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THE EDITOR AND PUBLISHER

AND JOURNALIST

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FRANK A. MUNSEY,

THE MILLIONAIRE PUBLISHER, WHO, THROUGH THE PURCHASE OF THE NEW YORK PRESS, NOW OWNS DAILY PAPERS IN THE FIVE LEADING EASTERN CITIES OF THE COUNTRY, NEW YORK, PHILADELPHIA, BOSTON, BALTIMORE AND WASHINGTON.

TO PROMOTE NEWSPAPER PUBLICITY.

New Organization Composed of Leading Dailies to Be Launched at the Waldorf-Astoria, Oct. 4—Victor F. Lawson Issues the Call to Those Who Have Subscribed—Members Annual Dues \$500.

It has been known for some time that a movement was on foot among the leading daily newspapers of the country to organize a new association for the promotion of local and foreign advertising. Such progress has been made by the promoters that the membership is now complete and a call has been issued by Victor F. Lawson, publisher of the Chicago Daily News, for a meeting of the subscribers to be held at the Waldorf-Astoria, New York, on Oct. 4, at which the organization will be perfected.

The new organization will be known as the Association of Daily Newspapers.

In a circular letter which was sent to a selected list of newspapers whose cooperation was sought in the matter, the purpose of the proposed association was set forth as follows:

"To combine the undersigned and the subscribers into an organization for the development of national and foreign advertising in all the newspapers that may become parties to this plan, as a unit, and not in any portion thereof less than all, and to generally advertise and make known to advertisers the advantages to be derived by advertisers in using the columns of the daily newspapers printed, published and circulated throughout the United States for foreign or national advertising and generally to improve the advertising business in which the subscribers to this plan are engaged."

The newspapers invited to join the new organization included:

Atlanta, Ga., Constitution and Journal.
 Baltimore, Md., News and Sun.
 Boston, Mass., Globe, Post and Transcript.
 Buffalo, N. Y., Express and News.
 Chicago, Ill., News, Record-Herald and Tribune.
 Cincinnati, O., Enquirer and Times-Star.
 Cleveland, O., Plain Dealer and Press.
 Dallas, Tex., News.
 Detroit, Mich., Free Press and News-Tribune.
 Denver, Colo., Republican and Rocky Mountain News.
 Des Moines, Ia., Capital.
 Houston, Tex., Chronicle.
 Indianapolis, Ind., News and Star.
 Kansas City, Mo., Star and Times.
 Los Angeles, Cal., Times.
 Louisville, Ky., Times and Courier-Journal.
 Memphis, Tenn., Commercial-Appeal.
 Milwaukee, Wis., Journal and Sentinel.
 Minneapolis, Minn., Journal and Tribune.
 Nashville, Tenn., Banner.
 New Orleans, La., Item and Times-Democrat.
 New York Times, World, Globe and Brooklyn Eagle.
 Newark, N. J., News.
 Omaha, Neb., Bee and World-Herald.
 Philadelphia, Pa., Bulletin, Inquirer and Record.
 Pittsburgh, Pa., Chronicle-Telegraph, Dispatch, Press and Gazette-Times.
 Portland, Ore., Oregonian.
 Providence, R. I., Journal.
 Richmond, Va., Times-Dispatch.
 Salt Lake City, Utah, Tribune.
 St. Louis, Mo., Globe-Democrat, Post-Dispatch and Republican.
 San Francisco, Cal., Bulletin and Call.
 Seattle, Wash., Post-Intelligencer and Times.
 St. Paul, Minn., Dispatch and Pioneer Press.
 Spokane, Wash., Spokesman-Review.
 Washington, D. C., Star.

It will be noted that the above list includes the leading and most influential morning and evening newspapers in the cities represented. None of Mr. Hearst's newspapers appear.

Just how many of the newspapers have signified their desire to become members has not been made public, but

as under the plan thirty must sign the preliminary agreement before the organization was to be launched, it is probable that at least that number has been secured.

At the meeting to be held at the Waldorf Oct. 4 the subscribers will determine the method of organizing, the number of officers and such other business as may be necessary.

The annual dues of members will be \$500. If the authorized expenses exceed the amount of the dues paid in, the members will be assessed such a proportion of the excess as the ten thousand line advertising rate bears to the combined ten thousand line rate of all the members, payments to be made monthly.

No member is to have any vested rights in the property of the association. Members may not resign except at the end of the fiscal year, due notice of which action having been filed with the association sixty days before that date.

MUST FURNISH AD RATES.

Members are to furnish the board of trustees a true list of their advertising rates, which may be quoted by the association's agents in soliciting business. The publisher furnishing such list must certify that the rates quoted are the lowest quoted to any advertiser.

The real promoters of the association—the men who have done the preliminary work—are W. H. Field, business manager of the Chicago Tribune; Hopewell L. Rogers, business manager of the Chicago Daily News, and J. S. Seymour, business manager of the Chicago Record-Herald.

The only organization now in the field the object of which is to popularize newspaper advertising is the Daily Newspaper Club, composed of members of the American Newspaper Publishers' Association.

MORE LIGHT ON POSTAL LAW.

Paid Editorials Must Be Marked "Advertisement" Under Penalty of Substantial Fine.

Postmaster-General Hitchcock issued instructions on Monday for carrying into effect the new newspaper and periodical law, first returns under which must be made by Oct. 1. The main provisions of the law were given in our issue of last week.

All editorial or other reading matter appearing in a newspaper or magazine for the publication of which pay is accepted or promised must be marked "advertisement," under penalty of a fine of not less than \$50 or more than \$500.

"Although this law was not favored by the department," Postmaster-General Hitchcock is reported to have said, "it will be administered faithfully and impartially." He added:

In framing the act Congress doubtless had in mind the leading daily newspapers, but it will affect nearly 18,000 weeklies. Many of these publications are having a hard struggle for existence and will find the making of returns a considerable burden.

In my judgment—and I so expressed it to the Congress—the provision will be harmful, as it will require the continuous use of valuable space in the publications and at the same time be resented as a censorship of the press. One of the greatest difficulties now encountered in the enforcement of the law relating to the second-class mail privilege is that the Post Office Department is compelled by law to make inquiry into so many aspects of the private business of publishers. This gives rise to the complaint—ill-founded, in my opinion—that the Government interferes needlessly with the privileges of the press. My judgment is that it should be the constant aim not only of the Congress but of the Post Office Department to lessen the necessity for supervision of the public press in the enactment and administration of postal laws.

There were 28,144 newspapers and

periodicals enjoying second-class mail privileges on July 1, 1912. Of these, 2,514 were dailies, 17,217 weeklies, 5,277 monthlies, 1,351 quarterlies and 1,785 had other periods of issue. All, except about 1,500 exempted publications, will be affected by the new law.

NEW YORK'S "CRIMINAL PRESS."

Mayor Gaynor Says the Dailies Are Printed for the Underworld.

Mayor Gaynor took his customary fling at New York newspapers at the dinner of the International Congress of Applied Chemistry which was held at the Waldorf, last week. After a few pleasantries to the diners, who represented chemists from every part of the globe, the Mayor spoke as follows:

"I also desire to make an apology to you. If this congress had been held in any of the cities throughout the country with from twenty thousand inhabitants and upward, the newspapers of those cities would have devoted more space to your proceedings than the newspapers of this city have done.

"I cannot refrain, as Mayor of the city, from making to you an apology on that score, for the like of it I do not think you have ever seen before, and I am sure you will not encounter it in St. Petersburg next year. Still it is very natural.

"The papers here of large circulation, who make daily affidavits, each of them, that its circulation is the largest in the whole world, ogle out their ideas in types from an inch to six inches long. And not being content with black type even of that length, some of them, as you must have noticed, have to use red ink.

"They say our skulls are so thick that there is no other way of penetrating them even with the commonplace thoughts which they seek to convey. But I may say to you that those papers, although a majority in this town, speak principally to the underworld of this town, the great criminal underworld of 200,000 in this great city of 5,000,000, and the people of that underworld are not scientists, I assure you.

"And it needs big type, and red type, to penetrate their skulls. Some of them have skulls as thick that possibly you could not get anything into their heads except in the—I don't know whether I ought to say this—except in the same way that you get a joke into a Scotchman's head; that is to say, by taking out a section of his skull and poking it in."

2,217 Editors Supporting Taft.

It was announced at Republican headquarters last week that 3,000 post cards mailed to the editors of Republican newspapers throughout the country, to ascertain their attitude in the campaign, had elicited positive assurances from 2,217 that they would support Taft. Eighty Republican editors confessed that they were supporting the Progressive cause.

Negro Editor Lured to Death.

Frank Merrick, managing editor of the Guthrie (Okla.) Leader, was lured to a sparsely settled section of that town last Monday by a telephone message, shot from ambush and killed. The motive of the crime is believed to have been revenge for the killing of a negro by Merrick a year ago. A posse of several hundred men, with bloodhounds, has been searching for Merrick's assailant.

Freight Rate on Print Paper Stands.

The proposed increases in freight rates on print paper, ranging from 2.75 cents to 4.25 cents a hundred pounds, from Sault Ste. Marie, Ont., to various destinations in the United States, were suspended last week by the Interstate Commerce Commission from Sept. 14 until Jan. 11, 1913.

CHANGES IN INTEREST.

ECHO, Ore.—The Echos, a weekly newspaper of this place, has changed hands, and in the future will be published by J. P. Taylor, formerly connected with the Palouse Republic.

FAYETTEVILLE, N. C.—The Index has been sold by James A. Parham to Arley M. Moore. There will be no change in the general policy of the paper.

PECOS, Tex.—Both the newspapers of this town announce change of ownership in their issues of this week. The Times comes again into the hands of Hon. J. B. Strickland, former owner. He re-purchased the paper from Somes & Link. The Reeves County Record is purchased by S. J. Carruthers, an experienced newspaper man. Both new owners announce improvements in the papers and new equipment.

KANOPOLIS, Kan.—Rex Clemons has sold the Kanopolis Journal to William Baxter, a newspaper man.

BADGER, Minn.—The Herald-Rustler, formerly owned by T. H. Smith, is to be published by the Public Ownership Publishing Co., organized here by local men. Thomas Smith will continue as editor.

MOBRIDGE, Wis.—Edward McBride has sold his Bulletin to Harry Keith and Robert Weir.

BAY CITY, Ore.—The Examiner, edited by Herbert C. Conger and Geo. H. Root, last week was transferred to Harry Trowbridge and Samuel J. Cotton, who occupy the positions of business manager and editor, respectively.

Kiosks for New York Newsstands.

If the aesthetic plans of George McAneny, Borough President of Manhattan, do not go astray, New York will soon have newsstand kiosks like those of Paris. Mr. McAneny and his engineers are considering the elimination of all street newsstands in Manhattan and the substitution, where stands are to be permitted, of kiosks of uniform style and design. These will contain no advertising matter, painted or displayed. To a representative of THE EDITOR AND PUBLISHER, the Borough President said that this plan will involve no hardship to newsdealers, but, he believes, will meet with their hearty approval.

Scranton Tribune Purchases Truth.

The Tribune Publishing Co., of Scranton, Pa., publishers of the Tribune-Republican, has purchased the Scranton Truth, one of the substantial newspapers of the city. The sale was made through Harwell, Cannon & McCarthy, newspaper brokers, of 200 Fifth avenue, New York.

No Action Against American Press.

Contempt proceedings against the American Press Association and the Western Newspaper Union will not be brought by the Department of Justice at Washington. Such action was threatened by Assistant Attorney-General Chantland several weeks ago, when it was charged that an amicable agreement to keep within the Sherman law was not being followed. Attorneys representing the associations conferred with Mr. Chantland last Wednesday and each concern promised to live up to its agreement concerning the selling prices of its output.

Newspaper Man Shoots at Burglar.

James T. Briscoe, business manager of the Hagerstown (Pa.) Mail, was awakened one early morning last week by a burglar in his room. He jumped up, got his revolver and pursued his intruder, who ran hastily from the house, leaving his shoes behind. Mr. Briscoe fired seven shots after him, but all went wide of the mark.

Farm Journal Absorbs Farm World.

The Farm World, of Chicago, having a paid circulation of 225,000, has been sold to and consolidated with the Farm Journal, of Philadelphia. This gives the Farm Journal a circulation close to the million mark.

MUNSEY BUYS PRESS.

MAKES THE PURCHASE AFTER FEW HOURS' NEGOTIATION WITH H. L. EINSTEIN.

Amount Paid Not Made Public—The Publisher Now Owns Five Daily Newspapers on the Atlantic Coast—Management of Press to Continue in Mr. Wardman's Hands—Will Support T. Roosevelt.

Frank A. Munsey, the magazine and newspaper publisher of New York, has purchased the New York Press from Henry L. Einstein, its owner. The price paid is believed to be in the vicinity of a million and a half dollars.

To ordinary mortals it would seem as though Mr. Munsey would have all he could do to manage a great grocery company, six magazines, large real estate operations, a banking business and four newspapers, without burdening himself with another enterprise.

But Mr. Munsey is not the usual kind of a man. His mind is intensely active. He is an indomitable worker. He cares nothing for clubs or society. He thrives in an atmosphere of intense activity.

Mr. Munsey's ventures in daily journalism in New York City began in the late eighties, when he acquired a controlling interest in the New York Star from William Dorsheimer, the name of which he subsequently changed to the Continent. A distinguishing feature of the Continent was its size, the page being about as large as that of the Times' book supplement.

HIS EXPERIENCE WITH DAILY NEWS.

Mr. Munsey sold this property to Col. John A. Cockerell after he had conducted the paper for a comparatively short time and did not make another incursion into the daily newspaper field until he purchased the Daily News from the estate of Benjamin Wood and the late Col. William Brown. Mr. Munsey's experience with this publication is well known in the newspaper world. It is reported that he sunk \$750,000 in trying to make the newspaper a popular success. He practically gave away the property when he found that the paper was a white elephant.

Undismayed by his experiences with the Continent and with the News, Mr. Munsey purchased the Boston Journal, the Washington Times and the Baltimore News and established the Philadelphia Times.

The New York Press, Mr. Munsey's latest acquisition, was bought by him after only a few hours' negotiation with Henry L. Einstein, its owner. Various attempts had been made to purchase this property from Mr. Einstein, but none were successful because of the owner's disinclination to part with his property except for cash. It is understood that Mr. Munsey went to Mr. Einstein with a certified check for the entire amount he was willing to give, which was accepted by Mr. Einstein after a brief conversation with Mr. Munsey.

REPUBLICAN IN POLITICS.

The Press is a Republican newspaper and as such has enjoyed the confidence of the leaders of the party. Its circulation, while not as large as that of several other morning newspapers, has been of high quality. It has been repeatedly said that the Press has a larger circulation in Newark than any other New York morning paper.

In speaking of his plans to a representative of THE EDITOR AND PUBLISHER, Mr. Munsey said:

"It is not my intention to change the personnel of the staff now or in the immediate future. Mr. Wardman will continue as editor and will direct its fortunes much in the same way that he has under Mr. Einstein's ownership.

"We shall endeavor, however, to make the paper a more complete newspaper than it has been heretofore. The financial, the dramatic and the society departments have lacked strength. Such improvements will be made as will give



JOHN R. RATHOM.

WHO HAS RECENTLY BEEN APPOINTED EDITOR OF THE PROVIDENCE JOURNAL.

them an authority they have not heretofore possessed.

"In purchasing the Press I have completed my chain of Eastern newspapers. With these five publications, located in the largest cities of the Atlantic seaboard, I believe we have an opportunity for serving the public to an unusual degree. It is my intention to appoint a general manager, who will have charge of the five newspapers and relieve me of the responsibility. I expect I shall have some difficulty in finding a man who is capable of handling these properties satisfactorily. Personally, I know of only two men who have the requisite ability, S. S. Carvalho, of Mr. Hearst's newspapers, and Don C. Seitz, of the New York World."

MR. MUNSEY'S POLICY.

In his announcement to the readers of the Press on taking over the property Mr. Munsey said in part:

The logical and honest thing, for this newspaper to do, under the conditions in which we find ourselves, is to support Roosevelt, who can be elected and whose election would mean the continuation of a tariff that protects the American wage against the cheap wage abroad—the continuation of a tariff that makes it possible for our industries to compete with foreign industries, and that protects our markets from the onslaught of foreign invasion.

The Press, therefore, under my ownership, will stand for American prosperity and American industries, which, after all, are the bread and butter issues of the campaign. These will be as safe in the hands of Roosevelt as they would be in the hands of Taft—as safe in the Progressive party as in the Republican.

A tariff that will safely cover the difference

between the cost of production abroad and at home, and will amply protect our markets from foreign invasions is a high enough tariff. A tariff in excess of this is too high and should be reduced.

The Press will stand for this view of the tariff as it will stand for the protection of the American wage against the cheap wage of Europe, as it will stand for industrial evolution and social justice for whatever makes for genuine progress and genuine betterment of life among all our people.

Rathom Now Editor.

John R. Rathom, the new editor and general manager of the Providence Journal and the Providence Evening Bulletin, has been managing editor of both papers for the past six years. He went to Providence from the Chicago Record-Herald after a long and notable service on that newspaper. Mr. Rathom is one of the best known newspaper men in the country and enjoys the warm friendship of hundreds of members of his profession.

Ice Cream Makers Sue Newspapers.

Suits aggregating \$600,000 were filed against the Tribune and the Record-Herald, of Chicago, by Collins Brothers and Thompson & Reid, ice cream makers. The suits are based on recent accusations made against the companies, declaring that their products were impure, and were not made with pure cream or milk, but contained foreign matters. The suit filed against the Tribune is for \$300,000.

ULLSTEIN ON AMERICAN PRESS.

Compares Conditions Here and Abroad and Comments on Our Methods.

Dr. Franz Ullstein, the German newspaper owner whose visit to this country was announced in our issue of last week, arrived Tuesday on the Cincinnati. He talked freely to the newspaper men and commented on press conditions here and abroad.

"German editors are beginning to realize," said Dr. Ullstein, "that a newspaper's popularity and influence are established by the reading public, and not by the editor's or publisher's policy.

"The greatest strength and popularity of the American newspapers, I should say, lies in the recognition of this fact. In Germany we are just waking up to its importance. The change which we must effect consists in separating altogether the editorial and the news columns of our newspapers. No matter what our political policies may be, we must not allow our news stories to be influenced by those policies.

"It is well and good, and necessary, too, to take sides in a political controversy, but there is no reason in the world why the news of any political event should not appear exactly the same in all newspapers. Already a great change is noticeable in Germany, but there is still room for improvement.

"We cannot hope to build up such large newspapers as you support here in New York as long as we do not derive commensurate profits from our investments. Your apparatus for getting international and local news and printing it is astounding, and the prices you pay exceed our limits. I hope the time is not far distant when we can get all our American news directly from New York instead of having it relayed through London. I intend to begin negotiations with the telegraph companies for such an arrangement.

"To be sure, we have not the freedom of the press which you enjoy, but compared with the days of Bismarck there is a decided change for the better.

"You ask me what I regard the greatest weakness of the American press. Well, its greatest weakness lies in its tendency to delve too deeply into personal affairs. You call it sensationalism, I believe. I am glad to know, however, that this sensationalism is not universal even in America. In Germany it is rare. Once in a while it crops out, but it is quickly subdued by the conservative newspaper syndicates, backed, of course, by public opinion."

The system of distribution of the morning papers, Dr. Ullstein explained, was entirely different in Berlin. On the Morgenpost, he said, he employed 3,000 women who carried the papers under their arms and delivered them directly to the subscribers' homes. The noon editions were sold on newsstands, and the afternoon editions were circulated solely by mail. The weekly editions were sold by book sellers and were rated with magazines.

Dr. Ullstein will make an extended tour of Eastern States and on Oct. 10 he hopes to return to New York to continue his study of newspaper methods.

Bronx Newsdealers Incorporated.

The Bronx Newsdealers' Association has received a certificate of incorporation. The objects of the association are to promote the mutual welfare of all those engaged in the sale of newspapers and periodicals in the Bronx, and to aid, sustain, and co-operate with other bodies of like purpose in defense of the rights and interests of newsdealers throughout New York City.

Dodge's Pink-un.

A bright, snappy, pink, eight-page paper was the souvenir at the sixth annual employees' outing of the Dodge Manufacturing Co. at Mishawaka, Ind., last month. The little sheet was filled with interesting notes about the concern, its employees and their ways.

CHICAGO NEWS TOPICS.

Governor Deneen Appoints Several Journalists as Delegates to Irrigation Congress—President Wheeler, of the Press Club, in Charge of Publicity Work for State Republican Committee—Personals.

(Special Correspondence.)
Chicago, Ill., Sept. 18.—Resolutions commending Representative Martin B. Madden, of the First District, for his work in preventing an increase in second-class postage were adopted at a joint banquet of the Trade Press Association last week. The congressman reviewed the work of Congress affecting postal regulations and pointed out to the members of the craft organizations a proper manner of procedure in their coming appearance before a special congressional committee that will investigate conditions throughout the country.

Among the delegates appointed by Governor Deneen to represent Illinois at the National Irrigation Congress to be held at Salt Lake City, Sept. 30 to Oct. 3, are the following well-known newspaper men: D. H. Anderson, president of the Irrigation Age; J. A. Dixon, of the Chicago Record-Herald; J. Keeley, of the Chicago Tribune, and C. A. Shamel, editor of the Orange Judd Farmer.

Mrs. Arthur Kinzie, a daughter of the late John L. Wilson, founder and for years editor of the Chicago Evening Journal, died last week.

Mrs. Viola Smith Stevens, daughter of Edward W. Smith, sporting editor of the Chicago American, died Sept. 12 in Las Vegas, N. M., after a three months' illness of tuberculosis. She is thought to have contracted the disease while attending her brother, Lester E. Smith, formerly sporting editor of the Evening Post, who died in Las Vegas three months ago.

Dr. Thomas O'Hagan, editor of the New World, has returned to Chicago after spending his vacation among his friends in Ontario, Can.

Announcement of the engagement of Miss Ruth Marie Reddy, daughter of Mrs. James M. Reddy, 3913 Grand Boulevard, to William Jennings O'Neill, the widely known advertising man, came as a surprise to their hosts of friends. The ceremony will be a late fall society event. Possibly Thanksgiving will be the date set for the wedding.

Charles N. Wheeler will be in charge of the publicity work of the Republican campaign in Illinois. He will take up his duties at once. For several years he has been a political writer on the Chicago Inter-Ocean. His acquaintance among down-State politicians makes him a valuable man for the position.

Formal announcement has been made by the Standard, the Baptist weekly publication, of the addition of Rev. Clifton D. Gray, Ph. D., of Boston, to its staff of editors. Dr. Gray has been pastor of the Stoughton Street Baptist Church, Boston, since 1905.

Mrs. John Lee Mahin and her family have returned from Mackinac, where they have been staying since their return several weeks ago from Europe. Mr. and Mrs. Mahin and their family will be among the occupants of the new

**Covers Cleveland and 100 Miles Surrounding at a Single Rate
Circulation All Day Long**

The Cleveland Leader and News

We have of course some circulation beyond the 100 mile radius.



This map shows approximately the circulation of

The Leader and News

within 100 miles of Cleveland. Each black dot represents a settlement of homes receiving 25 or more copies per day.

The Leader and News

has a greater quality circulation within 25 miles of greater Cleveland than you can secure elsewhere at a rate proportionately as low—and by “quality” circulation, we mean an audience with a purchasing power some degrees higher than that of the readers of the

“yellow” journal who confine their purchases primarily to bargain sales.

THE LEADER AND NEWS is a home medium. Recent statistics show Cleveland's manufactures to be valued at \$271,961,000 a year since most of a city's revenue is spent at home. Cleveland is a fertile field for the judicious advertiser, and THE LEADER AND NEWS is Cleveland's medium of maximum results at minimum cost.

THE CLEVELAND LEADER AND NEWS

Lawrence INC.

In Charge of Foreign Advertising

NEW YORK

BOSTON

CHICAGO

The Boston Herald
now over 100,000

The Boston Traveler and Evening Herald
over 130,000

Higher rates become effective October 1st. Now is the time to get benefit of present low prices.

Biggest value in New England!

A Quality and Quantity Combination that cannot be excelled

Sole Foreign Representatives

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

apartment building at 999 Lake Shore Drive next winter. In the meantime they will live at the Virginia Hotel.

Isaac Lee Blumenstock, second vice-president of the corporation of Blumenstock Bros., an advertising agency, with offices in Chicago and St. Louis, died late last week in Denver, Colo.

A name that will harmonize with the cycle of “9s” under which a daughter was born to Mr. and Mrs. Henry J. Bohn is desired by the parents. The baby's cycle of nines reads: Born at 9 a. m., ninth day, ninth month, 1912, 10964 Prospect avenue, nine persons present, weight nine pounds. “This is a record hard to equal,” said Mr. Bohn, who is publisher of the Hotel World, “and we want a name that will harmonize with the little lady's cycle of nines, a task our friends are finding hard to make good.” The name Nina is suggested.

Officers were installed at the Press Club of Chicago Saturday afternoon. Stanley H. Twist was appointed by President Wheeler as chairman of the

entertainment committee for the coming year. An inauguration dinner will be tendered the new officers in October.

A committee of newsboys called on the Chicago publishers on Tuesday to formally announce that the strike had been called off. The boys were treated as individuals and not as representatives of the union

Hearst to Extend London Service.

B. C. Forbes, business editor of the New York American, sailed Saturday morning for a brief visit to London, in connection with the inauguration of an important expansion of the Hearst organization's business and financial news service abroad.

The Evening Wisconsin Milwaukee's Favorite Home Newspaper

It is QUALITY circulation against mere BULK circulation that the “to-day” advertising man desires.

Cheap quantity class means large waste and unsatisfactory returns and poor buyers. Results, not talk, count. The Evening Wisconsin has been printing a series of interesting articles urging its readers to read the advertising appearing in The Evening Wisconsin. Our readers DO read the advertisements BECAUSE they have respect and confidence in their favorite paper. We will not accept objectionable or questionable advertising.

Our circulation is the paid yearly, delivered into the home kind—the kind that creates a buying desire in the minds of its readers. It is the “Worth While” home in which this paper will be invariably found.

THE MILWAUKEE EVENING WISCONSIN

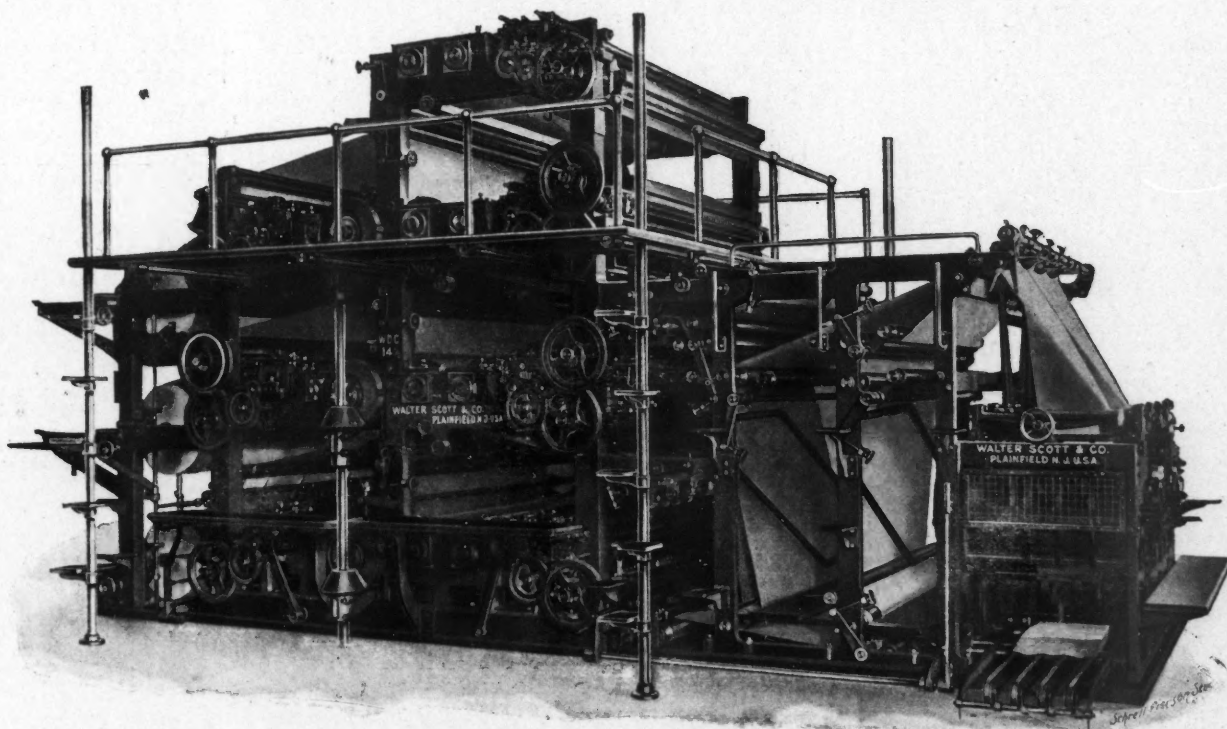
JOHN W. CAMPSIE, Business Manager
NEW YORK OFFICE: 5024 Metropolitan Bldg.
CHAS. H. EDDY, Representative. Telephone, Gramercy 4211.
CHICAGO OFFICE: People's Gas Bldg.
EDDY & VIRTUE, Representatives. Telephone, Central 8486.

Another SCOTT Victory!

THE PROVIDENCE JOURNAL, after a most searching investigation of all the different makes of newspaper presses on the market, has ordered a new

Scott Double-Quadruple Combination Octuple Press

"The Best Built Press in the World"



SCOTT STANDARD TIERED-STYLE COLOR SEXTUPLE PRESS

We manufacture all sizes and styles of newspaper presses—all of them of the highest class and capacity. We make a study of the requirements of each individual newspaper and then recommend the press best suited for the work.

Write us for information about our

"Speed King," "Standard-Tiered" and "Multi-Unit" Presses

WALTER SCOTT & COMPANY

DAVID J. SCOTT, *General Manager*

Main Office and Factory: PLAINFIELD, NEW JERSEY

New York: Metropolitan Building

Chicago: Monadnock Block

WASHINGTON TOPICS.

Correspondents Object to An Extra Session of Congress—Post Office Department Sends Out to Publishers the Blanks They Must Fill in Under the New Law—Robert Heine and Wife Adopted by Indians.

(Special Correspondence.)

WASHINGTON, D. C., Sept. 18.—The correspondents are somewhat perturbed by the rumor that a special session of Congress may be called for the purpose of considering Mexican intervention. Some of them have had no vacation or visited the home office and the holding of an extra session would seriously interfere with their plans.

It is not believed here that President Taft will call Congress in special session unless it is absolutely necessary, for he has already called two, one for the revision of the tariff and the other for the passage of the Canadian Reciprocity Act. During his administration he has kept Congress in as near a continuous session as any former president.

The Post Office Department is supplying to editors and publishers, through postmasters, a blank upon which they are to make the statement required under the new law as to the ownership, management, circulation and the names and addresses of those holding one per cent. or more of the total amount of stock of the publication in which they are interested.

The law requires that the statement shall be filed in duplicate with the postmaster of the office at which the publication is mailed ten days prior to the first of October and April. Two copies of the statement must be filed, one to be held by the postmaster and the other forwarded by him to the Post Office Department, addressed to the Third Assistant Postmaster-General, where it will be placed on file.

Daily newspapers only are required to make statements as to the average number of copies of each issue sold, or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date of the statement. The blank when properly filled in is to be signed by the editor, publisher, business manager or owner, and sworn to before a notary public. Failure to comply with this new law will subject the owners of publications to the jeopardy of being denied the privileges of the mail.

HERALD'S PRIZE CONTEST.

The Washington Herald is engaged in a contest in which awards to the amount of \$25,000 are given. It is an advertising scheme which is attracting a great deal of attention. Certain advertisers in the Herald agree to exchange labels, wrappers, trade-marks, bottle caps, box tops, for votes for candidates who have been nominated by purchasers. The first prize, a house and lot valued at \$5,000, is to be given to the one getting the most votes. Touring cars, pianos, etc., are some of the other prizes. In addition, the Herald will send to the World Series of baseball games, ten of Washington's most popular baseball fans. Although it is some time before the series begins, the contest is very spirited.

ADOPTED BY BLACKFEET INDIANS.

Robert Heine, Washington correspondent of Leslie's Weekly, who was married to Miss Helen Margaret Corbin in New Harmony, Ind., on Sept. 3, were formally adopted by the Blackfeet Indians in Glacier National Park, Montana. Chief Three Bears of the tribe who performed the second ceremony, gave the name of "Black Eagle" to Mr. Heine, and that of "Little Woman" to his bride. Inquiry at the Interior Department elicited the statement that if Leslie's correspondent and his bride were regularly adopted by the tribe they would share in the money held in

trust for the Blackfeet Indians by the department, when it is apportioned and paid. There seems to be no question that they have been recognized as regular members of the tribe, a distinction which not more than ten other white people have attained.

DEATH OF A. B. MCSWEEN.

A. B. McSween, for many years one of the best known writers connected with the local press, died in this city last week. Mr. McSween was in his eighty-first year. For several years he was an editorial writer and dramatic critic on the Washington Post, and was recognized as one of the most instructive and entertaining writers on the theater of his day. He is survived by two sons, Angus McSween, Washington correspondent of the Philadelphia North American, and Archibald McSween, of this city, and by a daughter, Mrs. William Walker, of St. Louis. The funeral, which was held in this city, was private.

The Postmaster-General, in orders to postmasters throughout the country on Sept. 16, calls their attention to the law just enacted permitting magazines, periodicals and other regularly issued publications in raised characters for the use of the blind, which contain no advertisements and for which no subscription fee is charged, to be admitted to the mails free. He calls attention to the fact that before a publication may be mailed free it must be formally entered as free matter at the post-office at which the publisher desires to mail it. The publisher shall file with the local postmaster a written application therefore, accompanied by a copy of the publication. He also calls the postmaster's attention at the same time to the new law admitting to the second-class mail matter, such publications issued by or under the auspices of benevolent or fraternal societies, or trade unions, or such like publications, are not required to have subscribers unless such publications carry advertisements in the interest of other persons or concerns than such societies, orders or unions.

Private funeral services for Mrs. John R. McLean, wife of John R. McLean, publisher of the Washington Post and the Cincinnati, O., Enquirer, who died at Bar Harbor, Me., Sept. 9, were held at the residence, 1500 I street, northwest, last Saturday. The services were conducted by the Rev. G. Livingston Bayard, chaplain of the United States Navy, and of St. John's Episcopal Church, in the absence of the rector, Rev. Smith. Interment was made in the family mausoleum in Rock Creek Cemetery.

OBITUARY NOTES.

EMANUEL KATZ, a pioneer in advertising circles, died Wednesday night at his summer home at Far Rockaway, N. Y. Mr. Katz was born in St. Louis, Mo., sixty-three years ago, and early in life settled in California, where he received his first newspaper experience on the San Francisco Chronicle, later taking charge of the Examiner of that city under Senator Hearst. In 1886 he came East, and established in New York City an agency representing many of the leading newspapers of the United States, which became one of the largest in the country.

GEORGE D. DEMERS died at Troy, N. Y., last week after a prolonged illness. He was forty-seven years old. In 1890 he became associated editorially with the Albany Press-Knickerbocker. Thereafter, during a period of nearly twenty years he was employed as reporter and city and news editor on papers in Troy, Albany and Newark, N. J.

WILLIAM H. MARVIN, veteran editor of the Utica (N. Y.) Sentinel, died last week at Richmond. He founded the Sentinel thirty-five years ago.

DOUGLAS TAYLOR, the father of the New York-Typothete and for more than fifty years the head of the print-

ing firm of Douglas Taylor & Co., and long connected with the New York Globe, died Sept. 10 of bronchitis at the home of his son, William Lindsay Taylor, at Tuckahoe, N. Y. He was eighty-two years old.

HENRY NICHOLSON, seventy-six years old, died at his home in Baltimore last Tuesday. Mr. Nicholson was formerly a prominent newspaper man of Virginia, having been at one time editor and owner of the Roanoke Daily Record and editor of the Roanoke Evening World.

BURGHARDT HASSELL, editor of the Richmond (Va.) Anzeiger for the last sixty-two years, and the oldest German publicist in America, died Sunday night at his home in Richmond. He was eighty-six years old and was born in Kassell, Germany. When he was twenty-one years old he came to this country and worked for some time on the New York Staats-Zeitung. Later he ran a paper in Baltimore.

Boston Post to Widen Columns.

The Boston Post, on the 16th instant, will increase the width of its page from seven to eight columns. The columns measure 12½ ems. Through this increase the Post will be able to carry more advertisements at a small increase in cost. The World is the only one of the New York papers which has an eight-column page.

Illinois Paper Changes Hands.

The purchase of the Lincoln (Ill.) News-Herald and plans for the publication of a morning and evening edition were announced last week by the management of the Daily Courier. Both were afternoon papers and the Courier will be changed to a morning edition. Morris Emmerson, present publisher of the News-Herald, intends to retire.

London Club Joins A. A. C. of A.

The Thirty Club of London, of which C. F. Higham is president, has, upon application, been admitted to membership in the Associated Advertising Clubs of America.

SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.

Expert Comment. Best Illustrations. YOU NEED IT!

Write for particulars to

INTERNATIONAL NEWS SERVICE
200 WILLIAM ST. NEW YORK CITY

If you didn't see our page ad in last issue of *The Editor and Publisher* look it up. It will interest you.

FISS PUBLISHING COMPANY
Henry Stirling Fisk, Pres.

Schiller Building - - Chicago, Ill.

CAMPAIGN ARTICLES BY
WILLIAM J. BRYAN
MISS JANE ADDAMS
Central Press Association, Cleveland



The Special Service Co.

Composed of Men and Women of Newspaper Experience, Ability and Integrity

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

Write for details, etc., Room 33, 23 PARK ROW, NEW YORK

TURNER'S BULLETIN

TO ADVERTISERS

Don't stand for misleading certificates or extracts of reports on circulation. Have the original, with full details, and see that it's signed by

C. GODWIN TURNER

Actuary

DATA CO., NEWARK, N. J.

GET

Today's News Today

"By United Press"

* General Office:

WORLD BLDG., NEW YORK

THE DOINGS OF THE VAN LOON FAMILY

The Seven Column Daily Comic Strip NOW USED AND RECOMMENDED

by such papers as
The Boston Post, St. Paul Dispatch,
Louisville Courier-Journal,
St. Louis Globe-Democrat,
among the

SIXTY PAPERS USING IT,

is SECOND TO NONE IN THE MARKET

It can be obtained from

The McClure Newspaper Syndicate
45 West 34th St., New York City

Adams Features

\$25,000 in Cash and 5,318 New Subscribers is the result of our Voting Contest on The Johnstown Leader

WIRE



WRITE

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Weekly articles on

Chess, Bridge, Auction Bridge

Exclusive rights given. No contract.

NEW YORK HERALD SYNDICATE.

Special Services of all Kinds for Newspapers

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Herald Square
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Desbarats Bldg., Montreal

Cable Address: "Cachew." Western Union Code
 Telephone, 4603 Beechmz

The Lockwood Trade Journal Company
 150 Nassau Street, New York

Western Publication Office:
 431 South Dearborn Street, Chicago.
 Boston Office: 127 Federal Street.

Technical Press, New York
 Sept. 5, 1912

The Paper Trade Journal
 Every Thursday, \$4 a Year

The American Stationer
 Every Saturday, \$2 a Year

Lockwood's Directory of
 the Paper, Stationery and
 Allied Trades
 Every September, \$3 per copy

E. A. Brewster, President
 L. B. Beckwith, Vice-President
 J. B. Blythe, Secretary
 J. M. Blythe, Treasurer
 J. M. Blythe, Editor
 C. R. Hill, General Manager

CALLS APPOINTED: NEW YORK, N. Y.
 "TRIANGLE, LONDON"


Railway Age Gazette
 A CONSOLIDATION OF THE
 RAILROAD GAZETTE AND THE RAILWAY AGE
 CLEVELAND, NEW ENGLAND BUREAU
 LONDON, WESTMINSTER

NEW YORK: 83 FULTON ST.
 CHICAGO: PLYMOUTH BLK.

S. Rosenthal, Esq.,
 The Technical Press,
 New York City.

Dear Mr. Rosenthal:-

You have had during the past week what is perhaps the hardest issue of the Gazette to handle, and you have done fine work in getting it out under the difficulties due to the holidays, the extraordinary amount of six-point matter and the late copy and late corrections which we have had to send you. Particularly, I want you and all your men to know that we appreciate the hearty and cheerful co-operation and interest they have shown throughout this job. It is a pleasure to have dealings with such a force of men as you have and I wish you would tell them so.

Yours very truly,

 Managing Editor.

FE-L

On account of an unusual pressure of business matters falling on me during the past two weeks, I have delayed writing you, as I intended to do before now, a letter congratulating you and expressing my appreciation, and the appreciation of the Lockwood Trade Journal Company, of the splendid work you did on the Annual Fall-Convention Number of the AMERICAN STATIONER. It speaks for itself, it's a beauty in typography and presswork. It is especially to be noted that the many half-tone cuts, both in the reading columns and in the advertisements, are well printed and show up splendidly.

And in addition to all of this, notwithstanding the bigness of this Number, and the amount of work required on it, the remarkable thing is that you got it out with such promptitude.

With regards, I remain, Sincerely yours,

Ernest Menges
 LOCKWOOD TRADE JOURNAL CO.

To Editors and Publishers: Our enlarged plant is ready for your inspection and a cordial invitation is extended. We have now the largest and most modern printing office in New York, devoted exclusively to the production of trade papers and periodicals, and make one flat rate for day and night service for composition, presswork, binding and mailing.

AS TO THE QUALITY OF OUR SERVICE WE REFER TO OUR PATRONS MENTIONED HERE:

The National Provisioner
 Railway Age Gazette
 The Player
 The Insurance Press
 Freeman's Herald
 New York Currier
 American Stationer
 Tobacco

The Trotter and Pacer
 The Metal Industry
 The India Rubber World
 The Caterer
 Industrial Engineer
 Ry and Loco. Engineering
 Teachers' Monographs
 Medizinische Monatschrift

The Financial Chronicle
 Long Island Globe
 Magazine of Wall Street
 The Peoples' Pulpit
 Automobile Topics
 The American Engineer
 Vanity Fair
 Copper and Mining Outlook
 The Shopper

THE TECHNICAL PRESS, Printers to Publishers

230 TO 240 WILLIAM STREET, NEW YORK

TELEPHONES TO ALL DEPARTMENTS
 BECKMAN 2505, 2506, 2507 and 2508

ELEVENTH AND TWELFTH FLOORS
 Twenty Thousand Square Feet

AMERICAN NEWSPAPER ENGINEERS.

Benjamin Wood Proposes the Organization of an Association Under the Direction of the A. N. P. A. for Mechanical Superintendents—Shows How It Would Benefit the Industry—Opinions of Publishers on the Subject.

Benjamin Wood, general manager of the Autoplate Company of America, has submitted what is undoubtedly an original thought for the consideration of the American Newspaper Publishers' Association. His plan is unique, but simple, and the wonder is that it has not been thought of before. In a letter to Elbert H. Baker, president of the A. N. P. A., he says:

I submit the following suggestion for the consideration of your Association, and believe that the proper working out of the principles involved in the idea outlined herein will be of much benefit to your members.

In addition to the holding of the Annual Convention of the A. N. P. A. there are also held periodical conferences and conventions of Editorial Associations, Circulating Managers, Advertising Managers, etc., but to the best of my knowledge the men who are directly responsible for the manufacture of the newspaper have not yet been given the benefits of organization and the occasional opportunity to meet for the mutual exchange of ideas.

I refer to the Mechanical Superintendents. These men are charged with the responsibility of "producing" your papers. Without efficient mechanical departments, properly co-ordinated by an able superintendent, no newspaper can hope to grow either in circulation or profits.

PURPOSES OF THE ASSOCIATION.

My suggestion is that the A. N. P. A. foster an organization to be known as the "Association of American Newspaper Engineers," the membership to be confined to the mechanical superintendents of your respective newspapers. That this association hold annually a convention in the City of New York, and that its purposes and objects shall be:

1. The mutual exchange of ideas concerning all mechanical matters and open discussion of improvements and inventions that apply to the three manufacturing departments.
2. The appointment of a standing committee to investigate and make a practical test of such improvements and inventions for the knowledge of all members.
3. The harmonizing of theory with practice.
4. The establishing of an information or publicity bureau for the distribution of facts of interest to the members.
5. The easing of the conditions of labor and increasing the efficiency of employees.
6. The saving of time, reducing multiplicity of operations, and improving typography.
7. The reducing of cost of production by simplifying systems and eliminating waste.

As mechanical superintendents are invariably graduates from one of the three departments and therefore more capable in operating one than the other two, this standing committee may be subdivided into three, viz.:

- a. Composing-room Committee
- b. Stereotype Foundry Committee.
- c. Pressroom Committee.

A PERMANENT COMMITTEE.

This plan would give the superintendents whose trade was that of compositors the benefit of the knowledge of those who had gained their positions by reason of being competent stereotypers or pressmen.

The establishing of such permanent committee would in time considerably reduce the cost of machinery, apparatus and supplies to the newspaper since it would decrease the selling cost to the manufacturer. If the manufacturer could direct: bring his machine, or paper, or ink, to the attention of such a committee which would promptly arrange for a thorough demonstration or test, and when satisfactory the proper endorsement be given, a large part of the selling cost could be eliminated and the publisher would be able to buy cheaper in consequence. The need for large selling forces, and of office facilities for the handling of voluminous and usually ineffective correspondence would not be necessary.

An organization such as I have in mind if conducted upon a high plane of honor and sincerity would be not only of great financial benefit to the newspaper, but would improve labor conditions, and do much to remove the friction that now exists between the publisher and the workmen. It would also insure the early recognition of merit in machines, apparatus,

and supplies, and would prevent the purchase of anything unworthy or as yet not perfected for practical purposes.

Should the plan outlined be thought worthy of adoption by your association this company will be glad to place at the service of the association its corps of engineers and the expert knowledge of Henry A. Wise Wood in the requirements of the stereotype foundry and pressroom of the modern newspaper plant. Other manufacturers will also undoubtedly be glad to co-operate.

VIEWS OF A FEW PUBLISHERS.

Mr. Wood has submitted his plan to a number of the prominent members of the A. N. P. A., and in reply has received the following expressions of opinion:

Victor F. Lawson, publisher of the Chicago News.—"Your suggestion is interesting, but I am not certain that it is practicable of execution. However, I am glad you have made it and will discuss it with other publishers when opportunity offers."

Don C. Seitz, business manager of the New York World.—"I think your idea an excellent one and will aid and abet it all I can if it comes under way."

H. N. Kellogg, chairman special standing committee A. N. P. A.—"It seems to me your suggestion, which is entirely new so far as I know, is valuable, and while I hardly think there are enough of our members who have mechanical superintendents to make it worth while to organize an association of such men, possibly some plan for co-operation on their part similar to that you suggest may be feasible and would, I think, if adopted, be of advantage to the publishers."

E. A. Grozier, publisher of the Boston Post.—"We do not have and never have had upon the Post a mechanical superintendent, at least in name. I think, however, that the basic idea of your suggestion that there should be a committee of the A. N. P. A. for the collection of information in regard to mechanical departments, the investigation of new devices, etc., a most excellent one."

WOULD BE A GREAT BENEFIT.

W. J. Murphy, publisher of the Minneapolis Tribune.—"The organization would be a very great benefit to the newspaper publishers, individually and as an organization. If such an organization should be effected my mechanical superintendent would always be on hand to absorb everything new or novel."

John Norris, chairman of the committee on paper A. N. P. A.—"Since you ask my opinion about the plan which you suggest, I frankly express it. I think it impracticable, and if attempted, would not bring the results which you formulate. The meeting of the American Newspaper Publishers' Association is supposed to deal directly with all matters of mechanical improvements."

W. O. Taylor, business manager of the Boston Globe.—"While the scheme has some good in it, I am afraid it would not work out satisfactorily. In our office, for instance, three or four men would have to attend the conference

to gain any great advantage from the scheme, and, of course, you would know it would be impossible for them all to be away at once."

In commenting on these replies and in discussing his plan with a representative of THE EDITOR AND PUBLISHER Mr. Wood said:

"It is evident from the nature of several of the opinions received that the full significance of the idea has not been grasped by some publishers—owing probably to the skeleton form in which the idea was outlined to Mr. Baker. For instance, Mr. Kellogg makes the point that comparatively few members of the American Newspaper Publishers' Association employ mechanical superintendents. This is true, but in almost every office there is some one mechanical man who is consulted by the publisher and whose advice is sought. In some instances it is the foreman stereotyper, in others the foreman pressman, etc. These men would naturally represent their papers in the organization."

"W. O. Taylor, of the Boston Globe, makes a point of the fact that three or four men from his mechanical departments would have to attend the conference, whose services could not be spared at one time. This would not be at all necessary with the appointment of the sub-committees covering each mechanical department, as embraced in the plan. To make this clear, let us assume that a manufacturer brings out a machine for use in the stereotype foundry. This machine is submitted to severe tests, at the expense of the manufacturer, by the sub-committee of expert stereotypers, whose report is made to the standing committee, adopted and forwarded to the proper committee of the A. N. P. A. The delegate of the Boston Globe to the conference of mechanical men might, by trade, be a pressman. This fact would not prevent the Globe from obtaining the full benefits of an invention for the stereotype foundry as it would have the opinion of expert stereotypers representing other newspapers on the sub-committee. Now each paper conducts a personal investigation by one practical man only, and at its own cost."

"I find that publishers are inclined to lay too much stress on what they call 'local conditions.' Frequently I have had publishers say to me: 'It is all right for the News to use your apparatus, and if conditions in our office were the same as in the News we would use it also, but our conditions are entirely different.'"

This statement is never true in a broad sense, for the reason that the process of manufacturing newspapers is the same in all offices. There are, of course, minor and trivial adjustments to be made, and I can best explain this by reciting our own experience in placing a hand-worked stereotype foundry upon an automatic basis.

"We build machines to perform certain functions under certain conditions. We find that the mat which has been good for a limited number of casts in a hand-casting box is not so made to get the best results from the Autoplate. We, therefore, suggest a different paste formula, etc., and the proper kind of mat is forthcoming. Also we find that the metal needs toning up. Correcting this is a simple matter. Again, the forms have been reaching the stereotype foundry, from time immemorial, in varying lengths of lockup; and the stereotyper, knowing it futile to complain, has been laboriously overcoming the difficulty by manipulating the molds in the casting box and by hand-finishing plates."

"Now no one can build a machine to meet these varying conditions. They must be changed to suit the machine. Some publishers immediately see that the changing of these minor conditions have an important bearing in obtaining a perfect result. To others these changes, in what they consider little things, are annoying and irritating, and it is difficult to make them understand that they cannot continue with the illogical and incorrect customs of a past dec-

ade and expect to be modern and to keep up with the procession.

"I cite this to show that manufacturing conditions should be the same in all newspaper offices handling about the same volume of work."

JOHN NORRIS' OBJECTIONS.

"John Norris calls my attention to the fact that the meeting of the American Newspaper Publishers' Association is supposed to deal directly with all matters of mechanical improvements. The question is: Does it? I think the answer is the negative one. If it did a few things that are of real worth to newspapers they would be more quickly adopted, and, by the same token, less money would be wasted in costly experimentation. In every newspaper office one can find hidden away in a dark corner some device that has failed, and with its failure has gone, for all time, a bunch of good money. This condition can never be entirely eliminated, but I am firmly convinced that the intelligent working out of the idea contained in my letter to Mr. Baker will do much to increase newspaper efficiency and reduce costs of manufacture."

"I have to thank W. J. Murphy, whose analytical 'newspaper' mind has helped in the formulating of my plan. Long talks with Mr. Murphy on the subject of Henry A. Wise Wood's idea of a newspaper laboratory for the solving of newspaper problems has suggested to me what will likely be a quicker and broader way of mastering the intricate puzzles involved."

"Every publisher is, at some time, harassed by what may aptly be called the inconstancy of the marriage relation of paper and ink. The peaceable union of these two newspaper necessities must be maintained at all times, and yet how many publishers have given this subject the consideration that it deserves? We have had our eye glued to the transom of this bridal chamber and what we have seen should become, and will become, knowledge common to all newspaper mechanicians."

"I want to say a word on the subject of labor. In organizing what will be the means of introducing machinery that is labor-saving in the sense of minimizing physical effort, much will be done to remove dissatisfaction on the part of the workman, and his efficiency and loyalty to his paper will be increased. I make this statement in full knowledge that it will be denied by many publishers, who are firmly convinced that nothing short of the outright gift of their properties to the workman will ever satisfy him. However, the members of the A. N. P. A. know better than this, and working conditions are constantly being improved."

Fake Newspaper Man Is Arrested.

George J. Smith, twenty-five years old, was arrested last week at Chicago for trying to obtain theater tickets by representing himself as a newspaper man. The manager of the theater became suspicious of the stranger when he said he was a representative of The Associated Press, and on learning that he was an impostor, caused his arrest. Smith displayed a badge in proof of his claim, but managed to get rid of it while being taken to the detective bureau.

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

WONDERFUL ACHIEVEMENT

The Detroit News

In the past two years shows the greatest circulation gains among twelve of the very biggest newspapers published in the United States. Nine boast of gains up to 29,680. The circulation of the Detroit News is 159,703—an increase of 37,330, and the Sunday News-Tribune exceeds 100,000 copies "Sold" which is over 25,000 in excess of its only competitor.

"The Where" to advertise if you want to do business in Michigan is explained. Results follow the first insertion.

New York Office: Metropolitan Tower
I. A. KLEIN, Manager
Chicago Office: Peoples Gas Building
JOHN GLASS, Manager

Nearly 90 per cent. of the circulation of the

Los Angeles Record

is concentrated right in the city of Los Angeles.

That's why the Record produces such big results.

VALUE OF GOOD WILL.

Some Valuable Suggestions by Our Readers as to How It May Be Satisfactorily Determined.

[This is the third instalment of the replies to a letter addressed to experienced newspaper men received at this office asking for their views on the subject.—EDITOR.]

General Charles H. Taylor, Editor of the Boston Globe.—It is merely idle speculation to try to find any standard for the value of a newspaper. The circumstances in each case have to be considered.

Mr. Thompson's article, which is fair, comes to the same conclusion.

Ralph H. Booth, Publisher of Five Michigan Daily Newspapers.—No rule for figuring good will can be supplied with accuracy in all cases. It is more or less a local issue. Good will must necessarily have a prospective as well as present value. Therefore, the good will of a newspaper in a rapidly growing community is worth more than one where the field is at a standstill.

The first paper in its field is worth more in proportion than the paper in second place and the second paper more than the third. If a newspaper is carelessly managed, cuts advertising rates, publishes a comparatively poor paper and keeps up its circulation by force of expenditure and various doubtful schemes, the good will of this paper is not worth as much as that of another property which is well managed in all respects, even supposing they are both making the same profit.

If the field is occupied in such manner as to invite competition, then the good will is not worth as much as if the reverse were the case.

Good will is too often regarded as earning power alone, whereas a newspaper that carries confidence and wields influence for good is worth more than one making equal profits with a doubtful standing.

A newspaper published for many years without actually paying dividends and without special encouragement in this respect as to the future has been found to have a considerable good will value.

Your correspondent wishes to estimate the value of his good will. I doubt if anybody who has not visited Helena, Ark., and looked into the situation could be of much assistance.

I looked the Helena (Ark.) World up in Ayer's Annual (1912) and found it credited with 1,120 subscribers (not sworn to) and its competitor with no rating whatever. In such a community with a paper established since 1871 I think it not unlikely that the publisher knows personally everyone of his subscribers, particularly as he says he has the "good will of everyone in his territory."

The good-will value of such a paper to such a publisher is extraordinary, for in addition to the net cash profits there must be a big dividend in personal satisfaction; but should such a paper come into the hands of a publisher who is unacquainted with his "flock" and who should happen to give offense to some of the old subscribers, it is doubtful how long the good-will value would exist intact.

Autumn Fashion Number
The New York Times
Sunday, October 6.

Latest creations of the world's leading fashions, beautifully illustrated and graphically described.

"I BELIEVE YOU HAVE IN 'SCOOP' ONE OF THE BIGGEST FEATURES OF 1912"

So says Geo. P. Leffler, Business Manager of The Editor and Publisher and Journalist.

In proof we submit the following:

Read Exclusively by the 3,000 Students and the Faculty of the University of Missouri.

"Columbia's One Modern Newspaper"

UNIVERSITY MISSOURIAN

THE EVENING DAILY THAT COVERS COLUMBIA

COLUMBIA

September Twelve
1 9 1 2

The International Syndicate
Baltimore, Maryland.

Gentlemen:-

We are very much interested here at the School of Journalism of the University of Missouri in your humorous feature "Scoop", and wondering if we could arrange to get it for publication in the UNIVERSITY MISSOURIAN, the daily paper published by the School of Journalism as a model daily newspaper in a small town.

The University Missourian is a four, six, and eight page paper, of six columns. It is published by the school in as nearly ideal manner as trained newspaper men can make it. The purpose of the paper is as a laboratory for the students who come here to study the publishing and advertising business in all phases.

We have never used a picture feature of this kind since the establishment of the paper four years ago.

Please let us hear from you as soon as convenient.

Very truly yours,
J. B. POWELL,
Instructor in Advertising.

THE INTERNATIONAL SYNDICATE

Established 1899

Features for Newspapers Baltimore, Maryland

Emerson P. Har is, newspaper broker, New York.—Since receiving your request to give some suggestions as to how to arrive at the value of "Good Will" of going publishing businesses, I have been thinking back over our fifteen years' experience in selling publishing property, and as I recall the numerous property transfers through our office I am struck by the large part that psychology has played in determining the price. That is, the state of mind of the seller and buyer, as against the actual economic elements of value.

The seller is full of weariness often and looks back upon the cold unalterable figures. He realizes that he has made some mistakes and might have made more money but for them, but he is even more conscious that he might

have made less, and he cannot see why many of his advertisers paid their good money to him.

On the other hand, the buyer is full of imagination and hope. He buys more for what he can make the paper than for what it now is. He is optimism itself and longs for an instrument through which to express his energy as well as for a machine for making money.

So when it comes to talking of the principles which govern the fixing of the value of a going publishing business, there are these psychological facts as well as the local conditions to which Mr. Palmer refers.

But I should say that when we set out to arrive at the value of a publishing property, either for selling or for

appraisal, we proceed something like this: We first ask as to the real mission of the paper. If it has no field in which it can perform a useful, salable service better than it is already being performed, it has little value, even though by abnormal exploitation it may be showing a present profit. On the other hand, a paper may not be showing a profit but occupy a good strategic position in a profit-promising field and have therefore unquestioned value.

If a paper be not making a profit but have good promise it is quite likely to be worth something like its gross business for one year plus the value of the plant.

The basic value, or rather the starting point to arrive at value in our office for a number of years, has been on properties showing, say, ten thousand dollars profit or more, ten times the annual net earnings. Smaller properties may not sell for more than four to eight times their annual net profit. Smaller properties are not generally regarded as stable as larger ones.

In arriving at values on the basis of earnings the plant, if any, is practically ignored. That is, if it takes a plant to make a certain property earn, say, \$15,000, it is worth no more, including its plant, than another property which shows the same profit without a plant. For the most part properties are valued on present or potential earning power, and only that contributes to value which contributes to earnings.

It hardly need be said that in figuring the earnings of a paper all services should be paid for and charged as an expense, including the services of the owners. This is often a bone of contention. The owner may on the books pay himself a salary of only a small part of what he is really worth to the business. On the other hand, we often find large stockholders paying themselves much more than their value for some ulterior reason. The salary of the owner should be figured at what it would cost to secure equal services from someone else.

Of course, earning power is the final measure of value, but the great task is to estimate the risks on the one hand and the possible enhancement on the other.

Getting Better All the Time.

R. E. Stafford, editor of the Oklahoman, Oklahoma City, writes under date of August 27:

"We read the EDITOR AND PUBLISHER with a great deal of interest, rarely ever failing to go through it from cover to cover each week."

S. M. Saufley, proprietor of the Interior Journal, Stanford, Ky., writes:

"Your paper is getting better all the time and is worth twice the cost."

Lincoln (Ill.) Newspapers Merged.

The Lincoln (Ill.) Courier has been united with the News-Herald and Weekly Herald of that city. Walter Niebuhr brought about the merger. He will publish the two newspapers in the new building of the News-Herald, operating the Courier as a Democratic morning daily for the rural routes, and the Herald as an evening daily for the city. Walter Emmerson will be the managing editor.

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

THE EDITOR AND PUBLISHER

AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

BY THE EDITOR AND PUBLISHER CO.

13 to 21 Park Row, New York City
Telephone, 7446 Cortland

Chicago Office: Boyce Building,
George B. Hische, Manager.

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

THE JOURNALIST Established 1884
THE EDITOR AND PUBLISHER 1901

James Wright Brown, President
Frank Leroy Blanchard, Secretary
George P. Leffler, Treasurer

ADVERTISING RATES:

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

New York, Saturday, September 21, 1912

PRINT ALL THE NEWS.

The American public of to-day expects a fair deal from the newspapers in politics, as well as in general news. Editors who do not print the real news cannot expect to retain the confidence of their readers for any length of time. A paper can be partisan, but that is no reason why it should not be fair.

The New York Sun printed in full the speech Mr. Roosevelt delivered at the Bull Moose Convention—not because it endorsed the sentiments of the speaker, but because of a desire to give its readers an opportunity to read Mr. Roosevelt's views as delivered on this important occasion.

The suppression of political news is just as great a mistake as the suppression of any other kind of news. If a man is a Republican, and takes a Republican paper, he has a desire, if he is broad-minded, to know what is happening in the camps of the other political parties. If his own newspaper does not give this information, he must read another newspaper.

The mere printing of a piece of news concerning another party does not imply that the editor endorses what is said or done. A newspaper should be the forum in which political questions are discussed fairly and intelligently. This does not prevent the editor from giving voice to his own views in the editorial columns or pouring hot shot into those whom he regards as his political enemies. The news columns, however, should be impartial.

Naturally, the party to which the editor belongs occupies more space in his columns than that devoted to the other parties, but this is no violation of the principle enunciated above.

The hide-bound, rabid newspaper has no place in the world of to-day. The source of all wisdom does not lie in editorial sanctums alone, as was formerly believed. The people are studying political problems for themselves. They are doing their own thinking and do not blindly follow party leaders. This is a hopeful sign, and indicates that the world is growing better. The millennium is not here yet, but its approach is indicated by the increased interest shown by intelligent voters in the political affairs of the nation.

MR. MUNSEY AS A JOURNALIST.

As will be seen elsewhere in this issue of THE EDITOR AND PUBLISHER, Frank A. Munsey has purchased the New York Press, thus completing a chain of five newspapers in the chief cities along the Atlantic Coast owned by him. Mr. Munsey's wonderful achievements as a magazine publisher have given him a prominence in the periodical world second to no one else in America. It was the suc-

cess in this field, doubtless, that led him to become a newspaper owner.

His ventures in journalism, however, have not been as remunerative as his ventures in the magazine field. He lost three-quarters of a million dollars in trying to make the New York Daily News a popular evening paper. It is reported that at least two of his other newspapers have been losing ventures from the start.

However, Mr. Munsey is a man of great wealth and can afford to indulge in the pleasure of publishing newspapers without hope of financial reward. He possesses a shrewdness that causes his friends to wonder at his willingness to assume the responsibility of managing five newspapers, instead of taking his ease, as he might if he chose to do so.

Few men in the United States have so many important enterprises under their ownership. Although of a nervous temperament and possessing a physique that is not very robust, Mr. Munsey is endowed with an ability for hard work that is out of all proportion to his physical strength. It was only a few months ago that Mr. Munsey declared his willingness to sell two of his newspaper properties in order to relieve himself of the burden of work he had been carrying. Evidently he has changed his mind since then, for neither of the properties have been sold, and he is now adding to his holdings by purchasing the New York Press.

With a chain of five daily newspapers in the leading cities of the North Atlantic Coast at his command Mr. Munsey is in a position to play an important part in national and local affairs. Thus far his newspapers have not, with perhaps two exceptions, wielded a commanding influence in their several localities.

EDITORIAL COMMENT.

The only newspaper publishers who will object to the new provision of the postal law requiring them to report their circulations to the Post Office Department twice a year will be those who are afraid to tell the truth because of the effect it will have upon their advertising receipts.

The significance of the movement to organize a new association of leading morning and evening newspapers to promote the popularity of newspaper advertising and thus increase the volume of business handled, can hardly be overestimated. The list of members represents the cream of progressive dailies, although it does not embrace all that might be included. If the publishers, some of whom are rivals, can, for the time, forget all their differences and co-operate for the common good they will be able in a few years to give newspaper advertising such an uplift that it will occupy an impregnable position. Not only will the members profit from the work done, but the entire newspaper press will be benefited.

Publishers all over the country will shortly receive blanks upon which to enter the information required by the new postal law. The data asked for should be entered as promptly as possible in order to avoid payment of the fine which will be imposed upon those who are delinquents.

Benjamin Wood's plan for the formation of an association of mechanical superintendents under the direction of the A. N. P. A. will doubtless find many supporters among the publishers in the larger cities. While not many of the newspapers have mechanical superintendents all have in their employ someone whose business it is to supervise the mechanical department. If these men could meet together once or twice a year and thresh out the problems with which they have to contend it would do them a lot of good and save money for their employers.

The most obstinate advertising prospect sometimes yields to an appeal to his pride in his business when it is made in a tactful manner. Such an appeal, however, cannot be made during the first call.

PROTECTION FOR ADVERTISERS.

THE EVENING DAY,

NEW LONDON, Conn., Sept. 16, 1912.

THE EDITOR AND PUBLISHER.—In your issue of Sept. 14 you refer to the recent law passed by Congress, requiring newspapers to furnish the Post Office Department with a statement of paid circulation covering a period of six months, in a manner which might lead your readers to infer you were not in favor of it.

I cannot see how any publisher with a circulation worth while can object to this law. It is only the newspapers with circulations insignificantly small in a comparative test who could object to making public the number of copies they sell. There are, unfortunately, a good many newspapers in this country who directly or indirectly misrepresent their circulation, and thereby obtain money under false pretenses from merchants and advertisers who are persuaded to buy space in them.

This post office law will smoke out this class of newspapers. A newspaper has no more right to conceal its circulation (i. e., copies it sells) than a merchant has to conceal the number of yards in a roll of cloth.

Circulation is what makes advertising space valuable, and certainly an advertiser should have the right to know whether a newspaper which solicits his business sells the number of papers claimed by it, or only one-quarter of that number.

There is nothing private about a newspaper's circulation. Circulation ought to be no business secret. A newspaper has but two things to sell—the copies it prints and advertising space in its columns. Obviously, with little or no circulation, newspaper advertising space has little or no value. To secure advertising, newspapers have to use the circulation argument. Whatever figure of circulation they claim, that figure should be truthful, capable of substantiation. Publishers who do not falsify their circulation figures will have no complaint to make about this law. It seems to have been passed to protect advertisers from being made victims of deceit and misrepresentation.

I hope you will endorse this new law, in all its particulars, as it should prove a distinct help in putting the newspaper business upon a more honest basis.

Respectfully,

THEODORE BODENWEIN, Publisher.

ONE OF AMERICA'S OLDEST PRESSES.

The oldest printing press in the Mississippi Valley, probably one of the oldest in the United States, has been presented to the School of Journalism of the University of Missouri by A. H. Everett, of Kansas City.

This press is built of wood and iron. It is about three feet high, four feet long and two feet in width. It is 117 years old. Adam Ramage, a Scotchman, who came to the United States in 1787, was the inventor. It was used in printing the Leesburg (Va.) Washingtonian as early as 1808.

TIRED.

By F. St. John Bang,

Editor, Rockville Center (Ill.) Herald.

I'm sick of the turmoil and trouble of life;
I'm tired of the envy and malice and strife;
I'm tired of the sunshine, I'm sick of the rain;
If I could go back and be little again,
I'd like it.

I'm tired of the day that must end in the night;
I'm afraid of the dark and I faint in the light;
I'm sick of the sorrow and sadness and pain;
If I could be rocked in the cradle again,
I'd like it.

But tired or not, I must keep up the fight;
I must work through the day, lie awake through the night;
Stand the heat of the sun, and the fall of the rain;
Be brave in the dark and endure all the pain,
For I'll never be rocked in the cradle again.

PERSONALS.

James L. Nixon, editor of the Buffalo (N. Y.) Enquirer, has been designated by the Republicans as their candidate for member of assembly in the seventh district.

Edgar M. Baldwin, editor of the Fairmount (Ind.) News, was nominated for Congress on the Progressive ticket, eleventh district of Indiana, on the first ballot, last week.

Count de Almeida, managing editor of the Jornal do Brazil, of Rio de Janeiro, is in town studying newspaper methods.

Frank E. Rowley, managing editor of the Cleveland News and Cleveland Leader, became ill at his desk on Monday and was taken to a hospital. He is said to be in no immediate danger.

Lee J. Rountree, editor of the Georgetown (Tex.) Commercial, has returned from a trip to Europe where he had been since June 1.

H. H. Martin, editor of the Hughesville (Pa.) Mail, is visiting places of interest in Canada.

Frank L. Cerrin has resigned as city editor of the St. Louis Star to become managing editor of the Reno (Nev.) Evening Gazette.

Otto Berkemeyer, managing editor of the Guthrie (Okla.) Daily Leader, has moved to Winnipeg, Canada, this week.

Homer F. Coon, assistant general manager of the Altoona (Pa.) Times, is seriously ill.

Glen Alter, sporting editor of the Danville (Ill.) Press-Democrat, has resigned to take up a different line of work.

The Rev. James T. Nichols, publisher of the Christian Union at Des Moines, Ia., left this week for an extended trip through the Orient.

W. H. Bennett is the new editor of the Bingham (Utah) Bulletin.

IN NEW YORK TOWN.

Melville E. Stone, general manager of the Associated Press, is now in Berlin where he will have an interview with the Kaiser.

C. D. Lee, president of the United Press, is receiving congratulations on the arrival at his home of a young daughter. He is the father of two boys and two girls.

Frank D. Carruthers, assistant business manager of the World, has returned from a three weeks' vacation spent in Arkansas.

Charles Sarver, the genial city editor of the Mail, has become a genuine golf bug. He hollers "fore" now everytime he wants a copy boy.

Albert Payson Terhune has returned, after an invigorating vacation, to his historical and editorial duties on the Evening World. He is the author of a novelized version of De Mille's play, "The Woman," just published, which has made quite a hit.

Theodore Duncan Rousseau, descendant of the famous painter of that name and member of the Evening Post staff, was attacked by a swarm of mosquitoes near his Freeport, L. I., home the other day. He used his fists but can show no bruises as the result of the encounter.

Phil Simms, Paris manager of the United Press, arrived Sunday on the

St. Paul, after four years' absence. He will remain in New York about three months. Andrew Glarner will be in charge of the Paris bureau during his absence.

Henry Adams Bellows, managing editor of the Bellman, of Minneapolis, Minn., was in Gotham last week.

B. Yokel, circulation manager of the New York American, is back at his desk after a two months' trip abroad. Mrs. Yokel's health did not permit of much traveling and most of the time was spent at Marienbad.

Francis H. Sisson, former editor of the Mail, was elected president of Beta Theta Pi at the annual national convention at Detroit last week.

Charles Selden, city editor of the Evening Post, has an apple tree on his Plainfield, N. J., farm, which bears thirteen varieties of apples and, he says, two kinds of peaches.

Ferdinand G. Long, the World's funny artist, is contributing heavily to the Flatbush Bull Moosers, both in money and super-heated rhetoric.

Thomas M. Alexander, of the Mail, is thinking seriously of becoming a communter, despite the advice of all the Jersey fraternity of the staff.

Phila Cohan, of the Evening Sun, is hunting a suburban residence. There are now two little Cohans to consider.

Fred Knowles, the Titian-haired make-up editor of the Mail, is now subbing after hours for the editions of the fashion department. He claimed to know the difference between crepe de chine and peau de soie, once—hence his new job.

WASHINGTON PERSONALS.

Marshall Morgan, correspondent of the Nashville Tennessean, has returned to the home office to assume the managing editorship of that paper. Walter S. Gard, of the Houston Post, and the Fort Worth Record, has been named to succeed Mr. Morgan as the Washington representative of the Tennessean.

J. Fred Essary, chief of the Baltimore Sun bureau, and Mrs. Essary, are spending a few weeks' vacation at Atlantic City.

John Snure, of the Washington Times and other Munsey papers, is on vacation. It is a safe bet that one as energetic as Mr. Snure is not simply resting.

W. Sinkler Manning, of the New York Times Bureau, has just returned from several weeks' outing at Big Moose, in the Adirondacks.

Gus J. Karger, of the Cincinnati Times-Star, which is owned by Chas. P. Taft, has gone to New York to assume charge of the Taft forces in several States.

N. O. Messenger, political writer for the Washington Star, has recently been digesting the political situation in New York and Pennsylvania for that newspaper.

George Brown, of the Washington Post, D. Hastings MacAdam, of the St. Louis Republic, and Otto Preager, of the Dallas and Galveston News, have just returned from an enjoyable fishing trip at the mouth of the Potomac River.

Parker R. Anderson, of the Arkansas Gazette and the Greensboro News, is spending his vacation in Virginia and North Carolina.

W. D. Eakin has returned to Omaha

to join the reportorial staff of the World-Herald.

Donald McGregor, recently of the Washington Post, is writing specials for the New York American.

Charles S. Albert, of the New York World, who was accompanied by Mrs. Albert, has returned from several weeks' vacation at Atlantic City.

Jerry A. Mathews, of the New York Sun, has just returned after a month's stay in Indiana.

Hugh S. Miller, of the Chicago Examiner, is spending a few weeks at the White Sulphur Springs, West Virginia, before returning to his duties here.

Arthur S. Henning, of the Chicago Tribune, has returned from a fishing trip in Maine.

Colonel Thomas F. Dawson, of the Associated Press, has returned after a visit to his home in Denver.

Charles Willis Thompson, of the New York Times, is traveling with the Bull Moose special. Mr. Thompson has been suffering from a bone felon, which has had to be lanced several times by Col. Roosevelt's physician.

J. A. Truesdal, of the Philadelphia Ledger, is resting at his home in Bluemont, Va.

Sumner M. Curtis, of the Chicago Record-Herald, is visiting his home in Madison, Wis.

Grafton F. Wilcox, of the Associated Press, is spending a few days in New York.

Major Alfred J. Stoffer, of the Baltimore Evening Sun and other southern papers, is exceedingly clever at telling darkey dialect stories.

L. W. Strayer, of the Pittsburgh Dispatch, has just returned from Atlantic City.

Arthur W. Dunn, of the American Press Association, is spending a few weeks at Atlantic City.

Robert A. Zackary, of the Brooklyn Eagle is away on vacation.

Remarks of a Tomato Farmer.

EVENING WORLD OFFICE.
Editor of THE EDITOR AND PUBLISHER: Observing disparaging remarks in your valued journal concerning my tomato plot, I desire to state that the report was grossly understated. From twelve plants I have gathered at least seven tomatoes some of which are as large as half your fist.

Also if your informant, B. W. Currie, would spend more time cultivating hair on the top of his head he would have less time for circulating misleading and envious reports about others.
LINDSAY DENISON.

Editor Still Firm in His Belief.

The editor of the Grant County (Kan.) Vidette has not change his mind, but still firmly believes that the man who died at Enid some years ago claiming to be J. Wilkes Booth, was actually the original J. Wilkes Booth, the one who assassinated Abraham Lincoln.

Woman to Edit a Texas Weekly.

Miss Esther MacGuigin, for three years the managing editor of the Montezuma (La.) Republican, will leave soon for St. Paul, Tex., where she will edit and manage a weekly newspaper for George H. Paul, an Iowa land man who has large interests in that section of Texas.

SITUATIONS WANTED

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

CAN YOU USE ME

in your news department? Ten years' experience in New York City; general, department, re-write, desk work. Strong on sports, markets, special features. I desire to settle in smaller city; prefer evening paper. Age 23; temperate. Address "HUSTLER," care THE EDITOR AND PUBLISHER.

BUSINESS OR

Circulation Manager, age 40 years, 22 years in business. Highest references from both morning and afternoon papers. A hustler and able to produce results. Address "Dx2," care THE EDITOR AND PUBLISHER.

MANAGING EDITOR.

Young, absolutely first-class man in every respect, desires change; fully able to direct successfully every department of publication; best references; now in charge of prominent afternoon paper. Address "P. M. G.," care THE EDITOR AND PUBLISHER.

HELP WANTED

CIRCULATION MANAGER WANTED.

There is a great opportunity for a young circulation manager who has had experience, and who knows how to get quick circulation in a live town. Write immediately, addressing "C. R.," care THE EDITOR AND PUBLISHER.

WANTED—LADY TO EDIT

a monthly magazine devoted to ladies' apparel; must have full knowledge of the publishing business. Exceptional opportunity to the right person. Address DOMESTIC LACE AND EMBROIDERY, 3607 Boulevard, Jersey City N. J.

FOR SALE

FOR SALE

Eight-page Goss perfecting press, with stereotyping outfit. Is in excellent condition. THE JOURNAL PRINTING CO., Racine, Wis.

FOR SALE—THREE NO. 2

Linotype machines equipped with German and English matrices. GERMAN-DAILY GAZETTE PUBLISHING CO., Philadelphia, Pa.

MISCELLANEOUS

WILL INVEST \$1,000 CASH

Young man, 27 years of age, would like to secure active interest in small publication. Can take charge of accounting department, having had 12 years' experience on New York Daily. "T. R. G.," Editor and Publisher.

BUSINESS OPPORTUNITY.

I know an important New York newspaper man who has "made good" in a big way and is now employed in an important capacity with a leading New York daily, desirous of capitalizing for himself the experience of the years, who will invest in a controlling interest in a newspaper property in a growing eastern city. Address "IN CONFIDENCE," care THE EDITOR AND PUBLISHER.

NOW IS A GOOD TIME

to buy a publishing business. Several good chances available. HARRIS-DIBBLE COMPANY, 71 West 23d St., New York.

DAILY NEWS

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

LINOTYPE MACHINES

All models, bought and sold. Complete line of Printers' machinery and supplies on hand for immediate shipment.
RICH & McLEAN, New York.

51 Cliff St., New York.

GROWING DAILY

newspaper property in city of 15,000. In 1911 paid two owners \$30 per week each salary and in addition made a profit of over \$6,500. Can be bought for \$35,000 cash; \$8,000 worth of real estate included. Proposition E. P.

C. M. PALMER

Newspaper Broker

277 Broadway New York

OPENING OF PULITZER SCHOOL.

Public Ceremonies at the Institution to Take Place Sept. 30.

Public ceremonies attending the opening of the first term of the Pulitzer School of Journalism at Columbia University will take place on Monday, Sept. 30.

The indications are that owing to the extensive advertising the college has received in the newspapers throughout the United States the number of students who will attend during the first half year will be in the vicinity of from ninety to a hundred. Already about sixty have indicated their desire to begin the courses of study.

The first year class will include a number of students now engaged in journalism. Among them are several city editors of small newspapers, a managing editor, and many others who have filled subordinating positions in newspaper offices. In addition to the men students it is expected that several young women from Barnard College will be enrolled.

Dean Talcott Williams, who is at the head of the institution, is much pleased with the outlook for the first half year. In conversation with a representative of THE EDITOR AND PUBLISHER he said:

"I did not expect that men already in the harness would be attracted to the school to the degree that they have. Some of these newspaper men who propose to study with us have been engaged in the business for some time but realizing their need of more knowledge have decided to become students.

"We shall have quite a number of college graduates in the school, many of them this year's graduates who come from institutions all over the country. Our new building is not yet completed and, therefore, during the first year we will have to get along as best we can by using rooms now available.

"On Monday afternoon, Sept. 30, we shall have a formal opening of the college, on which occasion addresses will be made by several distinguished journalists and by officers of the institution. We anticipate that we will have a most interesting first half year."

EUPHEMISTIC FORM OF GRAFT.

Ship News Men Feast Mightily at Expense of Steamship Companies.

The Ship News Association has passed a resolution condemning the practise of reporters signing tabs for cigars, cigarettes and drinks on the liners which they meet at Quarantine and ride on to their berths. These tabs are torn up and cast into the drink by the chief stewards of the big ships. The signing of them is merely a euphemistic form of graft.

Ross Whytock, who succeeded the late president C. C. Boucher, of the association as the Evening World ship news representative, has proposed an even more drastic resolution that will compel members of the organization to pay for their breakfasts on the incoming liners. Hitherto the marine news gatherers have feasted mightily at the expense of the steamship companies. Whytock has also framed a resolution forbidding members to act as press agents for the various lines. A fierce opposition is expected to develop against these resolutions.

"John Milton received \$25 for 'Paradise Lost,'" said the scornful author. "Well," replied the practical publisher, "he was lucky in getting the work out when the market for that sort of thing was comparatively good."—*Washington Star.*



HOWARD C. STORY,
WHO HAS ORGANIZED A SPECIAL AGENCY TO HANDLE ADVERTISING FOR THE LEADING
GERMAN NEWSPAPERS OF THE UNITED STATES.

NEW SPECIAL AGENCY.

Howard Story to Represent a List of German Newspapers.

Howard C. Story, who for twelve years has been connected with the German Gazette of Philadelphia, and was for eight years its advertising manager, has organized a special agency in Philadelphia for representing German newspapers throughout the United States.

His list at present consists of the Gazette, the Pittsburgh Volksblatt and Freuheits Freund, the Cincinnati Volksblatt, the Cleveland Express and Westbote, the Buffalo Demokrat, the Rochester Abendpost, and the St. Louis Abend-schule. Mr. Story has opened a Chicago office with E. O. Bodell, formerly with Nelson Chesman & Co., as manager. He was in New York this week for the purpose of securing quarters for an office in this city.

Mr. Story, although a young man, probably has as wide an acquaintance among the general advertisers as almost any advertising man in the country. During his long connection with the Philadelphia German Gazette he traveled extensively throughout the United States and won many friends. It was because of the good work he did for the Gazette that that newspaper now carries

more local and general advertising than any German newspaper in the United States, and stands second in the volume of business carried by the newspapers of Philadelphia.

Mr. Story's father and uncle were members of the firm of Cole, Wetherill & Co., advertising agents, who were the predecessors of N. W. Ayer & Son, of that city.

NEW AD INCORPORATIONS.

CHARLOTTE, N. C.—The Piedmont Advertising Co., \$20,000 capital; incorporated by E. F. Creswell, W. C. Simmons, and others. General advertising.

NEW YORK, N. Y.—William G. Forster, Inc., of Manhattan, \$15,000; general advertising. William B. G. Forster, Charles B. La Vee, William H. Barr.

DOVER, Del.—General Advertising Co. of New York. Capital stock, \$15,000. To conduct a general advertising business. Incorporated by John J. Phelan, John Seatia and J. M. Grossman.

INDIANAPOLIS, Ind.—Sun Advertising Co., \$5,000; general advertising. Incorporated by O. H. P. Lorenz, E. F. C. Weber and F. C. Starkey.

LOUISVILLE, Ky.—Moore-Cottner Advertising Agency. Capital stock, \$1,000 authorized. Charles W. Bruce, Henry H. Moore and others.

A Newspaper on Wheels.

One of the features of the "Made in Pittsburgh" train which is now en route on a trip to thirty-six cities in eighteen States between the Lakes and the Gulf is the publication of a daily newspaper called the Live Wire. The train carries several carloads of exhibits, the products of Pittsburgh's factories, and a large delegation of her most enterprising business men. It left the city Sept. 10 and will arrive home Sept. 28. The Pittsburgh Post published a four-page special section Sept. 9 in celebration of the departure of the train.

FOR SALE

One Campbell Multi Press

Prints from type, either 4, 6 or 8 pages. Rebuilt and overhauled. Very low price.

The Goss Printing Press Co.

16th Street and Ashland Avenue
CHICAGO, ILL.

Press Clippings

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

BURRELLE

CHARLES HEMSTREET, Manager
45 Lafayette Street, New York City
Established a Quarter of a Century

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

SEND FOR SAMPLE

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

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 6990-4 Bookman

For Washington Correspondence

write

AMERICAN TELEGRAPH PRESS

District National Bank Building

Washington, D. C.

"IPSCO" TISSUE

INTERNATIONAL PUBLISHERS SUPPLY CO.

LOUIS A. HOFFMANN, Gen. Mgr.

Proven Newspaper Supplies

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

TO CHINA BY 'PHONE.

No Dream, but a Practical Possibility Through the Invention of Elwood Grissinger, of Buffalo, N. Y.

An invention heralded as a great stride in the progress of telephonic communication has been practically demonstrated by Elwood Grissinger, an electrical and mechanical engineer of Buffalo, N. Y.

So far as human needs require, the invention supplies the missing link which will make telephonic transmission of speech as simple and as perfect between this city and Shanghai, China, as it sometimes is between two numbers with the same central.

Mr. Grissinger's invention involves the use of three distinct electrical instruments: the telephone repeater, the new transmitter and the new receiver.

The first is a device which, when placed upon an ordinary telephone line, strengthens and intensifies the current produced by the human voice so that a person in San Francisco may, even under present wire conditions, converse intelligibly and comfortably with a friend in New York.

The inventor has demonstrated the satisfaction of telephone experts that actual telephone conversation can be carried on over 4,500 miles of ordinary copper telephone wire, thus making it possible to talk to China or India or any part of the inhabitable world.

The new transmitter is a device which reproduces all of the tones of the human voice. The present types of transmitter do not forward all of the overtones of the human voice. Moreover, they magnify certain sound waves to the detriment of others and thus produce distortion. The transmitter can be applied to the present telephone systems.

The new receiver performs the same service as the transmitter, only that its function is reversed. It picks up a feeble telephone current wave coming from the person speaking and transforms it into a new sound wave possessing all of the characteristics of the original sound wave.

"It appeared to me," said Mr. Grissinger, in speaking of his invention, "that the logical development of telephone systems would be along the line of extending the transmission systems and of improving the character and quality of transmission over existing lines. Through the little repeater, distance is annihilated and the ordinary, comparatively inexpensive telephone wire becomes more serviceable than the costliest copper wire now used for long-distance transmission."

The telephone made perfect is Mr. Grissinger's idea. What is to be its destiny only the captains of the world's industries may determine. China, Japan, India, may soon be in telephonic communication with Europe and America, and it is no pipe dream but a practical possibility, according to Mr. Grissinger, for newspapers to receive their foreign news service by telephone communications.

F. V. Martin and R. C. Banker are associated in a new advertising concern at Detroit, Mich., to be known as the Banker-Martin Co.

Largest proved high-class evening circulation.

THE NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

PITTSBURGH AGENCY CHANGE.

W. S. Hill Co. Elects Allan Fink Vice-President of Organization.

The W. S. Hill Co., which for sixteen years has conducted a successful advertising agency in Pittsburgh, has added one of the best-known and most efficient ad men of the city to its staff in making Allan Fink vice-president. Mr. Fink was advertising manager of the



ALLAN FINK.

Rosenbaum Co. for years. Publicity of the sort that makes profitable sales has been his life work.

The Hill agency has been established sixteen years, during which period it has built up a successful and constantly increasing business. The staff is an unusually competent body of workers. Edward Broderick, the treasurer, is in charge of the planning of campaigns and the copy department. George Kerr, who has been with the company seven years, is in charge of the department of rates and contracts. W. H. Way has been at the head of the bookkeeping and checking departments for ten years.

The W. S. Hill Co. has more than forty advertising clients, several of which they have served for over ten years, and twenty-five of which they have served for five or more years. It goes without saying that the service has been satisfactory.

Among the W. S. Hill Co. accounts are: The Ward Bread Co., the Red Raven Corporation, University of Pittsburgh, Waverly Oil Works Co., Moerlein Brewing Co., McGraw Tile and Rubber Co., Pennsylvania State Normal School at Indiana, Pa., etc.

NEW INCORPORATIONS.

SEATTLE, Wash.—Post-Intelligencer Co. Capital, \$1,000,000. Incorporators: John L. Wilson and A. S. Taylor.

CHICAGO, Ill.—The Publishers' Press. Capital stock increased from \$10,000 to \$40,000.

MOBILE, Ill.—The Tribune Co. Capital, \$6,000. Incorporators: Gus Falk and J. P. Pearson.

BOSTON, Mass.—Educational Press Co., publishing. Capital, \$65,000. Incorporators: David B. Lyman and others.

FLORA, Ill.—Clay County Publishing Co. Capital, \$2,500. Publish newspaper. Incorporators: G. J. Price, H. W. Shriner and Randolph Smith.

BRYSON, N. C.—City Publishing Co. Capital, \$25,000, authorized. Incorporators: A. J. Franklin, S. W. Black.

CHICAGO, Ill.—The Jeffersonian Publishing Co. Capital, \$5,000. Incorporators: Alonzo H. Hill, Charles E. Mitchell and Hubert D. Crocker.

Atlanta Pressmen's Strike Is Over.

The strike of union web pressmen against three daily papers in Atlanta, Ga., has been settled and the men have returned to work. While no official statements were made, it is understood, however, that a slight increase in wages was granted.

LIVE AD CLUB NEWS.

A feature of the educational work planned by the Advertising Club of Baltimore for the fall and winter will be the "Why and How" talks by members at the regular mid-week luncheons. The first of these was given Sept. 11, by J. R. Moffett, on "Why a Baltimore Candy Manufacturer Should Advertise, and How to Start a National Campaign." Many of the manufacturing confectioners of the city attended and heard an instructive and suggestive talk. The speakers selected to make the series of talks are practical advertising men identified in each case with some particular business, but each fitted by years of training and careful investigation to make a convincing talk on the subject assigned. On Sept. 18, H. B. Green spoke on "Why a Baltimore Hat Manufacturer Should Advertise, and How to Start a National Campaign."

"Outdoor Advertising" was the main topic of discussion at the meeting of the St. Louis Advertising Men's League last week. George Enos Throop of Chicago, official solicitor of the National Poster Advertising Association, spoke. R. E. McKinley had charge of the meeting.

"Scientific Salesmanship" was the topic of a short talk made to the Omaha (Neb.) Ad Club, by C. F. Junod, of Mann & Junod. He spoke of the psychology of advertising, and called attention to the fact that most of the successful advertising men of the present day are graduates from universities. "Salesmanship is a profession," said Mr. Junod, "and has to be studied as a science. That is the secret of success in that line."

That every effort be made to find a suitable place for a lecture by Elbert Hubbard on the evening of Oct. 18 was the instruction given a special committee appointed for the purpose and headed by Ben B. Lewis at the Dallas (Tex.) Ad League last week. The league voted unanimously to have a "secret" committee appointed to examine into the standing and real merit of various advertising propositions that may be offered to Dallas business men, for the purpose of protecting them from frauds. Who the members of this committee are is to remain a secret and information gathered by them may be obtained by members from officers of the club.

The Rochester (N. Y.) Ad Club 130 strong left last week in forty automobiles to visit Elbert Hubbard at East Aurora. The tourists went over the entire place under convoy of Mr. Hubbard and his aides. One of the features of the afternoon was a ball game between the Rochester Ad Club and the Roycrofters, which was won by the latter by a score of five to four. Both Mr. and Mrs. Hubbard delivered addresses on "Advertising." The boys say the Bard and his Roycrofters gave them a great time.

Raymond T. Carver was elected president of the Advertisers' Club of Milwaukee, Wis., at its annual meeting and banquet last week. Other officers elected were: Vice-president, C. L. Benjamin; secretary, L. L. Newton; treasurer, C. A. Holyoke. The board of governors consists of A. M. Candee, Henry Brockbank, Martin C. Rotier, R. R. Kahn and F. P. Kelsey. A campaign will be carried on this year to boost Milwaukee and place advertising on a higher plane.

President S. W. Botsford of the Los Angeles (Cal.) Ad Club was the chief speaker at the regular weekly luncheon of the realty board. He spoke on "Advertising," advocating strictly truthful statements in all forms of advertising,

and asked the earnest co-operation of realty board members in the campaign started by the Ad Club to win and hold the confidence of the public.

The Chicago World has rented the basement of the premises formerly occupied by the Chicago Post, and is installing two new presses to take care of its growing circulation.

The Philadelphia German Daily Gazette

carries more Local and General Advertising than any other German daily published in this country.

HOWARD C. STORY

Publishers' Representative

New York:

806 Nassau-Beekman Bldg.

Chicago: 1100 Boyce St.

Philadelphia: 924 Arch St.

THE DEMOCRAT Nashville, Tenn.

Has a non-premium, non-forced circulation. Ask Association of American Advertisers, New York City

The JOHN BUDD CO., Representative New York Chicago St. Louis.

The News Scimitar OF MEMPHIS, TENNESSEE

is the leading afternoon newspaper in circulation and importance in the Mississippi Valley south of St. Louis, and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc., 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO.

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 Brunswick Bldg. New York HORACE M. FORD Peoples Gas Bldg. Chicago

The Elizabeth (N. J.) Times

Only Democratic daily in Fifth Congressional District

FOES OF THE SERIOUS.

Paragraph Portraits of Our Popular Smile-Makers Drawn by a Skilled Word Artist.

By John Nicholas Beffel.

Following a gathering of monument dealers in Detroit, the American Press Humorists held their tenth annual convention during the week of Sept. 2. So a new generation of jokes was born (or reincarnated) about last-rides and cemeteries and morticians. And one who was present knew a man who tried to sell his father's tombstone (good as new, used only once, price twenty-five dollars, cost two hundred).

Cities turn handsprings for the press humorists. Cities that would be indifferent to the visit of the Amalgamated Association of Monarchs of the Fourth Precinct of Europe, or the Allied Manufacturers of Burglar Tools—dance at the will of the laugh makers, carry trays and announce motor cars.

Edgar A. Guest, of the Detroit Free Press, managed the convention this year, and he did it nobly. Nobody else ever would have thought two banquets a day essential, nor of night-and-day motor cars for his guests. "Eddie" kept the bunch on the jump for six solid days. A silver cup presented to him bears outward expression of the fine regard in which he is held by the association, which unanimously elected him president. "Eddie" Guest does a column called "Breakfast Table Chat" and has a new junior baby and wrote a poem with this key-line: "It takes a heap o' livin' in a house t' make it home."

WIVES WITH THEM.

All the big fun builders who could come were on the scene. Wives and children, too—and these were often the explanation why some man had done such good work. Chord after chord of mirth these men strike, and sometimes when you're not expecting they pluck a minor note—like the turning of a key in some inner room where pictures are stored. Pictures of little children with the eyes of dead mothers; women with tired arms; plain every-day men who give energy and spirit that the social mechanism may run, asking naught in return.

The humorist knows that he can strike best at life's incongruities by laughing at them; and by putting the best of his powers into lifting the hearts of men, he becomes one of the builders of his era. And the Press Humorists of America, seeing one another building, each at his own part of the social foundation, have been banded together these ten years, in a big, happy family. Scattered across the continent, each brother (and one sister) watches the doings of the others in the various editorial columns, and rejoices with them over work well done.

GILLILAN IS POPULAR.

Not a day passed at the convention but that Strickland Gillilan was asked to recite "Off Ag'in. On Ag'in. Gone Ag'in, Finnigan." He has long since lost count of times. Many a charming bit of verse has been his since "Finnigan," but always they ask for this first. And it never wears out. A new member asked Mr. Gillilan if he had ever written any other verse, and he said, "Well, there was that one I recited last night." "What one was that?" "Why, it was

"It's a Girl Child, but We'll Keep It Anyway."

George Fitch, of Peoria, Ill., author of "At Good Old Siwash" and "My Demon Motor Boat," left home early in an automobile for the convention, but the machine broke down as he started. With rare presence of mind Mr. Fitch transplanted the engine from his motor boat into the automobile and sailed—sped away. But, as he was crossing a river bridge, the engine jumped out and took to the water. So he had to walk. Mr. Fitch was elected secretary, and

asked to recite "I Hope the Lights Are White." Nowadays Mr. Warman is with the Grand Trunk Railroad—assistant-general-something, or general assistant—to everybody on the road, he says. "You know the man who goes alongside the train and hammers each wheel to see that it's all right? Well, I help him listen."

JIMMY LEE ON DECK.

James Melvin Lee, formerly editor of Judge and now professor of journalism at New York University, in one of his speeches, related a number of anecdotes



LEE SHIPPEY, HIGGINSVILLE (Mo.) EDITOR, AND STRICKLAND GILLILAN, OF BALTIMORE, WRITER AND LECTURER.

landed the convention for Peoria next year.

DALY, THE DAGO POET.

Thomas Augustine Daly—the "dago" poet of Philadelphia. He sounds deep heart-fathoms with his "Da Sweet-a Soil," in which an Italian laborer says that he is "sick inside from work on city street" and all that is about him tends to make him mean. One day his "boss" sends him out to "work in co'ntry land," and the soil sings to him of spring in Italy. You laugh at the "dago" as Daly does him; you laugh at first, but somehow the laughter tangles in your throat, and you get a new view on the big problem of immigration.

Homer Croy, of New York, who goes back East to take the management of Judge, was surrounded continually by authors of new inventions for making two laughs grow where cinders and sandstone grew before, and these surroundings asked modestly for advance checks after telling him what a darned good fellow he was.

MALLOCH, THE GRIN-MAKER.

Douglas Malloch, president of the Chicago Press Club and poet of the lumberman, brought the breath of the north woods to the gathering—fir and balsam and pine. Many poems he recited in which the old vanished spirit of the winter woods lived again, played and romped and sometimes wept.

Miss Miriam Teichner, of the Detroit News, is the one sister. She has a daily column called "Evening Talk," and sees the finer things along the world's ways, and tells of them—blossoms and bees and birds, pictures by the Master-Artist seen from strange vantage points, the lure of green live water, the laughter in the leafy shadows of night—these and more.

Cy Warman, who wrote "Sweet Marie," is usually on hand when the funny folks assemble, and always he is

written by a man named Miller—Joe Miller. And Charles A. Leedy, of the Youngstown (O.) Telegram, said: "Jim, now that I've heard those stories of yours, I wonder why you didn't buy more of mine." Mr. Leedy is a whistling lyricist, and there is something about his verses that is like the warbling of birds—something open and free and unconfined.

Fred W. Schaefer, who writes the text for Condo's pictures of Adolph and Oscar, Everett True and Diana Dillpickle, came from San Francisco to attend. One of the inimitable "Third Reader" stories that he dealt out was "Wine Is a Mocker." It related the experience of Clarence Miktoast in repulsing the sinful advances of Thomas Bungstarter, who at a Sunday-school picnic endeavors to lead Clarence from the path of righteousness by offering him a taste of ginger beer.

Duncan Smith, who used to write the "Hit or Miss" column on the Chicago Daily News, is now one of the owners of the Rockford (Ill.) Republic. In a fifteen-minute speech he rambled into all the possible by-paths of speech-making and at the end he said what he originally got up to say. Thus: A ball was given by a tough organization on the east side of New York. Somebody asked, "Is it really a tough organization?" And somebody replied, "Tough? I should say it is. Why, they search 'em at the door for concealed weapons, and if they find a man who hasn't got any concealed weapons, they give him some."

JUDD LEWIS IN LINEN.

Judd Mortimer Lewis, who wears a linen suit, and is always photographed with the children, has made Texas love him for his childhood poems in the Houston Post. And his column largely accounts for the heavy increase in the American production of shears. He recited "The Old Wash Place," which in

gift-book form has made its way into far corners of the land.

Cleveland sent some folks to the convention who have made the world a lot better by being in it. Edmund Vance Cooke, who wrote "And the Other One Was Booth," has now recited it 6,593 times. And it gets better each time. Adorned with spats, Mr. Cooke seems to live the part of the old actor, who in speaking of the gone glories, says that only two men ever really could play Hamlet. And the other one. . . .

The Cleveland delegation included William Russell Rose, William Ganson Rose, Ted Robinson and J. H. Donahey, all of the Plain Dealer. The Roses, father and son, belong to the elect editorially, and both fall into verse as sweetly as the gentle rain, and bring about the double blessing as well. William Russell Rose has had the ethical and understanding ear of Cleveland for many years, and it's a far finer community for listening. William Ganson Rose has been building towns and cities of late. He goes into places where the mortar has run dry or the scaffolding isn't put up right and he shows 'em how.

ROBINSON WHO RHYMES.

Ted Robinson is a remarkable handler of words in verse, and one of his long poems recalled strangely the quality of Poe's "Raven"—not at all like it in substance, but with some mysterious undertone sounding through the lines. And Ted was funny, too, whenever they asked him to be. Mr. Donahey is one of the best-known cartoonists of the country, and he rarely combines the vision of a reformer with capacity to draw.

Will Levington Comfort, who once conducted the "Vibrations" column on the Pittsburgh Dispatch, is now doing a novel a year in the quiet of Detroit. He is usually present at the meetings of the humorists to reminisce with old friends and to meet with new.

Besides these there were present other humorists—men whose names are household words in many towns and cities. I would like to tell you about each one, but space limitations forbid. Taken as a whole no gathering of this kind has included such an array of superior smile-compelling talent.

SHIPPEY AND HIS PAL.

One of the live wires in Missouri journalism is Lee Shippey, of Higginsville. Lee runs his own paper and is so popular that the town is called Shippeyville almost as often as anything else, although it is some town at that. Also Lee writes verses and other clever dope for the Kansas City Sunday papers, and in spite of all these things he is warmly beloved by everybody who has ever come into contact with his smile.

The man with him in the picture is Gillilan, of Baltimore, and the photo with the classic ivy vines for background was taken by Mr. Levy, of King City, Mo., who is the official photographer of the School of Journalism of the Missouri State University. The short, good-looking man in the picture is not Gillilan.

New Ad Agency.

The Sparrow Advertising Co. has been established at Birmingham, Ala., by John A. Sparrow, Brown Ridley and Morton Simpson.

- "HAIRBREADTH HARRY,"
- "CLUMSY CLAUDE,"
- "MRS. RUMMAGE,"
- "MRS. TIMEKILLER,"
- "SLIM JIM," "MR. BOSS,"
- "ANNABELL" CUT OUT FEATURE
- and "PUZZLE SERVICE."

These are Sunday comic pages, furnished in mat form or printed part.

World Color Printing Co.
ST. LOUIS, MO.

Established 1900 R. S. GRABLE, Mgr.

Metal Economy

Did you get our general quotation letter advising of the market conditions?

Better look into it and write us now. You'll save money by doing so.

Thomas Miller's Son
METALS
NEW YORK

How Much Business Are You Getting from Pittsburgh?

Do you know that Pittsburgh is one of the richest markets in the country? Do you know that Pittsburgh's metropolitan district contains over one million people, and that it is estimated that the food bill of this one million people is two hundred million dollars (\$200,000,000) annually?

Pittsburgh is leaping ahead fast and her prosperity, shown in a pay roll of over one million dollars a day, makes her a market full of tremendous sales possibilities for the manufacturer who is getting retail co-operation.

We will be glad to answer any question you ask us regarding the possibilities of marketing your goods in Pittsburgh.

THE PITTSBURGH POST
Two cents every morning; Five cents per copy on Sunday
THE PITTSBURGH SUN
One cent every afternoon

EMIL M. SCHOLZ, General Manager
PITTSBURGH, PA.

CONE, LORENZEN & WOODMAN, Foreign Representatives
NEW YORK and CHICAGO

NEW PUBLICATIONS.

WASHINGTON, D. C.—The Nation's Business is the name of a new paper published at Washington, D. C. It is the organ of the Chamber of Commerce of the United States, and it is devoted to the various business interests of the country, such as agriculture, mining, manufacturing, transportation, etc.

MILTON, Pa.—The Morning Bulletin is the name of the new newspaper. Frederic A. Godcharles is president and editor; F. Pursel Angle is secretary and treasurer of the publishing company, and F. R. Price is city editor.

HOUSTON, Tex.—Lloyd's Hotel News is the name of a new Houston daily morning newspaper, to be started by Everett Lloyd, a well-known local press agent and newspaper man. The first number of the new paper will be issued this week and will cater to the traveling public, making a prominent feature of the social life of Houston's leading hotels.

IRON MOUNTAIN, Mich.—It is proposed to start a new Socialist daily in the Upper Michigan peninsula. Stock is now being sold and \$50,000 will be

raised to launch the enterprise. The paper will be published from this town.

QUINCY, Ill.—The National Progressive will be the title of the newest addition to the ranks of the newspapers in this town.

WAVERLY, O.—The Watchman, the new weekly paper, is due to be born next week. The equipment has been installed and the plant is being placed in good shape.

Lawson Lands in Montreal.

E. H. Lawson, formerly assistant circulation manager of the Curtis Publishing Co. and late circulation manager of the Christian Herald, has been appointed circulation manager of the Montreal Daily and Weekly Witness. The publishers, John Dougall & Son, will spend \$100,000 for improvements in the plant. The Witness is represented in New York and Chicago by the Carpenter-Scheerer Agency.

The Van Metre (S. Dak.) Messenger, a weekly newspaper, has suspended publication and its subscription list has been added to the Journal of that town.

WILL USE NEWSPAPERS ONLY.

Manager of Motor Car Company Finds Magazine Ads a Money Waste.

Lucius S. French, secretary and advertising manager of the Henderson Motor Car Co., of Indianapolis, Ind., has decided that the leading newspapers of the country are better mediums for advertising than the magazines. All of the Henderson advertising in the future will be through the press. He holds that magazine advertising is reaching unrepresented territory, but is a money waste.

"The only place that the manufacturer can hope to dispose of his product is within the radius of his distributing houses or branches," says Mr. French. "The newspapers issue seven days a week. The magazines come out once a month.

"Mr. Business Man is more intimately acquainted with his daily paper, and for this reason we consider the newspaper an incomparable medium. When buying space in the newspaper we buy circulation in the particular zone desired.

"While I have no desire to indorse to the uttermost one medium over another, I am frank in my belief that the most universal appeal can be made through the newspapers. The Henderson company and its distributors and dealer representatives will continue to advertise in the newspapers exclusively, thus concentrating our entire efforts on the particular market where the Henderson is being introduced and establishing itself on a firm basis."

Other automobile companies are coming to the same conclusion and business is improving.

THE MODERN WAY.

Our forefathers, desiring to announce a sale of something or other, tacked up a sign at some public place, and as many people learned about the sale as happened by while the sign stayed up.

WE don't do things that way. The man who wants to sell his house, or rent his apartment, or buy a business, or secure the services of a domestic for his home, or—well, who wants almost anything wantable—puts a little Want Ad. in a newspaper. That want of his is put, in less than twenty-four hours, where thousands of pairs of eyes may read its message!—From "Little Talks by The Want Ad. Man," by Jerome P. Fleishman, in The Baltimore Sun.

THE
**NEW YORK
EVENING
JOURNAL**

Prints and sells more
copies than any other
Daily Paper in America.

The Circulation of
THE BOSTON AMERICAN
IS OVER
400,000

DAILY and SUNDAY
THE LARGEST IN NEW ENGLAND

A steadily increasing
business—without the
aid of special editions
—is the answer as to
why

THE EVENING MAIL'S
policy of accepting
only clean advertise-
ments is a winning
one.

203 Broadway - New York

**KNICKERBOCKER
PRESS**

SCOOP THE CUB REPORTER

Just What Were The Gentleman's Politics, Scoop?

By "HOP"



23D ST. Y. M. C. A. AD COURSE.

Eighth Year Begins Oct. 9 with a Notable List of Speakers.

The Twenty-third Street Y. M. C. A. announces that its eighth annual course of instruction in advertising will open on Wednesday evening, Oct. 9, and continue each Wednesday evening until April, with the exception of the usual holiday recess.

As in former years the course will be under the personal direction of Frank Leroy Blanchard, managing editor of THE EDITOR AND PUBLISHER, assisted by H. W. Doremus, of the Doremus & Morse Agency.

The speakers include many of the foremost advertising men of New York and have been selected for their special ability to handle the subjects assigned them. The list follows:

"Advertising—Past and Present," by Joseph McCarthy, advertising manager Abraham & Straus.

"Practical Suggestions on the Preparation of Advertising Copy," by George H. Perry, advertising counsel.

"Fundamental Principles for Determining the Character of Copy," by Gerald B. Wadsworth, president of the Eastern Division of the Associated Advertising Clubs of America.

"Psychology and Common Sense in Advertising," by J. M. Tilden, secretary and advertising manager of the American Sanitary Works.

"Building a Selling Campaign Through Advertising," by Ernest Elmo Calkins, of Calkins & Holden, advertising agents.

"How to Carry on a National Advertising Campaign," by Walter B. Cherry, advertising manager of the Merrell-Soule Co., Syracuse, N. Y.

"Getting Maximum Results from National Advertising," by R. A. Holmes, sales and advertising manager The Croft & Knapp Co.

"The Merchandising Policy Behind the Advertising Plan," by Robert Tinsman, of the Federal Advertising Agency.

"Type in Its Relation to Advertising," by Ingalls Kimball, president of the Cheltenham Press.

"What the Advertiser Should Know About Paper," by C. D. Jacobs, expert in the manufacture of paper.

"Selecting Advertising Mediums," by M. P. Gould, president of the M. P. Gould Company, advertising agents.

"Circulation Analysis: Its Importance to the Advertiser in Getting Results from Publicity," by O. C. Harn, advertising manager of the National Lead Co.

"Newspaper Advertising, the Most Popular of All Forms of Advertising," by James Wright Brown, president of the Editor and Publisher Company.

"Importance of the Trade Paper and Its Value to Advertisers," by W. H. Taylor, president of the David Williams Co., publishers of the Iron Age, Hardware, etc.

"The Appeal of Magazine Advertising," by Herbert S. Houston, vice-president Doubleday, Page & Co.

"Out-Door Advertising," by O. J. Gude, president of the O. J. Gude Company.

"Mail Order Advertising," by Rudolph Guenther, specialist in mail order advertising.

The Twenty-third Street course was the first Y. M. C. A. Course to be established in the United States, and has been a success from the very start, many of its graduates now filling responsible positions in the ad field.

The students are merchants and manufacturers who desire to learn how to prepare and place advertising matter in order to build up their own business; clerks, solicitors and writers in agencies who want to know more about the subject; stenographers, bookkeepers, college graduates, and others who desire to fit themselves for an advertising career.

Instruction is given through the medium of lectures, practical talks by Mr. Blanchard, and class work.

Will Teach Journalism at University.

Albert Frederick Wilson has been appointed instructor in journalism in the School of Commerce, Accounts and Finance of New York University. Mr. Wilson comes from the University of Virginia, where during his undergraduate days he was editor of the University of Virginia Magazine. Upon leaving college he became a member of the editorial staff of the Literary Digest. Later he was connected with the World Today, and has been managing editor of Leslie's Weekly. He has contributed verse and special articles to such publications as The Outlook, etc.

James Fitzpatrick, a thirty-six-year-old newsboy, was fined five dollars in a New York City court last week for calling out: "Extra! Lieutenant Becker committed suicide," while selling a Sunday newspaper. People who were deceived by his cry caused his arrest.

A COLORED MAN'S NEWSPAPER.

The Daily Spokesman Will Be Edited, Managed and Printed by Negroes.

New Orleans soon is to become the home of a negro daily newspaper. The Daily Spokesman is to be the name of the new sheet, the first issue of which will be placed before the public within the next month. The newspaper is to be edited, managed and printed entirely by negroes, its offices and plant are to be in a negro office building, one of the few or perhaps the only one of its kind in the United States, and its capital has been furnished entirely by negroes of New Orleans.

The Spokesman is to be published every afternoon of week days and on Sunday morning. It will contain eight pages during the week and twelve pages on Sunday. The journal is to be launched with a guaranteed circulation of 5,000, and its managers expect to increase this figure to 20,000.

It is to have a personal column, news from the churches, and will have a high-class negro cartoonist. All current news will be written up from the negro's viewpoint.

Modern machinery is to be employed in the printing of the paper, including a linotype machine, a large standard press and a photo-engraving plant.

Argument from Analogy.

A hungry customer seated himself at a table in a quick-lunch restaurant and ordered a chicken pie. When it arrived he raised the lid and sat gazing at the contents intently for a while. Finally he called the waiter.

"Look here, Sam," he said; "what did I order?"

"Chicken pie, sah."

"And what have you brought me?"

"Chicken pie, sah."

"Chicken pie, you black rascal!" the customer replied. "Chicken pie? Why, there's not a piece of chicken in it, and never was."

"Dat's right, boss—dey ain't no chicken in it."

"Then why do you call it chicken pie? I never heard of such a thing."

"Dat's all right, boss. Dey don't have to be no chicken in a chicken pie. Dey ain't no dog in a dog biscuit, is dey?"—Everybody's Magazine.

Freedom, represented by a beautiful girl attired in classic draperies, shrieked when Kosciusko fell. "Don't strain your lungs," said the man operating the picture machine.

"If you simply move your lips we'll get all the effect we need."—Washington Herald.

Much Pulpwood at Portland, Me.

Nearly 20,000 cords of pulpwood were landed in Portland during August, according to the figures on file at the United States Custom House. This is a record. The value of the pulpwood was \$187,568 and it all came in free of duty. The value of all the imports for the month was but \$257,527, so that it can be seen pulpwood played a pretty important part in the business of the port.

Won the Gordon-Bennett Trophy.

Jules Vedrines, the world's champion air man, won the Gordon-Bennett International trophy, at Chicago, Ill., last week and will take it with him back to France. He covered 124.8 miles in 1 hour 13 minutes and 10.82 seconds. Mat Lillie, the entrant of the Chicago Examiner, was the only flyer representing the United States.

Toronto Globe Anniversary Booklet.

The Toronto (Canada) Globe has issued a dainty brochure in three colors commemorative of its sixty-eighth anniversary. Descriptive matter and half-tones tell an interesting tale of the paper's growth. The booklet gives ample proof of the constant thought and effort that has established the value of the Globe in the hearts of the Canadian people.

New Editor for Chicago Standard.

Formal announcement has been made by the Standard, the Baptist publication of Chicago, of the addition of the Rev. Clifton D. Gray, Ph.D., of Boston, to its staff of editors. Dr. Gray has been pastor of the Stoughton Street Baptist Church, Boston, since 1905. He received his doctor's degree at the University of Chicago.

Victor News Suspends Publication.

The Victor (Col.) Evening News, a daily launched about six months ago, has suspended publication. Its stockholders were Victor politicians and business men. The news for a time supported the Bull Moose movement, but during the last few weeks the paper favored the regular Republican ticket.

THE NEWS
BUFFALO, N. Y.
Circulation for Aug., 1912
99,211
The Leading DISPLAY and CLASSIFIED Advertising Medium in New York State outside of New York City.
EDWARD H. BUTLER, Editor and Prop'r
KELLY-SMITH CO., Foreign Representatives
Chicago New York City
People's Gas Bldg. 220 Fifth Avenue

In Minneapolis
THE
Daily News
356,000 lines increase in 8 months
**Most for the Money
Best for Results**
General Advertising Department
C. D. BERTOLET, Manager
1110 Boyce Bld'g, Chicago
New York, 366 5th Ave., J. F. Antisdell
Kansas City, Gumbel Bld'g, O. G. Davis

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

Where 1=100
Where the business-getting power of your advertising is concerned, one of Pittsburgh's better class homes is equal to one hundred of its poorer, unappreciative homes. Its quality, circulation and the rapidly increasing quantity of it makes
THE PITTSBURGH POST
the choicest advertising medium of all Western Pennsylvania's fertile territory.
Emil M. Scholz, General Manager
CONE, LORENZEN & WOODMAN,
Foreign Representatives,
NEW YORK, CHICAGO.

SMALL TOWN WEEKLY.

Experience of One Editor Who Made a Success in an Unpromising Country Field.

By B. Ray Franklin.

Editor of the Russellville (Mo.) Rustler.

I looked the field over at Russellville carefully when I decided to go into business for myself and in the summer of 1907 purchased the Russellville Rustler, the very worst time of the year that I might have embarked into the newspaper business, but to my great surprise the advertising patronage and subscription list began to grow from the first.

The subscription list was only about 400, paid up and otherwise, mostly otherwise, and I immediately made plans to place the paper upon a cash-in-advance-stop-when-the-time-is-out basis. Through personal solicitation and circular letters I induced as many of my subscribers as possible to pay up and renew for a year in advance.

All this time I was publishing as good a newspaper as was possible to issue in a small town under the existing conditions. In January I removed 125 names from the list that I could not induce to pay up, which left me a very small number of subscribers, but the very best class of people on earth—those who pay their subscription in advance.

GOT SUPPORT OF THE FARMERS.

Being located in a farming community, I became aware of the fact that if I was ever to gain a subscription list of any proportions I must cater to the people of my community—the farmers and stockmen—and I immediately began devoting a column each week to stock and farm news, gathering items and relating experiences that I thought would be of practical benefit to my readers.

This column soon grew to a page, and to-day the stock and farm news department is one of the most interesting features of the Rustler. Farmers as well as advertisers soon came to know the Rustler as the farmers' paper, and whenever they had sale bills to be printed or stock to be advertised they always came to the paper that reached the farmer.

ISSUES BREEDERS' EDITION.

This fact also applies to the breeders, as the Rustler prints annually about twenty stock bills for the breeders of this community. The last week in March of each year the Rustler issues its annual special breeders' edition, the last one containing twenty-four pages, all home print, and being filled with more than fifty advertisements of breeders of fine horses, cattle, hogs and sheep.

The 1910 census gave Russellville a population of 335. During the five years I have been editor of the Rustler its subscription list has grown from less than 400 to 1,500 paid in advance subscribers. I attend every picnic, colt show, street fair, public sale or any other kind of public gathering held in my community, always taking with me a bunch of papers, which I hand out to non-subscribers, taking their names and addresses and sending them the paper for three weeks free. After the three weeks are up I stop the paper and send each man a personal letter asking him to become a subscriber. In this way and

by canvassing my county I have brought the list up to 1,500.

The stock and farm news is a very important feature of the Rustler, but another equally as important one is the county correspondence. I have fifteen correspondents who write regularly each week from their different localities, and in this way I am able to furnish my subscribers practically all the important news of the county.

Being located away from the county seat is somewhat of a disadvantage to any publisher of a weekly in a small town, but I have overcome this obstacle to a certain extent by employing the services of a practical, live, metropolitan newspaper correspondent, who furnishes each week the happenings of the county seat, news of the courts, etc., for which I pay a stipulated salary each month.

This one feature alone has done as much toward securing and holding a large subscription list in a small town as any other plan I have tried. Another plan I have found to be successful is the cash-in-advance-and-stop-when-the-time-is-out plan. Most people do not like to have a newspaper forced upon them, as they call it, and if they are interested in the paper they will always renew before their time is out.

ADVERTISING NOTES.

The New York American on Sept. 8 printed six "double truck" advertisements for six of the big department stores of the metropolis. This is a new record for double trucks in daily newspaper advertising. The American's previous record of five pages had not been equaled by any of its contemporaries. Department stores seem to appreciate Mr. Hearst's paper as an advertising medium.

Ben Leven announces that he has disposed of his interest in the National Advertising Co., of Denver, to Paul Richter, who has been associated with the concern.

Rhodes & Leisering, the Chicago Special representatives, have been appointed advertising managers of Park's Floral Magazine from Oct. 1.

The Eastman Kodak Co., of Rochester, one of the best known general advertisers of the country, in 1911 made a profit of nearly \$12,000,000, or \$3,000,000 more than in 1910.

Clover Leaf publications are reaping the benefit of the new combination advertising rate recently put into effect. The combination includes the St. Paul Rural Weekly, the Woman's Home Weekly, of Minneapolis; the Rural Weekly, of Omaha, and the American Home Magazine, of St. Paul. The new rate has already resulted in a large amount of business placed through C. D. Bertolet, Boyce building, Chicago.

San Antonio's Big Paper.

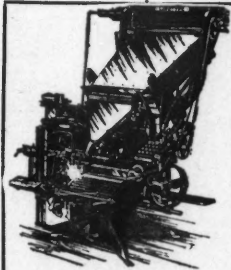
The railroad and deep waterway number of the San Antonio (Tex.) Light, issued September 8, on the occasion of the opening of the new Government harbor at Aransas Pass and the completion of the Medina Dam, contained 126 pages. This is a practical evidence of the enterprising character of this paper. In addition to the news features the issue contained sections devoted to railroads, deep waterways, transportation, irrigation, and agriculture, commerce, real estate and sports. There was also a comic and magazine supplement! Mighty big showing for San Antonio. Charles S. Diehl, formerly assistant general manager of the Associated Press, and Harrison I. Beach, formerly in charge of the Chicago office, are the progressive editors of the Light.

The Second Post.

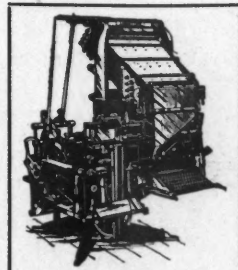
The following was received by the Dawes Commission:
I am a white woman and have been married to Chectaw Indians and I want to get myself and children put on the roll. My first man was Bill Chance and my second was George Guess. I had to children by Chance and three by Guess. My children names is Charlie Chance, Willie Chance, Johnny Guess, Ollie Guess and Pushmataha Guess. Please ancer at once and tel me whether I can git inrolled.
MOLLIE GUESS.

Multiple Magazine Linotypes

Are a necessity in up-to-date composing rooms. They help to better work and more of it. They minimize expense and inconvenience.



Quick Change Model 8 Three Magazine Linotype



Quick Change Model 9 Four Magazine Linotype

**THE
MULTIPLE
MACHINE
IDEA**

Is the development of our close study of present-day requirements. Rigid inspections under which every Linotype must pass are the foundation of the success of the thousands of machines all over the world in satisfying and helping each particular user.

The Multiple Linotype Way Is the Modern Way

All two-letter Linotypes are covered by patents having a number of years to run. Any Linotype using two-letter matrices, multiple magazines, or other improvements which place the present machine far ahead of the earlier models, cannot be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK
CHICAGO 1100 S. Wabash Avenue
SAN FRANCISCO 639-646 Sacramento Street
NEW ORLEANS 649 Baronne Street
TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

PREACHER FAVORS THE PRESS.

Dailies Influence Vast Audiences and Were Never So Clean As Now.

An eloquent plea for co-operation between the churches and the newspaper men was made in a sermon preached Sunday by the Rev. Dr. Christian F. Reiser, pastor of the Grace Methodist Episcopal Church, New York City. He said no single person has so big a chance to influence the community and lift or lower persons as the reporters, who ought to tremble before their responsibilities.

"No one can adequately picture the power of the press," Dr. Reiser continued. "Every one reads papers. If they cannot decipher words then they draw conclusions from pictures. The newspaper man speaks to the largest audiences known. It is no wonder a noted Chicago preacher gives his life and best thought to writing one article a day for a syndicate of papers. He speaks to over a million."

"Printed words usually sink deeper than spoken ones. All hail the hustling news gatherers and outgivers who serve the people, and often without worthy appreciation. Newspaper men cannot hold their jobs unless they have exceptional ability. They must be alert for every possible clue every mo-

ment. Everlasting resourcefulness is required.

"It is no wonder that Mr. Moody advised young theologues to become newspaper reporters for a season to sharpen their wits. My own experience as a newspaper reporter has been invaluable to me as a minister. The daily papers will welcome co-operation from the churches.

"I have now been preaching over fifteen years. I have known scores of newspaper men. I have never known one who was not friendly to and ready to help the church. The daily paper was never so clean as now. Much is given to the newspaper man in the way of influence and power. Much will be expected of him. And with encouragement he will give it."

George T. Hughes, city editor of the Globe, said that the modern newspaper aims to publish articles of a moral and educational character and should have the intelligent support of the Church.

NOTICE

Choice newspaper properties at moderate prices in every State in the Union. Will furnish summary descriptions in first letter if you give requirements and bank references.

H. F. HENRICH, Newspaper Broker
Litchfield, Ill.

BARNHART BROS. & SPINDLER

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

Will equip with their wonderfully convenient space-saving

Composing and Press Room
Steel Furniture

making layout and blue print of your rooms, so that you can save money at spigot and bung-hole every day of the year. Call us into council.

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

TIPS FOR THE AD MANAGERS.

The George Batten Co., Fourth Avenue building, New York, is placing orders for 5,000 lines, to be used within one year, with Southwestern papers, for G. P. Ide, Troy, N. Y. This company is also sending out orders for 5,000 lines, one year, to Eastern papers, for the Bristol Manufacturing Co., Bristol, Conn.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, is sending out orders for 1,120 lines, total in fourteen insertions, to Middle West papers, for Gerstendorfer Bros., Sapolin, New York.

Sherman & Bryan, 79 Fifth avenue, New York, are making contracts for 6,000 lines, to be used within one year, with Southern papers, for S. W. Peck & Co., New York.

The Charles H. Fuller Co., 378 Washash avenue, Chicago, is placing 3,000-line orders, with Eastern papers, for the Henderson Motor Co., Indianapolis, Ind.

The Johnson Advertising Agency, Chicago, is making contracts for 10,000 lines, with Middle West papers, for the Anti-Toxine Chemical Co.

H. W. Kastor & Sons Advertising Co., Steger building, Chicago, is placing orders for 10,000 lines, with Middle West papers, for Dr. B. F. Roller.

The Mahin Advertising Co., 125 Monroe street, Chicago, is sending out renewal orders for 1,000 inches, for the N. K. Fairbank Co., same city.

The Gundlach Advertising Co., People's Gas building, Chicago, is placing 12,000-line orders, with Western papers, for Bondy & Lederer, New York and Chicago.

The F. Wallis Armstrong Advertising Agency, North American building, Philadelphia, it is reported, has secured the account of Henry Someborn & Co., Styleplus Clothes, Baltimore, Md. This agency is also reported to have secured the account of the Waltham Watch Co., Waltham, Mass.

The George Batten Co., Fourth Avenue building, New York, is making contracts with a selected list of papers, for the Loose-Wiles Biscuit Co., 176 Causeway street, Boston, Mass. It is reported that this agency will shortly send out orders for the Regal Shoe Co., Boston, Mass.

G. A. De Lavel Bliss, 1919 Broadway, New York, is sending out orders for sixteen lines, ten times, to mail-order papers, for Dr. F. Harvey Roof, Roof Fits Cure, New York.

The Carlton & Hovey Co., Father John Remedies, 333 Central street, Lowell, Mass., is making new contracts.

Ewing & Miles, Fuller building, New York, are placing orders in semi-weekly papers, for the M. L. Brandt Cutlery Co., 42 Hudson street, New York.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York, it is reported, has secured the account of the Partola Manufacturing Co., Second avenue and Tenth street, New York.

The Greene, Farrington, De Vinoy Co., 530 Atlantic avenue, Boston, is making contracts, it is said, for Dr. J. A. Greene, Greene's Nervura, Boston, Mass.

THE New Orleans Item

Has made New Orleans a "one paper city."

The Association of American Advertisers recently gave The Item a Sunday circulation of 51,318, daily of 47,807.

That's why The Item month after month carries as much advertising as The Picayune and Times Democrat Combined, and from 300 to 500 Columns more than The States.

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

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.

ARIZONA.

GAZETTE (av. June, 1912, 6,238) Phoenix

CALIFORNIA.

ENTERPRISE.....Chico

RECORD.....Los Angeles

TRIBUNE.....Los Angeles

Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.

INDEPENDENT.....Santa Barbara

BULLETIN.....San Francisco

CALL.....San Francisco

EXAMINER.....San Francisco

ORCHARD AND FARM IRRIGATION

San Francisco
The leading Farm Journal of the Pacific Coast and the Irrigated States.

RECORD.....Stockton

Only newspaper in Stockton that will tell its circulation.

FLORIDA.

METROPOLIS.....Jacksonville

GEORGIA.

ATLANTA JOURNAL (Cir. 55,117) Atlanta

CHRONICLE.....Augusta

LEDGER.....Columbus

ILLINOIS.

POLISH DAILY ZGODA.....Chicago

SKANDINAVEN.....Chicago

HERALD.....Joliet

HERALD-TRANSCRIPT.....Peoria

JOURNAL.....Peoria

INDIANA.

LEADER-TRIBUNE.....Marion

THE AVE MARIA.....Notre Dame

IOWA.

CAPITAL.....Des Moines

REGISTER & LEADER.....Des Moines

THE TIMES-JOURNAL.....Dubuque

KANSAS.

CAPITAL.....Topeka

KENTUCKY.

COURIER-JOURNAL.....Louisville

TIMES.....Louisville

LOUISIANA.

DAILY STATES.....New Orleans

ITEM.....New Orleans

TIMES-DEMOCRAT.....New Orleans

MARYLAND.

THE SUN.....Baltimore
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.

MASSACHUSETTS

THE HERALD.....Boston
Guaranteed daily circulation 110,714 (average for whole year 1911). The Herald is the newspaper of the home owners of New England.

MICHIGAN.

PATRIOT.....Jackson
The Six Months Average Was
A.A.A. Figures.....D. 10,366; S. 11,289
Patriot Figures.....D. 10,331; S. 11,235

MINNESOTA.

TRIBUNE, Morn. & Eve.....Minneapolis

MISSOURI.

POST-DISPATCH.....St. Louis

MONTANA.

MINER.....Butte

NEBRASKA.

FREIE PRESSE (Cir. 128,384).....Lincoln

NEW JERSEY.

PRESS.....Asbury Park

JOURNAL.....Elizabeth

COURIER-NEWS.....Plainfield

NEW MEXICO.

MORNING JOURNAL.....Albuquerque

NEW YORK.

KNICKERBOCKER PRESS.....ALBANY

BUFFALO EVENING NEWS.....Buffalo

BOLLETTINO DELLA SERA, New York

EVENING MAIL.....New York

STANDARD PRESS.....Troy

RECORD.....Troy

OHIO.

PLAIN DEALER.....Cleveland

Circulation for July, 1912

Daily.....110,906

Sunday.....132,389

VINDICATOR.....Youngstown

PENNSYLVANIA.

TIMES.....Chester

DAILY DEMOCRAT.....Johnstown

DISPATCH.....Pittsburgh

GERMAN GAZETTE.....Philadelphia

PRESS.....Pittsburgh

TIMES-LEADER.....Wilkes-Barre

GAZETTE.....York

SOUTH CAROLINA.

DAILY MAIL.....Anderson

THE STATE.....Columbia

(Cir. July, 1912, S. 20,986; D. 20,956.)

TENNESSEE.

NEWS-SCIMITAR.....Memphis

BANNER.....Nashville

TEXAS.

RECORD.....Fort Worth

CHRONICLE.....Houston

WASHINGTON.

POST-INTELLIGENCER.....Seattle

WISCONSIN.

EVENING WISCONSIN.....Milwaukee

CANADA.

ALBERTA.

HERALD.....Calgary

BRITISH COLUMBIA.

WORLD.....Vancouver

ONTARIO.

FREE PRESS.....London

QUEBEC.

LA PATRIE.....Montreal

LA PRESSE (Ave. Cir. for 1911, 104,197), Montreal

TRADE PAPERS.

NEW YORK.

RETAIL BAKER.....New York

TIPS FOR THE AD MANAGERS.

W. H. H. Hull & Co., Tribune building, New York, are placing 120-line orders, three times, with a selected list of papers, for B. Altman & Co., Fifth avenue and Thirty-fourth street, New York.

C. Ironmonger, 20 Vesey street, New York, is reported to have secured the account of C. H. Howells & Co., Lymphine Tablets, 30 Church street, New York.

C. A. Keefer & Staff, Albany, N. Y., are making contracts with some New York State papers, for the Christian Bros. Soap Co., Borax Chips, Albany, N. Y.

The Nichols-Finn Advertising Co., Keener building, Chicago, is making 10,000-line contracts with some Western papers, for the Eskenay Co. This company is also reported to have secured the account of the Regal Automobile Co., Detroit, Mich.

The Perrina Drug Manufacturing Co., Columbus, O., is making new contracts.

Andreas Saxlehner, Hunyadi Janos, 130 Fulton street, New York, is sending out orders through E. P. Remington and W. H. H. Hull & Co., both of New York.

Sherman & Bryan, 79 Fifth avenue, New York, are making 400-inch contracts with a few Southern papers, for Frankel Bros., Clothing, 318 East Thirty-second street, New York.

The F. P. Shumway Co., Hearst building, Chicago, is placing orders for 168 lines, two times a w., for seventeen times, with a selected list of papers, for the Glastonbury Knitting Co., Underwear, Glastonbury, Conn.

H. Sumner Sternberg, 208 Fifth avenue, New York, is making some new contracts for the Gotham Manufacturing Co., Gotham Shirts, 200 Fifth avenue, New York.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, is sending out forty-two-line orders, six times, to a selected list of papers, for the Apollinaris Agency Co., 503 Fifth avenue, New York.

The Trades Advertising Agency, 118 Broadway, New York, is placing orders with papers in twenty selected cities, for College Brand Clothes, 115 Fourth avenue, New York.

The M. Volkman Advertising Agency, Temple Court, New York, it is reported, will shortly send out orders to newspapers, for the Vapo-Cresolene Co., 62 Cortlandt street, New York.

Walter L. Weeden, 746 Slater building, Worcester, Mass., is sending out orders for seventeen lines, three times, to weekly papers, for the Automatic Awl Co.

Wood, Putnam & Wood, 161 Devonshire street, Boston, Mass., are placing classified orders with Sunday papers, for the following: Loraine System, H. E. Rogers and G. F. Redmond.

The Reserve Remedy Co., copy for Olive Tablets and Musteroil is being sent to a large list of dailies through the Lord & Thomas Chicago office.

Orders for the Globe Pharmaceutical Co. advertising are going out to dailies from the Roberts & MacAvineche Agency, of Chicago.

New Orleans States
32,000 Daily, net

Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.

Week of Aug. 12 to 18, inclusive The States led The Item 42%, or 4,760 lines, of Department Store advertising.

On Total Space for that period, The States led The Item by 13,205 lines agate.

Don't be fooled by wild, unsupported claims "month after month."

Proof of above record shown by agate rule. The States produces—it doesn't trade.

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

New York Chicago St. Louis

AD FIELD PERSONALS.

F. Reginald Kennington, the American advertising representative of the Manchester Guardian, Glasgow Herald, London Morning Post and the Frankfurter Zeitung, has left New York on a 12,000 mile business tour through Canada and the western cities.

George T. Browne is the new advertising manager of the Long Beach (Cal.) Daily Telegram.

Clarence Kendall, formerly advertising manager of the Watertown (N. Y.) Times, has become manager of automobile ad department of the Columbus (O.) Despatch.

Fred H. Ralston, for many years Western manager for the Butterick Publishing Co., has been promoted to become general sales manager, with headquarters at New York.

Charles E. Buck, formerly Detroit manager for Whitehead & Hoag Co., has joined the Detroit staff of the J. Walter Thompson Advertising Agency.

Colver Gordon, advertising manager of the H. J. Heinz Co., has resigned to become a member of the Ivan B. Nordham Co., of Pittsburgh.

J. A. Malcolm, circulation manager of the Atlanta (Ga.) Georgian, is to become director of circulation for Uncle Remus' Home Magazine.

W. P. Rose is the new advertising manager of the Erie (Pa.) Evening Herald.

NOTES OF THE AD FIELD.

The F. A. Ensign Advertising Agency has opened offices in the Columbia Bank building, in Pittsburgh, to conduct a general magazine and newspaper advertising business. Mr. Ensign is one of the best known advertising men in the Smoky City, having been associated with the late W. S. Hill in handling some of the largest accounts in Pittsburgh.

Franklin P. Alcorn, 33 West Thirty-fourth street, New York, has been appointed the Eastern representative of the Adrian (Mich.) Telegram, and F. W. Henkel, People's Gas building, Chicago, has been appointed the Western representative. The Telegram has a claimed circulation of over 8,000. Stuart H. Perry is the business manager.

The attractions of the city of Plainfield, N. J., are to be made known to New Yorkers in an advertising campaign to be carried on in the columns of the Herald and the Brooklyn Eagle, both three-cent papers.

The New York Sunday World closed a two weeks' campaign in which it distributed individual aluminum drinking cups to school children of Greater New York through the premium branch offices of the B. T. Babbitt Soap Co.

Over 160 newspapers will be used in half and quarter page ads to herald the

new series of articles by Thomas W. Lawson, which begin in the October issue of Everybody's. The title of the series is "The Remedy."

AD CLUB EDUCATIONAL WORK.

The Committee Has Prepared Many Helpful Aids for the Several Organizations.

The September number of the Voice, the official organ of the Association Advertising Clubs of America, contains an outline of the educational work to be carried on by that institution during the coming year, written by Herbert S. Houston, chairman of the educational committee.

A preliminary statement of the committee's plans was published in THE EDITOR AND PUBLISHER a few weeks after the Dallas convention. In the meantime, the several committees have perfected their plans, and the educational work will go forward from this time on.

One of Mr. Houston's announcements is that Professor Paul T. Cherington, of Harvard University, is preparing, under the direction of the educational committee, a book entitled "Advertising as a Business Force," which will be employed as a text-book by the clubs.

The suggestion is made that every club shall establish a library, containing such books as will be of assistance to the members in obtaining a better knowledge of the subject of advertising. A list of the books recommended by the special committee on club libraries, of which MacMartin is chairman, is published in the current issue of the Voice. Each club is urged to carry on research work for the benefit of all the members. By collecting data that may be of service the members will be greatly aided in their work of preparing and placing advertising matter.

Grafton B. Perkins, advertising manager of the Resinol Co., of Baltimore, has been made chairman of the committee for display of advertising which will be made at the Baltimore convention next Spring. One of the features of next year's exhibit will be the presentation of the best advertising work done during the year by members of the various clubs.

A course of ten lantern slide lectures is in process of preparation by a special committee, of which Llewellyn W. Pratt is chairman, which will be available during the fall and winter to such clubs as may desire it. Clubs writing to take this course of lantern slide lectures are requested to communicate with Harvey C. Wood, in care of Reuben Donnelly, 277 Fulton street, New York, who will have charge of all bookings. The price of the course is \$50 for the ten lectures.

GETTY, A. A. A. MANAGER.

Walter B. Getty, recently appointed manager of the Association of American Advertisers, is like his predecessor, C. P. Knill, a Western man. He had four years' training on the Chicago Herald with the late James W. Scott and an additional four years under Mr. Kohlsaat.

Twelve years more was spent in the investigation of circulations for the Federal Government, during which time Mr. Getty traveled all over the United States. His acquaintance with publishers and publishing conditions is, therefore, extensive.

Mr. Getty just naturally drifted into the work of making audits for the A. A. A., and upon Mr. Knill's recent retirement from the management was made his successor.

Cooper Company in New Quarters.

The Cooper Advertising Co., of San Francisco, has moved from its old quarters, 20 Montgomery street, to larger offices in the Bankers Investment building, 742 Market street. The new quarters are located in the heart of the business life of the city of the Golden Gate, and are as spacious and complete as those of any agency in the State.

DIRECTORY OF ADVERTISING AGENTS

General Agents

- ADVERTISERS' SERVICE**
5 Beekman St., New York
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
115 Broadway, New York
Tel. 4280 Rector
- BRICKA, GEORGE W., Adv. Agent.**
114-116 East 28th St., New York
Tel. 1528 Mad. Sq.
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 3831
- HOGUET ADVERTISING**
New York Office,
20 Vesey Street
Tel. Cortlandt 2252
- HOWLAND, HENRY S., Adv. Ag'cy**
20 Broad St., New York
Tel. Rector 2573
- KIERNAN, FRANK & CO.,**
156 Broadway, New York
Tel. 1233 Cortlandt
- MEYEN, C., & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- NAMROD ADVERTISING AGENCY**
926 Tribune Bldg., New York
Tel. Beekman 2820
- SECURITIES ADV. AGENCY**
27 William St., New York
Tel. Broad 1420

ILLINOIS

GUENTHER-BRADFORD & CO.
64 W. Randolph St., Chicago
Newspaper and Magazine Advertising

PENNSYLVANIA

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

CUBA, PORTO RICO and WEST INDIES.

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

THE BLACK DIAMOND Chicago-New York-Pittsburgh, for 30 years the coal traders' leading journal. Write for rates.

Springfield Record Has New Owner.

The Springfield (Ill.) Record was sold at auction last week and was bought for \$20,000 by the Walter A. Townsend Company. Mr. Townsend has been editor of the Record since it was founded.

MORE ADVERTISING TIPS.

Bromfield & Field, 1780 Broadway, New York, are placing orders for Virginia Hot Springs advertising in the large city daily papers.

The advertising of the Boston & Yarmouth Steamship Co. (Dominion Atlantic Railway Steamship Line) is being placed in Boston papers by Cleveland A. Chandler, 35 Congress street, Boston, vice-president of the Amsterdam Advertising Agency.

The orders for the B. J. Johnson Soap Co. are going out to dailies through Lord & Thomas, of Chicago.

The American Radiator Co.'s orders for advertising in dailies are being sent out by the Taylor-Critchfield Co.

Publishers' Representatives

- ALCORN, FRANKLIN P.**
33 West 34th St., New York
Tel. Gramercy 6332
- ALCORN, GEORGE H.**
405 Tribune Bldg., New York
Tel. Beekman 2991
- ALLEN & WARD**
25 W. 42nd St., New York
30 N. Dearborn St., Chicago.
- JOHN M. BRANHAM CO.**
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380
- BUDD, THE JOHN, COMPANY**
Brunswick Bldg., New York
Tribune Bldg., Chicago
Chemical Bldg., St. Louis
Tel. Madison Sq. 6187
- GRIFFITH, HARRY C.,**
Brunswick Bldg., New York
Tel. Madison Sq. 3154
- KELLY-SMITH CO.**
220 Fifth Ave., New York
People's Gas Bldg., Chicago
Tel. Madison Sq. 3259
- LINDENSTEIN, S. G.**
118 East 28th St., New York
Tel. Madison Sq. 6556
30 North Dearborn St., Chicago
- NORTHROP, FRANK R.**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- PAYNE & YOUNG**
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York
Tel. Mad. Sq. 6723
- PULLEN, BRYANT & CO.**
200 Fifth Ave., New York
Tel. Gramercy 2214
- 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
- WARD, W. D.**
Tribune Bldg., New York
Tel. Beekman 3108
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G. G. Pollard, Paragapher, Dead.

George Gilbert Pollard, 68 years old, died last week at St. Louis, Mo. He was one of the best known newspaper men in Missouri a generation ago, when he was associated with Eugene Field on the old Kansas City Times. He was born in 1844 in New York City, and came West when a young man. He became noted as a paragrapher and verse writer. He established the Carrollton (Mo.) Enterprise, for many years was editor of the Charleston Courier, and was at one time editor of the St. Louis Journal. His last newspaper venture was the Bismarck Gazette. Pollard was a paragrapher of the old school.

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