(Continued from page 415.)

the newspapers, particularly every Saturday morning. There were stores on Broadway from the Battery to Twenty-third street just filled with these fake bankrupt clothing sales. I remember that a few years ago our papers Saturday mornings would be filled with as many as ten half-page advertisements of these big fake clothing concerns. They are not in business to-day. They could not survive to-day.

There has been a general clean-up, without very much activity on the part of many publishers. It is working itself out. The work of the advertising clubs is making an impression on the public. It is making an impression on the publishers in spite of themselves. There is very serious thought being given to the elimination of all kinds of dishonorable advertising.

What a tremendous power all of this old-time advertising would have been had it been truthful! The honest things

that we really developed in those days are still alive and prosperous. Those that faked and lied are dead. What better illustration is needed to show the advantage of cleaning up, protecting readers from fraudulent advertisements? Not only is it a big principle—not only is it right to clean up—but if we want to be good business men—if we want our own properties to succeed—we must safeguard our readers from this kind of advertising. No advertising, except that which is truthful, can ever hope to succeed. Unless there is great revenue from advertising, modern newspapers, at a penny, cannot succeed. There cannot be permanent advertising revenue unless advertising pays. Since only straightforward, honest advertising pays, it is obvious that the thing to do is to develop honest advertising.

In every community in the United States the newspapers that are making the best impression on the public—that are making the most progress—are those that are having a care as to the kind of advertising copy they print, as well as to the kind of news they print. They are building on a sure foundation.

The great majority of advertisers are using their columns generously. Their business has increased enormously. The circulations have almost doubled. There is a very marked desire by the reputable part of the business community—which represents the majority—to support newspapers of this character.

The newspapers of the other kind are not having a very easy time of it. They talk about increase in advertising space, but when a test is put to their columns it is apparent that a large part of the space secured comes from all of the takers in the community and the nation.

TABLE OF CONTENTS.

Table listing various news items and their page numbers, including 'New York Election', 'Washington Topics', 'Hanson's Branching Out', etc.

INDEX TO ADVERTISEMENTS.

Table listing various advertising agencies and their page numbers, including 'Allen & Ward', 'American Newspaper Exchange', 'Anderson, C. J., Special Agency', etc.

Anniversary Puzzles

By W. CHARLES TANNER

Each is an interesting little reminder of something that occurred on the particular date for which issued.

Two-column size—with or without type matter.

The International Syndicate - Baltimore, Md.

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

Their proportion of decent advertising is very small. The wonder is that clean business seeks the company of unclean business.

All this sort of thing will rectify itself in due course. It looked impossible a few months ago to clean up the political stables here in New York, but Tuesday showed that public opinion, when aroused, will clean up anything. The stables have been cleaned up all right. A clean-up in advertising is being backed by public opinion and no newspaper publisher will long hold out against it.

We must not be too drastic in our work. We must not seek to drive men out of business. We must not hit them over the head with clubs. We must persuade them to do straight advertising because it will pay them better. Let us use moral suasion first and then again and again. If the advertiser persists in lying, then let us put him in jail.

A Bunch of Good Ones

Thirty pages, two and three-column daily Comics, all subjects.

Fifty half-page Human Interest Features.

Ten pages of Rebus features.

It's a daily mat service. It would pay you to buy the whole bunch. As a matter of fact we can supply some good live mats at a price cheaper than composition.

World Color Printing Company

ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

Ask About Our Red Letter Service

The Best "Time Copy"

UNITED PRESS

General Offices, World Building, New York

WEEKLY COMIC & CARTOON SERVICE

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

GOING FAST 75 PUBLISHERS NOW USING IT

Write or wire for Sample Sheets and Terms

UNION SYNDICATE SERVICE

450 FOURTH AVE., NEW YORK.

Daily News Mats

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

INTERNATIONAL NEWS SERVICE

200 William Street New York City

All Your Newspaper Needs to Get and Hold Circulation Supremacy

Except Local and Telegraph News

WILL BE SUPPLIED BY Newspaper Feature Service

41 Park Row 147 Nassau St.

NEW YORK CITY

M. KOENIGSBERG, Manager

# SECOND PATENT SUIT

# Linotype vs. Intertype

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

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

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

TRIBUNE BUILDING

NEW YORK

### THE OFFICE BOY PROBLEM.

#### London Optimists Tell How It May Be Successfully Solved.

The Optimists, of London, of which Charles F. Higham is president, an organization composed of advertising men, merchants and others engaged in commercial pursuits, recently issued a large folder of nine pages, entitled "How to Create a Business Spirit."

It is printed in big type on heavy paper and is "easy" reading. It contains a lot of sensible suggestions and wise thoughts. This is what it has to say about the office-boy problem:

"Here is our suggestion for the solution of one of the greatest business problems of to-day—the office boy. True, he's a small item, but his general inefficiency is one of the most deplorable facts of every business house.

"Why is he inefficient, shabby, untidy, both in his person and in his work? Why is he so slack? It's simply because he believes it wouldn't pay to try and be otherwise. Because he knows and feels his very insignificance.

"Why, then, let him feel insignificant—if the betterment of his work is at stake? Why not let him feel his importance; for, when you get down to it, he is as comparatively important an item to the running of your business as your manager, sub-manager, and department heads, and his errors give these men endless trouble.

"Our scheme is this: Every three months award a badge, card, or similar token of merit, for efficiency, punctuality, and general smartness, both in work and appearance—based, of course, upon what the boy has done in that three months. At the end of the year to the office boys who have won three or more complete marks of merit award a cash bonus of 10s. for each one—which means a lot to an office boy. He must get at least three to get any bonus.

"In this way you are not only going to get more efficient work out of your

office boys by instilling a better business spirit in them, but you are not going to have the old trouble of the ever-changing office-boy staff. Your boys will feel that their efforts to do their best are appreciated, and they will remain in one employ for years.

"The subtlety of the scheme from your point of view (as employers) is that you are sure of your office boys for a whole year at the very least, because directly they have won one badge, that badge represents money (10s.); and no boy will leave if there's a chance of a cash bonus.

"It is our contention, also, that the heads of firms should tell their boys in a brief, frank and friendly little chat what they intend doing for them, and to follow this up each month by another—after all, twenty minutes a month is not much to sacrifice when it's going to help the working of the office so much."

### NEW INCORPORATIONS.

CLARKSBURG, W. Va.—Sentinel Publishing Co.; printing and publishing; capital stock, \$5,000; incorporators, Felix R. Struve, J. D. McReynolds, A. F. Wagner, W. M. Long and Mayme J. Long.

BIGELOW, Ark.—Press Publishing Co.; capitalized at \$5,000; president, W. T. Hutchinson; vice-president, W. R. Linebarger; secretary-treasurer, George G. Vallman.

St. Louis, Mo.—Journal of Commerce Co.; capital stock, \$50,000. Incorporators: William E. Barns, James E. Gatewood and Charles W. Bright. To conduct and carry on the business of printing, publishing and sell newspapers and periodicals.

### New York World Want Ads.

The New York World has issued a booklet in which are reproduced in miniature twenty-two pages of "Want" advertising which appeared in the World Sept. 7, 1913. The total number of individual ads was 9,263.

### ANSWERS TO CORRESPONDENTS.

Will you kindly print in THE EDITOR AND PUBLISHER the text of the law recently adopted by the Pennsylvania Legislature, prohibiting the stuffing of newspapers and magazines with advertising matter? A. O. L., Brooklyn.

#### AN ACT

Prohibiting the placing, fixing or inserting of certain things in or on or to newspapers, magazines, periodicals or books without the consent of the owner or publisher and providing a penalty.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania in General Assembly met and it is hereby enacted by the authority of the same, that any person shall be guilty of a misdemeanor who shall place or affix or insert or cause to be placed or affixed or inserted any advertisement, notice, circular, pamphlet, card, handbill, book, booklet or other printed notice of any kind on or in or to any newspaper, magazine, periodical or book where such newspaper, magazine, periodical or book is in the possession of the owner or publisher thereof or in the possession of any newsdealer, distributor or carrier or of any agent or servant of such owner or publisher and is so placed, affixed or inserted in such newspaper, magazine, periodical or book without the consent of the owner or publisher of such newspaper, magazine, periodical or book.

Sec. 2. Any person who shall be convicted of a violation of any of the provisions of Section one of this act shall be sentenced to pay a fine of not more than one hundred dollars (\$100) for each offense with costs of prosecution.

Is there a periodical called The Editor, and if so, where is it published?

T. S., Schenectady, N. Y.

The Editor, a semi-monthly periodical supplying information to literary workers, is published at Ridgewood, N. J.

What is the name of the last daily newspaper established in New York?

REX, New York City.

The Call, a Socialist paper published by the Workingmen's Co-operative Publishing Association, 409 Pearl St.

Can you tell me when and where the first daily newspaper printed in Yiddish appeared?

KEPPLER, Brooklyn.

The New York Tageblatt, 1885.

### FIRE PREVENTION POINTS.

In the current issue of the Architects' and Builders' Journal an article appears on the above subject, from which we take the following points:

Benzine for cleaning type is dangerous unless the air in the room where it is used is constantly changing. Therefore, ventilate.

It is strongly urged by insurance inspectors that not more than one gallon of benzine be kept in the building at one time, and that this be contained in safety cans.

A special can should be used for oil-soaked waste. The special feature of this can is that it has a self-closing lid.

For waste paper a closed bin preferably of metal or metal lined should be provided.

Where gasoline is used for linotype machines there should be some sort of metal floor covering, or concrete is better still.

Printing presses are better on metal or concrete than on wood foundations, as the saturation of a wooden floor with lubricating oil renders it inflammable in the highest degree.

Electric motors should always be properly enclosed and wires not only insulated, but if possible carried in conduits.

In fireproof building of printing offices the vital matters are the material of which the building is constructed, the kind of framework used, the roofing and flooring material, and the question of open elevators, shafts, and stairways.

There is perhaps no kind of plant which suffers more from a fire than a printing house. The type half melted and scattered is a total loss, save as scrap metal, the paper stock is highly inflammable, and the machine itself is much more delicate than that in most industrial concerns.

### Putting It Clearly.

"Rastus, what's a alibi?"  
 "Dat's provin' dat yoh was at a prayer-meetin' whar yoh wasn't, in order to show dat yoh wasn't at the crap-game whar yoh was."  
 —Life.

TIPS TO THE AD MANAGER.

William F. Dobbs, Danbury, Conn., is receiving contracts for the Linonine Co., "Kerr's Flaxseed Emulsion," Danbury, Conn.

Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is placing 3 in. 1 t. a. w. t. f. orders with Pennsylvania, Delaware and New Jersey papers for the Roman Automobile Co. of Philadelphia. It is also placing orders with Colorado and Pennsylvania papers for the Clarissa Harlowe Co., novelties.

Ruthrauff & Ryan, 450 Fourth avenue, New York City, will shortly send orders to New England, New York State and Pennsylvania papers for M. Hemingway Sons & Co., "Hemingway Spool Silk," Watertown, N. Y., and 809 Broadway, New York City.

The Allen Advertising Agency, 141 West Thirty-sixth street, New York City, is handling the advertising account of the Stratford House, 11 East Thirty-second street, of the same city, with Canadian papers.

Foster Debevoise Co., 15 West Thirty-eighth street, New York City, is issuing to a large list of papers 60 l. 13 t. orders for the Bermuda Combination.

The Newitt Advertising Co., 314 West First street, Los Angeles, Cal., is inquiring for rates on a national campaign.

M. Volkman Advertising Co., Temple Court, New York City, is renewing telegraphic readers generally for Dr. Burns, of New York City.

Frank Presbrey Co., 456 Fourth avenue, New York City, is handling the advertising account of the Biltmore Hotel, Madison and Vanderhilt avenues, of the same city.

Hill & Tryon, 234 Fifth avenue, New York City, are forwarding orders to a selected list of papers for the Swiss Federal Railroads Agency, 241 Fifth avenue, New York City.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is making 5,000 l. contracts with a selected list of papers for the International Magazine, 381 Fourth avenue, New York City.

Charles Blum Advertising Corporation, 608 Chestnut street, Philadelphia, Pa., is issuing 2,000 l. contracts with a few Southern papers for the Angelo Myers Distilling Co., of Philadelphia.

It is reported, but not verified, that T. A. Snider Preserve Co., 221 Sycamore street, Cincinnati, O., has transferred its advertising account to Nichols-Finn Advertising Co., 222 South State street, Chicago, Ill.

Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is placing 6 in. 3 t. a. w. 156 t. orders with Delaware, New Jersey and Pennsylvania papers for La Grange & Jordan. It is also placing orders with papers within a radius of 100 miles of Philadelphia for the Insurance Bond & Mortgage Co., of Philadelphia.

Churchill-Hall, 50 Union square, New York City, is forwarding 140 l. 4 t. orders with New Jersey papers for the Overman Tire Co., 250 West Fifty-fourth street, New York City.

Lyndon & Hanford Co., Cutler building, Rochester, N. Y., are handling the advertising account of the Wintergreen Compound Co., Livingston building, Rochester, N. Y.

M. P. Gould Co., 120 West Thirty-second street, New York City, is renewing orders with Pennsylvania papers for S. B. Goff & Sons, Philadelphia, Pa.

Charles W. Hoyt, 25 Elm street, New Haven, Conn., is placing 218 inches to be used in four months with New York State papers for A. F. Pierce Co., "Pierce Corn Plasters," Springfield, Mass.

The Atlas Advertising Agency, 456 Fourth avenue, New York City, has charge of the advertising account of the Hotel Prince George, 14 East Twenty-eighth street, New York City.

The advertising of the Cedar Rapids Foundry & Machine Co. is now being placed in

New Orleans States

Sworn Net Paid Circulation for 6 Months Ending October 4, 1913

32,532 DAILY Per P. O. Statement

Carrier circulation averages over 19,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.

The S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

agricultural papers through the Cramer-Kraselt Co., of Milwaukee.

The Matos-Menz Advertising Co., Tribune building, New York City, is sending out the following copy: Aero-Matik Gas Saver Co., leading newspapers in the United States; Sel Amalgamated Clarks Corporation, newspapers of New York, Philadelphia and Boston; E. W. Elston & Co., newspapers of Philadelphia and Wilmington; Grape Capsule Co., Philadelphia and Pennsylvania papers; Linwood Haines, Inc., fifty New Jersey towns, Philadelphia papers and farm magazines; Mac Drug Co., leading Delaware and Pennsylvania papers; Nulfe Laboratory, 7,000 l. contracts in every leading town of Pennsylvania and Maryland; Harem Hair Restorer, large copy to New York papers; Philadelphia Home-Made Bread Co., Philadelphia and Chester papers; J. S. Tyree, large copy in New York papers; John C. Winston Co., newspapers in cities of over 100,000 population and also page advertisements in all leading magazines.

Albert Frank & Co., 26 Beaver street, New York City, will continue to handle the advertising of the Royal Mail Steam Packet Co., 22 State street, New York, as heretofore.

NOTES FROM THE AD FIELD.

The Atlanta Hearst Sunday American now claims a circulation of 120,000, which is said to be the largest of any newspaper in the South. The American and Georgian has a new slogan, "The South's Greatest Newspaper."

J. W. Finley, Flatiron Building, New York, will continue to represent the Philadelphia Record in the Eastern field, while Hasbrook Story & Brooks have been appointed Western representatives.

The Massengale Advertising Agency, Atlanta, Louisville, Jacksonville and New Orleans, has added a branch at Memphis, Tenn.

The John O. Powers Co., general advertising agency, has moved from 119 West Twenty-fifth street to 11 West Twenty-fifth street, where it has larger and better quarters.

Circulation Men Go to Vancouver.

E. P. Hopwood, who for the past five years has been circulation manager of the Portland Oregonian, and E. G. Wendling, assistant circulation manager, have taken over the circulation department of the Vancouver (B. C.) News-Advertiser, commencing Nov. 1. Messrs. Hopwood and Wendling have been in the newspaper business all their lives.

Scoop and the Boss in Plaster Casts.

"Scoop" and "The Boss," two funny characters that have been made famous by Hop, the artist, who draws a comic series of sketches in which they appear for the International Syndicate, of Baltimore, can now be had in plaster casts. As the "Scoop" pictures have had a wide range among newspapers, no doubt the amusing figures of Scoop and the Boss will become desk ornaments in many offices.

Of Interest to Newspaper Men.

Collier's for Nov. 8 contains two articles that will interest newspaper men. Samuel Hopkins Adams, whose exposures of fake advertisers have made him famous in newspaper circles, contributes the first of a new series of studies on "Oxyfakery, the Tin-Can Sure-Cure School." "The Cub Reporter Again" is the title of a good newspaper story by Frazier Hunt that is sure to be read in newspaper offices.

Buffalo News

EDWARD H. BUTLER Editor and Proprietor

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

Foreign Advertising Representatives KELLY-SMITH COMPANY 220 Fifth Avenue NEW YORK Lytton Building CHICAGO

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.

Table listing publications across various states including Arizona, California, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Michigan, Minnesota, Missouri, Montana, Nebraska, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Washington, Canada, and Quebec. Each entry includes the publication name and its circulation figures.

New Canaan Editor Files Petition. Declaring under oath that he did not have the money to pay the filing fee, G. Emil Richter, proprietor of the New Canaan (Conn.) Messenger, filed a petition in bankruptcy at Hartford last week, with liabilities of \$4,912.46, of which \$1,823.01 is unsecured. The editor swore that at the time the schedules were prepared, he had but eighty-four cents on hand. The printing presses

and equipment of his plant are valued at \$1,940. The Messenger was one of the few newspapers in the country that refused to publish baseball scores, but it is not known whether that had anything to do with the failure of the paper. The stockholders of the Dixon (Ill.) News Journal Co., have elected G. L. Carpenter, Phillip Clark, H. H. Badger, G. P. Miller and Andrew Aschenbrenner, directors.

**AD FIELD PERSONALS.**

Simon Frank, formerly advertising manager of the Rice-Stix Dry Goods Co., St. Louis, is now president of the Frank & Meyer Neckwear Co., men's neckwear manufacturers of that city.

F. G. James is the new advertising manager of the R. J. Reynolds Tobacco Co., Winston-Salem, N. C., Prince Albert tobacco.

William J. Hatton, formerly with the J. Walter Thompson Co., at its Cleveland office, is now connected with the Pittsburgh Dispatch.

W. A. Young, formerly advertising manager of the Pittsburgh Post, was in New York this week in the interest of a Pittsburgh automobile publication.

Harry Tipper, advertising manager of the Texas Co., and lecturer on advertising at Columbia University, is making a tour of the South. He will be a speaker at the Texas State Convention of Ad Clubs at Beaumont, Nov. 19.

George French, advertising counselor for Charles Stelzle, lectured before the Twenty-third Street Y. M. C. A. Advertising Class on Wednesday evening, Nov. 5. His subject was "Typography in Its Relation to Advertising."

F. Irving Fisher, director of advertising for Saks & Co., New York, went over to New Haven election night and told the members of the Publicity Club how they may increase their business through advertising.

Rolla R. Ralston, advertising manager of the Keokuk (Ia.) Constitution-Democrat, has resigned to assume a responsible executive position with the Keokuk Electric Co.

**FIGHTING FOR CLEAN ADS.**

**Active Work Being Carried on by the Two Heralds.**

Richard Howell, editor and manager of the Two Heralds at Bridgeport, Conn., assisted by C. A. Phelan as business manager and J. E. Phelan as advertising manager, have been among the foremost in promoting the work of the Vigilance Committee in Connecticut and in New England. Starting early in May, they have kept at it every Sunday, running from three to six columns of matter, educating the people of Bridgeport and Waterbury as to what constitutes unclean and objectionable advertising.

The Waterbury Herald in its issue of Oct. 26 contained an article attacking the Bridgeport Post "for publishing advertising that it knows will dupe many of its readers." The Post had printed a few days before a travesty on the Herald's efforts to clean up Bridgeport's advertising columns.

The publishers of the Two Heralds keep tabs on the advertising columns of their contemporaries and print each week the number of fraudulent or misleading advertisements appearing in each of them. Its issue of Oct. 26 contained a statement that there had been eighty-four transgressions in six days.

**Ad Agents Elect New Officers.**

Election of officers of the Association of New York Advertising Agents resulted in the selection of W. R. Hine, vice-president of Frank Seaman, Inc., as chairman; M. P. Gould, of the M. P. Gould Co., vice-chairman, and Collin Armstrong, secretary and treasurer. The executive committee is as follows: W. H. Johns, Joseph A. Richards, O. H. Blackman, of the Blackman-Ross Co.; A. W. Erickson, of the A. W. Erickson Co., Inc.; W. R. Hine, M. P. Gould and Collin Armstrong.

**Vigilance Committee Opens Office.**

The National Vigilance Committee, of the Associated Advertising Clubs of America, of which Harry D. Robbin's is chairman, has established an office at 27 William street, New York, Room 1611.

**CLUB PRIZES FOR CHRISTMAS.**

**Educational Committee of A. A. C. A. Has a Plan to Increase Book Sales.**

The Educational Committee of the A. A. C. A. offers the following prizes for the sale of the largest number of Cherington's book up to and including Dec. 5, 1913, the prizes to be sent to those winning them so that they will arrive on Christmas Day:

\$50.00 prize in cash to be used for buying books for the club library to the club in a city of 100,000 or over selling the largest number of "Advertising as a Business Force," by Dec. 5, 1913.

\$50,000 prize in cash to be used for buying books for the club library to the club in a city of from 30,000 to 100,000 selling the largest number of "Advertising as a Business Force" by Dec. 5, 1913.

\$50.00 prize in cash to be used for buying books for the club library to the club in a city of from 10,000 to 30,000 selling the largest number of "Advertising as a Business Force" by Dec. 5, 1913.

\$50.00 prize in cash to be used for buying books for the club library to the small town club in a town below a population of 10,000 selling the largest number of "Advertising as a Business Force" by Dec. 5, 1913.

The Milwaukee (Wis.) Social Democrat has increased its capital from \$30,000 to \$50,000.

**LIVE AD CLUB NEWS.**

Rochester ad men extracted a great deal of fun out of their annual election and dinner at Powers Hotel last week. Two complete tickets were in the field and the contests were close. All the paraphernalia of a political campaign were used. Cartoons, transparencies, placards and oratory wrought up the members to a high pitch of uncertainty as to the relative merits of the candidates. After innumerable fake bulletins, the winning ticket was announced by stereopticon as follows: President, Harry Coburn Goodwin; vice-president, H. M. Sperry; treasurer, J. W. Thomas; directors, Ralph M. Barstow, Spencer B. Hord, Clinton G. Fish. Retiring President Melville A. Pollock was presented with a handsome orange statuette, the figure of "The Genius of Humanity," by Picault. More than 200 members attended the meeting.

T. S. Florence won the spelling championship from E. H. Cone at the Atlanta (Ga.) Ad Men's dinner last week, an old-fashioned "spellin' bee" being the feature of the evening's entertainment. Bert Adams and Ivan Allen were captains of the respective sides. The pleasure of missing the first word and taking a place on the dunce stool was afforded by Dr. W. A. White, who couldn't spell coca-cola.

Officers for the ensuing year were installed at the weekly meeting of the Kansas City (Mo.) Ad Club, and short talks were made by the incoming officials. C. Z. Coffin, secretary of the Retail Merchants' Association, delivered an address, the keynote of which was the close connection between his organization and that of the ad men. He outlined practical ways of co-operating for the good of the community. The new officers of the Ad Men's Club are: C. L. Brittain, president; W. H. Besack, vice-president; Godfrey Plachel, second vice-president; J. H. Robinson, secretary-treasurer.

Herbert N. Casson was the principal speaker before a gathering of about 150 members and guests of the Johnstown (Pa.) Ad-Press Club last week. Mr. Casson explained some of the principles of advertising and then applied them to the building up of such a city as Johnstown. The ad expert wittily scored the Johnstown folk for their failure to invest their money in their own city, and urged that the business men develop a spirit of "taking a

**DIRECTORY OF ADVERTISERS AIDS.**

**Publishers' Representatives**

- ALLEN & WARD**  
Brunswick Bldg., New York  
Advertising Bldg., Chicago
- ANDERSON, C. J., SPECIAL AGENCY**  
Marquette Bldg., Chicago, Ill.  
Tel. Cent. 1112
- JOHN M. BRANHAM CO.**  
Brunswick Bldg., N.Y., Mallery Bldg., Chic.  
Chemical Bldg., St. Louis.

- BUDD, THE JOHN, COMPANY**  
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHEERER SP. AGCY**  
Fifth Ave. Bldg., New York  
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN**  
Brunswick Bldg., N. Y.; Mallery Bldg., Chic.; Gumbel Bldg., Kansas City

- DE CLERQUE, HENRY.**  
Chicago Office, 5 S. Wabash Ave.  
New York Office, 1 W. 34th St.
- HENKEL, F. W.**  
People's Gas Bldg., Chicago  
Tel. Randolph 3465

- KEATOR, A. R.**  
601 Hartford Bldg., Chicago, Ill.  
Tel. Randolph 6065
- LINDENSTEIN, S. G.**  
118 East 28th St., New York  
30 North Dearborn St., Chicago

- NORTHRUP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042
- O'FLAHERTY'S N. Y. SUBURB. LIST**  
150 Nassau Street, New York  
Tel. Beekman 3636

- PAYNE & YOUNG**  
747-8 Marquette Bldg., Chicago  
200 Fifth Ave., New York
- PUTNAM & RANDALL,**  
45 W. 34th St., New York  
Tel. Murray Hill 1377

- STOCKWELL SPECIAL AGENCY**  
286 Fifth Avenue, New York  
People's Gas Bldg., Chicago
- VERREE & CONKLIN, Inc.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 962

**Advertising Agents**

- AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO**  
115 Broadway, New York  
Tel. 4280 Rector
- BRICKA, GEORGE W., Adv. Agent.**  
114-116 East 28th St., New York  
Tel. 9101-9102 Mad. Sq.

- FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 3831
- HOWLAND, H. S., ADV. AGCY., Inc.**  
20 Broad St., New York  
Tel. Rector 2573

- LEE-JONES, Inc.,**  
General Advertising Agents,  
Republic Building, Chicago
- MEYEN, C., & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914

- ANKRUM ADVERTISING AGENCY**  
Classified Specialists  
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY**  
Clearing House For All Agencies  
Karpfen Bldg., Chicago.

- GUENTHER-BRADFORD & CO.,**  
Chicago, Ill.
- THE BEERS ADV. AGENCY**  
Lat.-Am. Off., 37 Cuba St., Havana, Cuba.  
N. Y. Office, 1111 Flatiron Bldg.

- THE EXPORT ADV. AGENCY**  
Specialists on Export Advertising  
Chicago, Ill.

chance." So large was the enthusiasm created by the speaker that forty-nine persons became members of the club.

The Lincoln Ad club met at the Lindell hotel last week for their regular monthly dinner and for a debate on the question, "Resolved, That bargain sales are a detriment to retail business." The leaders for the affirmative were L. M. Morris and Henry V. Westfall, president of the club, who filled the place in the absence of S. R. McKelvie; negative, A. H. Dehner and J. H. Avery. The debate was decided in favor of the affirmative side.

The importance of considering the retailer and the clerk in any scheme of sales promotion and advertising was emphasized by George W. Hopkins, of Boston, Mass., in an address before more than 100 members of the Dallas Advertising League at its regular weekly luncheon. The State convention of advertising men at Beaumont on Nov. 19 was also given hearty approval and it was decided that the league send a Pullman load of members to the convention at which Gus W. Thomasson,

of the Dallas Ad League, will preside as State president.

A lecture on light verse, poetry and humorous sketches by LaTouche Hancock, formerly of the New York Sun, was given at the meeting of the Oklahoma City Ad Club, last week. The reports of the program, membership and educational committees were also read. Mr. Hancock, in his lecture, recited several verses of his own composition and told several stories.

The new home of the Advertising Club of Baltimore, on the top floor of the United Surety building, was thrown open last week with a luncheon followed by speech-making by the president, Edward Shay, and the chairman of the various standing committees. This is the first permanent home the club has had and elation over this fact was expressed by most of the speakers. Frank T. Ellis, chairman of the house committee, and Francis A. Hyde, chairman of the commissary committee, were credited with establishing the permanent home and a unanimous vote of thanks was extended to them.

# Announcement

The Chicago Tribune takes great pleasure in announcing that an alliance has been effected with The London Times whereby the world news and the best of the intellectual features of England's famous "Thunderer" will be presented week by week in The Chicago Tribune for the benefit of mentally alert American men and women. The arrangement includes:

The news of the world as gathered in the Capitals of the Nations for London's foremost newspaper.

Chronicles of the world's achievements in science, literature and art, by leading scientists, literary men and art critics.

Interpretation of the diplomatic maneuvers of the great powers from official, governmental sources.

Analyses of the world's activities in the domain of finance and commerce by recognized authorities.

Intimate views of the men who are doing the worth while things in the world, and delightful articles in lighter vein.

When The Chicago Tribune's representative visited Printing House Square, London, to propose this news alliance, Lord Northcliffe, in assenting to it, declared that The London Times would have entertained the proposition from no other American newspaper.

## The Chicago Tribune.

THE WORLD'S GREATEST NEWSPAPER

(TRADE-MARK REGISTERED)

EASTERN ADVERTISING OFFICE: 1207 Croisic Building, 220 FIFTH AVENUE, NEW YORK CITY



