

# THE EDITOR AND PUBLISHER AND JOURNALIST

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NEW YORK, NOVEMBER 11, 1911

5 Cents a Copy

## MAY SELL INTER-OCEAN.

**CLAIM OF \$30,000, HELD BY YERKES ESTATE, COMES BEFORE COURT.**

**Justice Cutting to Appoint an Expert to Ascertain Value of the Property—Swindler Uses Name of Cyrus K. Curtis or Curtis Publishing Co. in Selling Stock of a New Publishing Concern.**

CHICAGO, Nov. 8.—An expert will be appointed by Judge Charles S. Cutting, of the Probate Court, to make an audit and ascertain the value of the Inter-Ocean Newspaper Co.'s plant. This decision by the court followed arguments on Monday by Levy Mayer and John Barton Payne in the hearing on the bid of George W. Hinman, editor and publisher of the Inter-Ocean, for a claim of \$30,000 held by the estate of Charles T. Yerkes against the newspaper company. In asking for an expert to ascertain the condition of the Inter-Ocean as to the business carried and the circulation and value of the paper, so as to get at the real worth of the publication, Mr. Mayer said that two men had been to see him who are anxious to buy the paper.

BOGUS PEN AND PENCIL CLUB.

Solicitors saying they represented a publication to be started by Chicago newspaper men, under the name of the Pen and Pencil Magazine, have circulated among business and professional men for several weeks attempting to dispose of stock in the alleged project. Inquiry in fields of editorial newspaper work in the city failed to disclose any facts concerning the contemplated periodical. The name "A. L. King" was given as secretary and treasurer.

The Curtis Publishing Co., of Philadelphia, inserted an advertisement in several newspapers on Tuesday warning the public against a man who was using the name of Cyrus K. Curtis or the Curtis Publishing Co. in selling stock in a new publishing company. "Last February," the ad says, "this same man tried the same game in New York State and was caught at it, but returned such checks as he had received and disappeared. He is a swindler."

Newspaper men competed this week in their annual championship tournament for the Chatfield-Taylor cup, over the Windsor links. In the first match round were A. D. F. Pitney vs. Edward Fullerton, D. J. Lavin vs. B. L. Taylor, F. Fox vs. J. G. Davis, and R. M. Smith vs. H. Briceland.

EDITORS ENTERTAINED.

The Republican newspaper men of the Twelfth Congressional District, embracing the counties of LaSalle, Grundy, Kendall, DeKalb, Boone and Winnebago, were entertained at a spread at the Briggs House Saturday afternoon by Congressman Fuller, of Belvidere. Resolutions were adopted favoring a gathering of the Republican editors at Peoria.

James K. Shields, editor of the Illinois Issue, and leader of the temperance forces in Illinois, in a speech before a Joliet men's club, Sunday, predicted the total destruction of the nations of the Old World unless they conquered the liquor evil.

To introduce newly elected members  
(Continued on page 2.)



JAMES H. ALLISON,

THE NEW BUSINESS MANAGER, NASHVILLE TENNESSEAN.

(See Page 11.)

## WARNS "SENSATIONAL" PRESS.

**Sir Edward Grey Attacks Newspapers in House of Commons.**

Sir Edward Grey, Secretary of Foreign Affairs, in the House of Commons on Tuesday read to the so-called sensational press a homily on the danger in spreading false news that was offensive to others nations.

"Some of these days," he said, "if false news continues to be reported, public resentment and excitement will get beyond the control of the government concerned."

The incidents which called forth Sir Edward's remarks were the alleged interview with the British Ambassador at Vienna and an alleged passage in the speech of Home Secretary McKenna, both strongly criticising Germany. The Foreign Minister explained that neither the ambassador nor Mr. McKenna had been guilty of the alleged indiscretions, but before this was known in Germany the incidents had been construed as a direct public international affront, which had given rise to great resentment and called forth a request for explanations from the German Government.

## SEEKS LEWIS' PROPERTY.

**Court Issues Execution on Judgment Held by a Creditor.**

At the instance of Hamilton A. Forman, formerly president of the City Council of St. Louis, the Circuit Court last week issued an execution against E. G. Lewis for the purpose of uncovering property supposed to be owned by Lewis personally, now in the hands of the receiver of the Lewis corporations. Forman obtained judgment for \$2,534 on notes given by Lewis when he bought back stock Forman had purchased in one of Lewis' corporations.

It is reported that neither the attorney for the creditors nor the receiver for the Lewis properties has been able to find any property belonging to Lewis as an individual, who is, so far as they can learn, "flat broke."

## City Record Saves Money

Under the management of David Ferguson, the supervisor of the City Record, New York's municipal newspaper, \$315,000 of the \$1,450,700 appropriated for the publication and other expenses of the paper for 1910-11 has been saved to the city.

## MAGAZINE ARRESTS.

**OFFICIALS OF COLUMBIAN-STERLING COMPANY HELD ON CHARGE OF FRAUD.**

**Promoters of Hampton Merger Taken Into Custody by Post Office Inspectors and Arraigned in Federal Court—Two Million Dollars Said to Be Involved in the Alleged Swindle—High Bail Fixed.**

Frank Orff, president of the Columbian-Sterling Co., which recently bought out Hampton's Magazine; Eugene Yates, vice-president of the old Columbian Magazine Company and a director of the Columbian-Sterling Company; Lee Sidwell, treasurer of the old Columbian Magazine Company and secretary of the new company, and John F. B. Atkin, general counsel of both companies, were arrested by post-office inspectors during the week and after being arraigned before Commissioner Shields of the United States District Court were held in from \$10,000 to \$15,000 bail on charges of engineering a scheme to defraud purchasers of stock in that corporation. Inspector Kinkaid said the amount of the alleged swindle approximated \$2,000,000.

THE COMPANIES INVOLVED.

The Columbian-Sterling Company has been under investigation by a Federal grand jury for a month. It was the result of several rapid combinations. The Columbian Company, which published the Columbian Magazine, was organized in May, 1909. In May, 1911, it consolidated with the Western Publishing Company, of St. Louis. The latter concern had been under the direction of Frank Orff, and he became the director of the new combination, known as the Columbian-Sterling Company. The firm published the Columbian, the Home, the Sterling, Orff's Farm Review and the Woman's Review, and in last June it bought out Hampton's Magazine.

The trouble began shortly after this last move. Both Hampton's and the Columbian-Sterling Company had sold a vast amount of stock in all parts of the country, and many stockholders were dissatisfied. The Columbian concern went into the hands of a receiver on October 12 and receiver's certificates were issued to get out the November number.

ENTIRE EDITION HELD UP.

The affairs of Hampton's had been in a bad way before it was combined with the other publication. Almost a year ago it arranged to print articles concerning the Standard Oil Company, and was restrained by legal action from circulating the magazine containing the first article. It is said that this setback was the first downward step which led to the wreck of Hampton's and then on to the downfall of the Columbian-Sterling Company.

It is charged that in October the officers of the company sent out a letter stating that the Columbian-Sterling Company would pay a dividend of 2½ per cent. out of the earnings for the first quarter ending October 31.

The Government alleges that at the

time the letter was sent out the officers knew the company had lost more than \$242,000 for that quarter. It is charged that the letter was merely intended as a means of deceiving the public and getting new stockholders.

#### HOW STOCK WAS SOLD.

The postal authorities have learned, they say, that former race track jockeys and touts had been placed by directors of the Columbian Company at the head of brokerage offices, through which stock of the magazine concern was sold, and paid a few dollars a week for the use of their names. One of the most imposing of these offices was that of James A. Barlow & Co., in the Cambridge Building, Thirty-third street and Fifth avenue, wherein also are the offices of Albert Freeman, of certain Hawthorne Mining Companies now under investigation.

#### HOLDOM OUT OF A. P. A.

#### Resigns as President and Sells His Stock in the Corporation.

Owing to a disagreement between Jesse Holdom, president of the American Press Association, and other officers of the corporation, the former resigned recently and asked the courts of Westchester County, N. Y., to relieve him as trustee of the estate of his brother-in-law, Orlando J. Smith, founder of the \$1,600,000 enterprise.

Mr. Holdom was not satisfied with the manner in which the affairs of the company were being administered by Courtland Smith, son of the founder. Mrs. Orlando J. Smith sided with her son, and Mr. Holdom sold his stock and resigned.

#### New Members of the Associated Press.

The following newspapers have joined the Associated Press since April:

Anderson (S. C.) Mail, Fort Smith (Ark.) Times-Record, Clarksburg (W. Va.) Exponent, Fitchburg (Mass.) Rai-vauja, Colainga (Cal.) News, Sherman (Tex.) Democrat, Meridan (Miss.) Star, Greenville (Tex.) Banner, Raleigh (N. C.) Times, Texarkana (Ark.) Tex-arkanian, Texarkana (Tex.) Courier, Winston-Salem (N. C.) Journal, Steamboat Springs (Colo.) Pilot, Snyder (Tex.) Signal, Larenda (Tex.) Times

#### Importers Want Money Back.

Pulp and paper importers are to bring suit against the Government in the United States district court in New York to recover tariff duties they have paid since the enactment of the reciprocity act. The amount involved has not been made public, but it is stated to be several million dollars. Considerable quantities of pulp are brought to this country from Norway and Sweden, and various grades of paper are imported from many parts of Europe. Norwegian and Sweden pulp producers are said to be back of the movement.

## FOR RENT CHEAP

Office Facing 5th Ave. in  
Brunswick Bldg.

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

Chance for Special Representative

Inquire 921 Brunswick Bldg.

Phone: 5674 Madison

## PLAIN TALK ABOUT THE PRESS.

### Editor of Life Gives His Estimate of New York Newspapers.

Thomas L. Masson, editor of Life, last week delivered a lecture on "Newspapers" before the students of the Glen Ridge (N. J.) High School.

The speaker explained that there are three vocabularies in common use. These he classified as the social vocabulary, literary vocabulary and the vocabulary of names or persons. The first, he said, is used in every-day "chit chat," and the second in the schools, but the third, he declared, to be of the most importance. Well-read people, he declared, have an acquaintance almost personal with many personages they have never met.

Three sources are open, Mr. Masson declared, from which this same vocabulary may be obtained. These are the daily newspaper, the weekly newspaper and the monthly reviews. The first, he asserted, are so hurriedly edited as to be often incorrect; the second, having more time, are usually more accurate, while the third class contains the substance of the news in the best forms.

Mr. Masson gave a brief characterization of the leading New York dailies. The least valuable, as a rule, he asserted, have the widest circulation, because they sacrifice news accuracy to the sensational. He spoke of three editors who had stamped their personality on metropolitan journalism. These were James Gordon Bennett, Charles A. Dana and Joseph Pulitzer. The speaker summed up the New York papers by declaring:

"The Herald is the best for foreign news; the World for the editorial page; the Times for respectable mediocrity; the Sun for its literary excellence, and the Tribune for its respectability and intense partisanship. However, the metropolis does not produce the best papers. We have to go to the smaller cities to find them."

In this connection Mr. Masson mentioned the Newark News. He said it has produced some brilliant editors and that the present staff stands high in the profession. Its news service he commended as impartial. He classed the paper with the Kansas City Star, the Springfield Republican and the Louisville Courier-Journal as superior to the metropolitan dailies.

The three great weeklies, according to Mr. Masson, are the Independent, The Outlook and the Literary Digest. As to their respective values, he said, it would be hard to choose. The great monthlies that treat the news, Mr. Masson said, are the Review of Reviews, Current Literature and World's Work.

## NEW HAMPSHIRE TO ADVERTISE

### November 27 Set Aside for the Purpose All Over the State.

O. L. Frisbee, of Portsmouth, N. H. chairman of the Public Improvement Committee of the House in the State Legislature, a few weeks ago suggested to Governor Robert P. Bass that Nov. 27 be set aside as "Advertising Day." The idea pleased the Governor and he has set aside the day for that purpose.

Every paper of the State, both daily and weekly, is expected to print on Nov. 25 a short but comprehensive article on the natural and industrial resources of New Hampshire in general and their locality in particular; and all the people are expected to send out these papers to their friends and acquaintances, calling attention to the facts set forth in the paper, and to ask the world to come to New Hampshire for business and pleasure.

## NEW NEWS ASSOCIATION

### AMERICAN TELEGRAPH PRESS COMPANY ORGANIZED IN WASHINGTON.

It Has a Capital of \$300,000 and Will Cover the Capital for Papers Outside the Regular Services—Winfield Jones, Late of the International News Service, Is President and General Manager.

(Special Correspondence.)

WASHINGTON, Nov. 8.—Another national news-gathering organization, the American Telegraph Press (Inc.), has entered the field, and, unlike those which have gone before it, will have its headquarters in Washington. Its general offices are in the District National Bank building, on G street, near Fourteenth street N. W., not a block from the United States Treasury, and admirably located from a business point of view. The first leased wire will be into New York, and it is to be opened this week.

The new corporation was formed under the laws of Delaware, with a capital of \$300,000, of which \$200,000 is subscribed and \$100,000 is retained as treasury stock. The incorporators are Winfield Jones, for several years connected with the National News Association and the International News Service, and latterly as manager of the Washington office of those companies; G. Grosvenor, managing director; Dr. Clarence J. Owens, of the Southern Commercial Congress, and A. E. L. Leckie, of the law firm of Leckie, Cox & Kratz. Mr. Jones is president and general manager, Dr. Owens secretary and treasurer, Mr. Dawe vice-president and Mr. Leckie counsel.

All of these gentlemen, it is said, are financially interested in the company, and capital is also being furnished by silent partners. It is declared that business has already been begun with excellent prospects that clients have already been signed up, and that the management fully believes it will be able to meet expenses within a year.

The officers believe that a field exists for the gathering and disseminating of news along lines not now covered by existing press associations. Mr. Jones is organizing a staff of men specially trained for the work he will require of them, and will go to New York this week to open an office. Leased wires will be extended to other points as rapidly as possible.

"Our first purpose," said Mr. Dawe to a representative of THE EDITOR AND PUBLISHER, "is to cover Washington for papers outside of the regular services. Then we shall specialize on feature material of a constructive character. We realize that several great productive fields of news are at present neglected, more particularly along the lines of commercial and industrial development. The Telegraph Press will specialize on foreign news from countries in which the United States is most interested along commercial lines of activity."

President Jones explains the policy of making Washington the main office of the new enterprise by saying that one-fifth of all the wire news in the country originates in this city. He considers this the logical news center, and has taken a pleasant suite of offices in a desirable location. He states that the new association has ample capital and that it will cover a wide field. The resignation of Mr. Jones was a surprise to the Hearst people, who had been pleased with his work, and the manager in New York wrote him a letter expressing his appreciation of his services and regretting his retirement.

## MAY SELL INTER-OCEAN.

(Continued from page 1.)

of the Press Club a reception and fellowship dinner was given Saturday night, Nov. 4. The program was furnished by the new members.

William H. Hawes, for many years president of the Chicago Newspaper Union, died suddenly from heart disease late last week at his home in this city. He was seventy-one years old and had been a resident of Chicago since the close of the Civil War. He is survived by a widow and two step-children.

The Illinois Women's Press Association held a meeting Thursday evening, Nov. 2, at the Press Club, at which Peter Bartz, president of the County Board, made an address. Mr. and Mrs. Bruno Steindel and Arthur Letts furnished a musical program.

The Press Club gave a luncheon late last week in honor of Frederic W. Wile, Berlin correspondent of the Tribune. The luncheon was attended by about 150 members of the club and a number of old newspaper men who were formerly associated with Mr. Wile in newspaper work in Chicago. Duncan M. Smith was toastmaster, and Mr. Wile and the Marquis of Queensberry made short addresses.

YARD.

## NEW PUBLICATIONS.

TOPEKA, Kan.—Topeka Labor is the title of a new weekly published by the Independent Socialist League, with Elizabeth W. Barr as editor and W. E. Bush managing editor.

NEW YORK.—The Queens Borough Democrat, printed for the taxpayers, voters and residents of the county in the interests of good government, has been launched by A. B. Bingham, of Ridgewood Heights.

MONROE, Mich.—The Bulletin, an independent weekly, and the third to be established here, has appeared.

OTTAWA, Kan.—Unmindful of the fate that befell the Oklahoma Free Press, a free newspaper, Crane & Crane have started a free paper here called the Daily Free Press, which claims a circulation of 4,200.

ROCK HILL, S. C.—A new daily, the Herald, will be started here Nov. 15 by J. T. Fain, who formerly edited the Greensboro (N. C.) Telegram; J. Otis Hull and Alexander Long.

DELL RAPIDS, S. Dak.—Grant Mallory is the editor of the Globe, a new weekly that has just been launched.

NOWATA, Okla.—The Daily Advertiser, a sprightly paper, has been launched, with H. O. Jeffries as editor. It consists of eight pages and is well filled with ads.

PHILLIPSBURG, Pa.—The Daily Press made its debut on Nov. 1 with a twelve-page issue. T. F. McPherson is the managing editor.

PRAIRIE CITY, Ill.—The first copy of the Herald, a weekly, has appeared, under the editorship of Miss Jessamine Hartford.

## The New York Times

has opened new offices in the West End of London, in addition to those it already occupies in Fleet Street. The Times' new bureau is in the very heart of the district in which the life and interests of the West End of London pulsate most strongly. Particularly is this the case at certain seasons of the American life in the British metropolis.

**WASHINGTON GOSSIP**

**George Manning Succeeds Winfield Jones as Manager of the Offices of the National News Association and the International News Service—Correspondents Who Accompanied Taft Are Back in Town.**

(Special Correspondence.)

WASHINGTON, Nov. 8.—George H. Manning, for the past six months assistant manager of both the National News Association and the International News Service, has succeeded Winfield Jones, who resigned to take the presidency of the newly organized American Telegraph Press, as manager. Mr. Manning has worked himself up from a telegraph operator to his present position in five years. He was at one time with the Associated Press and is widely known and has many friends here.

Wm. R. MacDonald is acting editor and manager of the Washington Times this week during the absence of General Manager F. A. Walker.

Elting A. Fowler, chief of the New York Sun's Washington bureau, is back from a month's vacation in and around New York, and is looking very much better for his rest.

Maurice Splain has returned from a month's rest which he divided between New York and Atlantic City.

The big chiefs on the Washington Star are all back at their desks again. Thomas W. Noyes, editor-in-chief, who is a great traveler, this year went to Africa for his health and to see some of the wonders of that great country.

A series of travel articles from his pen is running in the Star. Mr. Noyes spent five months in the Dark Continent. Frank Noyes, president of the Star company and usually known as its publisher, spent his summer in Europe. Thomas Noyes, the news manager, and Rudolph Noyes, managing editor, are also home from vacations. Victor Kauffman, Sunday editor, went salmon fishing up in New Brunswick. Business Manager Fleming Newbold, who found Washington good enough this year, put in some good licks keeping the circulation booming.

According to the Star's published statement on Nov. 4, the Star circulated 57,397 copies. Of the total circulation of the Star, 90 per cent. is in the city, where every paper reaches an average



FRANK H. CHASE,  
EDITOR OF SUNNYSIDE.

of 6.1 people. This showing is made even stronger when it is remembered that the Star has but one edition daily. The increased circulation has resulted in an advance of advertising rates and the increase in gross income. The Star employs good talent in both the news and business offices and is an enterprising, clean, up-to-date paper.

When President Taft came to Washington last week and remained for a whole hour, the newspaper contingent that has been accompanying him on his travels came along also and some of them stayed. Geo. Griswold Hill, correspondent of the New York Tribune, is now at his desk in the Washington office. E. R. Sartwell, of the United Press, has been having a strenuous time. He covered the Beattie trial and then caught a train for Beverly, where he barely made connections with the Presidential train. He has been with the President ever since. "Bob" Small and "Bob" Dugan, of the Associated Press, were both with the President, and another who dropped into the Capital with the Chief Executive's train was Sevelan Brown, of the New York Sun and other newspapers.

Prof. W. C. Robinson, dean of the Catholic University Law School, who died here last Monday afternoon of apoplexy, was editor of the Mirror of Justice in 1903. He was the author of many legal works and essays. Prof. Robinson was seventy-seven years old and was a native of Norwich, Conn.

Local newspaper circles have been considerably stirred up because of the divorce suit brought by Charles A. Cotterill against his wife. Cotterill was formerly day manager of the Washington office of the Associated Press, but resigned to give his attention to a drug business in which he was interested. The trial has been held behind closed doors before Justice Daniel Thew Wright. Sensational testimony was given regarding the work of a private female detec-

tive who was employed to get evidence against Mrs. Cotterill. The woman brought in the name of a wealthy Pennsylvania Congressman who, when in Washington, lives at the New Willard Hotel. It was said that the woman accosted him on the street and that he bought drinks and took her to moving picture shows and other places.

Last Monday the attorney for the defendant made a motion to dismiss the suit on the ground that there had been no legal marriage between the parties, inasmuch as an absolute divorce had been granted against the plaintiff in this District in June, 1903. The code forbids the marriage in the District of the "guilty" party in a proceeding for absolute divorce. The attorney called attention to the fact that the plaintiff in this case contracted a second marriage just outside of the District about a week after the decree was granted. The plaintiff admitted that he knew of the law forbidding a remarriage in the District. This point has never before been raised in the local courts. There is no question of the legality of the marriage in Maryland, where Mr. Cotterill contracted the second marriage. The court said a date would be set for hearing argument on the point raised. There is one child, issue of the second marriage.

**Columbian Sterling Stock.**

Ray C. Haller, the Western manager of the Columbian-Sterling Magazine Co., says that the 2,000 stockholders of the company living in St. Louis and vicinity had invested about \$50,000 in the corporation. The entire amount sold the public had a par value of \$1,600,000. The entire amount issued was \$2,500,000, of which the Orffs received \$300,000. Mr. Haller believes that between \$300,000 and \$400,000 in actual cash had been received since the stock went on sale last June.

**QUEER CANADIAN LIBEL SUIT.**

**Woman Seeks \$50,000 Damages from Standard for Saying She Is a Spiritualist.**

Dame Circe has sued the Standard, a weekly newspaper published in Montreal, for \$50,000 damages for asserting in its columns that she had become a convert to spiritualism.

From representations made it appeared that the Standard published an article in which it was stated that she was converted to spiritualism, and that she had forsaken the Catholic faith. The claimant put forward the contention that as a result of either of these assertions, taking into consideration the conditions prevailing in that part of the country, she is inevitably exposed to suffer considerable damage not only in her reputation, but also in her business.

If the charges were made in the United States, or in England, or even in certain parts of Canada where rupture with the Roman Catholic Church, or addiction to spiritualism is not regarded in the same light as in the Province of Quebec, it was admitted no great damage would ensue; but as the article was published there, where, it is alleged, strained relations with the Church, or addiction to spiritualistic practices are held to be detrimental to the standing of a Catholic, even in his or her business relations within the community, plaintiff seeks damages to the extent of \$50,000, alleging that she has suffered to an incalculable degree as a result of the publication of the article.

The publishers of the Standard offered an absolute denial as to the damages caused the plaintiff by the publication of the article.

**Sunnyside Is Forty Years Old.**

Sunnyside, a monthly trade paper, devoted to the undertaking business, on Oct. 15, its fortieth anniversary, contained 108 pages and cover and is said to be the largest trade paper ever issued in its field. The half-tone illustrations employed to illuminate the many special articles which it presented were of the highest order. Considerable space is devoted to the Undertakers' National Convention held at Atlantic City Sept. 20, 21 and 22. The number carries an unusually large amount of advertising matter and reflects great credit upon the publisher. Frank H. Chase is the editor and publisher of Sunnyside, and William Mill Butler is the managing editor.

**How the Big Stores of Philadelphia Sell Things to Germans**

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

**German Gazette**

The Leading German paper in a city with 80,000 German homes. This paper carries the advertising of all the progressive houses. The

**Evening Democrat**  
**Sunday Gazette** **Weekly Gazette**  
Also reach certain exclusive fields and prove their value to the advertiser. The German Gazette stands second among the morning newspapers of Philadelphia.

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

Record	306,875 Lines
GAZETTE	290,640 Lines
North American	281,890 Lines
Inquirer	211,300 Lines
Press	176,010 Lines
Ledger	158,270 Lines

**The German Gazette Publishing Co.**  
PHILADELPHIA

**The Evening Wisconsin.**

**Home Circulation not Street Sales**

is what counts in making advertising profitable.

THE EVENING WISCONSIN

MILWAUKEE'S POPULAR HOME PAPER

is admittedly the HOME paper of Milwaukee. Every paper goes direct into the HOME of a buyer. Milwaukee is the most prosperous city in the country, and its well-paid artisans have the money wherewith to buy, and they believe in the honesty and integrity of The Evening Wisconsin.

What have you to offer?

Rigid examination of circulation completed by the Association of American Advertisers, Oct. 3, 1910.

JOHN W. CAMPSIE, Business Manager.

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

**ED. HOWE OF ATCHISON.****INTERESTING PERSONALITY OF ONE OF KANSAS' MOST DISTINGUISHED EDITORS.**

Ed Howe calls the October issue of his monthly "The Fat Woman Number," just why I have not been able to figure out, as the only reference to a fat woman in its sixty-four pages is contained in this sentence:

"By the time a husband accumulates enough money to buy a surry, and take his family out riding, his wife is usually fat enough to fill all the rear seat."

But that is just like Ed Howe. He probably thinks that he might just as well give a special name to one of his issues as the publishers of some of the big popular magazines. Howe's humor is quaint and his philosophy homely and appealing. His comments on his neighbors on current events and on public affairs are always interesting. They are sometimes sharp, but they never hurt.

In fact, Howe is one of the most kind-hearted men alive and wouldn't hurt anybody unless he chanced to be his bitterest enemy, but as he has none, he never does.

Soon after retiring from the Atchison Globe a year ago to his Potato Hill Farm, a few miles from Atchison, he found the quiet, bucolic life, which he expected to lead to the end of his days, rather cloying. The change from the bustle of daily journalism to the loneliness of the country, where he had nothing to do but watch things grow in his garden or boss his hired man, finally got on his nerves, and he moved back to town. In explaining his action he told his friends that if he had to choose between Potato Hill and Hell as a permanent place of abode he would choose the latter, because it would be less monotonous.

Mr. Howe started his magazine in order that he might have something to do to keep himself from growing stale, and at the same time provide a medium through which he might reach a host of readers who have learned to admire and love him.

He is editor, publisher, circulation manager and sole contributor. It seems as though he must be kept pretty busy in filling its sixty-four pages and attending to the details of getting out the magazine. The last number contained 18,500 words, everyone written by himself. At this rate Mr. Howe will produce 222,000 words of original matter during the year, a task that not many young men would care to tackle, but which this experienced daily journalist will perform with comparative ease.

Ed Howe has personality. He is unlike anybody else. He eats only two meals a day and neither one can be called a gorge. When I dined with him at his home in Atchison in 1909 I found him an admirable host, a delightful conversationalist, and a shrewd thinker. No one in Kansas loves a good dinner better than Mr. Howe and no one takes greater pleasure in welcoming to his home congenial people.

He is not promiscuous in his friendships. He has only a few intimates, but to these he unbosoms himself with naive frankness. They alone know Ed Howe as he really is. He is generous to the poor and unfortunate and has given away as much as he has saved out of a life time of labor. Although he cannot perform on any instrument and is not gifted with song, he is passionately fond of music and every year engages the best band he can secure to give free concerts to the people of Atchison.

Mr. Howe is a writer of books as well as a novelist. His "Story of a Country Town" was the literary sensation of the day, thirty years ago, when it first appeared, and still has a large sale. It was praised by Mark Twain, W. D. Howells, Charles Dudley Warner and a host of other distinguished men. The New York Independent in speaking of his "Daily Notes of a Trip Around the World," said it is "the best literature on travel we have ever read."

May this Kansas philosopher, editor and big-hearted humanitarian continue to brighten the lives of his friends and readers all over the world for many years to come!

FRANK LEROY BLANCHARD.

**NEW INCORPORATIONS.**

Butte Socialist Publishing Co., Butte, Mont.; capital, \$10,000. Incorporators, Clarence A. Smith, J. Frank Mahu, A. G. Edmunds, Lewis J. Duncan, and W. A. Wells, all of Butte.

McClure Publications, New York City; capital, \$50,000. Incorporators, S. E. Treund, R. H. Hansl, New York City, and J. J. Quinlan, Greenpoint, L. I.

Conservator Publishing Co., Arizona; capital stock, \$100,000. Mr. Brown is president, Ogden Brown is secretary.

Brooklyn Home News Co.; capital, \$300. Directors for first year are, Joseph A. Tinch, Ada M. Hicks and Edna Collins, of Brooklyn.

The Social Reform Press, New York; capital, \$25,000; to publish magazines, newspapers, etc. Incorporators, D. I. Nelke, F. S. Lonergan, New York City; J. R. Meader, Passaic, N. J.

The United Editors' Association, New York; capital, \$250,000. Directors, William T. Cox, George I. Rowland and Rodger L. Bartow, Jr.

Dry Goods Publishing Co., New York City; capital, \$100,000. Incorporators, Wm. Jagerhuber, Harriman, N. Y.; Mr. E. Lother, Geo. C. Weiler, 60 Wall street, New York City.

The Lake Shore Press Association, Bowmansville, Pa. President, M. A. James, Bowmansville; vice-president, Chas. Munday, Oshawa; Isaac Wilson, Cobourg; secretary, C. A. Goodfellow, Whitby; treasurer, J. Muikar, Pickering.

**Mergenthaler Co.'s Big Record.**

During the fiscal year ended Sept. 30, 1911, orders were entered for shipment from the Brooklyn factory of the Mergenthaler Linotype Co. for 1,227 standard linotypes. Of this number 509 went into 409 new offices, while 718 were sold on repeat orders to offices which already had installed one or more linotypes. More than 200 of these orders were for the new quick change Model 8 (three magazine) and quick change Model 9 (four magazine) linotypes, which have been on the market only about six months. This evidences the intention on the part of publishers the country over to eliminate more and more hand composition.

The publishers of the Palo Alto (Cal.) Times recently turned over the office for a day to the society women to get out a special suffrage edition.

The H. Sumner Sternberg, Advertising Service, 12 West Thirty-second street, New York, is placing orders with a few New York State papers, for the Dorian Remountable Rim Co., 1804 Broadway, New York.

**FROST, OF ENGINEERING NEWS.****How He Made It the Leading Paper of Its Class in the Country.**

George H. Frost, who recently sold the Engineering News to the J. A. Hill Publishing Co., has had an interesting career. He founded the Engineering News in 1874 in Chicago as a monthly. It was the first strictly civil engineering journal in the United States. Two years later Mr. Frost converted it into a weekly, and moved it to New York City, where it has been located for thirty-five years.

Mr. Frost believed that the only way a technical paper could be made successful was to employ the best kind of editorial talent obtainable. During the period he remained owner of the News he engaged from time to time the services of such men as Prof. Charles E. Greene, of Michigan University; then followed at intervals of varying length Prof. Lyman E. Cooley, of North Western University; Clemens Herschel, of Boston, and now of New York, well known as an eminent hydraulic engineer; Park Benjamin, of New York; the late S. T. W. Burr; Col. Julius E. Adams, of Brooklyn. In 1883 David McNeely Stauffer, of Philadelphia, but now of Yonkers, N. Y., acquired one-third interest in the newly-incorporated Engineering News Publishing Co., and became the responsible editor, remaining with the paper until 1905, when his stock passed into the ownership of Mr. Frost, and he retired from active business; the late Arthur Mellen Wellington, well known in railroad circles, came to the active editorial service of the paper in 1887, acquiring a one-third interest, all of which later was repurchased by Mr. Frost.

Mr. Wellington died in 1895, and Charles W. Baker, the present editor-in-chief, who came to the paper from the Baldwin Locomotive Works in 1887 as an assistant editor, steadily worked his way to his present position as the highest salaried editor of any class journal in the world. His chief assistants in editorial work are M. N. Baker, F. E. Schmidt and E. E. R. Tratman.

Through all the varying fortunes Mr. Frost kept his hold on the business management and directed the policy of the paper. A short time ago some of his old-time friends and fellow workers gave Mr. Frost a luncheon on his seventy-third birthday. It is not his intention to retire because he has sold the News. He remains as chairman of the board of directors. He is also president of the Plainfield (N. J.) Courier-News Publishing Co., in which he takes an active interest.

**Foreign Advertising Agency.**

The Société Ottomane de Publicité, of Constantinople, Turkey, and the Société Anonyme Egyptienne de Publicité, of Cairo, Egypt, which control advertising in those two countries, are now represented by an advertising firm in the United States.

**Church Will Advertise.**

The pastor of the First Methodist Church, of Springfield, Ill., has arranged with the Evening News, of that city, for two columns every Saturday in which to advertise the Sunday services in his church.

**THE W. L. BETTS CO.**

SUITE 406 WORLD BUILDING  
New York City, N. Y.

**Newspaper Contest Experts**

A contest company must have two things to succeed—resources and character. Business isn't all dollars and cents. Its very foundation is confidence in the man or company with whom you are doing business. Wm. L. Betts, the general manager of this company, has been circulation manager or assistant for years on New York City, St. Louis, Cleveland, Milwaukee and Minneapolis newspapers, and is a member of the International Association Managers of Newspaper Circulation, and has the confidence of hundreds of newspaper publishers for whom he has managed successful contests.

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

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

Now is the Time to Buy

THE GOSS PRINTING PRESS CO.  
16th St. and Ashland Ave., Chicago, Ill.

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

**FUTURE OF THE WORLD.**

**Joseph Pulitzer Leaves His Newspapers to the Care of Trustees—Will Read to the Family on Saturday—Ralph Pulitzer Heads the Press Publishing Company—Work on School of Journalism Begins.**

Considerable interest has been felt among newspaper men all over the country as to what disposition Joseph Pulitzer had made, previous to his death on Oct. 29, of his two newspaper properties, the New York World and the St. Louis Dispatch.

It was believed by those who knew him intimately that Mr. Pulitzer would not place the heavy burden of management upon the shoulders of his two sons, Ralph and Joseph Pulitzer, because of his desire to spare them the mental and physical strain he himself had undergone in the past.

Mr. Pulitzer's will, disposing of an estate estimated at \$30,000,000, was read to the family on Saturday by William B. Hornblower. The document was drawn several years ago and to it had been added from time to time eleven codicils, of which the last virtually nullified all that had gone before.

Mr. Pulitzer provides liberal allowances in his will for his widow and sons and daughters, but for the most part these legacies are in trust for the lives in being and twenty-one years thereafter.

**SOME OF THE TRUSTEES.**

The future of the World and Post-Dispatch is left to a body of trustees. The men nominated in the will include several who have died since its making.

It is known that Frederick N. Judson, of St. Louis, counsel for the president of the Pulitzer Publishing Co. (the St. Louis Post-Dispatch), is one of the trustees, and it is believed that Mr. Hornblower is another. The late Dumont Clarke, former president of the American Exchange National Bank, was among the trustees named who died before Mr. Pulitzer met his fatal illness.

Mr. Pulitzer's sons, Ralph, Joseph and Herbert (a minor), are not named as trustees and no member of the World staff, nor any man actively associated with Mr. Pulitzer in his publications is named.

Beside \$1,000,000 in securities deposited with the trustees of Columbia University about five years ago to establish a school of journalism in the university, the will makes provision for a substantial endowment after the school is successfully established.

**NEW OFFICERS OF THE COMPANY.**

Following the opening of the will the new trustees of the Press Publishing Co. held a meeting and elected Ralph Pulitzer, eldest son of the late publisher, president. J. Angus Shaw was named as treasurer and Joseph Pulitzer, Jr., secretary. The Press Publishing Co. publishes the New York World and the Evening World.

Mr. Shaw has been president of the Press Publishing Co. for several years. Joseph Pulitzer has been associated with the St. Louis Post-Dispatch, one of the late Joseph Pulitzer's newspaper properties, while Ralph Pulitzer has for the last six years taken an active part in the management of the World. It was known that Mr. Pulitzer had given the sons a very thorough training in newspaper work, aiming to have them conduct his newspapers after his death. Their election as officers of the board of trustees puts them in practical control of the World.

A considerable time must necessarily elapse before the trustees named in the will to take charge of the estate can

even organize preparatory to the assumption of their duties. The fact that some of the various codicils were executed abroad and bear the names of foreign witnesses, whose signatures have to be verified, may delay the offering of the will for probate for some time. It is thought possible also that some of those named may be unable or unwilling to assume the burdens of the trusteeship. When the board is finally organized, it is expected that, so far as concerns the management of the newspaper properties, it will find it necessary to administer them through a board of practical newspaper men.

**PULITZER'S POLICY TO BE CONTINUED.**

On Monday Ralph and Joseph Pulitzer, Jr., announced in the World that the paper will carry out the policy followed by their father in his lifetime. Under the heading, "The World's Platform," the statement reads as follows:

"The staff of the World on April 10, 1907, held a dinner at Delmonico's to celebrate the sixtieth birthday of Mr. Pulitzer. He was abroad at the time, and in response to the congratulations sent to him he despatched the following cable message, directed to the editorial and executive staff of the World:

"Express to the editors, managers and entire staff my warm appreciation of their excellent and successful work for an institution which should always fight for progress and reform and never tolerate injustice or corruption; always fight demagogues of all parties, never belong to any party; always oppose privileged classes and public plunder, never lack sympathy with the poor; always remain devoted to the public welfare, never be satisfied with merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory plunder."

To this the Messrs. Pulitzer add: "This was the policy of the World during Joseph Pulitzer's lifetime. This shall be the policy of the World." The announcement is signed by both.

The trustees of Columbia will call a meeting of the advisory board as named by Mr. Pulitzer in the next few weeks, and go forward with the building of the school as fast as possible. A site for the new building has been selected, at either the northeast or the southeast corner of 116th street and Broadway, while the plans for the building have been drawn by McKim, Mead & White, who are the architects of Columbia University. The building is to cost approximately \$500,000, which will leave \$1,500,000 for the endowment.

**Arrest of a Swindler.**

Frank H. Gibson, who is wanted in Philadelphia and in other cities on charges of using the mails to defraud, was arrested in Richmond, Va., this week. Indicted in Philadelphia in 1909 for posing as the agent of the Sunshine Magazine and luring money from magazine writers by getting them to secure ten one dollar subscriptions to insure the publication of their stories, Gibson jumped his bail and disappeared. Search was made for him, and then there appeared in the newspapers a notice of Gibson's death. The postal authorities believed that Gibson caused the death notice to be published in an attempt to throw the Government sleuths off the trail. He has used various aliases, Edward F. Brown and Edwin S. Gray being two of them.

**Rumor About the Globe Denied.**

A wild-eyed rumor came out of the West this week to the effect that the New York Globe was to be taken over by a syndicate in which Charles T. Crane, of Chicago, and Gifford Pinchot were factors, and that Lincoln Steffens was to be placed in charge as editor. The report was denied by H. J. Wright, president of the Commercial Advertisers' Association, publisher of the Globe.

# 1227

## American Linotypes

Sold during our fiscal year, ended September 30, 1911.

**MERGENTHALER LINOTYPE COMPANY**  
 TRIBUNE BUILDING, NEW YORK

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

**An Up-to-Date Salesman.**

As I opened the door I saw a man with a burglar's mask kneeling before the safe. The next moment he had turned and shoved a revolver into my face.

"Throw up your hands!" he said.

I did so.

"You understand," he remarked, pleasantly, "that I can in the present circumstances loot the premises at my leisure?"

I confessed that he could.

"You realize that you are at my mercy?"

"I do," I replied.

"You acknowledge that I can blow you to kingdom come if I like?" he persisted.

"Certainly," I admitted.

"Well, then," he said, "you will be interested to know that I got in without difficulty through your parlor window. Had it been equipped with Smith's patent safety burglar alarm and preventer this could not have happened. Installed complete with batteries, for \$10.50. Allow me to hand you circular. Good night, sir." Then he withdrew.

*If you are a live newspaper or advertising man and do not read The Editor and Publisher every week, you do not know what is going on in your own business.*

**WHAT ADS DID FOR MEMPHIS.**

**An Expenditure of \$20,000 Brought Sixty-five Concerns to the City.**

What advertising did for Memphis is described by John Duffy in the current issue of Leslie's Weekly, which has been publishing a series of articles on the best way to boost a city, Mr. Duffy's being the second.

Memphis some time ago appropriated \$20,000 for publicity. Probably no similar amount spent on municipal advertising has ever brought such excellent results. The advertisements, which were written with a view of presenting in brief space the advantages of Memphis for business and as a place of residence, appeared in monthlies and weeklies of national circulation.

The results were unusual. No less than sixty-five manufacturing concerns have moved to Memphis. These plants employ 5,200 persons, the most of whom came to the city with the concerns that located there. As each person thus employed represents at least one dependent on him or her for support, this would mean a total of 10,400 people. Gaining 10,000 new citizens at a cost of \$20,000 is getting them at \$2 a head, certainly money well spent. At least seventy-five new jobbing houses and between 300 and 400 new firms have been attracted to the city.



**THE WARD SYSTEMS CO.**  
 Operators of  
**The Ward Paid-in-advance Contest System**  
 (The Sure System)

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

## TURNING THEM DOWN.

### WHAT THE MAGAZINE EDITORS HAVE TO SAY IN REJECTING MANUSCRIPTS.

A manuscript fares much better than the author in its visits to editors. In its case there is no searching for the proper person to see, no questioning of misanthropic office boys, no waiting, no embarrassment, says the New York Sun. Just what form the actual reception takes the author never knows, but if he judges from the notes sent back with the manuscript, each editor must have shown it all the arts and graces prescribed for the diplomatic corps.

No mere author, excepting, of course, the immortals, is ever thanked, for his courtesy in paying a visit to the editorial rooms; but let him sit at his ease and send his manuscript by mail, and it will be received as an honored guest. Here are some of the notes received back with a certain manuscript.

The Century was courteous, but frigidly so in these terms:

Dear Sir: We thank you for the opportunity of examining this material and regret that it does not seem to us exactly adapted to our present needs. Respectfully yours,  
THE EDITOR.

Scribner's felt that a date was necessary:

New York, May 29, 1911.

Dear Sir: We regret that we do not find it possible to accept for publication in the magazine the manuscript which you have been kind enough to submit to us, and we therefore return it herewith, thanking you for the opportunity you have given us to examine it. We are, very truly yours,  
CHARLES SCRIBNER'S SONS.

The Saturday Evening Post makes its rejection in this form:

We regret that the accompanying manuscript, which has had a most careful reading, is not in every way adapted to the special requirements of the Saturday Evening Post. Please accept our thanks for your courtesy in permitting us to examine it, and feel assured that we are always glad to give manuscripts a careful reading and to report promptly as to their availability for our needs. Yours very truly,

THE EDITORS.

The editor of the Cosmopolitan suspected perhaps that he was not doing the right thing when he returned the manuscript, if one may judge from the postscript:

Dear Sir: I regret that I do not find

## THE NEWS SCIMITAR

of  
**MEMPHIS, TENNESSEE,**  
is the

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

Quality, strength and superiority of circulation mean returns for advertisers. MEMPHIS does a business of \$800,000,000 yearly.

PAUL BLOCK, Inc.,  
Chicago New York Boston

## THE EUREKA HERALD

OF EUREKA, CALIFORNIA

NET PAID CIRCULATION, 5,200  
DAILY, AND GROWING LIKE A WEED

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

Largest circulation in Eureka of any newspaper, morning or evening, by fully 100% over its nearest competitor.

Circulation Guaranteed by \$5,000.00 in Gold.

Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD

EUREKA, CALIFORNIA

A. K. SROOG, Editor and General Manager.  
S. G. LINDENSTEIN, INC.  
Special Representative, New York & Chicago

available for present purposes the manuscript which you kindly submitted to us, and am therefore returning same to you herewith. Thanking you for the privilege of examination, I am, yours very truly,  
THE EDITOR.

P. S.—I trust you will not be discouraged by the return of the present manuscript, and that you will favor me with another contribution at an early date.

EDITOR.

Here is a message from Hampton's: The editors of Hampton's Magazine thank you for the privilege of examining the enclosed manuscript, which, they regret to say, has not proved available for publication. The exigencies of space and policy necessitate the return of much material that they would otherwise be glad to retain for use in the magazine.

The extreme courtesy which the Metropolitan extended was balm to the rejected author. It was almost worth while to have an article refused just to see how delicately it could be done:

Dear Sir: We have read with much interest the manuscript which you were good enough to send us, but after careful consideration we regret that it is unavailable for our present purposes, and we are returning it to you herewith.

It is unnecessary for us to assure you that anything else you may care to submit will receive our prompt and hopeful consideration. Yours very truly,

THE METROPOLITAN MAGAZINE.

Although Everybody's sent the only personal note of the lot, still the author did not exactly like the criticism:

Dear Mr. —: We have found the humor of your article very entertaining, but I am sorry to say that while it has interested us we do not feel it has point enough to make it available here. Should you care to send us other manuscripts we shall be very glad to see them. Very truly yours.

### OKLAHOMA'S NEW CLUB

#### It Will Take an Active Part in the City's Future Development.

The Oklahoma City Press Club, the organization of which was recorded in these columns last week, expects to be the leading force for progress in Oklahoma City. The first matter the club has selected for triphammer action has to do with the city's water problem, incident to its rapid growth. According to the last census figures, Oklahoma City grew faster than any other city in the country, nearly 600 per cent. in the decade.

Working in conjunction with the Chamber of Commerce and the local Ad Club when possible and feasible, acting independently when occasion seems to justify independent action, the club will give a good account of itself. Fixed programs for regular meetings provide for carefully prepared papers on important phases of newspaper work, and the discussion of the attitude of local officials and organizations and corporations toward the press, and how best to work harmoniously in the all-important matter of properly establishing the new city and the four-year-old State. With due deference to all other press clubs, there will be no bar, no incentive for one; no poker game, or the other "essentials." The members are much in earnest.

#### Front Page Contest.

The American Printer announces a contest in newspaper front pages, which will be open to entries until Feb. 1. The contest is open to all who may desire to compete, but the person sending the page, if he is not the publisher, must have had something to do with its make-up. The first prize will be \$20, the second \$10 and the third \$5. Three dollar subscriptions will be presented to those sending the ten next best specimens. Three copies of the front page of the paper, daily, weekly or semi-weekly, must be mailed flat, with as few folds as possible.

### "VIC" YOUNG, THE RATE MAN.

#### He Buys Space for Frank Seaman and Is a Wonder at It.

One of the most important employees in a general advertising agency is the rate clerk, upon whose shoulders rests the burden of securing the most advantageous terms from newspaper and magazine publishers on advertising contracts. If he does not get the lowest, or as low rates as other agencies, he soon loses his job, for the clients are



VICTOR H. YOUNG.

sure to find it out and want to know why in Sam Hill they are being charged more than their rivals pay.

A good rate man can save clients thousands of dollars on large contracts. The reason why a sharp and persistent rate man can get better terms from the publishers than the individual advertiser is because his agency places many contracts during the year and the publishers want all the business they can get. If they give the agency as low rates as are quoted to anyone else it is smooth sailing, but if they do not there is bound to be trouble of seventeen different kinds.

One of the best known agency rate clerks in New York is Victor H. Young, of the Frank Seaman Agency. Mr. Young has been buying space for eighteen years and what he don't know about the business would not fill an ordinary two page folder. He knows the maximum and minimum rates of every important newspaper and periodical by heart. When an advertiser asks what it will cost to advertise in so many papers so many times he can figure it out and give the result in the time an ordinary clerk would take in looking up the rate of a single paper.

Young's central idea in hammering down rates is that the advertiser should not take all the risk. The rate must be reasonable—that is, it must be in consonance with the circulation and standing of the paper. It must be the lowest quoted to any advertiser. If a publisher deceives him once he will refuse to do business with him afterward, unless compelled to do so by his client.

Mr. Young is a quiet sort of a man. He doesn't ordinarily have much to say, but when the subject of rates is brought forward he can talk a blue streak. He bristles with figures, with arguments and with illustrations. He's a wonder in his line.

The Crowell Publishing Co., of Springfield, O., in one week sent out by freight nineteen carloads of its periodicals, which formerly went by mail trains.

### JOURNALISTIC FRATERNITY.

#### A Chapter of Sigma Delta Chi Installed in Wisconsin University.

A chapter of the national journalistic fraternity, Sigma Delta Chi, was installed at the University of Wisconsin last week with a charter membership of eighteen students in the course in journalism. The installation ceremonies were conducted by Laurence E. Sloan, general secretary of the fraternity, and president of the chapter at De Pauw University.

The honorary membership of the new fraternity includes W. W. Young, '92, Hampton's Magazine; Richard Lloyd-Jones, ex-'97, editor of the Madison State Journal; W. T. Arndt, ex-'96, New York Evening Post; M. C. Douglas, '93, Dunn County News; and Eric W. Allen, '01, Seattle Post-Intelligencer.

#### Magazine Writer Burned to Death.

Frank Hotalling, a magazine writer of New York, was burned to death Oct. 23 in a fire which destroyed a rooming house in West Seventh street, Los Angeles. The fire is supposed to have started from an electric heating device in Hotalling's room. Smoke was discovered pouring from the room and Hotalling was awakened. He left his room, but then went back to rescue some manuscripts. He failed to return, and firemen found his charred body later.

The Penn Yan (N. Y.) Democrat and the Penn Yan Express have just completed successful subscription contests.

### A CLASS PUBLICATION

with a

### QUALITY CIRCULATION

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

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

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

### The New Age Magazine

No. 1 Madison Ave., New York City

## The San Diego Sun

Covers San Diego County like the dew. It guarantees the largest circulation of any paper published in San Diego.

## THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

**LOS ANGELES HAPPENINGS.**

**Woman's Press Club Discusses "Love" at One of Its Meetings.**  
(Special Correspondence.)

SAN DIEGO, Cal., Nov. 5.—Frank T. Searight, representing the Associated Press, the San Diego Tribune and the San Diego Union, was one of the few newspaper correspondents to be accorded the privilege of witnessing the big naval review at San Diego and San Pedro as a guest of the Navy Department and Admiral Thomas. Through the Union's Washington correspondent permission was secured from the Navy Department for Admiral Thomas to take Mr. Searight on board. He made the cruise to San Pedro, the port of Los Angeles, and returned with the fleet. His accounts of the maneuvers and review received general commendation. All of the newspapers here gave much space to the mobilization and maneuvers.

The Los Angeles Times took a 2,500-word special from Washington, giving particulars about the ships and men taking part in the naval review, which was one of the biggest newspaper stories that ever happened in these parts.

Winfield Hogaboom, director of publicity of the Panama-California International Exposition, is a newspaper man of many years' experience in California, which accounts for the excellent quality of matter sent out to the press by the exposition's publicity department.

After giving a manuscript program based on the topic "Love," the San Diego Woman's Press Club recently announced its plans for the coming winter and extending into the coming year as far as June. Those interested in literary work will find much of interest in the program. Meetings, according to a new by-law, will be held on the second and fourth Tuesdays of each month. The "Love" program (indicating that the ladies are not yet all of the pronounced suffragette variety, in spite of the fact that they now have the right to vote just like the men) is described as possessing much literary merit. It included short stories, also poems and essays, ranging from tragedy through sentiment and tenderness to humor. Mrs. Clifford Payson was in charge of the program. Mrs. Payson, Mrs. Thompson, Miss Wiley, Miss Aldrich, Mrs. Wright and Miss Ruth Baldwin were the readers of the afternoon.

James MacMullen, manager of the Union and Tribune, is taking a very active interest in the Panama-California Exposition, of which he is an official.

**First Halfpenny Newspaper Publisher**

Sir Hugh Gilzean Reid, who received the degree of LL.D. from Columbia University and was first president of the World's Press Parliament held in the United States, died in Rome, Italy, Nov. 5. He published the first halfpenny paper in Great Britain.

A special human interest advertisement printed in the **NEW YORK EVENING MAIL** will make the advertiser think that all of New York read the paper.  
**Reason: Readers believe the advertisements printed.**

**New York American**

**GAINED IN TOTAL ADVERTISING!**

**In October, 1911, compared with October, 1910, while the World and Herald LOST**

<b>Morning and Sunday American</b>	<b>GAINED</b>	- -	<b>3,760 Lines</b>
"	"	World	LOST - - - - 36,827 "
"	"	Herald	LOST - - - - 45,104 "

These figures were compiled by the statistical department of the New York Evening Post.

At first sight, the GAIN of the NEW YORK AMERICAN does not appear sufficiently important to talk about, but when compared with the records of other newspapers in the same field—it is a significant GAIN.

It shows the way "the wind blows."

Advertisers are demanding QUALITY with QUANTITY circulation — and QUANTITY with QUALITY circulation.

Advertisers realize the fact that the readers of the NEW YORK AMERICAN not only have the desire to purchase "the good things of life," but have the means to gratify their desires.

Advertisers get RESULTS in the AMERICAN.

**The ONLY New York Morning and Sunday Newspaper Combining QUALITY and QUANTITY in Circulation**

**CLUBS AND ASSOCIATIONS.**

The Chicago Trade Press Association on Oct. 30 listened to an excellent address by B. F. Lippold on the necessity of the publisher having an exact knowledge of the value of his paper to the advertiser. Douglass Malloch responded to the toast, "The Trade Press Man."

The Chicago Press Club has invited the western Congressmen to visit the club on their way to Washington the last week in November and the first week in December.

The New York Woman's Press Club, at its first social function of the season on Oct. 29, listened to addresses by Willis Fletcher Johnson, Sarah Splint and Jennie Fowler Willing. An excellent musical program was also provided for the entertainment of the guests.

The Mercantile Press Club, of Binghamton, N. Y., has elected these officers: President, B. F. Welden; vice-president, Frank H. Beach; secretary and treasurer, C. W. Yeomans; governors, F. J. Bayless, F. H. Beach, W. G. Faatz, H. L. Hart, D. B. Hinman and W. S. Kilmer. Those selected for the one-

year term were: W. J. Moon, H. Goldsmith, E. N. Abbott, C. W. Bennett, Robert Rose and R. R. Land. The receipts of the club during the last year were \$9,653.78. There are now 543 members on the rolls.

The Gulf Coast Press Association has been organized at Gulfport, Miss., with these officers: President, George W. Wilkes, owner of the Biloxi Herald; vice-president, S. L. Prisdie, of the Biloxi Advertiser; secretary, V. W. Root, editor Gulfport Herald; treasurer, Walter G. Wilkes, of Biloxi.

The Association of Weekly and Semi-Weekly Publishers of North Carolina has decided to adopt uniform rates for all foreign advertising.

The newspaper men of Elizabeth, N. J., have organized a press club with H. Lynch as president; E. M. Scanlan, vice-president; F. H. Fiefield, secretary, and W. D. Smith, as chairman of the executive committee, will act as treasurer.

A Kansas City jeweler has been compelled by the court to pay a boy \$350 for using his picture in an advertisement without permission.

**Shut Out of the Times.**

The New York Times has the following Index Prohibitorum: Attacks on character of credit, offenses against good taste, large guaranteed dividends, offers of something for nothing, offers of large salaries, guaranteed cures, diseases of men, matrimonial offers, objectionable patent medicine advertising, immoral books, fortune tellers, clairvoyants, palmists, massage, word contests, prize puzzle to follow.

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

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS

Entered as second class mail matter in the New York Post Office  
J. B. SHALE, Editor FRANK L. BLANCHARD, Managing Editor

BY THE EDITOR AND PUBLISHER COMPANY

13 to 21 Park Row, New York City.

Telephone, 7446 Cortland

Issued every Saturday. Subscription, \$1.00 per year. Foreign, \$2.00 per year.

THE JOURNALIST Established 1884.

THE EDITOR AND PUBLISHER 1901

J. B. SHALE, President

T. J. KEENAN, Vice-President

F. L. BLANCHARD, Secretary

GEO. P. LEFFLER, Treasurer and Business Manager

## ADVERTISING RATES

Display, 15 cents per agate line  
Classified, 1 cent per word

Reading Notices, 25 cents per agate line  
Liberal discount for time contracts.

NEW YORK, SATURDAY, NOVEMBER 11, 1911

### MUNICIPAL AD GRAFTING.

Since cities north, south, east and west began to exploit their attractions through articles prepared by press agents or commercial bodies the newspapers have been inundated with requests for publicity. If the average daily or weekly should print one-half of the free matter offered, it would have no space for news or advertising.

Now, while many of the articles thus offered are interesting and even valuable, they are usually given an advertising twist that spoils them for the general news columns of newspapers that are particular as to what they print. Moreover, as their purpose is to attract favorable attention to the cities described, they are to all intents and purposes advertising matter and should be paid for as such.

This is the conclusion reached by the Southern Iowa Editorial Association at its recent session held at Clarinda. The members in relating their experiences became considerably worked up over the effrontery displayed by some of the municipal boosters, who had sent them copy. They specially resented a circular letter sent out by a Davenport publicity secretary roasting Horace Barnes, editor of the Albion Republican, because he had refused to accept some articles he had furnished him except at advertising rates.

It seems to us that towns, cities or States that are desirous of securing industrial plants, business concerns, or citizens, ought to use paid advertising instead of graft advertising to obtain them. Municipalities are simply aggregations of individuals engaged in commercial or professional enterprises. If manufacturers can, through publicity, be induced to locate in one of them they add to the wealth and commercial importance of the city. The merchants do more business, owners of real estate get higher rents or sell lots at a larger price, the street car lines carry more people, and, in fact, everybody is benefited.

Why should not all who are to profit by the results of a publicity campaign be willing to pay the newspapers that do the work? Press agents are perhaps necessary, but press agents cannot

alone produce the desired results. After they have prepared attention-compelling articles the latter must be given wide publicity. Circulars are good in their way, but they have not the striking force of newspaper ads and cannot reach the better class of people when they are in a receptive mood.

The best municipal advertising—which has resulted the most satisfactorily—has been the advertising that has appeared in the advertising columns of the daily newspapers and has been paid for at the usual rates. Disguised or fake advertising rarely ever hits the mark.

### EDITORIAL COMMENT.

An important fact in connection with the flight of C. P. Rodgers across the continent in his aeroplane has not been printed in the eastern newspapers, and is therefore unknown to several million people who read of his experiences from day to day in the daily papers. Mr. Rodgers would probably never have finished his aerial trip had it not been for the enterprise of the makers of a new temperance drink in supplying him with the money to meet the heavy expenses incurred. In return for the cash Mr. Rodgers advertised the company's product. How it was done is described elsewhere in this issue of THE EDITOR AND PUBLISHER. The significant fact about the expedition is that advertising furnished Mr. Rodgers the cash with which to pay his expenses in establishing a world record in aerial flight.

No advertisements are printed in THE EDITOR AND PUBLISHER except those that have been authorized by the advertiser. Advance payments are only insisted upon for transient advertising. Bills are rendered at the end of the month.

It now looks as if something was going to be done by the Government to get at the bottom facts concerning the wrecking of the Columbian-Sterling Company, which took over the Hampton's Magazine last spring. The arrest of the principal officers of the company and the attorney is the first step toward this end. If fraud has been committed and the twenty thousand stockholders

have been robbed of their money through illegal manipulation, the Government ought to find it out. Until some definite conclusion is reached by the courts judgment as to the innocence or guilt of the officers should be suspended.

The EDITOR AND PUBLISHER is always glad to receive marked copies of newspapers from its subscribers and friends. If you run across a bit of news that you think will interest our readers send it in to the editor.

### FIRST AMERICAN PRINTING.

"Anybody will tell you offhand that the first printing on the American continent was done either in Massachusetts or in Pennsylvania, but" (says a writer in the American Typographical Journal) "if one looks further back than even the 'Oath of a Freeman,' the small 'broad-side' which Stephen Daye turned out on his Cambridge press in 1638, and which was the first printing done within the borders of the present United States, one will find that in the capital of what a magazine article of the year 1911 calls 'Darkest Mexico' there was a printing press in operation 100 years before the first type was set in the English colonies of America.

"Before 1540 this Mexican press had turned out the first book printed in the New World, more than sixty-six years before Jamestown was settled. It was called 'A Spiritual Ladder for Reaching Heaven' ('Escala Espiritual para Llegar al Cielo').

"In Mexico, too, in the dimmer ages of the Aztecs, was the first gimmer, so far as is known, of the desire of a people of the western hemisphere to write. Over among the wonderful collection of books on printing in the American Type Founders' plant at Communipaw, Jersey City, the librarian, Henry Lewis Bullen, recently dug out a little Spanish pamphlet which told that a certain part of the taxes of the ancient Aztec civilization must be paid in rolls of the equivalent of our modern writing paper."

### WHAT GOOD IS AN AD CLUB?

George W. Coleman, president of the Associated Advertising Clubs of America, in a speech delivered at Charleston, S. C., during his recent tour, declared that an advertising club is of great value to the city in which it is located, because:

"1. It develops the individual strength of its own members, not only as advertising men, but also as citizens, helping to bring into play gifts and powers not ordinarily brought into use.

"2. It strengthens the club as a whole by winning recognition and standing in the community of which it is a part, and making its interests as thoroughly representative of advertising interests as are those of the Chamber of Commerce or any other commercial organizations which are representative of the business interests of a community.

"3. It promotes advertising and, projecting this power into lines of business where it has hitherto been unused, shows that its strength can be employed to mold and shape public opinion in the interests of social economy.

"4. The ad club usually devotes itself to the task of advancing the best interests of the city and State in which it lives."

The number of advertising clubs in the United States at the present time is about 250.

### EDITOR BLISS AND A BOOZE AD.

#### Gives Two Reasons Why He Published It in His Paper.

Editor Bliss, of the Hillsboro (Ill.) News, recently was called to task because he inserted an advertisement for a "booze" palace in that city. Editor Bliss in the next issue of his paper, answers the critics in the following style:

He says he confesses to the act, but assigns two reasons therefor: First, because he needed the money, and he got fifteen cents a line for it. Second, he desired to ascertain whether his esteemed brothers and sisters read his paper. Both his curiosity and cupidity have been satisfied. He had talked of the evils of intemperance, devoted much space to the religious and temperance organizations, given the preachers complimentary notices, but no intimation had ever been given that his efforts were appreciated or even read. Now he knows that they are and concludes that while all classes of business men are permitted without criticism to do business with a saloon keeper, the country editor isn't; he must be "holy," undefiled, separate from sinners and keep himself unspotted from the world.

### THE PRINTING PRESS.

By ROBERT H. DAVIS,  
In *Munsey's Magazine*.

I am the printing press, born of mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratories of history, the symphonies of all time. I am the voice of to-day, the herald of to-morrow. I weave into the warp of the past the woof of the future. I tell the stories of peace and war alike.

I make the human heart beat with passion or tenderness. I stir the pulse of nations, and make brave men do braver deeds and soldiers die.

I inspire the midnight toiler, weary of his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.

When I speak a myriad people listen to my voice. The Anglo-Saxon, the Celt, the Hun, the Slav, Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge and power. I epitomize the conquests of mind over matter. I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches; at sunrise, at high noon, and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

I am the printing press.

If you are a live newspaper or advertising man and do not read *The Editor and Publisher* every week, you do not know what is going on in your own business.

### You Laugh Here!

"Have you seen the sign they have in the cars on the Long Island Railroad?" asked O'Brien.

"No, what is it?" inquired Kerrigan.

"Passengers are forbidden to pick flowers while the train is in motion."

"That's nothing," said Kerrigan. "O'Brien knew of a man who wanted to commit suicide. He could't decide which wuz the best way to do it, so he said, 'O'Brien go and lay me body on the Long Island Railroad tracks.'"

"And was he kilt?" asked O'Brien, interestedly.

"No," said Kerrigan, "he died of starvation."



**PERSONALS.**

Edward Cave, editor of Recreation, published in New York, who has been making an extensive trip by automobile in the West, accompanied by his wife and child, arrived home this week.

Rudolph G. Leeds, editor and publisher of the Indianapolis Sun and Richmond (Ind.) Palladium, while in Washington, D. C., last week had a conference with Senator La Follette.

Washington Wood, a brother of Henry A. Wise Wood, of New York, is the European representative of the Miehle Printing Press & Manufacturing Co., with offices in Fleet street, London.

Henry Watterson, and Melville E. Stone, general manager of the Associated Press, will be the principal speakers at the Boston Press Club banquet at the Hotel Somerset, Tuesday, Nov. 21.

Jack F. Cremer, political writer of the Detroit Journal, has resigned in order to take over the control of the Marquette (Mich.) Chronicle.

Congressman Victor Murdock, one of the principal owners of the Wichita (Kan.) Eagle, is making a number of appearances in the West. At Butte (Mont.) when he spoke recently all the newspaper men in town were invited to attend as his special guests.

C. O. Scoville, editor of the Alma (Ark.) News, is a candidate for the State Senate.

The Rev. R. A. Meed has been elected editor of the New Orleans Christian Advocate for a term of four years.

John Mitchell Chapple, editor of the National Magazine, will be the guest of honor of the South Bend (Ind.) Chamber of Commerce at one of its monthly dinners early in 1912.

Dio W. Dunham, formerly city editor of the Northwestern and later a resident of Washington, D. C., is now the editor of the Friend and Guide, published in Neenah (Wis.) in the interests of the Equitable Fraternal Union.

Rev. Charles E. Blanchard, pastor of the Presbyterian Church at Pontiac (Mich.), has resigned to become the editor of the continent, a religious paper with headquarters in Philadelphia.

J. Hampton Baumgartner, press representative of the Baltimore & Ohio Railroad, was a visitor in New York this week.

Dr. Joseph Bloch, editor of the Vienna Oesterreiche Wochenschrift, will pay a visit to this country in December.

Edward O'Brien, one of the best known newspaper men in California, has joined the editorial staff of the Oakland (Cal.) Enquirer.

Charles S. Buck has been appointed city editor of the Beloit (Wis.) Free Press.

M. Zalatkoff, former assistant district attorney of Chicago, but at present editor of the New York Jewish Daily News, delivered a lecture before the Herzl Club at Scranton (Pa.) recently.

David Abercombe, manager of the Baltimore News Co., is suffering from a fractured kneecap.

Curtis Betts has resigned from the St.

Louis Dispatch to take charge of a new Democratic newspaper at Richmond, Mo.

J. R. Hornaday, editor of the Birmingham (Ala.) News, lectured at Paducah (Ky.) on the "Commission Form of Government" last week. Mr. Hornaday has recently made a tour of the United States to ascertain how the plan was working in the principal cities.

Harold C. Kessinger, editor of the Illinois Free Press, at Litchfield, has been appointed lecturer of the Yeoman of America.

Frank W. Lovering, lately managing editor of the Boston Journal, was recently presented, by the members of the staff, with a solid gold watch bearing this inscription: "A good friend and a good fellow." Mr. Lovering, who has been managing editor of the Boston Journal for more than fifteen years, resigned last week and his departure from the paper is deeply regretted by his associates.

Benjamin H. Anthony, publisher of the New Bedford (Mass.) Standard, on the occasion of the twenty-fifth anniversary of his connection with that paper was tendered a dinner in Boston by the twenty-five representative newspaper men of New England, among whom were Charles Hopkins Clark, of the Hartford Courant; Charles H. Taylor, Jr., of the Boston Globe, and Samuel Bowles, of the Springfield Republican.

Talcott Williams, of the Press, on Nov. 2 delivered an address on the "People and the Press" at Baltimore under the auspices of the Friends' Press Association.

George Hamlin Fitch, literary editor of the San Francisco Chronicle, has started on a trip around the world, going first to Japan.

Patrick Haltigan, for a number of years editor of the National Hibernian of Washington, has been appointed reading clerk in Congress.

Mrs. Mary Worwick, who has been dramatic critic of the Albany (N. Y.) Argus for the past fifteen years, has resigned for the purpose of engaging in magazine work in New York State. Upon leaving the Argus staff Mrs. Worwick was the recipient of a handsome gold watch and numerous other gifts of esteem from her former associates.

Frank Burkhalter has become a member of the editorial staff of the Fort Worth Record.

Neil Jones, managing editor of the Des Moines Daily News, and Miss Marion Harrison, of Sioux City, were married recently in the latter city.

Thomas Dockrell, of New York, was the principal speaker at the dinner of the Rochester Ad Club on Oct. 19. His address dealt with copy writing.

Joe H. Geer, of the Mansfield Advertiser, and Miss Linnie Wilcox have entered on a life partnership.

**OBITUARY NOTES.**

W. S. Cappeller, proprietor of the Mansfield (O.) News, died suddenly of paralysis, Nov. 1, at his home in that city. Mr. Cappeller was one of the best known journalists in Ohio. He was active in politics and had an extensive acquaintance. In 1880, 1886, 1887 and 1888 he was chairman of the Ohio State

Republican Committee. In 1886 he was one of the organizers of the Ohio Associated Dailies, of which he was president for several terms. Mr. Cappeller was president of the National Editorial Association in 1892-3. He was a member of the Elks and Odd Fellows fraternities and a veteran of the Union Army.

Dr. Alfred C. Lambdin, editor of the Philadelphia Public Ledger, and a noted music and dramatic critic, died suddenly Tuesday morning. He was the editor-in-chief of the Philadelphia Times after Col. Alexander McClure retired from that paper. When the Times and Public Ledger were consolidated he became associate editor, and in 1904 he became editor-in-chief.

Andrew M. Rombo, a prominent Masonic journalist and for some years editor of the Columbia Spy and the Columbia Courant, died recently, in his eighty-third year.

John C. Roberts, editor of the Drych a Welsh newspaper, and one of the most prominent Welsh writers in the United States, died at his home in Utica N. Y., recently.

F. H. Lineham, who established various papers in Iowa, is dead.

William S. Ellis, formerly managing editor of the St. Joseph (Mo.) Gazette, died at his home in Kansas City, where he resided for a number of years, on Nov. 1.

William H. Werkheiser, formerly publisher of the Flint (Mich.) Daily News, Weekly Genesee Democrat and Sunday Democrat, died Oct. 27.

T. J. G. Pugh, who was on the editorial staff of the New York Evening Post and the Globe for many years, died at Abergavenny, England, Nov. 1.

N. C. Bartley, one of the pioneer newspaper men of Altoona, Pa., died last week in his seventy-fifth years. He was formerly owner of the Altoona Sun, and aided in the establishing of the Gazette.

George J. Taylor, formerly news editor of the New York Herald, by which he was employed for thirty years, and recently connected with the Corporation Counsel's office, died last week at the age of fifty-eight years.

James Clancy, a well-known journalist, died at his home in Clifton, N. J., on Wednesday night from pneumonia. Mr. Clancy was for twenty-eight years a member of the staff of the New York Herald, was for a long time New York correspondent of Mr. Bennett's European edition and also of the Berliner Tageblatt. At the time of his death he was associate editor of the Gaelic American.

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

**HELP WANTED**

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

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word.

**AMERICAN CONSULAR OFFICER**, returning after five years abroad in positions of greatest responsibility, desires editorial position paying not less than \$5,000.00. Experienced newspaper man, publicist, short-story writer; speaks Spanish, reads French, in touch with international affairs; well acquainted here and abroad; married; age 31; credentials unexcelled. "G. E. H.," 307 First St., S. E., Washington, D. C.

**WANTED—BY ASSISTANT** editor of afternoon daily in city of 75,000, position as managing city, or make-up editor of live afternoon daily in city of from 100,000 to 250,000. Can give reference of present employer. Know game from both news and mechanical end. More salary and larger field only reasons for change. Address "J. E. N.," care THE EDITOR AND PUBLISHER.

**PUBLISHERS—ATTENTION.** For the past two years I have been looking after my own business (publishing) I want to get back into the daily field some time in the near future, if I can make a satisfactory connection as Business, Advertising or Circulation Manager. I am married, sober, have a good record of 20 years in the newspaper field, am well-known to advertisers and advertising agents. Can give best of references. Address "PUBLISHER," care THE EDITOR AND PUBLISHER.

**I AM WILLING TO SET UP NIGHTS WITH A SICK NEWSPAPER.**

Newspaper manager, with experience in advertising, editorial, mechanical and executive departments, is in position to take a chance with a losing property on the contingency basis of a share of possible future profits. Address "ENERGY," care THE EDITOR AND PUBLISHER.

**FOR SALE**

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

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

**MISCELLANEOUS**

**LINOTYPE MACHINE WANTED.** I want a good second-hand Model 5 Linotype Machine. Must be bargain for cash. Address "LINOTYPE," care THE EDITOR AND PUBLISHER.

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

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

**ADVERTISING MEDIA**

**ILLINOIS.**

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

**NEW YORK.**

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

**WASHINGTON**

**THE SEATTLE TIMES**  
 The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 84,741; Sunday, 84,203—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

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

## CARD INDEX FOR NEWS EVENTS.

**A Device That Will Help Editors to Keep Track of Things.**

Overlooking noticing a social event or club meeting is unpardonable when observed from the viewpoint of those concerned, and to obviate this we adopted the card index system in our office to keep in touch with social events, says Walter Jacob, in the American Printer. The outfit consisted of a desk tickler, which can be bought for about seventy-five cents. It is equipped with guide cards, one set for each day of the month, and the other set for each month of the year.

The cards are regular three by five size and can be cut from waste stock about the office. Two forms are found most convenient. One entitled "Card for Organizations" should contain a blank line for name of organization, another for date and hour of meeting and a third for the reporter's name and phone number. About six lines of leaders or rule may be used for place of meeting and date. The other card, entitled "To Be Done," should be ruled for "Subject," "Date," "For Mr.," "Write," "Verify," "Call" and "Phone No." In addition to these there are several lines for other data.

The names of all social, fraternal and club organizations should be entered on the card and other data supplied. Special work to be done or coming events should be entered on the other card. Weekly, semi-weekly and daily papers can use the system to advantage. The mention of a coming social event and its place of meeting make an interesting item. These cards should be filed with the guide cards bearing the day of the month, or if more than a month off should be filed in the guide cards for months.

In case of a weekly going to press Sept. 8, the card should be filed with the Sept. 1 guide card; should the meeting or event occur after Sept. 8, it will then come up on Sept. 1 and an announcement can be made of the date, place of meeting and possibly the program of the meeting, and the copy can be taken care of early and avoid the rush toward publication day.

Then the card should be filed ahead, and should the event occur Sept. 12, it should be filed so as to come up on that day, and the editor should consider it his first duty to look over these cards and see that all the events will be properly covered by a representative from the office or a special reporter.

In using this system it is imperative that it should be carefully followed. A daily newspaper should avail itself of the tickler because of the multitude of detail to be handled. The big dailies have systems of their own, but this plan works out perfectly for country dailies. The only difference in the manipulation of the system is the matter of time. A card should be filed so as to come up one or two issues before an event or

meeting and then on the day, at an hour before the meeting occurs, so that it will not be overlooked.

The value of this system will be realized when the editor endeavors to make out a list of organizations in his town. In a city of five thousand population it was necessary to have in use cards representing about one hundred organizations.

**EDITORS SUMMONED TO COURT.****Because Birmingham Papers Printed Names of Indicted Persons.**

As a result of the publication in the Birmingham News and the Birmingham Ledger of the names of persons indicted by the grand jury before the indicted persons had been arrested, representatives of papers have been cited by Judge Frank Cahalan to appear before him Monday morning and show cause why they should not be punished for contempt of court.

The citations are addressed to the Birmingham News Publishing Co., Frank P. Glass, editor, and Victor H. Hanson, publisher, and the Birmingham Ledger Publishing Co., J. J. Smith, publisher, and G. M. Cruikshank, editor. The specific allegation is that the afternoon papers published the names of P. G. Bowman and A. A. Gambill as indicted before they had been arrested.

The law, it is stated, with reference to the findings of the grand jury, prohibits anything done in the jury room being made public, either by the members of the grand jury, the officers of the jury, the solicitor, or any newspaper. The publication of their transactions is made contempt of court. It is this law which the News and Ledger are charged with violating.

**NAT GOODWIN'S LIBEL SUIT.****Seeks \$50,000 Damages From Paper That Criticized Him.**

Nat C. Goodwin, comedian, has instructed W. H. Martin, of Hot Springs, Ark., to bring suit for \$50,000 against the Arkansas Democrat for statements contained in a review of his performance of "The Captain," in which he is starring.

The critic who passed judgment on Mr. Goodwin's performance at Little Rock Monday night said he was so greatly under the influence of liquor that he had to be "pushed on the stage," and that the profane language he used was plainly heard by those in the audience.

In response to numerous curtain calls here to-night Mr. Goodwin in a curtain speech branded the statement in the Democrat as a lie and called the writer of the same all manner of hard names.

**Two-million Dollar Paper Mill.**

Price Brothers & Co., of Quebec, are constructing a \$2,000,000 paper plant at Jonquiere Mills, on the line of the Quebec & Lake St. John Railway. Work on the plant was begun last May and is now well advanced. A dam providing 15,000 horsepower, with a greater drop than that of Montmercy Falls below Quebec, is being constructed. Thirty-seven houses to accommodate the employes have already been completed. It is expected that the mill will be in operation by August, 1912.

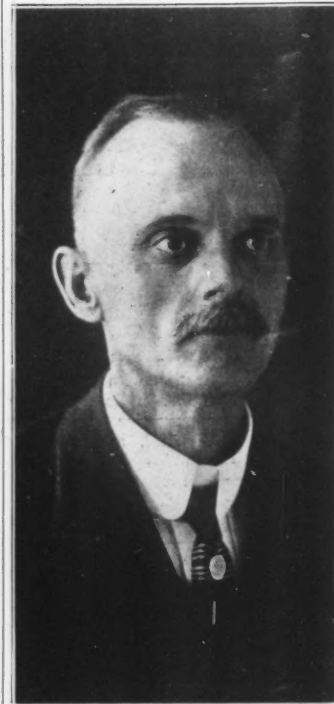
**Howard Pyle Dead.**

Howard Pyle, an American artist and author, died in Florence, Nov. 9. His earliest success was a double page drawing for Harper's Weekly. He was the author of nearly twenty books.

**DINNER TO H. VANDERPOOL.****Associates on Newark Evening News Are the Hosts.**

Fifty members of the Newark (N. J.) Evening News' staff gave a dinner in honor of Howard Vanderpool, the retiring foreman of the composing room, on Saturday evening, at the Park View Hotel, of that city.

Mr. Vanderpool had been in charge of the composing room of the News for



HOWARD VANDERPOOL.

the past fifteen years, and was in the employ of the paper at its inception twenty-eight years ago.

William W. Comes acted as toastmaster and speeches were made by Eugene W. Farrell, assistant general manager; Alfred Zimmerman, of the New York World, and others.

Mr. Vanderpool will occupy his time in chicken raising, in which business he is quite an expert.

The Toledo (O.) Times has been elected to membership in the American Newspaper Publishers' Association.

The Star Publishing Co., of St. Louis, has changed its name to the National Publishing Co.

**EDITION ISSUED FROM AIRSHIP.****Eugene Lorton First to Publish a Newspaper in Clouds.**

Eugene Lorton, managing editor of the Tulsa Daily World, formerly a well-known newspaper man and politician of Walla Walla and Vancouver, Wash., made an ascent in Tulsa, Okla., with Aviator Bonney in a Wright biplane, and at an elevation of 4,000 feet issued a complete miniature edition of the Daily World, the first attempt ever made to publish a newspaper in midair. The event took place at the county fair grounds, and was witnessed by 10,000 people.

The leading article was headed "A Message from the Clouds," and was written under Mr. Lorton's signature. All departments of a newspaper were represented, including late telegraph news received from the Associated Press, received a few hours before the flight was made. Bundles of the papers were dropped out of the clouds and distributed to the crowd.

Many people fought to secure copies as souvenirs.

**International Paper Co.**

At the annual meeting of the International Paper Co. the retiring directors were re-elected. Benjamin Strong, Jr., vice-president of the Bankers' Trust Co., and W. D. Russell were elected additional members of the executive committee. Mr. Strong was also elected a member of the selling committee. The fiscal year has been changed to coincide with the calendar year and the annual meeting will hereafter be held on the fourth Wednesday of April.

The Columbus (O.) State Journal observed its one hundredth birthday Oct. 26 by issuing a centennial edition of 108 pages.

The Portland (Ore.) Journal will shortly begin the erection of an eleven-story publication and office building.

**ANNOUNCEMENT**

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

**The United Contest Company**

(Incorporated)

"Not the cheapest, but the best"  
811 Citizen Bldg. Cleveland, O.

**Pennsylvania Weekly**

Only newspaper and job plant in manufacturing town of 2,000; splendid equipment (inventories over \$6,000), earning upward of \$2,000 per annum net, big increase possibilities, can be bought for \$5,500 on terms of \$3,000 cash, balance \$500 per year.

**Harwell & Cannon**

Brokers in newspaper and magazine properties.

Fifth Avenue Building

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

Our properties can be reached only through this firm.

**COLD MATRIX FLONG**

in successful use for more than three years by The Pittsburg Press and

being used successfully at present by more than 40 big American newspapers.

**NO DRYING TABLE TREATMENT REQUIRED**

For sale by

**THE DRY MAT SERVICE CO.**

P. O. Box 1076

Pittsburg, Pa.

**HAS A NEW BUSINESS MANAGER.**

**Nashville Tennessean and American Engages James H. Allison.**

James H. Allison, for the past several years circulation manager of the National Stockman and Farmer, Pittsburgh, Pa., has become business manager of the Tennessean and American at Nashville, Tenn.

Mr. Allison began his newspaper career as a newsboy on the Columbus (O.) Dispatch. He afterwards became route carrier, mail clerk, city superintendent of circulation and later circulation manager. For the past eight years he has been an active member of the International Circulation Managers' Association, and among the circulation managers of the country few men are better known.

Mr. Allison takes with him to his new position a comprehensive and valuable experience backed by an aggressiveness which is bound to bring increased success to the Tennessean and American and added glory to himself.

**CHANGES IN INTEREST.**

WHITTER, Cal.—H. W. Hall has purchased a half interest in the News, a daily paper of this place.

MACKINAW, Ill.—The Enterprise Gazette has been sold to O. M. Layten and George Cramer, of Peoria.

GRUNDY CENTER, Ia.—Charles O. Goodwin, of Des Moines, has purchased the Grundy County Republican, the official paper of the county and town.

COLFAX, Ia.—The Tribune has been taken over by C. A. Stephenson, an experienced newspaper man from Waterloo, where he was for seven years connected with the Reporter.

GUNNISON, Cal.—The News Champion, a Democratic weekly, has been sold to Charles Roehrig, of Denver.

AUSTIN, Tex.—The Statesman, owned by Col. J. H. Kirby, of Houston, has been sold to Wilbur P. Allen, of Austin, for \$57,000. Mr. Allen is president of the Texas Baseball League. When Col. Kirby bought the property eight years ago he paid \$25,000 for it.

SAPULPA, Okla.—The Creek County Courier, formerly published at Mounds as a weekly, and later at Sapulpa as a daily, has been sold to James Dennis Flynn, of the Sapulpa Light.

OKLAHOMA CITY, Okla.—The Orlando Clipper, a weekly paper independent in politics, has passed into the hands of J. R. Marker and W. L. Lantern.

BELLEVILLE, Kan.—The Telescope, owned by H. C. Sticher, has been purchased by A. Q. Miller. Mr. Sticher is secretary to Congressman Rees.

CHEYENNE, Wyo.—The Cheyenne State Leader, the leading Democratic daily of Wyoming, has been purchased by a syndicate of Democrats for a consideration said to be about \$30,000. W. S. Banter, of Iowa City, Ia., is the new manager, and Alexander Hastie, of Burnes, this State, is editorial writer.

CLYDE, N. Y.—Charles Odell has purchased the Times, a weekly newspaper, from Byron N. Marriott, who retires on account of ill health.

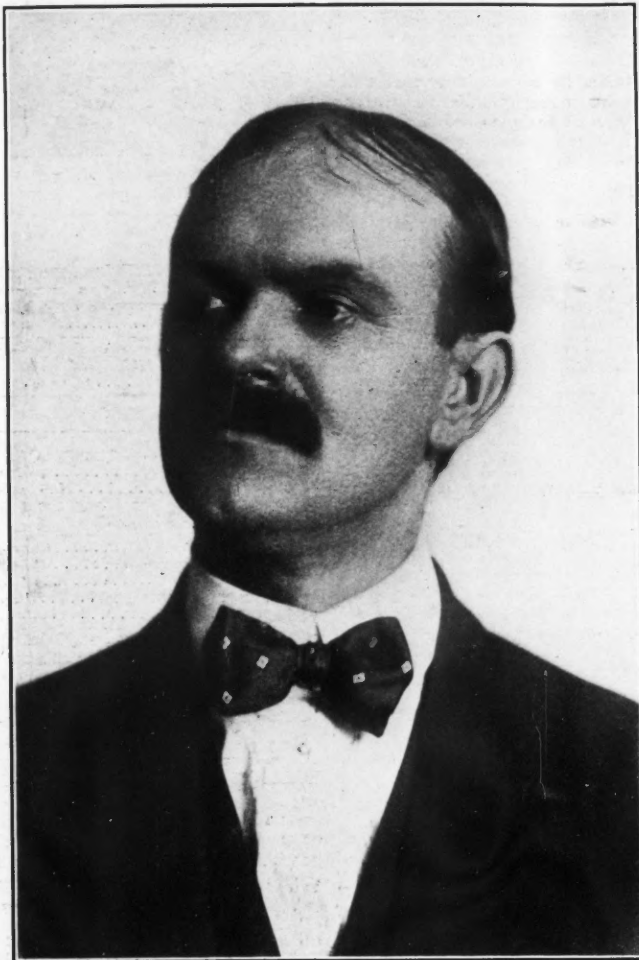
GOLDEN, Col.—O. W. Garrison has just sold his interest in the Globe.

**Worth Its Weight in Gold.**

Dundee, N. Y., Nov. 6, 1911.

Editor and Publisher:  
Please continue my subscription to the Editor and Publisher. It is worth its weight in gold and I cannot get along without it.  
L. J. SWARTHOUT.

If you are a live newspaper or advertising man and do not read The Editor and Publisher every week, you don't know what is going on in your own business.



J. A. ROUNTREE.

**HOW BAILEY GOT HIS START.**

**Was Forced to Accept a Newspaper for a Debt of \$14.65.**

Homer Bailey, who, with his brother, Warren W. Bailey, publishes the Johnstown (Pa.) Daily Democrat, while on a visit to friends in Carlisle, was interviewed by a reporter of the News of that city. In the course of his talk Mr. Bailey told how, in his younger days, he had come to Carlisle to work for William Herron, the publisher of the Register. Under the agreement he was to receive \$8 a week and board, but when, at the end of two weeks he was paid only \$1.35 of the amount due, he gave notice that he would quit.

Mr. Herron, who was an old gentleman, urged him to give him a few days to raise the money and not leave him in the lurch. Mr. Bailey consented, but was indignant and angry when, a few days later, his employer informed him that he was unable to raise the \$14.65 and proposed to turn the plant over to him.

Bailey did not want the paper, but finally, on the advice of his uncle, he accepted the terms offered and took possession of the plant. The first thing he did was to change the paper's name from Register to Democrat and place the names of himself and brother at the head of the editorial column. He wrote to his brother what he had done and presented him with a half interest in the paper.

For a year it was very hard sledding for the young printers. They were so short of funds at times that they sub-

sisted on bread and molasses. Their mother sold her homestead in Kansas and sent them \$400, with which they purchased new type and a job press. This proved their business salvation. They afterward purchased the Vincennes (Ind.) News and later the Johnstown (Pa.) Democrat.

**McCarthy on Advertising History.**

Justin McCarthy, Jr., advertising manager of Abraham & Straus, Brooklyn, gave an interesting talk before the Twenty-third Street Y. M. C. A., on Wednesday evening, on "Newspaper Advertising, Past and Present," illustrated with stereopticon views. Mr. McCarthy has secured copies of some of the earliest advertisements printed in the United States, and these were thrown on the screen and clearly illustrated the growth of advertising from its humblest beginnings. Mr. McCarthy told of some of his own experiences in advertisement writing and gave his hearers some practical advice in regard to copy production.

**The Fossils Terhune's Guests.**

The Fossils, an association composed of men who thirty or forty years ago conducted amateur publications mainly for their amusement, and who organized the Amateur Press Association, were recently the guests of W. L. Terhune, founder and owner of the Boston Boot and Shoe Reporter, at a dinner given in Boston. Among those present were: Charles Scribner, the New York publisher; Charles C. Hoyt, president of

the New England Shoe and Leather Association; E. B. Putnam, editor of the Boot and Shoe Recorder, and others.

The former editor of a Manila Sunday paper, now in Cuba, is premeditating the establishment of a new free lance, iconoclastic weekly in Havana.

**Money : Ability : Experience**

*Spells Success*

I have the trio and desire to procure an interest in a newspaper where money, ability, experience and energy are required. Address M.E.A., care The Editor and Publisher.

**\$100,000 cash**

available for first payment on a newspaper property. Individual interested to invest is a practical publisher who made his money in publishing newspapers. Proposition B.V.

**C. M. PALMER  
Newspaper Broker**

277 BROADWAY, NEW YORK

**The National News Association's**

**Day Leased Wires**

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

**Coast to Coast**

National News Association  
200 William St. New York City

**Some Choice Papers**

listed in a private way. Not advertised nor offered through any other agency. All safe propositions. Particulars cheerfully furnished. You take no risk in buying a property in this way. State your requirements. H. F. HENRICHS, Newspaper Broker, Litchfield, Ill.

**WHIMLETS A NEW DAILY FEATURE**

Catchy Verses :: Up-to-Date Illustrations

THE INTERNATIONAL SYNDICATE  
Features for Newspapers : Baltimore, Md.

**"GOTHAM GOSSIP"**

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

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

**NEW YORK HERALD SYNDICATE.**

Special Telegraph and Cable, Daily Matrix and Photo Services. Address  
Herald Square New York City  
Canadian Branch  
Desbarats Bldg., Montreal

# THE ADVERTISING WORLD

## TIPS FOR BUSINESS MANAGERS.

The Wilson Advertising Agency, Chicago, is making contracts for 10,000 lines, to be used within one year, with Southern papers, for the Scotch Woolen Mills, Chicago.

Blumenstock Brothers, St. Louis, Mo., are placing orders for 7,000 lines, one year, with Southern papers, for the Edward Schiele Distilling Company, same city.

The Otto J. Koch Advertising Agency, University Building, Milwaukee, Wis., is sending to Western papers contracts for 5,000 lines, to be used within one year, for the F. Meyer Boot and Shoe Company.

The Taylor-Critchfield Agency, Brooks Building, Chicago, is making contracts for 5,000 lines, one year, with Western papers, for the American Radiator Company, Chicago.

The D'Arcy Advertising Company, Fullerton Building, St. Louis, Mo., is placing orders for 624 inches, to be used within one year, with Southwestern papers, for G. A. Dickel & Co.

Nelson Chesman & Co., 1127 Pine street, St. Louis, Mo., is sending out orders for eight inches, twenty-six times, to Southern papers, for Dreyfus, Weil & Co., Paducah, Ky.

The Stewart - Davis Advertising Agency, Chicago, is putting out renewals generally, for the William Wrigley, Jr. Company, Chicago.

The Clague-Painter-Jones Company, First National Bank Building, Chicago, is making contracts for 5,000 lines, to be used within one year, with Western papers, for the Japan Tea Traders' Association, Chicago.

The D'Arcy Advertising Company, Fullerton Building, St. Louis, Mo., is placing orders for 2,500 lines, to be used within one year, with Southern papers, for the Cascade Whiskey Company.

Albert Frank & Co., Chicago, is sending out orders for forty-two lines, twenty-six times, to Eastern and Southern papers, for the Assets Realization Company, Chicago.

The Johnson - Dallis Advertising Agency, Empire Building, Atlanta, Ga., is making contracts for 1,000 lines, one year, with Pacific Coast papers, for the Southern Cotton Oil Company, New York.

The M. Volkmann Advertising Agency, 5 Beekman street, New York, is placing orders for three inches, t. f., with Southern papers, for Kollok.

The C. Meyer Agency, New York, is sending out three-line readers, thirty times, to Pacific Coast papers, for the advertising of Koh-I-Noor Pencils.

The J. Walter Thompson Company, 41 East Twenty-third street, New York, is placing orders for two inches, eight times, with Southwestern papers, for the advertising of the Onoto Pen, New York.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are again placing orders with Southern papers, for Penick & Ford, Ltd., P. & F. Molasses, Shreveport, La.

The H. E. Benjamin Advertising Agency, Drury building, Philadelphia, is placing orders for fifty lines, two times, with a selected list of papers, James A. Freemans Sons, Philadelphia.

The Glen Buck Co., 38 South Dearborn street, Chicago, it is reported, will place orders with Western papers, for C. J. Van Houten & Zoon, cocoa, 220 West Nineteenth street, New York. The McMullen Co., New York, is placing orders with Eastern papers.

G. D. Dickinson, 132 Nassau street, New York, is sending out small one-time orders to Pacific Coast papers, for Leiman Bros., 62 John street, New York.

Adolph Deimel, 735 Bushwick avenue, Brooklyn, N. Y., is placing orders for ten lines, thirteen times, with Pacific Coast papers, for E. Bischoff & Co., 81 West Broadway, New York.

The Dorland Advertising Agency, 303 Fifth avenue, New York, is sending out orders to a few large city papers, for the Swiss Federal Railroad, 241 Fifth avenue, New York.

The Federal Advertising Agency, 227 West Thirty-ninth street, New York, is placing orders for fifty lines, two times, with Nebraska papers, for the Art Post Card Co., Topeka, Kan. This agency is also placing a few orders with New Jersey and New York State papers, for Valentine & Co., Valspar Varnish, 257 Broadway, New York.

The Gardner Advertising Co., Kindloch building, St. Louis, is sending out orders to Chicago, Cleveland, Milwaukee, New York City, St. Louis and Toledo papers, for the Twimplex Sales Co., 206 Broadway, New York.

The M. P. Gould Co., 31 East Twenty-second street, New York, is sending out a few orders, for the Franklin Mfg. Co., automobiles, Syracuse, N. Y., to cities where agents are located.

The Mahin Advertising Co., 76 West Monroe street, Chicago, is making contracts with Southern papers, for the Acme-Evans Co., E-Z Flour, 700 West Washington street, Indianapolis, Ind.

The Philadelphia Advertising Bureau, Bulletin building, Philadelphia, is placing one-time orders with New York State papers, for the Sirron Mfg. Co., Philadelphia.

The Frank Presbrey Co., 3 West Twenty-ninth street, New York, is sending out orders to New York State papers, for A. B. Smith & Co., 3-20-8 cigars, 179 Portland street, Boston, Mass.

# ROLL OF HONOR

List of Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained.

<p><b>ALABAMA.</b> ITEM ..... Mobile</p> <p><b>CALIFORNIA.</b> INDEPENDENT ..... Santa Barbara BULLETIN ..... San Francisco CALL ..... San Francisco EXAMINER ..... San Francisco RECORD ..... Stockton</p> <p><b>FLORIDA.</b> METROPOLIS ..... Jacksonville</p> <p><b>GEORGIA.</b> ATLANTA JOURNAL ..... Atlanta (Cir. 53,163) CHRONICLE ..... Augusta LEDGER ..... Columbus</p> <p><b>ILLINOIS.</b> POLISH DAILY ZGODA ..... Chicago SKANDINAVEN ..... Chicago HERALD ..... Joliet HERALD-TRANSCRIPT ..... Peoria JOURNAL ..... Peoria</p> <p><b>INDIANA.</b> NEWS-TRIBUNE ..... Marion TRIBUNE ..... Terre Haute THE AVE MARIA ..... Notre Dame</p> <p><b>IOWA.</b> EVENING GAZETTE ..... Burlington CAPITAL ..... Des Moines REGISTER &amp; LEADER ..... Des Moines THE TIMES-JOURNAL ..... Dubuque</p> <p><b>KANSAS.</b> CAPITAL ..... Topeka</p> <p><b>KENTUCKY.</b> COURIER-JOURNAL ..... Louisville TIMES ..... Louisville</p> <p><b>LOUISIANA.</b> ITEM ..... New Orleans TIMES-DEMOCRAT ..... New Orleans</p> <p><b>MAINE.</b> JOURNAL ..... Lewiston</p> <p><b>MARYLAND.</b> THE SUN . Paid for in Cash Cir. . Baltimore Morn. and Eve. 111,561 . . . . . Sun. 60,702</p> <p><b>MICHIGAN.</b> PATRIOT (1910) D. 10,720; S. 11,619. Jackson</p> <p><b>MINNESOTA.</b> TRIBUNE. Morn. &amp; Eve. Minneapolis</p> <p><b>MISSOURI.</b> DAILY AND SUNDAY GLOBE. Joplin POST-DISPATCH ..... St. Louis</p> <p><b>MONTANA.</b> MINER ..... Butte</p> <p><b>NEBRASKA.</b> FREIE PRESSE. (Cir. 142,440). Lincoln</p> <p><b>NEW JERSEY.</b> PRESS ..... Asbury Park JOURNAL ..... Elizabeth TIMES ..... Elizabeth COURIER-NEWS ..... Plainfield</p> <p><b>NEW MEXICO.</b> MORNING JOURNAL. . . . . Albuquerque</p> <p><b>NEW YORK.</b> BUFFALO EVENING NEWS. . . . . Buffalo BOLLETTINO DELLA SETA . . . . . New York LESLIE'S WEEKLY. (Cir. 340,000) . . . . . New York EVENING STANDARD. . . . . Troy RECORD . . . . . Troy</p> <p><b>NORTH DAKOTA.</b> NORMANDEN .. (Cir. 9,450) .. Grand Forks</p>	<p><b>OHIO.</b> PLAIN DEALER ..... Cleveland (September, D. 99,398—S. 125,699) VINDICATOR ..... Youngstown</p> <p><b>PENNSYLVANIA.</b> TIMES ..... Chester DAILY DEMOCRAT. . . . . Jobstown DISPATCH ..... Pittsburgh GERMAN GAZETTE . . . . . Philadelphia PRESS ..... Pittsburgh TIMES-LEADER . . . . . Wilkes-Barre GAZETTE ..... York</p> <p><b>SOUTH CAROLINA.</b> DAILY MAIL ..... Anderson DAILY RECORD ..... Columbia THE STATE ..... Columbia (Cir. August 1911. S. 17,969—D. 17,614)</p> <p><b>TENNESSEE.</b> NEWS-SCIMITAR . . . . . Memphis BANNER ..... Nashville</p> <p><b>TEXAS.</b> RECORD ..... Fort Worth CHRONICLE ..... Houston TIMES-HERALD ..... Waco</p> <p><b>WASHINGTON.</b> POST-INTELLIGENCER ..... Seattle</p> <p><b>WISCONSIN.</b> EVENING WISCONSIN. . . . . Milwaukee SENTINEL ..... Milwaukee</p> <p><b>CANADA</b></p> <p><b>ALBERTA.</b> HERALD ..... Calgary</p> <p><b>BRITISH COLUMBIA.</b> WORLD ..... Vancouver</p> <p><b>ONTARIO.</b> FREE PRESS ..... London</p> <p><b>QUEBEC.</b> LA PATRIE. . . . . Montreal LA PRESSE Cir. Sept., 1911, 105,177, Montreal</p> <p>The Rose-Stern Co., 1265 Broadway, New York, is making contracts with a selected list of large city papers, for Max Hesselein, 60 Broadway, New York, representing O. A. Rosenberg &amp; Co., bankers, London and Paris.</p> <p>A. D. Samuel, 118 East Twenty-eighth street, New York, it is reported, will shortly place some more new orders for I. Lewis &amp; Co., cigars, Newark, N. J.</p> <p>The Frank Seaman Agency, 30 West Thirty-third street, New York, is making 10,000-line contracts with New York City, Cleveland and Washington, D. C., papers, for B. Fischer &amp; Co., Hotel Astor Coffee, Franklin and Greenwich streets, New York.</p>
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**THE New Orleans Item**

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

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

During the six months ending September 30, 1911, the New Orleans Daily States carried over 150,000 more lines of local display advertising than any other New Orleans paper. The States also carried over 60,000 more lines of local department store advertising than its next nearest competitor. The reason is that the States has both quantity and quality circulation. It goes into 5,000 more homes of white citizens than any other paper, and the local merchants know it. Carrier delivery is over 16,000 daily.

The States is the only New Orleans paper that publishes a detailed circulation statement at regular intervals.

**Foreign Advertisers Please Note**  
**DAILY STATES, NEW ORLEANS, LA.**  
The S. C. Beckwith Special Agency  
Sole Agents—Foreign Advertising  
New York Chicago Kansas City

**WASHINGTON AD ELECTION.**

**Granville M. Hunt Succeeds John E. Shoemaker as President.**

(Special Correspondence.)

WASHINGTON, Nov. 7.—Granville M. Hunt was elected president of the Washington Ad Club last Monday night at a meeting held in the New Fredonia Hotel. The "Ad Blast Extra" was equal to the occasion, for just as President John E. Shoemaker arose to make the announcement of Mr. Hunt's election a shrill cry was heard without: "Ad Blast Extra," and a breathless newscie was admitted, carrying the extras, with the picture of the new president and the story of his election decorating the front page. It was a great journalistic feat.

C. C. Green was elected vice-president, George Ostermayer second vice-president, William Sherwood secretary, and Walter McDonnell treasurer. The vote for directors was so spirited that six candidates tied for three places, and twelve were elected outright. Those elected were: John E. Shoemaker, who led the ticket with twenty-four votes; M. H. B. Hoffman, J. Harry Cunningham, Leroy Herron, Frank Rodgers, William P. Hartley, F. McC. Smith, R. Edward Joyce, Charles W. Timmons, Joseph A. Berberich, Charles F. Lanman and D. J. Kaufman. The six who tied are: John G. Gibson, Thomas Grant, Lester Marx, W. C. Worthington, H. F. Offerding and H. A. C. Fay. It will be necessary to vote off the ties at the next meeting of the club.

F. J. Raymond, of St. Louis, made a hit with a "get-together" speech, which contained a good deal of advice to the ad men about their work. The retiring president was presented with a gold-headed cane, and the retiring secretary with a silk umbrella, the presentation speeches being made by President-elect Hunt. Each member was appointed a committee of one to get at least one new member for the club, it being agreed to institute a campaign to increase the membership to 300. Then a buffet luncheon was served.

**Say Something in Your Ads.**

So long as advertising is news, there need be no apologizing for it on the part of the advertiser. People welcome advertising that will really help them find what they want. I don't like a printed announcement that begins: "Please read this advertisement." It reminds me too much of the poor devil standing down on the street corner with a tin sign, which reads: "Please help the crippled." Say something in your advertising—give the public news of your store and your merchandise and your prices and your service—and the public will read eagerly without being begged or cajoled.—From "Little Talks by the Want Ad Man," by Jerome P. Fleischman in the *Baltimore Sun*.

The Adcrafters of New York at their semi-monthly session held on Oct. 26 at 215 West Twenty-third street, listened to a brief address by L. M. Vierling on "Colortype Printing." The greater part of the evening was devoted to a discussion of the advertising problems of a business college.

**Battle Creek, Mich., Journal**



One of the leading Evening Dailies of Michigan. Advertisers always obtain results.

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

**MILLER IN NEW POSITION.**

**Becomes Eastern Manager for the Hunton, Lorenzen & Woodman Agency.**

Charles E. Miller has resigned his position as a member of the New York Globe's advertising staff to manage the eastern office of Hunton, Lorenzen & Woodman, special agents, with offices at 25 East 26th street, New York.

Mr. Miller has been connected with newspapers for fifteen years, having



CHARLES E. MILLER.

started in as a reporter, and later changed to the advertising department, believing that the business end would prove more attractive. He joined the staff of the Boston Traveler and subsequently resigned as advertising manager and for three years was associated with the soliciting force of the N. M. Sheffield Special Agency in New York, leaving that position to join the general staff of the New York Globe.

Mr. Miller is a man of ability and force, and in his new position can be depended upon to give a good account of himself.

**Advertising Novelty in Berlin.**

The Luft Verkersch-Gesellschaft, of Berlin, has recently inaugurated a striking advertising novelty. One of the large dirigible balloons of this company flies over the city every clear evening. Magic lanterns placed on each side of the car project advertisements onto a sheet of white canvas fastened on the envelope of the balloon. These advertisements can easily be read from the ground below. The attention of the people on the streets is attracted by the noise of the engine and by electric lights turned on in the car between each advertisement. This form of publicity is being patronized by many of the important firms of Berlin and of Germany, and the cost per night is 100 marks (\$23.80). For this sum each advertisement is projected 30 times onto each side of the balloon for a period of 15 seconds.—*Consular Reports*.

The Buffalo (N. Y.) Sunday Courier recently gave a theater party to 2,200 holders of coupons that had been issued in the regular editions of that newspaper.

The Walden (N. Y.) Herald and the Walden Citizen will on Jan. 1, 1912, be consolidated and thereafter appear as a semi-weekly.

**FROM FAR OFF HAVANA.**

**Two Exiled Journalists Given Permission to Return to Cuba.**

(Special Correspondence.)

HAVANA, Oct. 28.—In response to the petition of their families, President Gomez, upon the recommendation of Secretary of Government Machado, has revoked the decree of expulsion against José M. and Manuel Villaverde, general manager and editor in chief of the Spanish Conservative newspaper, Cuba, recently exiled from the island and embarked for Spain, and will permit them to return to Cuba. Their newspaper here, in a recent issue, compliments the Executive and Secretary in a way that indicates a probable modification of its policy of antagonism and the adoption of one favoring the present régime.

Maximo Soto Hall, the noted Central American diplomat and popular author, a brother of the late President Marco Aurelio Soto, of Honduras, and the actual Vice-President of Guatemala, is visiting the Cuban capital.

The mayor of Artemisa has brought a suit for libel against Ramon Reudon, the local correspondent of El Dia and Cuba, Havana, for asserting in his dispatches that all kinds of gambling were being operated in the Liberal Club.

Louis Davidson, formerly of the Manila (P. I.) Critic, the Shanghai (China) Bund and the Panama Journal, has joined the staff of Cuba Opportunities as managing editor.

Edward A. Kummel, of the Havana Post, has resigned in order to take an important post with the Solidaridad Sugar Estate near Cienfuegos.

Fire broke out recently in the press-room of Ricardo Torriente's Poltica Cornica, gutting the entire department and destroying presses and folders.

El Dia has been incorporated with a capital of \$50,000. Col. Alberto Rojas, a wealthy planter of Santa Clara, is at the head of the publishing company.

**BUSINESS OFFICE NOTES.**

John A. Steicher, editor of Leslie's Weekly, writes THE EDITOR AND PUBLISHER that the circulation of that newspaper is now over 340,000 copies.

The A. M. Collins Mfg. Co., of Philadelphia, makers of cardboard, have issued the first number of the Oak Leaf, a neat and attractive looking house organ. While the magazine is naturally devoted to news about the company, space is found for interesting news from other sources.

**Parables of 1911.**

If you toot your little tooter  
And then lay aside your horn,  
There's not a soul in ten short days  
Will know that you were born.

The man who advertises  
With a short and sudden jerk,  
Is the one who blames the editor  
Because it doesn't work.

But the man who gets the business,  
And who makes his business pay,  
Is the fellow with the adlet  
That you read from day to day.

We can help you toot your trumpet,  
We can bring the people in,  
We can help you build your business,  
Are you ready to begin?

MORAL—He who toots his little trumpet  
Can withstand a sudden shock,  
For like the man in scripture,  
He builds his business on a rock.

**Chattanooga News' Big Issue.**

The Industrial Edition of the Chattanooga (Tenn.) News issued Monday, Oct. 30, consisted of 104 pages and was the largest newspaper ever published in that city. It was abundantly illustrated with views of public buildings, residences, stores, factories, streets, parks and portraits of some of the leading men of Chattanooga. All the work on the issue was done by the regular staff of the News. The paper contains a vast amount of data concerning the city's industrial and business growth and its columns teem with advertisements. Anyone who is interested in the development of the South ought to procure a copy of this edition of the News and keep it in a file for future reference. The publishers of the Chattanooga News Co., of which G. F. Milton is president, are to be congratulated on the enterprise shown in producing such a monumental Southern newspaper. The News is represented in New York by the Wilberding-Hand Co.

**IN KANSAS**

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

**Topeka Daily Capital**

guarantees a circulation in excess of 33,500. It reaches every post office in Kansas, and is the only Kansas daily with State-wide circulation; the only Topeka daily which gives definite circulation statement.

*Arthur Capper*  
Publisher

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

**IN MEXICO CITY**

the advertiser only has to use  
**THE MEXICAN HERALD**  
(Only English Newspaper)  
**EL HERALDO MEXICANO**  
(Only Afternoon Spanish Newspaper)

**THE S. C. BECKWITH SPECIAL AGENCY**

(Sole Representatives)  
NEW YORK KANSAS CITY CHICAGO  
Tribune Bldg. Reliance Bldg. Tribune Bldg.

**YOU MUST USE THE**

**LOS ANGELES EXAMINER**

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 120,000

**GET THE BEST ALWAYS!**

**The Pittsburg Dispatch**  
Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE HORACE M. FORD  
Brunswick Bldg. Peoples Gas Bldg.  
New York Chicago

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

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

No Special Representatives

R. W. HERBERT, President.

# BARGAINS

## in NEWSPAPER and MAGAZINE PRESSES taken in trade for IMPROVED HOE MACHINERY

- 1 Goss 48-plate Sextuple Press.
- 1 Goss Four-Roll 32-page Press.
- 4 Goss Three-Roll 24-page Presses.
- 1 Goss Three-Roll 24-page Press with Color Cylinder.
- 1 Goss 28-page Press.
- 1 Goss 20-page Press.
- 1 Goss 12-page Press.
- 1 Goss 4 and 8-page Clipper Press.
- 3 Goss 4 and 8-page Standard Presses.
- 1 Scott 48-plate Sextuple Press.
- 3 Scott Three-Roll 24-page Presses.

- 1 Scott Two-Roll 16-page Press.
- 1 Scott 4 and 8-page Press.
- 1 Bullock 4 and 8-page Press.
- 1 Potter Three-Deck 24-page Press.
- 2 Potter Two-Deck 16-page Presses.
- 1 Campbell New Model 4 and 8-page Press.
- 1 Campbell Multi Web Perfecting Press, printing 4, 6 and 8-page papers directly from type forms.
- 1 Angle-Bar Duplex Press, printing 4, 6 and 8 pages.
- 1 Angle-Bar Duplex Press, printing 4, 6, 8, 10 and 12 pages.
- 4 Cottrell 64-page Magazine-Web Perfecting Presses.

We also have several excellent RECONSTRUCTED PRESSES OF OUR OWN MAKE and a large assortment of STEREOTYPING, ELECTROTYPING and PHOTO-ENGRAVING MACHINERY, which will be sold at very low prices and on terms to suit customers.

**IF YOU NEED A MACHINE, NOW IS THE TIME TO BUY**

For further particulars apply to

**R. HOE & CO., 504-520 Grand Street, NEW YORK**

7 Water St., BOSTON, Mass.

7 South Dearborn St., CHICAGO, Ill.

ALSO AT

8 Rue de Chateaudun, PARIS, France

109-112 Borough Rd., LONDON, S. E., England

### VIN-FIZ SHOWS ENTERPRISE.

#### C. P. Rodgers' Transcontinental Aerial Trip Made Possible by Its Advertising.

When it became evident that C. P. Rodgers, the aviator, would not be able to complete his aerial trip from the Atlantic to the Pacific Ocean, across the continent, within the time fixed by Mr. Hearst to win the \$50,000 prize offered by him, and was on the point of abandoning the trip because of the expense involved, the Vin-Fiz Co., of Chicago, manufacturers of a non-alcoholic drink of that name, came forward and offered to supply the expense money.

E. B. Merritt, the advertising manager, who evolved the scheme which was finally carried out, told Mr. Rodgers that he would furnish a special train free of cost and pay all the incidental expenses if he would allow the Vin-Fiz Co. to advertise its product in connection with the expedition.

The offer was gladly accepted by Mr. Rodgers, who was anxious to be the first to cross the continent in an aeroplane and thus win eternal fame for his daring and skill.

Mr. Rodgers stuffed his pockets with Vin-Fiz circulars and the name of the drink was painted in huge letters on the bottom of his machine. A special car carrying mechanics' supplies was fitted out to accompany Rodgers in his trip from town to town. In the small towns and railroad stations along the route posters bearing such expressions as "Look for the Vin-Fiz Flyer" were distributed, and the local papers were also used. The drink was placed on sale at the soda fountains. When Rodgers arrived in his aeroplane he circled about over the heads of the

crowd, throwing out souvenirs and advertising literature. Of course, most everybody wanted to try the new drink that was being so skillfully advertised.

Previous to the use of the Rodgers expedition the Vin-Fiz Co. had done no general advertising. Trade papers had been used to interest dealers in the new drink. It is reported that the company will shortly begin a national advertising campaign in which newspapers, magazines and bill boards will be used.

#### CLASSIFYING WANT ADS.

#### Chicago Tribune Adopts Eight Division Heads for Convenience of Readers.

William H. Field, business manager of the Chicago Tribune, after making a careful study of the arrangement of the help wanted advertisements in the leading newspapers of the United States, has evolved a system of arrangement that he believes comprises the best elements of all. In order to assist the employer to find the kind of help he wants the advertisements for male and female help are divided into eight classes, under separate heads, as follows: Male Help—Stores and offices, Professions and Trades, Salesmen and Solicitors, Miscellaneous, Agents, Employment Agencies, Help wanted with Investments and Trade Schools. Female Help—Stores and Offices, Household and Domestic, Professions and Trades, Miscellaneous, Employment Agencies, and Trade Schools. The applicants for positions and offers of work are alphabetically indexed under each one of these divisions.

The convenience of the new plan is its best recommendation. Anyone in search of employment or of persons to

fill positions can find all of the advertisements that appeal to him under one heading of the paper. It is quite likely that the new classification will be adopted by other newspaper publishers.

#### The Cost of Big Circulations.

When ordinary people hear of a daily paper like the Daily Mail getting \$1,750 for a single insertion of a page advertisement they are apt to conclude that this means \$1,750 extra profit. If the paper had not received or obtained the advertisement it would have been \$1,750 worse off. Experienced newspaper publishers know better. First they know that taking eight pages as the normal size of a halfpenny daily paper every extra page advertisement (accompanied by its companion news page) means an increase of one-eighth in the paper consumption of the issue and this with a circulation running towards the million totals a heavy amount. But this is not all. There are the additional type-setting, reading, making-up and stereotyping wages; the additional payments for literary and other work necessitated by the companion page; and, most important of all, the extent to which the web machinery is held up by the additional two pages. A ten-page paper requires just double as much printing machinery to produce it as an eight-page.—*Newspaper Owner.*

#### American "Enterprise."

A ludicrous example of American journalism, just come to light, has been creating some diversion in Dublin press circles. The San Francisco Leader of August 26 published a special message giving a report of the unveiling of the monument in course of erection to the memory of the late Charles Stewart

Parnell. The enterprising Leader told its readers that the parade on the occasion was the largest witnessed in Dublin for many years—150,000 people being present. When it is mentioned that the monument will not be unveiled until October 1 of this year it will be seen that the message was a decided "scoop" for the Leader in 'Frisco!—*London Newspaper Owner.*

#### Swedish Paper Changes Name.

Rockfords-Posten, of Rockford, Ill., the oldest paper in Swedish-American newspaperdom outside of Chicago and published since 1881, has changed its name to Svenska Posten. Posten has a large and steadily increasing circulation throughout the country, especially in Illinois, Iowa and Wisconsin. Chas. J. Anderson, general manager, and Hjalmar C. Lundquist, editor in chief, who took charge of Posten a year and a half ago, have reason to be much pleased with what they have accomplished during this brief period.

#### Williamsport Sun Prosperous.

To keep with a rapidly growing circulation and an increasing field, the Williamsport (Pa.) Sun has just placed an order for a sixteen-page stereotype press with a capacity of 30,000 papers per hour, with the Duplex Printing Press Co., of Battle Creek, Mich. The Sun has, within the past week, put in a No. 8 Mergenthaler linotype machine. The heads of the paper are entirely machine set. The Sun has a battery of three single-magazine and one double-magazine and one three-magazine machines. Since the addition of the three-magazine machines ad setting by hand has been largely discontinued in the office.

**DIRECTORY OF ADVERTISING AGENTS**

**General Agents**

**ADVERTISERS' SERVICE**  
5 Beekman St., New York  
Tel. Cortlandt 135

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

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

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

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

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

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

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

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

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

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

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

**PENNSYLVANIA**

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

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

**MEXICO**

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

**CUBA and WEST INDIES**

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

**NEWS OF THE AD CLUBS.**

George Frank Lord, advertising manager of the Dupont de Ne Mours Powder Co., delivered an address on the "Betterment of Retail Clothing Advertising," before the Advertising Club of Baltimore, at its session held last week.

The San Antonio (Tex.) Advertising Association has decided to limit its noon sessions to exactly one hour. The clause in the proposed constitution pledging members of the association not to advertise in any medium not approved of by the association, has been voted down.

The Dallas (Tex.) Ad League has already received \$5,000 toward the fund for entertaining the convention of the Associated Advertising Clubs of America in May. Five hundred dollars is the amount subscribed by Sears-Roebuck & Co., a big mail order house in Chicago, which has a local branch in Dallas. President Coleman has notified the league that the New England delegates will go to Dallas by special train and bring along a half a train load of exhibits to show the Southerners.

The Rochester Ad Club has given Mayor Edgerton a check for \$2,650, rep-

**Publishers' Representatives**

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

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

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

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

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

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

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

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

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

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

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

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

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

resenting the proceeds of a vaudeville entertainment given by the club for the benefit of the Infants' Summer Hospital.

At a meeting of the Charleston Advertising Club, O. G. W. Marjenhoff was elected president; T. Allen Legare, vice-president; E. H. McIver, secretary, and R. H. Allen, treasurer. The club has 152 members.

The Seattle Publicity Club has changed its name to the Seattle Ad Club. Herman Sheonfeld has been chosen to fill the newly created office of vice-president, and will act as general director of the club's affairs until the next election. Walter F. Foster, the club's treasurer, has been made chairman of the Potlatch carnival, which is to be held next spring.

The Charlotte (N. C.) Ad Men's Club is one of the newcomers in clubdom. The officers of the organization are as follows: President, C. O. Kuester; vice-president, Edgar B. Moore; secretary and treasurer, T. W. Chamblis; executive committee, B. S. Davis, F. Purcell and A. W. Burch.

**Dallas Convention Notes.**

Fort Worth is to entertain for one day the advertising men who attend the big Ad Club convention next May.

The Toronto Ad. Club has already engaged accommodation for 100 members at the Southland Hotel.

Thirty thousand dollars will be raised to pay expenses.

**AD FIELD PERSONALS.**

C. H. Trowbridge, advertising manager of the Dodge Mfg. Co., delivered an illustrated lecture on "The Newspaper Business" before the Dodge Club at South Bend, Ind., recently.

Walter E. Flanders, president of the Studebaker Corporation, Paul Smith, his sales manager, and E. Leroy Peltier, his advertising director, were recently entertained by the Ad Men's Club of Fort Worth, Tex.

Fred J. Wagner, of the Wagner Advertising Agency, has disposed of his interest in the Horseless Age, to J. Van Alstyne.

Montgomery Hallwell, general advertising manager of the United States Motor Co., has resigned to join the staff of the H. E. Lesan Advertising Agency, of New York. He is succeeded in the Motor company by Gridely Adams, who has been advertising manager of the Stoddard-Dayton division of the company.

Peter Willis, formally publicity manager of the Indianapolis Trade Association, is now advertising manager of the Mais Motor Truck Co.

J. L. Flanagan, for eight years advertising manager for Lisson Bros. Weldon department store in Binghamton, N. Y., has resigned to engage in the advertising business.

Frank McGuire, general advertising manager of Cohen & Harris Theaters, New York, was recently married.

W. Eldred, secretary of the Des Moines Admen's Club, is now located with the Mitchell Advertising Agency in St. Paul.

Barron G. Collier, head of the Street Railways Advertising Co., New York, recently visited New Orleans and several other Southern cities on business.

Nathaniel C. Fowler, Jr., will deliver a series of twenty lectures at the High School of Commerce, Boston, during the coming season. Ten of these lectures will be devoted to salesmanship, and ten to advertising, printing, engraving and lithography.

Charles S. Coombs, for several years connected with the New Bedford (Mass.) Standard, has accepted a position with the Times of that city, and will be in charge of the foreign advertising.

P. F. Sroers, advertising manager of Nash's Magazine, of London, which is owned by Mrs. W. R. Hearst, of New York, is in New York on business.

M. F. House, formerly telegraph editor of the Oklahoma City Oklahoman, is now manager of the Montreal office of the Gaguier Advertising Agency, of Toronto, Canada.

B. L. Chapman has sold his controlling interest in the New England Magazine, of Boston, and joined the business staff of the Buttrick Co.

R. L. Fenton, for eight years with the Frank Seaman Agency, has acquired an interest in the Howland-Gardner Advertising Agency, the name of which will be changed to Howland-Gardner-Fenton Advertising Agency.

James M. Campbell, who has been for several years advertising manager of Procter & Gamble, of Cincinnati, makers of Ivory Soap, has resigned and will leave his position Dec. 31.

*The Better Class of Work*

BEARS THIS MARK  
SAMPLES AND PRICES  
UPON REQUEST

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

**Press Clippings**

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

**BURRELLE**

45 Lafayette Street, New York City  
ESTABLISHED A QUARTER OF A CENTURY

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

SEND FOR SAMPLE

**F. E. OKIE CO.**  
Manufacturers Fine Printing Inks  
PHILADELPHIA, PA.

TAKE IT TO

**POWERS**

OPEN 24 HOURS OUT OF 24  
THE FASTEST ENGRAVERS ON EARTH  
ON TIME ALL THE TIME

**POWERS PHOTO ENGRAVING CO.**  
154 Nassau St. N.Y. Tel. 4890-4 Beekman

**THE LOVEJOY CO.** Established 1852  
**ELECTROTYPEERS**  
and Manufacturers of Electrotpe Machinery  
444-446 Pearl Street New York

**Largest American English Stereotype Tissues**

Samples any size upon request

**International Publishers Supply Co.**

Phone: 2929 John

117 John St., New York, U. S. A.

# Opportunity Knocks At The Advertiser's Door

365 Days in The Year  
through the

# New York World

*America's Foremost Newspaper*

## **It Leads all others in the Volume of Advertising**

For the first ten months of 1911 the World printed 10,037,523 lines or 1,552,509 more than the Herald, its nearest competitor.

## **It Leads in Department Store Advertising**

In October the World carried 415,370 lines, or 167,685 more than the Herald, its nearest competitor.

## **It Leads in Want Advertising**

In October the World printed 337,986 lines or 114,594 more than the Herald, its nearest competitor.

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## **WHAT DOES THESE FACTS PROVE ?**

They prove that **THE WORLD** is

## **New York's Best Advertising Medium**



