

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## ARRAIGNS THE PRESS.

EDITOR OF BOSTON COMMON  
POURS HOT SHOT INTO  
EDITORIAL RANKS.

**Mr. Richard Gives Instances Showing That Important News Is Sometimes Ignored Because It Might Hurt the Newspaper's Advertising—Declares There Can Be No Freedom Until Circulation Makes Bulk of Income.**

Livy S. Richard, editor of the Boston Common, last week delivered a spirited and significant address before the First National Conference of Social Center Development at the University of Wisconsin on "What the Newspapers Can't Do." Mr. Richard said:

Whenever you undertake a service for democracy you are confronted with the problem of how to get the facts to the people. To be sure, certain large facts cannot be hid. A President or Governor, with something vital to say, gets not only a hearing but full reporting. But in every unit of government there are hosts of small facts, usually not in themselves sensational, often not well calculated to supply flaring headlines or inspire striking cartoons, but singly significant and collectively important, and it is upon the steady canvassing of these facts for the formation of an intelligent public opinion that good government in a democracy largely depends.

The things that are looked to save the American people from the horrors of a French Revolution, when they undertake seriously to strike down the thievery of privilege and put into effect the square deal, are three institutions in respect to which our democracy is supposed to be at an advantage over the democracies of earlier times—the free press and school and manhood suffrage. But the free press is not free; the public school is not put to its largest usefulness and in some communities is in danger of the same halter which has hobbled the press; and in consequence manhood suffrage works without the full benefit of its best safeguards.

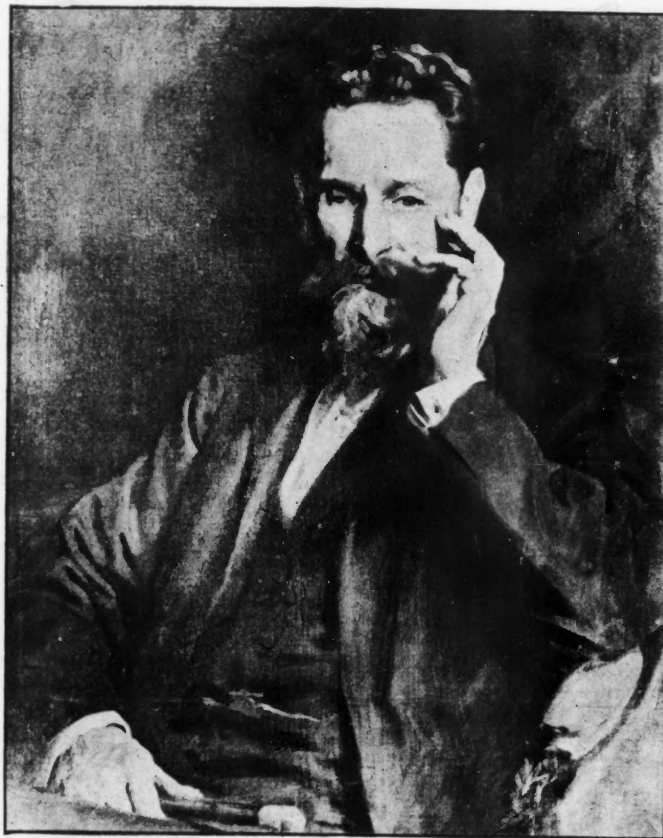
Fremont Older, managing editor of the San Francisco Bulletin, is my authority for the assertion that when he and Spreckles and Heney were trying to rid their city of the regime of the grafters, they were applauded most enthusiastically in the organs of public opinion while they aimed their disclosures at the slimy small fry thieves who pillaged prostitutes and padded public payrolls; but when they went for the rascals higher up they were accused of hurting business, defaming the fair name of their city, venting business jealousy, and Herrin's railway ring, so Mr. Older alleges, spent \$1,000,000 to suborn the press into printing a series of slanders designed to poison the public mind and confuse the real issue.

### WHAT HUGHES DISCOVERED.

When Charles E. Hughes muckraked the insurance grafters it was not until he had uncovered the arrangement by which telegraphic misinformation was being published as news but paid for as advertising at a dollar a line, that he forced a true reporting of facts; and though he broke up the poisoning of publicity in that one detail we know that it persists in other directions.

In the city of Boston there was once a big fight over gas and a public hearing in which a powerful argument for the people was made by that fine citizen and useful public servant, Louis D. Brandeis. This argument of Mr. Brandeis contributed to a settlement of a public utility problem on a basis of profit sharing between monopoly and consumers which has been held up as a model ever since. But the next day the leading Boston daily—that is, the one which leads in commercial profit—printed an eight column report of the gas company's defense, for which it received munificent pay, while

(Continued on page 10.)



JOSEPH PULITZER,

EDITOR OF THE NEW YORK WORLD, WHO DIED ON SUNDAY, OCT. 29.

## WORLD'S EDITOR DEAD.

JOSEPH PULITZER PASSES AWAY  
ON HIS YACHT LIBERTY IN  
CHARLESTON HARBOR.

**Funeral Service at St. Thomas' Episcopal Church, Wednesday Afternoon, Attended by a Throng of Friends and Employes—Burial at Woodlawn—Remarkable Tributes to His Genius from Many Cities.**

Joseph Pulitzer, editor and owner of the New York World and St. Louis Post-Dispatch, one of the foremost journalists of the present generation, died on board his yacht Liberty in Charleston Harbor, S. C., on Sunday, October 29.

Mr. Pulitzer's mind was clear up to a short time before his death. A little before the final attack his secretary was reading to him a history of the reign of Louis XI. of France. As the secretary reached the story of the French king's death Mr. Pulitzer, who had been listening intently, said "Leise, ganz leise" (softly, very softly). He spoke no more until he complained of the pain about his heart and fell into a faint and died.

The body was brought to New York on Tuesday and on Wednesday afternoon the funeral service was held at St. Thomas' Protestant Episcopal Church, on Fifth avenue. In the throng that attended the funeral were many of the leading men of the city. The staffs of the Morning and Evening World sent large delegations. The Press Club was represented by William R. Hearst, Ogden Mills Reid, Robert J. Collier, Edward Lyman Bill, Herman Ridder, John A. Sleicher, William A. Taylor, James Pooton, John A. Hennessy, P. F. McBreen, William N. Penney, Frank I. Cobb, J. I. C. Clarke, James Creelman, Robert J. Adamson, Henry Ridder, Charles W. Price, John Elderkin, Col. William D. Mann, John A. Halton, John Temple Graves, John C. Cook, Stephen Fiske, Arthur Bennington, Irwin Thomas, David Ferguson, Edward W. Drew and Charles R. Macaulay.

The honorary pallbearers included: President Nicholas Murray Butler, of Columbia University; Lewis L. Clarke, president of the American Exchange National Bank; Col. George Harvey, editor of Harper's Weekly; Gen. John B. Henderson, of Washington; Frederick N. Judson, president of the Pulitzer Publishing Co. (the Post-Dispatch), of St. Louis; former Mayor Seth Low; Dr. St. Clair McKelway, editor of the Brooklyn Eagle; Dr. James W. McLane; former Corporation Counsel George L. Rives and J. Angus Shaw, president of the Press Publishing Co. (the World), of New York.

The Rev. Dr. Ernest M. Stires, rector of St. Thomas', read the impressive burial service of the Episcopal Church, and the choir sang several hymns that had been the favorites of the dead editor. There was no eulogy. At the close of the service the body was borne from the church to the strains of Handel's "Largo." The burial was at Woodlawn.

As a silent tribute to the memory of

### TEXTILE PAPER SOLD.

**John N. Cole Purchases Control of Fibre and Fabric.**

John N. Cole, of Andover, Mass., president of the Andover Press, has purchased controlling stock in the Joseph M. Wade Publishing Co., of 127 Federal street, Boston, Mass., publisher since 1885 of Fibre and Fabric, one of the leading textile publications of the country. Frederic L. Babcock, who has been president of the Wade company for the past two years, has made considerable progress in the development of this property. It is reported that Mr. Babcock will continue his connection under the new régime.

Mr. Cole has been prominent in Republican politics of Massachusetts for many years, having been Speaker of the House of Representatives of his State and later a prominent candidate for Lieutenant-Governor. It is believed that his influence as the head of the Joseph M. Wade Publishing Co. will give new impetus to this already successful publication.

The sale was negotiated through Harwell & Cannon, newspaper and magazine brokers, 200 Fifth avenue, New York.

The plant of the Lassen Weekly Mail at Susanville, Cal., valued at \$60,000, was recently destroyed by fire.

### WANT BUYER FOR HAMPTON'S.

**Committee Appointed to Co-operate With the Receiver.**

At a meeting of the creditors of the Hampton-Columbia Magazine, held last week, a committee was appointed for the purpose of co-operating with the receiver in finding an immediate purchaser. The committee is composed of R. W. Smith, of the Trow Directory Printing and Bookbinding Co.; F. W. Westlake, of the Perkins-Goodwin Co., and D. C. Wedekind, of the Typo Mercantile Agency, representing the smaller creditors.

It was the consensus of opinion that the interests of the creditors demanded that the magazine be sold immediately for the best price obtainable, before its value has depreciated further. It is understood that approximately \$3,000,000 have been subscribed by the stockholders within the last few years, a portion of which may be recovered for the creditors, if any monies have been wrongfully diverted, as has been alleged.

### Estell Estate Sued.

The Y. M. C. A. of Savannah, Ga., has entered suit against the estate of the late J. H. Estell, former owner of the Savannah Morning News, for a subscription of \$500 which he made to the building fund of that institution a short time before his death.

their departed chief not a word was spoken or a wheel turned in the offices of the World in New York and the Post-Dispatch in St. Louis for the first five minutes of the funeral.

Few editors of national reputation have passed away in recent years whose deaths have called forth so many tributes as Mr. Pulitzer's. Every newspaper in the country chronicled his demise, and all of the dailies in the larger cities printed editorials eulogizing him as a citizen and as editor. Their tone was invariably kindly, and the estimates of his ability and accomplishments were highly appreciative and expressed in temperate language. One of the best, because of its evident sincerity, was from the pen of William R. Hearst.

## MR. PULITZER'S CAREER.

**Started in Life as a Poor Boy and Won Fame and Wealth Through Hard Work and Persistent Effort—Belated Letter to St. Clair McKelway Gives New Facts as to His Early Career.**

Joseph Pulitzer, whose death occurred at Charleston, S. C., on Sunday, was born at Budapest, Hungary, April 10, 1847. His father was an Hungarian Jew and his mother a Catholic.

In his childhood in Hungary he received some instruction from a private tutor, which was the sum total of his schooling. Forty-seven years ago he landed in Boston, a tall, lean immigrant over six feet in height, and came to New York with a twenty-franc piece left.

Two of his mother's brothers had been officers in the American army and one of them had fought under Maximilian in Mexico. Not long before young Pulitzer decided to immigrate to America he had run away from home to Paris to enlist in the Legion Etrangere, but was rejected, because even then his sight was defective. Next he tried to enlist in London, but was again rejected. In America, however, in 1864, enlisting officers were not so particular. In September of that year he joined the Federal army as a private in the First New York Cavalry, popularly known as the Lincoln Cavalry. He served with the Army of the Shenandoah until honorably discharged at the close of the Civil War.

### HOW HE WENT TO ST. LOUIS.

He returned to New York then and found prospects so bad that he had about determined to ship on a whaling vessel when a comrade who had been a member of the First New York Cavalry with him persuaded him to go West—but where they did not know. Neither one was familiar with the country, and so on arriving at the railroad station they placed what money they had on the counter and asked for tickets to whatever place it would carry them. The astonished agent gave them tickets to East St. Louis. As there was no bridge



JOSEPH PULITZER, JR.

across the river connecting that city with St. Louis, the only way to get across was by ferry. Being without money to pay the fare, young Pulitzer offered to work in the fire room shoveling coal into the furnaces to pay his passage. His offer was accepted and that is how he reached St. Louis.

He arrived in St. Louis in February, 1866, penniless, and first got a job at Jefferson barracks, where he took care of sixteen army mules. For two years he was fireman on a river boat running between St. Louis and New Orleans. When he wasn't working he was haunting the reading and reference rooms of the St. Louis public library.

### HOW CHESS GOT HIM A JOB.

His sole amusement was chess. One night in a German saloon he played chess against Dr. Emil Pratorius, one of the editors of the Westliche Post, a German newspaper of St. Louis, and beat the editor. In 1867 he got a job on the Westliche Post as a reporter. Eleven years from the time he got this \$10 a week job he was able to buy the St. Louis Dispatch and to unite the paper with the Evening Post as the Post-Dispatch, which he owned until his death. In the days intervening between the chess game and his job of reporter he got a clerkship in the German Immigration Society's office and later was appointed a notary public. Still later he was admitted to the bar.

His contemporaries on other St. Louis papers when he started in numbered among others Henry M. Stanley, William Fayel and Philip Ferguson. These men and others are on record as saying that the lanky, restless reporter for the little German paper was "the most ex-

asperatingly inquisitive and annoying cub we ever ran across." He was his paper's only reporter.

### HIS FIRST NOTABLE FIGHT.

The first public fight of note which the young newspaper reporter took up was a campaign against corruption in the St. Louis County Court. He won his fight, the court was abolished and reorganized under a form of government which still prevails there. Mr. Pulitzer, in November, 1869, entered St. Louis politics and was elected a member of the lower house of Missouri's General Assembly. When he went to the State capitol he took up his work there not only as a legislator, but as a special correspondent of the Post as well. Some of the things he wrote about while a legislator angered a St. Louis contractor, which led to a tongue fight between the contractor and the reporter in the corridor of the Schmidt Hotel.

In a belated letter to St. Clair McKelway, written by Mr. Pulitzer several weeks before he died and which was published in the Brooklyn Eagle this week, the great editor, after denying a statement made some time ago that George W. Childs had loaned him money with which to purchase the World, gave this account of some of his early experiences in St. Louis:

### AUTOBIOGRAPHICAL NOTES.

"About forty years ago, when I was only twenty-five, some of the proprietors of the Westliche Post in St. Louis became nervous, wanted to retire; thought the paper was ruined by the Greeley campaign, and sold me a proprietary interest in that paper on very liberal terms. They thought I was nec-

essary to the paper. They probably would have done the same thing to any other man who worked sixteen hours a day as I did during that campaign. But their judgment gave me independence and a competency at twenty-five, and when I sold my interest back to them I had some capital of my own.

"In December, 1878, I bought the Post-Dispatch, in St. Louis, at public auction, for \$2,500. When I bought the World, a little more than four years after, the Post-Dispatch had become a highly prosperous paper for those days, and its prosperity enabled me to pay the necessary purchase money for the World. This is the simple story of the capital that went into the World.

### SOME GOOD ADVICE.

"Napoleon said that every private carried the marshal's baton in his knapsack. I hope that every reporter, copy reader, city editor or editorial writer will believe that he can carry his capital in his head if he will only work hard enough and stick to his convictions and sound principles. There are more dead papers to resurrect to-day than there were in 1872, and many reporters to-day may be great revivalists a generation hence. I like reporters. I want to encourage them."

Mr. Pulitzer purchased the World of Jay Gould in 1883. A Presidential campaign was looming ahead and Mr. Pulitzer went into the fight to elect Grover Cleveland. Tammany nominated him for Congress from the Ninth New York District and he was elected. In this campaign the editor made his last speech in German. He resigned his seat in Congress three months after his election, gave his salary to charity and returned to his editorial work.

In 1886 he purchased the Park Row property where the Pulitzer building now stands. For more than a score of years he had been in the building but rarely, only about two or three times; but there had been no time when he hadn't been in intimate touch with the editorial and business departments. The building was not finished until after Mr. Pulitzer had become totally blind.

Of late years he had spent most of his days aboard his yacht, surrounded by a corps of readers and secretaries, who read the newspapers to him carefully and then carried out his orders. It was an ordinary occurrence for him to wake up his staff aboard the yacht at 2 or 3 o'clock in the morning to aid him in some new work he had suddenly thought of.

Despite his blindness Mr. Pulitzer was a good rider. All he asked was a saddle horse with a good steady action and he would start off in the parkway bridle paths here and abroad for long cantering, a companion riding beside him, as he guided his mount by occasionally reaching out and touching the sleeve of his companion. In this manner, and trusting also to a horse's natural inclination to follow the road, he got along without mishap.

(Continued on page 11.)

## FOR RENT CHEAP

Office Facing 5th Ave. in  
Brunswick Bldg.

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

Chance for Special Representative

Inquire 921 Brunswick Bldg.

Phone: 5674 Madison

**ONE** Hundred books for Christmas reading and details of seasonable literature published in America and Europe in the Holiday Book Number, The New York Times, Sunday, December 3d.



**HIS GREATEST GIFT.**

**School of Journalism, Endowed by Mr. Pulitzer with \$2,000,000, to be Immediately Established at Columbia—Its Plan and Scope as Outlined Several Years Ago.**

The death of Joseph Pulitzer on Sunday brings into immediate activity the plan which the editor had formed several years before his death for establishing a school of journalism in connection with the Columbia University, for which Mr. Pulitzer made provision by setting aside \$2,000,000 for its endowment. A fund of \$1,000,000 became available for the purpose immediately on his death, with an additional \$1,000,000 three years later, provided that the college promises to become successful.

The School of Journalism was first suggested to the then president of Columbia in 1892. It was refused. In 1903 the offer was renewed by Mr. Pulitzer to President Butler, and by him accepted. Plans were drawn for the building and a place assigned to it on the Amsterdam avenue side of the campus. Then came so many new and difficult questions that, owing to Mr. Pulitzer's declining health and his frequent and prolonged absences from this country, the plans were never carried out. The plot of ground that had been set aside for the building was used for the new School of Philosophy and the Memorial Chapel. At present it is proposed to build at the corner of Broadway and 116th street.

AGREEMENT MADE IN 1903.

Mr. Pulitzer made his gift to Columbia in an agreement signed July 20, 1903. There were three other agreements relating to financial matters. But the main provisions of the first agreement are adhered to in the others. Mr. Pulitzer gave to the university at this time \$200,000. He reserved the right to nominate an advisory board at any time before his death. In case of his death before nominating such a board the agreement provided that the following should constitute the board to found and govern the new venture in education:

President Butler of Columbia; White-law Reid, publisher of the New York Tribune and the American Ambassador at the Court of St. James; St. Clair McKelway, editor of the Brooklyn Eagle; John Hay, late Secretary of State; Victor F. Lawson, publisher of the Chicago Daily News; Gen. Charles



**RALPH PULITZER,**

WHO BECOMES THE DOMINANT FACTOR IN THE MANAGEMENT OF HIS FATHER'S NEWSPAPER PROPERTIES.

H. Taylor, of Boston; Melville E. Stone, of the Associated Press; Samuel Bowles, editor of the Springfield Republican; the principal editors of the New York Herald, the New York World, the New York Evening Post, the New York Sun, the New York Times, the St. Louis Post-Dispatch, and the Philadelphia Press.

FIRST PAYMENT MADE IN 1904.

On April 12, 1904, Mr. Pulitzer paid to the university trustees \$800,000, and an additional amended agreement of that date provided that the entire income from the money should go to him during his life or until the school was founded, and in addition provided for the second gift of \$1,000,000 if the school was successful.

As no advisory board was nominated by Mr. Pulitzer during his life the first-named men will form that body.

The plans and general outlines of what should be taught in the School of Journalism were set forth by Mr. Pulitzer in a long essay published in the North American Record of May, 1904. He suggested a training in English style and the essentials of law, with special emphasis on the law of franchises, monopolies, common carriers, labor and capital. He favored also courses in ethics; history, with attention to political history and the history of journalism; a study of truth and accuracy, sociology, economics, arbitration, statistics, modern languages, especially French and German, the former for training in lucid expression and the latter for value as a medium for all other languages and literatures; last of all, and as the climax of the course, he proposed a study of news. The planning of the school should not be aimed at making successful newspaper editors and reporters, he concluded, but at the welfare of the Republic.

**MAKING A LAST APPEAL.**

**Forlorn Hope Request to Columbian-Sterling Stockholders.**

A committee of stockholders of the Columbian-Sterling Co., now in the hands of a receiver, A. Gordon Murray, has sent out an appeal to stockholders of that corporation to contribute an amount in money equal to 10 per cent. of their respective holdings to put the Hampton-Columbian Magazine on its feet, the money to be returned to any contributor, minus necessary expenses, in the event of failure to receive the requisite total. They say, under date of Oct. 28, that otherwise the receiver is preparing to sell out everything within ten days.

They say that the Columbian and Hampton's were built up through the "splendid efforts and ability of exceptionally capable editorial and circulation departments," and that "the punishment of wrongdoing" on the part of others is "being given vigorous attention by the Federal authorities," and "the recovery of misapplied funds is a matter for future action."

The committee consists of John B. Christensen, James R. Sloane, Mrs. George A. Waggaman and William W. Young.

**Against Fake Advertising.**

At a meeting of the Ad Men's Club of Atlanta recently, a motion was passed recommending the Georgia General Assembly to legislate against untrue and misleading advertisements and to provide for the punishment of those who violate the provisions of the act.

The Western Newspaper Union will erect a new \$30,000 home for its Sioux City (Ia.) branch office.

**CHICAGO NEWS BUDGET.**

**Personal Notes About the Members of the Newspaper Colony.**

(Special Correspondence.)

CHICAGO, Nov. 2.—Frederick Warde was the guest of honor at a noonday luncheon given late last week by the Press Club of Chicago. Several other actors and actresses were also guests of the club. Addresses and reminiscences by Mr. Warde and other actors followed the luncheon.

Mrs. Elizabeth Ann Shehan, widow of James W. Shehan, formerly a well-known newspaper man and an associate of Joseph Medill in the editorial management of the Chicago Tribune, died last week at her residence. Mrs. Shehan was eighty-three years old. Eight children survive her. One is Joseph M. Shehan, a member of the editorial staff of the Evening Post.

Members of the Press Club enjoyed Halloween dinner and dance at the clubhouse Saturday evening. All the oldtime festivities of the occasion and some new ones were indulged in.

The Illinois Woman's Press Association held its regular meeting Thursday evening at the Chicago Press Club. Mrs. Frances A. Woods was chairman of the evening, and the speakers were Douglas Mallock, Ballard Dunn, the Hon. Porter Bartzzen and S. E. Kiser.

W. I. Dickinson, formerly circulation manager of the defunct Chicago Chronicle and now holding a similar position with a Louisville paper, came on last week and attended the funeral of his former employer, John R. Walsh.

The members of the Illinois Woman's Press Club are inaugurating a social feature this season in the form of Sunday teas to be held the first Sunday of each month. The first tea was held Sunday afternoon from 4 to 6 o'clock at the clubrooms. The object of the teas is to give an opportunity to the women writers and professional women of the city to become better acquainted. The Illinois Woman's Press Club now has a membership of over 200 of the most prominent women writers in the country.

Ted Sullivan will blossom forth shortly as a journalist. The veteran player, scout and author is about to publish in this city the first number of a weekly sporting paper devoted principally to baseball. The paper will be conducted along the lines of Sporting Life and Sporting News.

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

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

**German Gazette**

The Leading German paper in a city with 60,000 German homes. This paper carries the advertising of all the progressive houses. The

	Evening Democrat	Sunday Gazette	Weekly Gazette
Record	306,875 Lines		
GAZETTE	290,640 Lines		
North American	281,890 Lines		
Inquirer	211,800 Lines		
Press	176,010 Lines		
Ledger	158,270 Lines		

The German Gazette Publishing Co. PHILADELPHIA

**The Evening Wisconsin**

**IS FIRST CHOICE**

Whenever a Special Representative comes to Milwaukee to investigate local conditions, for a big prospective advertiser, he is sure to find that the leading business houses recommend

**THE EVENING WISCONSIN**

Because it is Milwaukee's leading newspaper and reaches over 43,000 HOMES daily, and they represent the best buyers in the City and State. It appeals to the women of the home, because they believe in the integrity and the honesty of this paper.

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

JOHN W. CAMPSIE, Business Manager  
CHAS. H. EDDY, Foreign Representative.  
New York Office, 1 Madison Ave.  
Chicago Office: 160 Michigan Ave.  
(Robt. J. Virtue, Mgr.)

## COLLIER'S NEW EDITOR

HE IS J. O'HARA COSGRAVE, WHO SCORED A SUCCESS ON EVERYBODY'S MAGAZINE.

J. O'Hara Cosgrave has left Everybody's for Collier's, on which publication he will hold the nominal position of managing editor. In reality, it will be a position between managing editor and editorial director—for titles in magazine offices are always somewhat hazy. Scarcely any shift of base in the magazine business would have caused more interest among magazine people than this. For whether or no they agree with his theories of publication, most editors subscribe to the words of that great magazine proprietor who met Cosgrave once at a banquet.

"Cosgrave," said he, "there are only three great magazine editors in this country—and the other one lives in Philadelphia."

He belongs, perhaps, where the fates have dropped him, for Cosgrave is an "idea man," and a weekly, appearing four times as often as a monthly, needs by the same token just four times as many ideas as a monthly. He carried always a headful of ideas, even in the early struggling days when he fought and bled and almost died as editor of the Wave in San Francisco. The Wave was his 'prentice work; it was an attempt to force a good illustrated and literary weekly upon a community all too small to support it in the luxury of expenditure which such enterprises demand.

### JUGGLED WITH THE WAVE.

Cosgrave kept it running for years about as a juggler keeps three balls in the air at once. It was a mighty creditable publication, too; one has to turn back to its searce old files—held at a premium since the earthquake—to realize how good it was. It was notable, also, for the number of its subeditors and general contributors who afterward made good in the wider field. Gelett Burgess, just graduated from teaching mechanical drawing in the University of California, did for the Wave his first professional literary work.

Juliet Wilbur Tompkins entered its service just after she left college, and her sketches and interviews broadened in the Wave to her first short stories. At some time in the middle nineties, a youth who had published an epic poem while a student at the University of California consented to enter the service of the Wave. He remained there three years, doing all kinds of work—among other things, a short story every week. When his short stories grew into a serial, McClure, Philipps & Co. noticed him and sent for him—and Frank Nor-



JAMES O'HARA COSGRAVE,  
WHO HAS BEEN APPOINTED MANAGING EDITOR OF COLLIER'S WEEKLY.

ris and his first book, "Moran of the Lady Letty," went East together.

Jack London sold his first short story to the Overland Monthly, but for some time after that the Wave was his best market for copy. Will Irwin was the last sub-editor of the Wave. For in 1900 it died—of too much prosperity. That is paradoxical but true—the story is too long to tell here in full; but the finish of the Wave resembled the finish of the tramp who choked to death on his first full meal.

One never knows his luck in this world. Cosgrave could not have told, of course, that the Wave's apparent good fortune was going to be its death. Neither could he know that its death was to be the real beginning of his own fortunes. For when the Wave was gone Frank Norris drew him East and introduced him to Doubleday, Page & Co. That firm was publishing Everybody's Magazine for John Wanamaker.

### CAPTURED THOMAS LAWSON.

"Bring us some ideas," they said when Cosgrave applied for the job of editing Everybody's. "Certainly," replied Cosgrave. He returned next day with a large typewritten manuscript—enough ideas to last ten years. He was pulling up the circulation when Wanamaker sold out to the Ridgeway-Thayer Co.—and Cosgrave went with the property. Within the year, his instinct for good copy had convinced him that an idea for a series which Thomas W. Lawson had been offering in vain to the newspapers and magazines was "good copy."

He fought the idea through, and he cajoled the manuscript out of Lawson.

Within six or seven months Everybody's had jumped from 200,000 circulation to 900,000. The rest is history.

Cosgrave is that perfect blend of newspaper man and "literary person" which the modern popular magazine requires. He knows good writing; but he also knows a "good story." He understands news in the national sense, and understands how to get it. Those who know him best suspect that the administrative desk at Collier's fits his talents better than anything else he has tried.

### A Handy Volume for Travelers.

Watt's Official Railway Guide of the South, issued monthly at Atlanta, Ga., is a most useful publication for business men and travelers. It is convenient in form and not too bulky to carry in one's grip. Besides containing the time tables of the railroads and steamship lines, it presents a list of the hotels of the South, several pages of news notes concerning the men who run them and other valuable information.

## OBITUARY NOTES.

Charles Ruthven Bryan, formerly of the editorial staff of the Somerville (Mass.) Journal, but since 1901 connected with the National Magazine, is dead in his sixty-ninth year.

West E. Wilkinson, for twenty years editor of the Seneca (Kan.) Courier, died recently.

Isaac Jenkinson, for many years editor and owner of the Richmond (Ind.) Palladium, passed away last week. He was a personal friend of Abraham Lincoln, and was at one time consul at Glasgow, Scotland.

James Armstrong, for thirty-three years editor of the Scottsboro (Ala.) Citizen, died in that city October 21.

H. E. Oates, business manager of the Peoria (Ill.) Herald-Transcript, died suddenly at his home in that city October 27. Mr. Oates, who was formerly manager of the Clinton Herald, went to the Herald-Transcript eighteen months ago, and during the intervening time won a high place in the community.

Frederick Alden Bennett, for many years a marine reporter on San Francisco newspapers and formerly city editor of the San Diego Sun, is dead.

W. J. Henning, for many years editorial writer on the Augusta (Ga.) Herald, and before that publisher of the Daily Tribune, died Oct. 16 in that city.

Channing Shumway, formerly proprietor of the Pottsville (Pa.) Evening Chronicle, is dead.

Charles E. Barnes, one of Michigan's well-known newspaper men, died in Battle Creek, Oct. 9.

H. E. Williams, of the advertising staff of the Pasadena (Cal.) Star, died last week.

### Acquitted by Woman Jury.

The first jury of women which ever served in California this week acquitted A. A. King, editor of a Los Angeles newspaper, who was charged with publishing an article in violation of a city ordinance. It was at King's request that a jury of women passed on his case. He expressed the belief women would give a fairer verdict than men.

## JOHN H. MARTIN

Judge of the Superior Courts  
of the Oconee Circuit  
HAWKINSVILLE, GA.

December 30, 1910.

Mr. Joseph G. Fivesash, Norfolk, Va.  
Dear Sir—The true Southerner owes to you a debt of gratitude for your most excellent brochure descriptive of the fight between the Virginia and the Monitor. This little work should be in the hands of every family. I received the work today and read every word of it, and to me it was a revelation. Never before had I seen a full, authentic account of the fight, and I had no conception of the part really enacted by the Virginia and its crew of patriotic heroes. Yours truly,  
J. H. MARTIN.

## "Revolution in Naval Warfare"

For sale at Shaffer's Bookstore, No. 8 Granby Street, Norfolk, Va. Price 30 cents, postage prepaid.

## The Wm. L. Betts Company

SUITE 406, WORLD BUILDING  
NEW YORK CITY, N. Y.

## Newspaper Contest Experts

### OUR STRONGHOLD

Confidence between us and pany rests. Our clientele dation upon which this company rests. Our clientele embraces newspaper publishers, who appreciate business methods well applied.

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

HENRY A WISE WOOD PRESIDENT

BENJAMIN WOOD TREASURER & GEN'L MGR

## WOOD FLONG COMPANY

DRY MATS FOR STEREOTYPING

1 MADISON AVENUE

NEW YORK November 2, 1911.

J. B. Shale, Esq., President,  
THE EDITOR AND PUBLISHER,  
13 Park Row,  
New York City.

Gentlemen:-

We thank you for your favor of the  
2nd inst. enclosing correspondence concerning  
the NEW DRY MATRIX.

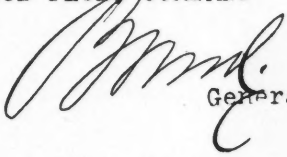
Since you announced our Agency for  
the DRY FLONG in your issue of October 28th  
we have been flooded with inquiries from news-  
papers throughout the country. The long reach  
of THE EDITOR AND PUBLISHER is illustrated by  
the receipt by us of a telegraphic inquiry from  
Vancouver, B.C., which must have been sent al-  
most immediately after the receipt of your paper.

To any who may question the value of  
THE EDITOR AND PUBLISHER as an effective adver-  
tising medium for anything of real importance  
to the Daily newspapers, our experience should  
prove convincing.

Yours very truly,

WOOD FLONG COMPANY

BW/EF

  
General Manager.



## PITTSBURGH DRY MATS.

**Experience of Colonel Hershman's Newspaper, The Press, With the Cold Matrix Process—During World Baseball Series of Games Presses Were Started in Two Minutes and Fifteen Seconds.**

### EDITOR AND PUBLISHER:

The cold matrix process, which has been given considerable attention by your journal recently, is not new in Pittsburgh nor in more than 40 other American cities, where the dry matrix flong is now being used successfully.

More than three years ago the cold matrix process was perfected under the direction of Colonel Oliver S. Hershman in the stereotyping department of his newspaper, the Pittsburgh Press. The process involved the treatment of the flong with certain chemicals in order that it might withstand the action of hot metal in the casting box and produce a perfect plate.

The Pittsburgh Press was the first newspaper anywhere to cast plates successfully for rapid rotary presses from matrices that eliminated treatment in the drying tables. When this process was perfected THE EDITOR AND PUBLISHER was one of the first journals to give the details of this epoch-making discovery, with its enormous possibilities, to the newspaper publishers of the world. A deluge of inquiries and applications for dry flong followed and, in appreciation of the value of the new process and the revolution in stereotyping methods that would be wrought, Col. Hershman assisted in the formation of the Dry Mat Service Co. for the purpose of allowing other publishers the benefits of this great time-saving device.

In order to test the efficiency of the dry mat, on July 8, 1910, the drying tables in the stereotyping department of the Press were thrown out of use and the entire paper of 32 pages was printed from dry flong plates. On account of the additional cost of the dry flong, as compared with wet matrices, the Press has not continued the exclusive use of the dry mat, but has used it continuously on all editions on the last forms from the composing room and thereby saves from 8 to 15 minutes in starting the presses.

At the American Newspaper Publishers' convention in 1910, A. W. Bird-sall spoke on the success attained by the new matrix process and many publishers at that gathering, who had used the dry flong, attested to its successful use and its great value to newspaper publishers. Many other publishers who tried to install the process for late forms failed because their stereotypers did not believe in the new cold process and were unwilling to make it a success. Some went to the Pittsburgh Press and others sent their stereotypers to learn how the Press was able to handle the dry flong successfully, and in such instances the publisher or stereotypers was convinced of its value and at once started using it successfully. At the present time there are more than 40 newspapers throughout the country using the dry mat flong and the number is increasing as the stereotypers abandon their objections and prejudices and learn more about handling it.

During the world's championship baseball series the newspapers using the dry flong were enabled to test its value to the limit. A number reported that they started the presses in less than two minutes after closing the baseball page in the composing room. The Pittsburgh Press, which casts in the Junior autoplate, made an average time of two minutes and 15 seconds for press starters, and was enabled to beat its competitors on the street from 5 to 14 minutes.

The dry matrix, as perfected by the Pittsburgh Press, has undoubtedly come to stay, as all users of it will testify. It is perfect for all practical purposes and requires only a thorough understanding by the men who handle it to insure its successful use.

T. R. WILLIAMS,  
Manager Dry Mat Service Co.  
Pittsburgh, Pa., Oct. 29.

### Seattle Publicity Club.

President Joseph Blethen, of the Seattle Publicity Club, presided at the meeting of the club on Oct. 12, at which 126 members were present. C. M. Brockhagen, manager of the Post-Intelligencer, as chairman of the day, introduced ex-United States Senator John L. Wilson, president of the Post-Intelligencer Co., who addressed the club on the value of united action within Seattle for the obtaining of valuable publicity outside of Seattle. The sending of the postcard is one of the unique observations of this club. The chairman provides a postcard already stamped at each plate, and at a given place in the program requires every man present to write a message on his card and address it to some friend outside of the city of Seattle. Then the club postman gathers the cards, leaves the hall, goes to the nearest mail-box, drops the cards in and returns to the dining room.

### Will Furnish Ready Prints.

The American Press Association, of which Courtland Smith is president and manager, announces the inauguration of a new ready-print service for the benefit of country newspapers. An unusual feature of the new service is that no advertising whatever will be carried on the printed pages furnished. The Western Newspaper Union up to this time has had what is practically a monopoly of the ready-print field.

R. M. Johnston, editor of the Houston Post, has been mentioned as a possible candidate for the United States Senatorship recently vacated by J. W. Bailey.

### NEW PUBLICATIONS.

**BILOXI, Miss.**—S. L. Frisbie & Son, publishers of the Gulf Coast Advertiser, a weekly, began the publication of a morning daily Nov. 1.

**FIFE LAKE, Mich.**—This town has a new weekly, called the Fife Lake Booster. D. E. Hills is the editor. It is probably the smallest newspapers printed in the State, its size being 8 x 12 inches.

**HOUSTON, Tex.**—The Fuel & Oil Journal, devoted to the petroleum trade, has been started here. Holland S. Reavis, the founder, was for eight years editor of the Oil Investors' Journal.

**ATLANTIC, Ia.**—The Times is the name of a new semi-weekly Democratic newspaper brought out here by J. R. Graham, a professor in the public schools at Larrabee, and William E. Broadfield, of Glenwood.

**GRAND FORKS, N. D.**—The Progressive Observer, a new weekly, has been launched by the Progressive Publishing Company, having a capital stock of \$50,000. O. T. Rishoff, formerly editor of the Milton Globe, is the manager and editor.

**NEW YORK CITY.**—The Union League Club of Brooklyn has issued the first number of a monthly publication called the Union League. It is specially designed to give a fresh impetus to the political life of the club as an exponent of Republicanism.

**PARKERSBURG, W. Va.**—A new morning paper will shortly be brought out in this city by Robert Morris and Ben Morris. It will be printed from the plant of the State Journal.

**HORSE CAVE, Ky.**—Harry Hansbrough of the Larue County Herald at Hodgenville, will start a weekly newspaper here to be known as the Hart County Herald.

**SAN DIEGO, Cal.**—The San Diego Police Bulletin has made its debut, with William Gabrielson as editor and proprietor.

**CLEVELAND, O.**—The Socialists of this city have brought out the first number of the Cleveland Socialist, which is designed to promulgate the principles of that party.

**BROWNSVILLE, Tex.**—The Diario de la Frontera, with Jose Vera as editor, will shortly make its appearance in the morning field.

**PALESTINE, Tex.**—The Morning Record, a daily newspaper, is to be brought out here in connection with the Labor Journal. F. L. Cohen is the president of the company.

**CORPUS CHRISTI, Tex.**—Roy Hoff, of this city, formerly a cartoonist on one of the Dallas newspapers, will establish a weekly newspaper at Port Aransas.

**GREAT FALLS, Mont.**—The American Lutheran Observer will soon make its appearance here as the organ of the Lutherans of the General Synod.

**ARGENTA, Ark.**—This place is to have a new daily called the Argenta Daily Journal, edited by Henry C. Morgan. The machinery for the plant has already arrived and the publication of the paper will be begun within a few days.

**ST. LOUIS, Mo.**—The Socialist Advocate, a semi-weekly paper published in Granite City, has been launched. It is edited by A. M. Jennings.

**DECATUR, Ala.**—A \$10,000 stock company has been organized to publish an afternoon newspaper in this city. W. R. Shelton, business manager of the Twin City Telegram, will have charge of the enterprise.

The Harrisburg (Pa.) Telegraph has been elected to membership in the American Newspaper Publishers' Association.

### A SERIOUS NEWSPAPER FAULT.

**Why Lay Undue Stress on His Church Connection When a Man Goes Wrong?**

Newspapers go out of their way to point out that a man is a member of a church or a Y. M. C. A. or a Sunday School superintendent, if they can use this to his detriment. A signal instance of this is the case of a church official and long-respected citizen of a Connecticut town, who was found \$10,000 short in his accounts as treasurer of a local savings bank.

The point the newspapers might have made was that, despite his place in the church and leadership in religious work, here was a man who had yielded to the temptation to invest money not his own in wildcat mining stock. In true muck-raking style, they preferred to herald the fact that another prominent church official had gone wrong.

The way the press mentions such cases is designed to bring the church into discredit with a certain class who, forgetting entirely the overwhelming percentage of church members who never depart from the path of honesty and right living, are constantly looking for opportunities to criticize religion.

It does not follow of necessity that, because of membership in a church, a man will never go astray. Its essential mission, however, is the development of moral character, and it is not the fault of the church, but simply the weakness of human nature, when an occasional person succumbs to temptation.—*Leslie's Weekly.*

### A CLASS PUBLICATION with a QUALITY CIRCULATION

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

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

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

**The New Age Magazine**  
No. 1 Madison Ave., New York City

## The San Diego Sun

stands first in its field, first in influence, in prestige, in circulation, and the amount of advertising which it carries.

## THE PITTSBURG PRESS

Has the Largest Daily and Sunday CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

## THE NEWS SCIMITAR of MEMPHIS, TENNESSEE,

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

Quality, strength and superiority of circulation mean returns for advertisers. MEMPHIS does a business of \$300,000,000 yearly.

PAUL BLOCK, Inc.,  
Chicago New York Boston

## THE EUREKA HERALD of EUREKA, CALIFORNIA

NET PAID CIRCULATION, 5,290 DAILY, AND GROWING LIKE A WEED

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

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

Circulation Guaranteed by \$5,000.00 in Gold.

Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD EUREKA, CALIFORNIA  
A. K. STONE, Editor and General Manager.  
S. G. LINDENSTEIN, INC.  
Special Representative, New York & Chicago

**NORTHWESTERN NEWS.**

**What the Wide Awake Journalists of Washington and Vicinity Are Doing—Outcault and Crewdson to Establish a Model Community Near Bridgeport on a 3,000-Acre Tract—New Japanese Newspaper.**  
(Special Correspondence.)

SPokane, Wash., Nov. 1.—Fred Niederhauser, of the editorial staff of the Chronicle, has become secretary of the Spokane Chamber of Commerce Committee, which is arranging for the first annual sessions of the National Country Life Congress, which will meet in Spokane, November 23 to 29.

B. H. Canfield, supervising editor of the Scripps League in the Northwest, and Miss Emmette L. Vorheis, of Spokane, were married in Spokane recently. They are passing their honeymoon in eastern Washington.

Paul R. Gregg and Percy D. Gregg, minor sons of F. B. Gregg, a publisher in Spokane, formerly identified with the Inland Herald, have received \$48,895 each as their portion of the estate of their grandmother, Mrs. Hannah Rutledge, wife of Edward Rutledge, a millionaire lumberman of Wisconsin, who died some time ago. F. B. Sammis, formerly receiver of the Herald, has been named guardian.

Edwin S. Gill, owner and manager of the Record Publishing Co. of Seattle, has bought an apple and peach orchard of 12½ acres for \$15,000 near Wenatchee, Wash., west of Spokane.

Theodore O. Erickson, for six months city editor of the Baker (Ore.) Herald, has resigned to take a position at Boise, Idaho. He was formerly connected with the Salem (Ore.) Statesman.

Dr. Elwin L. House, pastor of Westminster Congregational Church, of Spokane, who was a correspondent of the Boston Globe with a Massachusetts regiment during the Cuban war, is using display space in local dailies to advertise the Sunday services. "We have decided to try it for three months," he said. "It is a straight business proposition."

B. N. Kennedy has sold the Mansfield (Wash.) News to a company of business men and retired from the management of the paper. E. P. Murphy has charge of the paper for the new firm.

T. W. Shaughnessey, a newspaper man of Clark's Fork, Idaho, and Miss Marguerite Lyden, of Brewster, Wash., were married in Spokane recently.

The Colville (Wash.) Advertiser has been acquired by the promoters of the new Socialist weekly paper, the Searchlight. The Advertiser will be published tri-weekly as before and the new weekly paper will be issued from the Advertiser office. G. O. Bay will be manager, Guy R. Bay having charge of the office work.

The Colville (Wash.) Daily Bulletin, published by the Statesman-Index Co., has enlarged to a four-page six-column

daily and has assumed the name of the parent sheet.

Seiser Aoki has come to Spokane from Seattle to establish a Japanese publication, called the Commercial News, to be issued twice a month. It will be printed in the Japanese language and devoted to agricultural, commercial and industrial pursuits of Spokane and the tributary country. Aoki is a graduate of Waseda University, and has been in the United States six years. He also is editor and publisher of Sunlight.

R. F. Outcault, originator of the Yellow Kid, and Charles H. Crewdson, author of "Tales of the Road," who have associated with them De Wolf Hopper, Opie Read and Prof. Fred Starr, of Chicago, in establishing a model community near Bridgeport, Wash., were in Spokane recently conferring with Samuel Berry, president of the corporation. The tract consists of 3,000 acres, half of which has been planted to apple trees. Mr. Outcault hopes to make it the rendezvous for members of the American literati.

John H. Shaw, head of the publishing house of Shaw & Borden, Spokane, who represented the Spokane Chamber of Commerce on business trips to the Orient and Europe, said at a meeting of the Spokane Ad Club that advertising is one of the great factors that is bringing China to the front to-day. He added: "As a result of foreign advertising and themselves learning to advertise, the mail matter in the post-office in China advanced from 22,000,000 packets to 170,000,000 in twelve months."

**LOOK OUT FOR HIM!**

**Man Pretending to Buy Iowa Paper Gets Bogus Draft Cashed and Disappears.**

A man giving his name as John G. Manning is badly wanted at Shannon City, Ia., on the charge of obtaining \$350 fraudulently from the bank at Grand River. The stranger appeared in Shannon City Tuesday and wanted to buy the Shannon City (Ia.) Sun, edited by Horace Greeley. The men finally made terms and Manning produced a draft, apparently drawn by a New York bank on an Arizona bank and tried to cash it at the Shannon City bank. Because he was a stranger the bank refused to cash so large a draft without identification of the man. He then secured Mr. Greeley and went to Grand River, where he succeeded in getting the draft honored. It is believed Mr. Greeley indorsed the draft. Manning then paid Mr. Greeley \$10 down on the bargain, as had been agreed, and left with the understanding that Mr. Greeley get out the paper for him that week until he could return and take charge himself. With the \$340 in his pocket he left and has not been heard from since.

Shortly after Manning left a Pinkerton detective arrived in Shannon City and began to make inquiries for a party answering Manning's description and gave out the information that Manning was wanted in nearly every State in the Union for some alleged crookedness. The detective said he had been trailing Manning for more than a year, and was always just a little too late to catch him.

**Another Hearst Rumor Denied.**

A rumor was current in Detroit this week that William R. Hearst was to establish a newspaper in that city. Inquiry at the office of the publisher in this city resulted in the statement that there was no truth in the rumor.

**CHANGES IN INTEREST.**

Ontario, Cal.—M. & F. E. Unholz have sold their interest in the Daily Republican and Weekly Record to Crombie and H. L. Allen, formerly chief owners of the Daily Tribune and Weekly Press of Greensburg, Pa.

Tulsa, Ark.—Eugene Lorton, late of Vancouver, Wash., has bought a controlling interest in the World.

Salem, O.—Louis H. Brush, of this city, has organized the Alliance Leader Publishing Co., with a capital of \$35,000, to take over the plant and goodwill of the Alliance Leader. Mr. Brush is president of the organization.

Aurora, Neb.—Clark Perkins, secretary of the Nebraska Railroad Commission, has resigned and bought the Republican of this city from James Schoonover.

Eldora, Ia.—H. S. Kneedler has bought the Eldora Ledger from Paul Wood. Mr. Kneedler comes here from Caldwell, Idaho, where he was secretary of the Commercial Club.

Bessemer, Mich.—The Bessemer Herald, this city's only newspaper, has changed ownership. The new proprietor is F. C. Siebenson, who has been its editor and manager for some time.

Minneapolis, Minn.—John H. Murphy, of St. Louis, has bought an interest in Finance & Commerce, and become president of the company. Fred A. Likely, advertising manager, has resigned in order to become connected with a bonding house at Indianapolis.

Petosky, Mich.—The Record, for thirty-three years the leading Republican newspaper of Emmet County, has been purchased by C. E. Churchhill, proprietor of the Evening News and Independent.

Jackson, Miss.—The Mississippi Baptist, official organ of that church in this city, has been sold to a stock company called the Newton Printing Co., having a capital of \$15,000. It will be edited by R. L. Breland.

Maryville, Mo.—J. Fred Hull, for eighteen years managing editor of the Tribune, has purchased the controlling interest in that newspaper from W. S. Paddock, of Milwaukee, Wis.

Klamath Falls, Ore.—E. J. Murray, formerly part owner of the Evening Herald and Weekly Republican, has purchased the Chronicle, a morning newspaper.

Burlington, N. C.—The Burlington News has been acquired by the Rev. R. M. Andrews, of Henderson.

Ipswich, Ill.—Judge Parmley has sold his paper, the Tribune, to C. L. Jackson, who has been the editor of the paper for the last two years.

Lathrop, Mo.—The Monitor-Herald of this place has been taken over by R. B. Taylor, of Hannibal, Mo.

**HEARST BUYS ANOTHER PAPER.**

**Gets the Los Angeles Herald for Its News Franchise.**

W. R. Hearst has bought the Herald, the oldest morning paper in Los Angeles, in order to obtain an Associated Press franchise for his Examiner. The Herald plant will be transferred to a syndicate and will become an evening paper.

These changes are the result of a bitter newspaper war which has been in progress for many months between Mr. Hearst and Gen. H. G. Otis, owner of the Los Angeles Times, on one side and E. T. Earl, proprietor of the Evening Express, and the recently established Morning Tribune on the other. The Herald will be used to fight the Express in the evening field.

**The Topeka State Journal**

Official State Paper.  
Official City Paper.  
Circulation exceeding 20,000 net copies per day.

Circulation built exclusively upon merit. No premiums. No returns.

Sworn detailed exact circulation statements for every year for the last ten years, covering each day of each year, have been supplied Annually to Advertisers and Agents. Anyone failing to receive them can do so by writing the Publisher or our New York or Chicago Offices.

**THE TOPEKA STATE JOURNAL'S** circulation is state-wide and is guaranteed to be the largest in Topeka. It is a paper for the Home. No Liquor, Clairvoyant, Palmistry or objectionable advertising is accepted.

The following is, in part, copy of the new rate card, effective January 1st, 1912:

Display—without contract, 5c. per agate line (incl. full position).  
10,000 lines, within one year, or fixed space contract on yearly basis, 4c. per agate line (incl. full position).  
20 per cent. discount from above rates for "run of paper" position.

Classified advertising  
1c. per word, per insertion  
Commission allowed to recognized advertising agents only—not to advertisers direct.

No Liquor, Clairvoyant, Palmistry or objectionable advertising accepted.

Circulation over 20,000 net paid (for the twelve months ending Dec. 31, 1910, it was 20,808 net. As soon as possible after Jan. 1, 1912, average net paid circulation statement for the full year of 1911 will be furnished).

Circulation is State-wide and is guaranteed to be the largest in Topeka.

PAUL BLOCK, INC.,  
Special Representatives,  
250 Fifth Ave., New York. Steger Bldg., Chicago.

**THE STATE JOURNAL** is an Evening Newspaper for the Home. It doesn't admit objectionable advertising in its columns.

It carries the Associated Press Service. Among its many features, it has the famous Mutt & Jeff Cartoons and the Goldberg Cartoons running daily. Also other Cartoons on Saturdays, including the Lena and Loie pictures in colors.

This circulation is net—is state-wide—and is guaranteed to be the largest in Topeka.

City circulation almost exclusively by carrier to stores and homes at ten cents per week. Street sales two cents, mainly confined to transients visiting city.

Subscription price by mail, \$3.60 per year.

Trial subscription order for 100 days by mail, \$1.00. The largest local advertisers pay a minimum of 3c. net per agate line without any discounts whatsoever for "requested" position.

**THE STATE JOURNAL** carries considerably more advertising six days a week than its nearest contemporary. The records have shown that during the busy months **THE STATE JOURNAL** carries considerably more advertising from the big department stores of Topeka six days a week than did its nearest contemporary, publishing seven days a week.

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



# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS

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

BY THE EDITOR AND PUBLISHER COMPANY

13 to 21 Park Row, New York City. Telephone, 7446 Cortland  
Issued every Saturday. Subscription, \$1.00 per year. Foreign, \$2.00 per year.

THE JOURNALIST Established 1884. THE EDITOR AND PUBLISHER 1901  
J. B. SHALE, President T. J. KEENAN, Vice-President F. L. BLANCHARD, Secretary  
GEO. P. LEFFLER, Treasurer and Business Manager

## ADVERTISING RATES

Display, 15 cents per agate line Reading Notices, 25 cents per agate line  
Classified, 1 cent per word Liberal discount for time contracts.

NEW YORK, SATURDAY, NOVEMBER 4, 1911

### JOURNALISM'S GREAT DEBT TO JOSEPH PULITZER.

In the death of Joseph Pulitzer journalism sustains a heavy loss. The man who tears down simply to make a waste place retards human progress. He who tears down in order to build larger and better is a benefactor to civilization. Mr. Pulitzer belonged to the latter class of men.

He purchased the World when it was in extremis—its influence was gone, it had the smallest circulation of any daily newspaper in New York, and it was losing money. On the ruins of this broken down apology for a newspaper Mr. Pulitzer constructed a daily which is one of the giants of modern journalism.

It is a recognized principle in business that you cannot take out of a venture more than you put in—not of money, but of brain, of effort, of achievement. Mr. Pulitzer brought to his task an unquenchable enthusiasm, an indomitable will, and a comprehensive idea of what he believed the public wanted in a daily paper. He was the foe of sham, a relentless prosecutor of rascality in office, a fearless fighter for what he considered to be the right.

The new journalism of which Mr. Pulitzer became the exponent was markedly different from the old. It was more sensational and more aggressive. The newspapers of New York had fallen into a rut and were suffering from dry rot. It needed new blood and new methods to awaken it to its opportunities. Mr. Pulitzer therefore came to New York at an opportune time. He brought with him a tremendous enthusiasm and an aggressive personality which he applied to the regeneration of the World. He did things that made the public talk. He introduced illustrations of news events in daily journalism. The Daily Graphic printed pictures galore, but the Graphic was not a daily newspaper in the same sense as the representative morning and evening papers. The World's illustrations, which were timely and up to the hour, attracted much attention, and in the end the Herald, Times, Tribune, and occasionally the Sun, were compelled to follow its example.

Mr. Pulitzer sent Nelly Bly around

the world to break the fictitious eighty days' record of Phineas Fogg, Jules Verne's hero. She succeeded in covering the distance in less than seventy days, and the World obtained a vast amount of free advertising.

Mr. Pulitzer was not the father of yellow journalism in New York, but he was the first to make it popular. When he found, however, that it was developing into hysteria he dropped it, and thereafter the World was conducted as a conservative but extremely lively newspaper.

The World is to-day one of the foremost journals of the age. Its news is accurate and well written; its editorials are keen, incisive and fearless; its advertising columns are crowded with business announcements. The paper is a tower of strength. While not infallible, it is usually found on the side of justice, order and right. If Mr. Pulitzer left behind him no other monument, the World will perpetuate his memory for generations to come.

The greatest single thing done by Mr. Pulitzer was not the building up of a powerful newspaper, but the bequeathing to Columbia University \$2,000,000 for the founding of a college of journalism. The endowment is sufficiently ample to provide an adequate building and equipment and to secure the services of some of the leading newspaper men of the day for its staff of instructors. This great institution, the influence of which upon the future history of the country will be very important, will undoubtedly be the best of its kind in the world. No other journalist has ever lived in America who had the means and willingness to endow such a college.

This, then, is Mr. Pulitzer's most valuable contribution to the generations that shall follow him. His memory will be kept perpetually green by those who will share the benefits of his generosity and far-sightedness.

### EDITORIAL COMMENT.

One of the most important subjects now before the people of the country is the relations that should subsist between the Government and the people on the one hand, and combinations of capital on the other. The courts, Congress and

the State governments are all engaged in settling questions that have arisen out of the enforcement of the Sherman anti-trust law. The Chicago Tribune, recognizing these facts, has had prepared a series of six articles by as many prominent men engaged in big business which are now appearing in its columns. Richard Olney, Secretary of State in Cleveland's second administration, one of the writers, in a recent issue of the Tribune declared that the Supreme Court has exceeded its power in its decisions of trust cases, and has assumed legislative rights. He claims that Congress alone can determine what trade combinations shall be permitted to live.

Advertising men in New York have been talking all the week about the twelve-page advertisement of J. L. Kesner's new department store, which appeared in the World and the American on Sunday. This is one of the largest advertisements ever printed in a New York City daily newspaper, but does not break the record. The minimum rate cost of the advertisement in the World is \$7,185 and the one in the American \$6,773.76. In considering these amounts it should be remembered that the World has eight columns to the page and the American seven.

That was a whacking big paper that the Davenport (Ia.) Times issued on Oct. 28 in celebration of the completion of its new and beautiful home, a picture of which recently appeared in these columns. The issue consisted of 212 pages and was one of the largest, if not the largest, ever printed in the United States. From an advertising standpoint it was certainly remarkable, as it carried 15,000 inches of display and other advertising. The number was devoted largely to the exploitation of Davenport, her industries, institutions and commercial enterprises. The illustrations were numerous and their quality of a high order. E. P. Adler, the publisher, and his staff are to be congratulated upon their success in turning out a monster newspaper of such excellence.

### MORNING VS. EVENING PAPER CIRCULATION.

From the Fort Wayne (Ind.) Journal-Gazette.

The time was when the evening paper was psychologically the best advertising medium. That was in the days of the horse car, insufficient street illumination, incompetent sidewalks and paving, and few and high-priced amusements. People stayed at home in those days. To-day a woman is practically as safe on the street at night as in the day time. Modern transportation has made distance no bar to visiting to the poor man and the vaudeville houses and 5-cent theaters have placed amusement at all times within the reach of all people.

There is hardly a city that does not boast of a magnificent Y. M. C. A. building; hardly a lodge that does not own and maintain superbly appointed clubs with attractions for members and their families; hardly a church that has not its hall adjoining where meetings and recreations attract, and hardly a

municipality that is not proud of its public parks and the general efforts being made for the entertainment of the people.

Visit these places in the mornings—deserted; come in the evenings—crowded, and a significant fact is that all of these things have developed in the last few years. Their relation to advertising is just beginning to force itself home to advertisers, and results alone are forcing it. The department stores in the great cities know it. The bulk of their space goes to the morning papers, a marked contrast to a few years ago. The evening has come to be the time for recreation and recreation outside the homes.

### WEBB'S EXPERIENCES IN CHINA.

He Says His Compositors Do Not Know English and Yet Set Up the Paper Correctly.

Charles H. Webb, formerly of the Chicago Examiner, but who is now in Shanghai, China, running the Chinese Press, an English newspaper, in writing to E. B. Hatrick, of the International News Service, gave some interesting facts concerning his experiences. He says:

"I am working about eighteen hours a day, but am cheerful. We are having all kinds of trouble in our composing room. The whole staff is Chinese. These Chinese compositors are wonders. They can't read, speak nor understand a word of English, yet they get out an English-speaking newspaper with very few more errors than you find in the average paper at home. They don't even know the alphabet. They know their cases by characters and pick out the same characters in the copy sent them and put them together. They get \$4.90 gold per month, and sleep and eat in the composing room and a loft over it. Can you beat it?"

"We have published five issues of the paper and have tried two Sherlocks and three Tom Powers cartoons. I believe Sherlock is the more popular so far. I see you have captured Winsor McKay. Can you send along a few of his cartoons? I believe we are going to be a big success here, but typographically we are rotten. A big chunk of our type is somewhere out on the Pacific. When we get it we'll begin to cheer up.

"Am sending you our first Sunday paper. When you consider that a news half-tone picture never before has been printed in a newspaper in China, you will get an idea of the shock we are giving the people."

### IN NEW YORK THIS WEEK.

George J. Auer, business manager of the Knickerbocker Press, of Albany.

Harry Bagley, business manager of the Raleigh (N. C.) News and Observer.

C. B. Johnson, business manager of the Knoxville Sentinel.

Col. Louis J. Wortham, editor of the Fort Worth Star-Telegram.

F. W. R. Hinman, general manager of the Jacksonville (Fla.) Times-Union.

George M. Kohn, special representative, of Atlanta, Ga.

L. M. Antisdale, secretary of the Rochester (N. Y.) Herald.

Ernesto Moreno, president of the Reporters' Club of Havana, and the star news gatherer of El Mundo, is quite ill. He personally covered the visit of Secretary Stimson and the arrival of the Chinese warship "Hai-Chi," of both of which incidents his paper made special features.



**PERSONALS.**

James H. McGraw, publisher of the Electric Railway Journal, of New York, recently addressed the electric railroad officials on the subject of "Electric Railways and the Public."

W. R. Ingalls, editor of the Mining & Engineering Journal, of New York, addressed the Idaho University General Assembly recently on the marvelous development of the west. He stated among other things that he believed the time was not far distant when dollar ore will be treated at a profit by the miners of the country.

Ruston Rustomjee, editor of the Oriental Review of Bombay, one of the most intellectual and influential Parses in India, with Mrs. Rustomjee, is visiting the United States for the purpose of lecturing on behalf of the women of India. He is in New York at the present time, but will travel extensively during the next few weeks.

Mathew H. Hoover, managing editor of the Lockport (N. Y.) Union-Sun, has resigned to become chief of publication in the State Conservation Department. He is succeeded on the Union-Sun by Austin G. Dwyer, for several years city editor of that paper. The new city editor is J. J. Roberts, formerly of Trenton, N. J., who has been connected with the editorial staff for some time.

Ralph B. Goble, business manager of the Lockport Union-Sun, has taken a similar position on the Kingston Leader, and Carl Koon, the advertising manager of the Union-Sun, has gone into business in Lockport. Their places are taken by George E. Fitzsimmons and Robert J. Sharkey.

A. E. Bailey, proprietor and editor of the Marcellus (Mich.) News, has returned from Mountain Home, Idaho, where he has spent two years for the benefit of his health.

Henry Sutherland, a newspaper man of White Plains, has been appointed Under Sheriff of Westchester County, New York.

Samuel O. Dunn, editor of the Railway Age Gazette, one of the leading publications of the kind in the United States, is making a tour of the Pacific Northwest.

Herbert S. Underwood, for many years the dominant editorial force of the Boston Record, has been given control of the editorial department of the Boston Journal. Mr. Underwood was for twenty-five years on the Boston Advertiser and the Record, and came to these papers from the Springfield Republican.

J. M. Darling, of Des Moines, has joined the art force of the New York Globe.

Frank Purcell Angle, manager of the Jersey Shore Pennsylvania Herald, and Miss Hilda F. Malcolm, of Allentown, Pa., were married in Grace Episcopal Church of that city on Oct. 25.

Stanley L. McMichael, real estate editor of the Cleveland Plain Dealer, has been appointed secretary of the Cleveland Real Estate Board.

George T. Williams, a Denver newspaper man, has taken charge of the

Western Empire, at Montrose, Cal., as editor and manager.

Bradley J. Smollen, of Racine, Wis., who has been for some time editor of the Escanaba Mirror, has been appointed to a position on the staff of the Milwaukee Sentinel.

George A. Thompson, city editor of the Piqua (O.) Leader-Dispatch for the past four years, has resigned to become managing editor of the Piqua Daily Call.

Rev. Charles M. Levister, of Baltimore, has been appointed editor of the daily newspaper which will be issued by the Methodist General Conference during its session to be held in Baltimore next spring.

Al. M. Adams, editor of the Humboldt (Ia.) Independent, attended the reunion of the Second Iowa Cavalry, held at Perry last week.

Joseph P. Carey, for the past year city editor of the Brenham (Tex.) Evening Press, has gone to St. Louis, where he will hereafter reside.

Sam D. Fuson, of the Springfield (O.) Republican, has resigned, to become a member of the staff of the Joplin (Mo.) Daily Globe.

J. A. Rountree, president of the International League of Press Clubs, also editor of the Dixie Manufacturer, at the recent meeting of the Alabama Good Roads Association, which met in Selma on October 25 to 27, composed of a large and enthusiastic gathering of good roads advocates throughout the State of Alabama and the South, was re-elected secretary of that association. He was one of the original organizers of this body, and was elected as its first secretary, and has held that office for the past fifteen years.

Alf. C. Ford, of the Atlanta Georgian, has resigned to take a position as advertising manager with the Arkansas Democrat at Little Rock.

Charles E. Mills, who runs the Montevideo (Minn.) Daily American, is turning out a good paper these days. The American prints a generous amount of general as well as local news, and carries a good volume of advertising.

Frank C. Higgins, who is well known in New York advertising circles, has prepared a series of lectures on "Ancient Mysteries," which he will deliver this winter before a number of societies and organizations. The subjects are "The Dawn of the Gods," "The Star of Bethlehem," "The Great Pyramid and the Sphinx," "The Seal of Solomon and the Shield of David" and "The Forty-seventh Problem of Euclid."

Charles Ferguson, of the editorial staff of the New York American, will speak to-night before the Newspaper Forum, of the New York University, on "The Journalism that Makes News."

Hiram Schoch, editor of the Pittsburgh Spectator, has been admitted to practice law in the Allegheny County courts.

Wesley A. Stanger, editor of the Office Outfitter, of Chicago, spent a few days in New York this week.

Benjamin Edward Kelley, associate editor of the Greenwich (Conn.) News and a graduate of Bowdoin College, and Miss Irene Augusta Russell were mar-

ried Tuesday at Christ Church, in that city. The honeymoon will be spent in Maine.

Edward L. Preetorius, publisher of the St. Louis Times and Westliche Post, visited Washington and New York this week. He is making arrangements for a dinner which is shortly to be given Congressman R. T. Bartholdt by the business men of St. Louis.

**To Be Sold at Public Auction.**

The plant of the Lynn (Mass.) Evening News has passed into the hands of a receiver and will be sold on Nov. 11 by public auction, by order of mortgagees. A group of New Haven men obtained possession of it about a year ago from a syndicate of Lynn merchants, who are now demanding payment on notes given at that time.

**One Less Paper in Mexico.**

El Heraldo Mexicano is again the only afternoon Spanish newspaper in the City of Mexico, Mexico, as El Nacional, which was started to compete with it, has suspended publication. El Heraldo Mexicano was controlled by the same company that publishes the Mexican Herald.

You can procure copies of our last edition containing revised list of advertising agents and agencies by calling or addressing this office (5c. per copy), or through your news agent.

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word.

**WANTED—POSITION**

January 1, as advertising manager or representative to foreign or local publication. Chicago territory preferred. Am 39 and married. Thoroughly conversant with modern space building methods and every detail pertaining to the advertising department. My 10 years' experience as an advertising solicitor and manager is backed by references that will convince the most skeptical publisher that I can render reliable representation. Address "WESTERN," care THE EDITOR AND PUBLISHER.

**WANTED—BY ASSISTANT**

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

**PUBLISHERS—ATTENTION.**

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

**HIGH-GRADE ADVERTISING**

manager, with a record of results on both morning and evening dailies, experienced in handling and building circulation, and familiar with modern newspaper methods in all departments, wants business management of good daily. Strong references from present and former employers. Address "M. 44," care THE EDITOR AND PUBLISHER.

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

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

**A REAL CIRCULATION BUILDER**  
**GEORGE FITCH**

(Author of "Good Old Stew")  
"Vest Pocket Essays"  
Original, sparkling, smile-producing. Illustrated. Six weekly. Send for sample set. Furnished exclusively by  
**The Adams Newspaper Service**  
2015 Peoples Gas Building. CHICAGO

**WANTED—AN EDITORIAL**

position with a live news or trade paper by an experienced, thoroughly competent newspaper man. Familiar with make-up and department duties. Address "RELIABLE," care THE EDITOR AND PUBLISHER.

**FOR SALE**

**LINOTYPE FOR SALE.**

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

**NEWSPAPERS—WE HAVE**

some good propositions and solicit correspondence. **PACIFIC NEWSPAPER EXCHANGE**, Los Angeles, Cal.

**HELP WANTED**

**WANTED—BUSINESS**

and advertising manager immediately. On account of death of our business manager we must have a business and advertising manager at once. The former manager was the best we ever had, so only good men need apply. Write direct to "HERALD-TRANSCRIPT," Peoria, Ill.

**MANAGING EDITOR WANTED.**

A semi-sporting trade journal in Chicago needs an editor and offers a good opportunity for the right man. Must have a good nose for news; be able to keep track of things; able to manage and watch correspondents and assistants; able to report a convention if need be; write grammatical, non-muddy English; need not be mechanical; in other words, a live one who can responsibly run his department; no booze-fighters or has been need apply. Please tell me your whole experience, what you wish at start, and enclose work and references to prove your case. Responses will be cheerfully received and will be held confidential. W. D. CALLENDER, 538 S. Dearborn St., Chicago.

**POSITIONS OPEN**

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

**MISCELLANEOUS**

**LINOTYPE MACHINE WANTED.**

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

**DAILY NEWS.**

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

**CLASSIFIED ADVERTISEMENTS.**

**UNCLE BOOKER'S CHILDREN'S DEPARTMENT**, covering 2,000 words weekly, will be sent to any reputable paper for two weeks free of charge, after which only \$2 per calendar month will be asked for this circulation pulling syndicate feature. **F. B. HAWKINS**, Westwood, New Jersey.

**UP-TO-DATE**

country or city newspapers can secure daily or weekly news letters from live, experienced Washington correspondent; satisfactory terms; but one newspaper supplied in each county. Apply quick to "CORRESPONDENT," care THE EDITOR AND PUBLISHER.

**ADVERTISING MEDIA**

**ILLINOIS.**

**CHICAGO EXAMINER**

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

**NEW YORK.**

**THE BUFFALO EVENING NEWS**

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

**WASHINGTON**

**THE SEATTLE TIMES**

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,741; Sunday, 84,203—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

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

## ARRAIGNS THE PRESS.

(Continued from page 1.)

to Mr. Brandeis' argument for the people two sticks were allotted. This incident is typical of the attitude of the Boston press with rare exceptions, and I could weary you with a voluminous bill of further particulars.

## ONE PAPER PRINTED THE NEWS.

While I was in Rochester, N. Y., a fire insurance inquiry under Governor Hughes uncovered the fact that George W. Aldridge, Rochester's political proprietor, had received and deposited to his personal account, though he afterward said it was for his political committee, a \$1,000 slush fund check in consideration for voting his legislative delegation as the underwriters desired. It was important news, because Aldridge, as the Rochester newspapers all knew, was about to offer himself for Congress. It was printed very conspicuously next morning in all the New York City papers but in Rochester only one paper noticed it at all—and then in a modest little item under a one line caption carefully obscured on an inside page. Not until Aldridge could frame up his unconvincing defense did the other papers refer to it, and then they bravely featured the defense and mentioned the fact itself so gingerly that it was days before the voters discovered what it all meant.

When they did finally sense its significance, they converted a 10,000 Republican plurality of the year before into a 5,000 plurality the other way, though with curious lack of logic they have left Mr. Aldridge's proprietorship of politics otherwise undisturbed and, to cap the climax, Aldridge is now renching for control of the school board, heretofore a non-partisan body, so that the discussion of such matters in Rochester's social centers may be closed up.

## USED THE PATRONAGE STICK.

I may say, in passing, that on some of the Rochester's papers Aldridge exerted the direct pressure of heavy political advertising patronage; to some of the political reporters and editors he gave political offices, one paper his commercial allies held in a bond holding grip, and there is not to-day a paper in the city which can be relied upon continuously to print the truth about the government that Aldridge's bi-partisan organization of politics for commercial purposes provides. Yet Rochester is a community of otherwise intelligent American citizens, whose desire to do right is as great as that of any community anywhere, and Rochester, I believe, has many counterparts.

Another instance on a larger scale. Recently we had a campaign over reciprocity with Canada. The newspapers wanted free wood pulp and free print paper, and they got them, though every other interest, including that of American agriculture, went by the board. The head of the American Newspaper Publishers' Association sent word to every important American newspaper publisher urging that reciprocity agreement be "played up" in Washington correspondence, and it *was* played up, while every protest, every argument, every Senator against that curious proposal was played down, and to this day the bulk of American people have had only one-sided understanding of this subject and are still wondering why Canada kicked it over.

## AN UNPLEASANT DUTY.

Now this indictment of the newspaper for the sale of their independence to business interests, which I could prolong indefinitely, is not a pleasant duty and I mention it at all only because I believe

that, until the American people realize that it is inevitable so long as newspaper readers let big advertisers carry three-fourths of the burden of supporting the newspapers while they themselves carry only one-fourth, there is no better assurance of honest public information on public questions, than through the revival in our school houses and other public forums of free and fearless discussion.

Situated as they are, with readers not supporting them and with advertisers claiming preferential consideration, the newspapers, with rare exceptions, do not try to lead or to educate public opinion, except within conventionally safe lines; and I think that without radical reconstruction of their lines of policy and a great campaign of education among readers, they cannot do so. I do not wish to belittle the great service they render even under present limitations. Almost any publisher will give generously of space in his columns to the promotion of worthy public undertakings, not bringing him into a mortal combat with business interests; and some bravely take risks even of the latter, notwithstanding that considerations of profit all point the other way.

## INDIFFERENCE OF PUBLIC OPINION.

The specifications of default in public duty which I have offered and the criticisms which they suggest charge back, in the last analysis, to the negligence or indifference of public opinion; to your indifference and mine. So as we pay only a penny a day for our news and thus acquiesce in the arrangement which forces the publisher to live by the advertiser's favor; so long as we take no concerted steps to show that we are displeased with newspapers notoriously subsidized or with biased news reporting, there will be no great improvement in newspaper service of the people.

The only possible remedy under existing commercial standing is for the reader to pay what it costs to make a free newspaper—and that, of course, means at least for a time, restricted circulations and again the need of popular forums where information can be filtered and interchanged.

## SOME INTERESTING EXPERIMENTS.

There are certain interesting experiments in the direction of newspaper reform which are worthy of a word. I, for example, represent a weekly publication established by more than six-score men and women of New England who subscribed capital on the basis of one vote each in the affairs of the company regardless of the amount of stock held and who set as their standard "absolute freedom from partisanship, sectarianism, prejudice and the control and muzzling of influence." This is a high standard and I shouldn't want you to think that we are perfect in attaining it; but as ability and vision permit we have stood for public interests and are slowly winning a measure of public support.

Then in the city of Chicago there has recently been started by the capital of a non-resident publisher of experience, on a confessedly test basis, a small daily paper pledged to print vital news bravely and carrying no advertising whatsoever. Under the plan as formed, this enterprise must, within a designated time, win its way to commercial profit-making or be discontinued. I am not sure that I place as much emphasis as E. W. Scripps does on the importance of an honest newspaper making money profit. Honesty is not always the most profitable policy, and there are profits not shown on the trial balance.

However, a way must be found to make public service publications self-sustaining and as we have each approached the subject of this conference from a special angle, I welcome the education of democracy that comes through free civic discussion in public places as a wholesome stimulant toward newspapers that can and will do larger and braver public service. The newspaper derives its constitutional freedom to print on the implied contract of printing true information of public value. It must be held to its obligation.

## Recent Suspension.

Netcong (N. J.) Stanhope Press, and Union Times.  
Jacksonville (Ill.) Weekly Illinois Courier.  
Mulliken (Mich.) News.  
Yutan (Neb.) Developer.  
Iditarod (Wash.) Nugget.

## NEWSPAPER WAR AT JOPLIN.

## The Tribune, a New Morning Daily, Stirs Up the Animals.

(Special Correspondence.)

COLUMBIA, Mo., Nov. 1.—A merry newspaper war is on at Joplin, this State, where a new morning paper, the Joplin Tribune, has invaded the field. The new paper was organized for the avowed purpose of fighting the Globe, a morning newspaper, for the leadership of the Democracy of the city and of southwest Missouri. The Tribune was established by Gilbert Barbee, for fourteen years chief owner of the Globe and a Democratic leader. Barbee's friends accuse A. H. Rogers, president of an interurban electric railway company, with "buying under" the Barbee influence on the Globe. Through corraling loose ends of stock, Mr. Rogers came into majority ownership. Immediately the Barbee element in the Globe started the organization of a new paper. Col. William H. Phelps, a State power in Democratic politics, is one of the stockholders in the new paper. Publication started October 15, and a battle for supremacy is expected. The News-Herald and the Times, evening newspapers, are not affected by the war in the morning field.

The University of Missouri School of Journalism is well started on its fourth year with an enrollment of 105 students. A department of advertising has been added to the curriculum, with Joseph E. Chasoff as instructor. In common with other divisions of the university, a rule requiring two years of preparatory work in the College of Arts and Science goes into effect in the school this year.

Students in the School of Journalism continue to publish their daily, the University Missourian. The paper has strong competition from the Tribune and Times, daily papers, and in the advertising field from the Statesman and the Herald, weekly papers, printed in Columbia. The Missourian has a circulation of more than 1,200.

## Strong Arm of Advertising.

"Service—service to the customer—that is the strong right arm of Advertising. You can hire the cleverest advertising man the sun ever shone on, but if the clerks in your store are grouches, if your values aren't just what they are advertised to be, if real service to the customer is something that you have heard of only in books, if your interest in the customer ceases the moment money has exchanged hands—why, your advertising man can't make your printed message worth their cost, that's all.—From "Little Talks by The Want Ad. Man," by Jerome P. Fleishman, in The Baltimore Sun.

## CLUBS AND ASSOCIATIONS.

The Connecticut Editorial Association held its fall meeting in Bridgeport recently. George C. Woodruff, editor of the Litchfield Enquirer, who was the association's delegate to the convention of the National Press Association in Detroit last July, told of his trip in an interesting talk. At the conclusion of the business session, the members enjoyed a shore dinner.

The Tri-City Press Club met at Moline, Ill., recently and elected these officers: President, J. E. Hardman, Davenport; first vice-president, C. J. Zaiser, Moline; second vice-president, S. W. Searle, Rock Island; directors, L. R. Blackman, Moline; Fred Mueller, Rock Island, and Hugh Harrison, Davenport; financial secretary, George Schneider, Rock Island; corresponding secretary, Hugh Roff.

The Oklahoma City Press Club, recently formed, has elected these officers: President, Preston McGoodwin, managing editor of the Oklahoman; secretary, Cyril Epstein, of the Times; treasurer, W. R. Martineau, manager Oklahoma City Live Stock News; sergeant-at-arms, Russell Fisher, of the Times.

John P. Herick, editor of the Bolivar (N. Y.) Breeze, entertained the members of the Allegany County Publishers' Association at dinner at their recent meeting held in Olean.

President John M. Rapp, of Springfield, Ill., president of the old Democratic Editorial Association, has issued a call for a meeting of the Democratic editors of the State to be held at the State capital on November 9.

The San Antonio Press Club has elected the following officers: President, Bert J. McLean; first vice-president, Louis Benette; second vice-president, Claude Mills; third vice-president, Lloyd Spencer; secretary-treasurer, George A. Schreiner. Members of the board of governors, Robert G. Coulter and George W. Huntress, Jr.

## ANNOUNCEMENT

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

## The United Contest Company

(Incorporated)

"Not the cheapest, but the best"

511 Citizen Bldg. Cleveland, O.

## Pennsylvania Weekly

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

## Harwell &amp; Cannon

Brokers in newspaper and magazine properties.

Fifth Avenue Building

Cor. 5th Avenue and 23d Street

NEW YORK CITY

Our properties can be reached only through this firm.

## COLD MATRIX FLONG

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

and

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

## NO DRYING TABLE TREATMENT REQUIRED

For sale by

## THE DRY MAT SERVICE CO.

P. O. Box 1076

Pittsburg, Pa.



**ARE ADVERTISING MEN BORN?**

**Harlan J. Wright Discusses the Subject Before 23d St. Ad Class.**

Harlan J. Wright, advertising manager of William Whitman & Co., New York, and formerly president of the Cleveland Ad Club, discussed a most interesting subject before the 23d Street Y. M. C. A. class in advertising last week. "Why and How Advertising Men Are Born," was the theme of his address.

Mr. Wright said that several years ago at a convention of advertising men, held in Buffalo, an eminent speaker declared that in his opinion advertising men are born and not made. While admitting that great artists, musicians and writers possess natural talent for the work in which they are engaged, Mr. Wright maintained that there were many artists, musicians and writers possessing only average talent, who, by intelligent application, by persistence, study, and the exercise of common sense had climbed upward to success.

After briefly sketching the development of advertising as applied to the retail business, Mr. Wright proceeded to make plain some of the essentials of good advertising.

"Anyone who has the ability to ask himself 'Who needs this?' and 'Why does he need it?' and then has the equipment, as described above, can make a success of advertising work. First, state your article; what are you advertising? Who is your natural customer? What class of people are your customers? Male or female, white or black, old or young, rich or poor? Conservative or impressionable? Then you have your audience in front of you. Then imagine you are one of that audience. Insert yourself into their shoes. See through their eyes and feel their feelings, need their needs, want their wants.

"Now, you are in a position to determine what points about the article you are going to advertise will appeal to your audience. Is it the quality, the price, or all of these? What is it in, or about your article that will appeal most strongly to the class of people you want to sell? Is it its usefulness, or is it its luxury? economy? novelty? quality? style? or what?"

"Find these things and write them just as you would tell them, simply and plainly, so you will be thoroughly understood by your audience, and then you are really ADVERTISING. Your work is something more than mere type, ink and paper."

**Belfast Paper's Tribute to Curtis.**

The Belfast (Ireland) Evening Telegraph in its issue of Oct. 19 printed an interesting article concerning the late W. E. Curtis in which mention was made of a visit which the latter paid to Belfast in 1900. "As a result of his tour," says the writer, "Mr. Curtis wrote a volume descriptive of Irish life and character which commanded an extensive sale. His impressions of Ireland were of a highly favorable character. He conveyed a very fair and impartial view of the conditions of Irish life and spoke with great appreciation of the courtesy and hospitality of the people of the Emerald Isle."

C. S. Clark, manager of the Western Newspaper Union, read a paper before the Buckeye Press Association recently on "Making a Noise." Mr. Clark spoke on a number of things—special editions, getting subscribers and the improvements made in country newspaper offices. He declared that no weekly newspaper at less than \$1.50 a year can make money.

**GAYNOR TALKS TO AD MEN.**

**Says He Prefers Advertisements to Jokes as Reading Matter.**

The dinner of the Advertising Men's League of New York, held at the Aldine Club Thursday evening, was one of the most successful the association has held in many moons.

The chief attraction of the dinner was Mayor Gaynor, who, on being briefly introduced by W. H. Ingersoll, the president of the association, said, among other things:

"A memorandum was handed me telling me what I should say. The memorandum says: 'They want you to talk on what you think about the advertising you have read and why you believe certain kinds and why you do not believe other kinds.' Now, I am sure I never said I believed the other kind. I am told your policy is to tell the truth, and in order to get the men who can do this in a convincing way some advertising agencies pay as high as \$50,000 a year. My conscience! If we cannot be convinced of the truth except by a man who is paid \$50,000 a year, we had better all get out and have done with it."

In speaking of the periodicals he reads, the Mayor added:

"I read the magazines considerably in which your advertisements abound. I hate to mention any of them, but suppose I mention The Outlook. When I pick it up and read some of Dr. Abbott's learned writings they seem to me so turgid I turn over to the advertisements in the back and begin to read them, and I find relief immediately. Or if I pick up a copy of a certain well-known comic periodical to read the jokes, which turn out to be as turgid as Dr. Abbott's logic, I have nothing to do but turn to the advertisements."

E. D. Gibbs, formerly president of the Associated Advertising Clubs of America, who followed the Mayor, spoke on the necessity of co-operation between the advertising and selling departments of big firms. Other speakers were: S. Roland Hall, of Scranton; Herbert S. Houston, and Professor James E. Lough, of New York University.

**Charlotte Observer Election.**

The Charlotte (N. C.) Observer Co. at a recent meeting of the stockholders elected the following directors: A. E. Gonzales, D. A. Tompkins, George Stephens, W. H. Wood and Frank M. Caldwell. After the stockholders' meeting adjourned the directors had a meeting and elected the following officers: George Stephens, president; D. A. Tompkins, secretary; W. H. Wood, treasurer; A. E. Gonzales, publisher and general manager. Major J. C. Hemphill was elected editor.

**Lady Campbell Dead.**

Lady Colin Campbell, for many years art critic of Edmund Yates' London World, and the first editor of the Realm Magazine and the Ladies' Field, passed away in London November 1.

**A Million Dollar Contract.**

The largest contract ever made anywhere for street car advertising, amounting to \$1,002,171.90, was placed recently by Wrigley's Spearmint Chewing Gum Co. with the Street Railways Co.

The Los Angeles Record on October 23 installed a new high speed straight-line quadruple press having a capacity of 36,000 sixteen-page papers an hour. This is the fastest press in Los Angeles.

**MR. PULITZER'S CAREER.**

(Continued from page 2.)

Afloat or ashore, he managed to sandwich in time for having everything that came along read to him. Goethe was one of his gods, and, in fact, he gave much time to German poetry. His favorite subjects, however, were first politics, and next, history. When he came upon a new volume that he liked, straightway he would send off for scores of copies of the work to be sent to his friends. "Read this" invariably was the only inscription he would write on the flyleaf of his gift.

On his sixtieth birthday Mr. Pulitzer sent to the heads of departments of his properties a characteristic cable in which he announced his retirement from active management of his newspapers. Newspapers generally printed this announcement—all except his own papers. His employes knew that he couldn't give up work. He grew angry when he learned that his own men were the only ones who refused to take the announcement seriously. There was an explosion for a few hours and then he went on actively managing his newspapers.

Besides his New York residence he had an estate at Bar Harbor and another country place on Jekyll Island, off the Georgia coast. The Bar Harbor estate was his favorite of his American homes.

Mr. Pulitzer was the fortunate father of two boys who, under his careful training, have developed into successful journalists. Ralph, the elder, has been actively engaged in the management of the World for several years. He has worked in every department of the paper and knows the newspaper publishing business as thoroughly as any young man of his age in America. He is quiet and unassuming, and yet possesses a mental strength and grasp of affairs that remind those with whom he is associated of his father.

Joseph Pulitzer, Jr., has had charge of the St. Louis Post-Dispatch for the last two years. He also has had special training in newspaper work and has made his personality felt through the columns of that paper.

With these two aggressive, broad-gauged and experienced young men in charge of these two great newspaper properties there is every reason to believe that they will be successfully conducted along the lines laid down by their father.

**BRIEF ITEMS OF NEWS.**

The Paris (Ill.) Morning Gazette is the proud owner of a new building.

A conference of the representative newspaper men of Central America was held in Guatemala City this week to bring about a closer union of the press of the countries represented, and to further a union of the five republics.

Five additional suits for damages, aggregating \$250,000, have been brought against the Los Angeles Times, growing out of the destruction of the Times building by an explosion Oct. 1, 1910.

A tablet, suitably inscribed, has been placed on a building in Halifax, to mark the spot where Canada's first newspaper, the Halifax Gazette, was established in 1752.

**Money : Ability : Experience**

*Spells Success*

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

**\$20,000 CASH**

Balance deferred, buys successful southern daily and weekly. Made \$4,000 past year, besides \$1,800 salary to owner. Three linotype machines, perfecting press. Fine all-the-year-round highland climate. White population 3 to 1. Unusual reasons for selling. Address "Rare Opportunity," care Editor and Publisher.

**\$100,000 cash**

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

**C. M. PALMER  
Newspaper Broker**

277 BROADWAY, NEW YORK

**NEWS PICTURES while ARE NEWS**

If you illustrate your paper, you necessarily require a live, up-to-the-minute service of

**News Photographs**

We have just what you need. Try our daily service for one week at our expense. It includes photographs from **live** where on everything of news interest.

Magazine and Feature Illustrations a Specialty

For further particulars address

**INTERNATIONAL NEWS SERVICE**

200 William St., New York

**DAILY FASHIONS**

Line and Half-Tone

**THE INTERNATIONAL SYNDICATE**

Features for Newspapers : Baltimore, Md.

**Some Choice Papers**

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

THE WARD SYSTEMS CO.

Operators of

**The Ward Paid-in-advance Contest System**

(The Sure System)

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



# THE ADVERTISING WORLD

## TIPS FOR BUSINESS MANAGERS.

Edward D. Kollock, 201 Devonshire street, Boston, Mass., is placing orders for three-line readers, three t.a.w., six months, with Southwestern papers, for Eimer & Amend, New York.

The Frank Presbrey Co., 3 West Twenty-ninth street, New York, is sending out orders for twelve inches, nine times, to Mississippi papers, for the Michelin Tire Co., Milltown, N. J.

Lord & Thomas, Trade building, Chicago, are placing orders for sixteen inches, five times, with Southwestern papers, for Charles Kaufman Brothers.

J. C. McMichael, Atlanta, Ga., is making contracts with Southwestern papers, for one inch, three t.a.w., six months, for the J. B. Daniel Drug Co., Atlanta.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, is sending out orders for 196 lines, two times, to Eastern papers, for Dreicer & Co., New York. This agency is also sending out orders for fifty-six lines, one time, to Middle West papers, for M. I. Cole (Madame Marsay).

The Touzalin Advertising Agency, Kesner building, Chicago, is placing orders for three inches, twenty-six times, with weekly papers, for the Department of the Interior, Dominion of Canada.

The Taylor-Critchfield Agency, Brooks building, Chicago, is placing orders for 211 inches, with Southern papers, for the Kondon Manufacturing Co., Minneapolis, Minn.

The Allen Advertising Agency, 45 West Thirty-fourth street, New York, is putting out trade deals for the Hotel Savoy, New York.

The Amsterdam Advertising Agency, 1178 Broadway, New York, is sending out orders to a small list of papers, for the Atlantic Coast Line, 71 Broadway, New York.

The H. M. Caldwell Advertising Agency, Courier-Journal building, Louisville, Ky., is placing orders with Connecticut papers, for the Bouvier Chemical Co., Buchu Gin, 121 South Seventh street, Louisville.

Calkins & Holden, 250 Fifth avenue, New York, are making contracts with a list of papers, for the Century Co., 33 East Seventeenth street, New York. These agents will start a newspaper campaign early next spring with Southwestern papers, for the W. H. McElwain Co., shoes, Boston, Mass.

Nelson Chesman & Co., 1127 Pine

street, St. Louis, Mo., is sending out 1,000-line contracts to Southern papers, for Dr. G. C. Young, Peptopad, People's Bank building, Jackson, Mich.

The Charles Advertising Service, 23 East Twenty-sixth street, New York, is placing orders for thirty-six lines, sixteen times, with Southern weekly papers, for the B. G. Pratt Co., 50 Church street, New York.

The Coupe & Wilcox Co., 261 Broadway, New York, is sending out small orders to Southern papers, for the M. L. Brandt Cutlery Co., 82 West Broadway, New York.

The Dake Advertising Agency, 12 Geary street, San Francisco, Cal., is making contracts for 3,000 lines, with Southern and Western papers, for Dr. Low S. Tin, Chinese Remedy Co., West News building, San Francisco.

Charles L. Doughty, 519 Main street, Cincinnati, O., is making contracts for 5,000 lines, with New York State papers, for the United Liquor Stores Co., 320 Whetstone street, Cincinnati.

R. Guenther, 115 Broadway, New York, is again placing orders with a selected list of Sunday papers, for Dr. J. Spillinger, 41 West Twenty-fifth street, New York.

The Gundlach Advertising Co., People's Gas building, Chicago, is making 700-line contracts, to be used within one year, with Canadian papers, for the Babson Cream Separator Co., Chicago

The Charles H. Fuller Co., 378 Wabash avenue, Chicago, is placing contracts for 3,000 lines, with New York State papers, for the Make-Man Table Co., 1221 Lake street, Chicago. This agency is also placing orders with St. Louis papers, for the Anger Baking Co., macaroni and nudels, 77 Bowers, New York.

W. F. Hamblin & Co., 200 Fifth avenue, New York, are making contracts for 1,000 inches, with Western papers, where they have a demonstration, for the Sonora Phonograph Co., 78 Reade street, New York.

J. H. Hartzell, Bulletin building, Philadelphia, is sending out orders for 500 inches, to be used within one year, with Pennsylvania papers, for the Loebers Rheumatic Remedy Co., 1229 South Twenty-first street, Philadelphia, Pa.

Hill & Tryon, May building, Pittsburgh, Pa., are making some contracts with Western papers, for the Spirella Co., corsets, Meadville, Pa.

The Otto J. Koch Advertising Agency, University building, Milwaukee, Wis., is placing orders with Western and Pacific Coast papers, for the F. Mayer Boot & Shoe Co., same city.

The Robert M. McMullen Co., Cambridge building, New York, is sending out contracts for 10,000 lines, to a selected list of Eastern papers, for C. J. Van Houten & Zoon, cocoa, 220 West Nineteenth street, New York.

The Metropolitan Advertising Co., 6 Wall street, New York, is placing orders with New York City and Chicago papers, for the St. James Importing Co., Waw-Waw Sauce and Whitbread, 280 West Broadway, New York.

# 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.

<b>ALABAMA.</b>	<b>OHIO.</b>
ITEM ..... Mobile	PLAIN DEALER ..... Cleveland (September, D. 99,398—S. 125,699)
<b>CALIFORNIA.</b>	VINDICATOR ..... Youngstown
INDEPENDENT ..... Santa Barbara	<b>PENNSYLVANIA.</b>
BULLETIN ..... San Francisco	TIMES ..... Chester
CALL ..... San Francisco	DAILY DEMOCRAT ..... Johnstown
EXAMINER ..... San Francisco	DISPATCH ..... Pittsburgh
RECORD ..... Stockton	GERMAN GAZETTE ..... Philadelphia
<b>FLORIDA.</b>	PRESS ..... Pittsburgh
METROPOLIS ..... Jacksonville	TIMES-LEADER ..... Wilkes-Barre
<b>GEORGIA.</b>	GAZETTE ..... York
ATLANTA JOURNAL (Cir. 53,163) Atlanta	<b>SOUTH CAROLINA.</b>
CHRONICLE ..... Augusta	DAILY MAIL ..... Anderson
LEDGER ..... Columbus	DAILY RECORD ..... Columbia
<b>ILLINOIS.</b>	THE STATE ..... Columbia (Cir. August 1911, S. 17,069—D. 17,614)
POLISH DAILY ZGODA ..... Chicago	<b>TENNESSEE.</b>
SKANDINAVEN ..... Chicago	NEWS-SCIMITAR ..... Memphis
HERALD ..... Joliet	BANNER ..... Nashville
HERALD-TRANSCRIPT ..... Peoria	<b>TEXAS.</b>
JOURNAL ..... Peoria	RECORD ..... Fort Worth
<b>INDIANA.</b>	CHRONICLE ..... Houston
NEWS-TRIBUNE ..... Marion	TIMES-HERALD ..... Waco
TRIBUNE ..... Terre Haute	<b>WASHINGTON.</b>
THE AVE MARIA ..... Notre Dame	POST-INTELLIGENCER ..... Seattle
<b>IOWA.</b>	<b>WISCONSIN.</b>
EVENING GAZETTE ..... Burlington	EVENING WISCONSIN ..... Milwaukee
CAPITAL ..... Des Moines	SENTINEL ..... Milwaukee
REGISTER & LEADER ..... Des Moines	<b>CANADA.</b>
THE TIMES-JOURNAL ..... Dubuque	<b>ALBERTA.</b>
<b>KANSAS.</b>	HERALD ..... Calgary
CAPITAL ..... Topeka	<b>BRITISH COLUMBIA.</b>
<b>KENTUCKY.</b>	WORLD ..... Vancouver
COURIER-JOURNAL ..... Louisville	<b>ONTARIO.</b>
TIMES ..... Louisville	FREE PRESS ..... London
<b>LOUISIANA.</b>	<b>QUEBEC.</b>
ITEM ..... New Orleans	LA PRESSE Cir. Sept., 1911, 105,177, Montreal
TIMES-DEMOCRAT ..... New Orleans	W. W. Sharpe & Co., 99 Nassau street, New York, is placing renewals with same list of papers as last year, for E. Fougere & Co., 90 Beekman street, New York.
<b>MAINE.</b>	The Snitzler Advertising Co., Hunter building, Chicago, is now placing the advertising of the Derby Medicine Co., Chicago.
JOURNAL ..... Lewiston	The Taylor-Critchfield Co., Brooks building, Chicago, is sending out orders to Western papers, for the Zimmerman Manufacturing Co., Chicago.
<b>MARYLAND.</b>	The J. Walter Thompson Co., 44 East Twenty-third street, New York, is placing orders with a selected list of papers, for the Dorris Motor Co., 22 South Sarah street, St. Louis, Mo.
THE SUN .. Paid for in Cash Cir. .. Baltimore Morn. and Eve. 111,561 .. Sun. 60,702	<b>During the six months ending September 30, 1911, the New Orleans Daily States carried over 159,000 more lines of local display advertising than any other New Orleans paper. The States also carried over 60,000 more lines of local department store advertising than its next nearest competitor. The reason is that the States has both quantity and quality circulation. It goes into 5,000 more homes of white citizens than any other paper, and the local merchants know it. Carrier delivery is over 16,000 daily. The States is the only New Orleans paper that publishes a detailed circulation statement at regular intervals.</b>
<b>MICHIGAN.</b>	<b>Foreign Advertisers Please Note DAILY STATES, NEW ORLEANS, LA.</b>
PATRIOT (1910) D. 10,720; S. 11,619, Jackson	The S. C. Beckwith Special Agency Sole Agents—Foreign Advertising New York Chicago Kansas City
<b>MINNESOTA.</b>	
TRIBUNE. Morn. & Eve. Minneapolis	
<b>MISSOURI.</b>	
DAILY AND SUNDAY GLOBE. Joplin	
POST-DISPATCH ..... St. Louis	
<b>MONTANA.</b>	
MINER ..... Butte	
<b>NEBRASKA.</b>	
FREIE PRESSE (Cir. 142,440) Lincoln	
<b>NEW JERSEY.</b>	
PRESS ..... Asbury Park	
JOURNAL ..... Elizabeth	
TIMES ..... Elizabeth	
COURIER-NEWS ..... Plainfield	
<b>NEW MEXICO.</b>	
MORNING JOURNAL ..... Albuquerque	
<b>NEW YORK.</b>	
BUFFALO EVENING NEWS ..... Buffalo	
BOLLETTINO DELLA SERA ..... New York	
LESLIE'S WEEKLY (Cir. 340,000) New York	
EVENING STANDARD ..... Troy	
RECORD ..... Troy	
<b>NORTH DAKOTA.</b>	
NORMANDEN (Cir. 9,450) Grand Forks	

**THE New Orleans Item**

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

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



**SHUT OUT WORTHLESS SCHEMES**

**How the Duluth Commercial Club Will Protect Its Members.**

A plan is being worked out by the Duluth (Minn.) Commercial Club which contemplates the exclusion of worthless advertising schemes by requiring everybody with a publicity plan to propose to secure the sanction of the wholesalers' committee before submitting it to the merchants.

The club's monthly publication has this to say concerning it:

"Unprofitable advertising is economic waste, and there is a wretched amount of it that falls into that class. To subscribe for every advertising scheme that is presented to the trade would be a heavy loss. To investigate each proposition is very burdensome. To refuse patronage is often irritating.

"The wholesalers' committee is digesting measures for meeting that problem. A preliminary inquiry among the business houses shows that they are all interested and will adopt willingly whatever suggestions may be formulated for meeting the difficulties.

"The proposition in the main is to appoint a committee with discretionary powers to sanction or decline approval to each scheme. The subscribers to the plan agree that they will not patronize any advertising scheme without first referring it to the committee. That, in the first instance, disposes of a large proportion of the least meritorious projects. Where this plan is in operation many of these proposals never get as far as the secretary. If a plan is approved, each firm is free to use it or not, and to what extent seems profitable. If the scheme will not stand scrutiny, the merchant who refuses knows that it cannot be used as a club against him.

"In some places a protective league of this sort binds its members to pay a penalty whenever they go into any advertising scheme that is not sanctioned. In others they forfeit their membership if they do."

**Advertising Costs.**

A single page in a single issue of the Century Magazine taken for advertising purposes costs \$500; in Harper's \$400; in other prominent magazines from \$350 down to \$100. A yearly advertisement of one column in the Chicago Tribune costs \$26,000; in the New York Tribune \$29,000; for the lowest rates in the New Herald the cost is \$36,000, and \$394,000 for the highest priced column.

**Moving Picture Programs.**

The Moving Picture Program Co. has been formed in New York City, with Henry Hacker as manager, to furnish moving picture programs to the patrons of photo-plays. The company, whose office is at 1416 Broadway, has arranged for the awarding of a series of prizes to be awarded on dull days.

The advertising columns of the  
**NEW YORK EVENING MAIL**  
represent the business houses of character in the city and nation.

**DINNER TO HOWARD DAVIS.**

**His Associates on the New York American Honor Their Chief.**

In commemoration of his third year of service on the New York American, Howard Davis, the advertising manager, was given a banquet at the Hermitage Hotel by two score of his staff and associates on the American last Monday night, on which occasion he was presented a magnificent loving cup as a climax to a splendid evening's program.

One of the biggest hits of the evening was Kid-Me, a publication specially gotten up for the occasion. It consisted of eight pages enlivened by cartoons by



HOWARD DAVIS.

Windsor McKay, H. B. Martin and Harry Goodwin, of the New York American staff. The text was furnished by Fred C. McAllister, of the American's automobile department, assisted by William J. Crompton, of the financial department. It took a sly poke at all the little peculiarities and hobbies of the men in the business department. Parodies on some of the popular songs, also touching on the boys, created an enthusiastic uproar.

There was not a dull moment till the wee small hours of the morning, when the bunch disbanded. Among the guests present were: W. C. Freeman, W. H. Johnson, Frank Kiernan, George Reiss, Winn Urmey, Wilson Chew, Cecil Wilson, Harry Reynolds, John Fitzgerald, J. M. Hopkins, Rudolph Guenther, Louis Guenther, A. J. Meister, Tony Gross, Hugh E. Murray, Frank Pascal, Martin C. Reddy, George McConnell, B. Yokel, Chas. Salinius, Chas. E. Miller, Carlton Reed, George Leigh, Harry Goodwin and William H. Wilson, of Chicago.

**New Members National Press Club.**

The following were elected to non-resident membership in the National Press Club of Washington on October 21: John M. Cruikshank, general manager Brooklyn Times; Edmund Hudson, Hartford Times; George G. Booth, president Detroit Evening News Association; Rupert Hughes, dramatist, New York City; Horace McClure, Seattle Times; H. L. Mencken, Baltimore Sun; Edward Douglas Stair, president Detroit Journal and Free Press companies; Stewart Edward White, writer, New York City, and Richard Wightman, writer, Saybrook, Conn.

**NEWSPAPER MEN PLAY GOLF.**

**They Have a Field Day at Van Cortlandt Park Links.**

Members of the New York Newspaper Men's Golf Club had a field day at Van Cortlandt Park links Monday. The golf consisted of a driving and flag contest over the hills, with a competition over the meadow holes in which players were allowed to use only one club. Play began in early forenoon and was followed by a dinner in the club house, at which the prizes competed for during the season were presented to the winners.

All three contests afforded much amusement and entertainment for players and spectators alike. The driving was done from the fourth tee, the players being somewhat favored in the hang of the ground. Only one ball was allowed, and H. D. Cashman won with a swipe that measured 205 yards.

In the flag event each player was allowed twenty strokes plus one-quarter of his regular handicap. "Ike" Dorgan, who got to within six inches of the sixth hole before his strokes gave out, was the winner. The one club champion proved to be E. C. Johnson. This player returned a net score of 39.

**HEEGSTRA'S AD POINTS.**

The members of the Rockford (Ill.) Ad Club on Thursday, October 12, had an educational business treat in the form of an address by H. Walton Heegstra, advertising manager of the John V. Farwell Co., of Chicago. Some of the points emphasized were these:

"The advertising man should be taken into the confidence of the concern. Keep him supplied with figures and require all employes to co-operate with him."

"Business conditions must be studied, percentage of profit, freights and consumption are factors to be reckoned with."

"Advertised lines are easier sold. People have more confidence in the dealer who freely offers the established article."

"When price reductions are made, always state the reasons."

"The trade-mark is important. Nothing is stronger than a good name in any community."

"Advertisers and newspaper men should get together in making advertising truthful. A newspaper is no better than the worst advertisement in it."

"Real honesty is the real need of today. Dishonest advertising injures all."

**BUSINESS OFFICE NOTES.**

The Lee Newspaper Syndicate, which includes the Ottumwa Courier, La Crosse Tribune, Muscatine Journal and Hannibal Courier-Post, will hereafter be represented in the foreign advertising field by Hunton, Lorenzen & Wordman, with offices in Chicago and New York.

The magazine, Cuba Opportunities, has secured several new contracts from American manufacturers of sugar machinery advertising in Cuba.

John A. J. Fenton, circulation manager of the New York Press, swears to an average daily circulation of over 105,000 copies.

Barnard & Branham, with offices in the Brunswick building, New York; Boyce building, Chicago, and Chemical building, St. Louis, will, after Dec. 1, represent the Knoxville Sentinel, the Chattanooga News and the weekly edition of the News in the foreign field.

**ADDITIONAL AD TIPS.**

The Charles Advertising Service, 150 Nassau street, New York, is sending out orders for thirty-six lines, sixteen times, to Southwestern papers, for B. C. Pratt.

The Morse International Agency, Dodd-Mead Building, New York, is placing one-half-page orders, one time, generally, for the Underwood Type-writer Co., New York.

The M. Volkman Advertising Agency, 5 Beekman street, New York, is sending out a few one-time orders, for the Dr. Waterman Institute, 122 East Twenty-fifth street, New York.

Wood, Putnam & Wood, 161 Devonshire street, Boston, are again placing orders with Eastern papers for Oliver Ditson & Co., 150 Tremont street, Boston, Mass.

The Siegfried Co., 50 Church street, New York City, is inaugurating a dealers' campaign and using a small list of magazines and trade publications on the Simplex Cuticle Remover for William G. Karony, manufacturing chemist, Louisville, Ky.

The Hays Advertising Agency, of Burlington, Vt., is placing a two-inch advertisement in a large list of farm publications for Guy W. Bailey, Secretary of State, who is at the head of Vermont's new publicity bureau, on a new book just issued entitled "Home-seeker's Guide to Vermont Farms." This agency is also placing the advertising for the Dairy Association Co., of Lyndonville, Vt., on its "Kow Kure" products in farm and weekly publications. The account of the Barber Medicine Co., of Barre, Vt., veterinary medicine, is also handled by this agency.

**"The Night Has a Thousand Eyes."**

The night has a thousand eyes,  
The day but one;  
Yet the light of the bright world dies  
With the dying sun.

The mind has a thousand eyes,  
And the heart but one;  
Yet the light of a whole life dies  
When its love is done.

FRANCIS BOURDILLON.

**NEW YORK HERALD SYNDICATE**

**Dorothy Deere**

**American Girl**

New full page magazine section color feature, soon to start. We will furnish in colors or in black alone. Wire for sample proofs and prices.

**Full-Page Sunday Features**

**Special Cable and Telegraph Service**

Daily Features: News matrices, comic matrices, women's features and photographs.

For particulars apply to

**NEW YORK HERALD SYNDICATE**

Herald Square, New York

Canadian Branch: Desbarats Building, Montreal.

## WASHINGTON NEWS.

### WHAT THE CORRESPONDENTS AND WRITERS OF THE CAPITAL ARE DOING.

(Special Correspondence.)

WASHINGTON, Nov. 2.—F. A. Walker, general manager of the Washington Times, is watching the football practice at his alma mater, Dartmouth. After helping to put the team in shape for a victory on the gridiron, he will consider how best to enjoy the remainder of his vacation of three weeks. Meanwhile the staff: at home is hustling to keep the news columns bright and the circulation up to the mark Mr. Walker has set for it.

Maurice Splain, correspondent for the Pittsburgh Post, Pittsburgh Sun and Philadelphia Record, is taking a lay-off and mingling with the boardwalkers at Atlantic City.

Carl D. Sheppard, of the Associated Press, is back on the Supreme Court and Capitol assignment after enjoying a vacation of a month which he and Mrs. Sheppard spent at and around Marblehead.

General Manager Hunter, of the Herald, is digging up a lot of business for his paper. He reports that his Western representative, A. R. Keator (748 Marquette Building, Chicago), has just made a trip through the Middle West and has closed several fine contracts.

The Associated Press sent Abe Lawrence, who reported the Beatty trial for it, to Los Angeles, where he is covering the McNamara murder case. Several of the Washington correspondents are in Los Angeles on that assignment.

John E. Lathrop and Mrs. Lathrop have just returned from a long trip to Alaska and the Northwest. Mr. Lathrop was with the Pinchot party in Alaska part of the time, and he is full of lore about the conservation question. He wrote a number of letters to his papers, the Newark Evening News, the Portland Journal and the Boise Capital News, as well as for the Pacific Monthly Magazine.

Edward B. Clark, correspondent for the Chicago Evening Post and St. Louis Times, has returned from his trip to Europe, which he undertook because of his need for a rest. He spent part of his time very quietly in the south of France, and then went north and over to England, where he studied bird life, on which he is a recognized authority. Former President Roosevelt sent some letters ahead of Mr. Clark to England which helped to make his visit to the delightful rural sections pleasant as well as profitable. He will write some sketches as a result of his trip.

H. L. Dunlap, chief of the New York World bureau, has returned from Kingston, N. Y., where, with Mrs. Dunlap, he spent his vacation. Charles Albert was in charge of the bureau during Mr. Dunlap's absence.

Wm. Atherton DuPuy, the syndicate writer, is preparing an article for a prominent magazine on the trip to Alaska of Secretary Fisher, of the Interior Department.

Wm. B. Barr, Wm. Wolf Smith and E. H. Pullman are in charge of the new Washington Bureau of Rock Products, the Chicago journal devoted to cement, crushed rock, sand, etc. They are given the titles of contributing editors.

Next Monday evening the Washington Ad Club will hold an election of officers at the New Fredonia Hotel. The prospect is good for a lively contest for the offices. Granville Hunt and Harry Cunningham are out for the presidency to succeed John E. Shoemaker. For first vice-president the most prominent

candidates are C. C. Green and R. Oystermeier. R. Edwin Joyce will probably be elected second vice-president. William T. Sherwood and Frank Rogers want to be secretary, vice M. H. B. Hoffman, the incumbent. Walter McDonnell, treasurer, will probably retain that office. The program includes a "Dutch lunch" and the reading of a special edition of the Ad Blast, which is expected to add much to the enjoyment of the occasion.

### BUTTE'S WELCOME TO TAFT.

#### The Newswriters' Association Entertains the President at Breakfast.

The newspaper men of Anaconda and Butte, Mont., did themselves proud when President Taft came to town on his trip from the Pacific Coast. The Butte committee of arrangements, consisting of James A. Berry, of the Inter-Mountain, Charles Copenharve, of the Standard, and Charles F. Degelman, of the Miner, had the co-operation of the leading business men of the town, and as a result the President's visit was a success in every way.

The reception committee, which was composed of O. M. Lunstrum, president of the Montana Press Association; J. H. Durston, president and editor of the Anaconda Standard; Governor Norris; W. W. Walsworth, of the Standard; J. L. Dobell, of the Miner, and C. J. Shearn, of the Inter-Mountain, and the Taft committee of the Butte Newswriters' Association, welcomed the President to the city and escorted him to the Silver Bow Club, where an informal reception took place.

Chairman Durston, who presided at the breakfast, introduced President Taft in a pleasing manner. At the conclusion of the latter's address C. E. Dingleman, president of the Butte Newswriters' Association, on behalf of the newspaper men presented Mr. Taft a painting, "The Roping of the Grizzly," by Charles Russell, which pleased him mightily. Each guest at the breakfast received a souvenir of the occasion, a copper medallion embossed on one side with a bust of the President and on the other, the seal of Montana. Prints of "The Roping of the Grizzly," 12x18 inches, were also distributed.

#### A Weekly Scoops Five Dailies.

Detroit has fought for twenty years for a 3-cent fare, but no one suspected that when it was obtained the glad tidings would be disseminated through a weekly publication a full twenty-four hours ahead of the dailies. On the day the matter was settled Mayor Thompson called the representatives of the five daily papers to his office and gave them the full story, but made them promise not to release it until 2 p. m. Saturday. The Saturday Night, which had secured the information from another source, published the details of the settlement on Friday, and every copy was bought up by citizens anxious to get the full particulars. It was not until the following afternoon the three evening dailies printed the story. It is probably one of the few instances known in years where five up-to-date daily publications were scooped by a weekly.

The annual meeting of the Ohio Newspaper Women's Association was held in Cleveland October 19.

James W. Dunphy, publisher of the Boston Morning Advertiser and Evening Record, is gravely ill of stomach trouble at the Massachusetts General Hospital.

**THE** circulation of the New York Press is in excess of 105,000 copies per day, net paid.

JOHN A. J. FENTON,  
Circulation Manager.

Sworn to before me this 31st day of October, 1911.

H. D. HALSEY, Notary Public.

## The New York Press

OVER 105,000 NET PAID CIRCULATION

SUCCESSFUL ADVERTISERS USING THIS PAPER FIND THE READERS TO BE MEN AND WOMEN WHO BUY. ARE YOU SELLING THEM? IF NOT, LET'S TALK IT OVER

E. H. RANDOLPH, Advertising Manager.

#### A BIG ADVERTISEMENT.

##### Kesner's New Store Uses 12 Pages in World and American.

A noteworthy advertisement was run in the Sunday New York American and Sunday New York World of Oct. 29 to announce the opening of Kesner's, the new department store at Sixth avenue and Twenty-third street, New York City. This was a twelve-page "spread."

This ad was the conception of the Wm. D. McJunkin Advertising Agency, New York and Chicago, and was executed by it in conjunction with the advertising department of Kesner's. The space represented amounted to \$22,512, if figured on the basis of a one-time rate, and the ad occupied one entire section of the papers in which it was run.

This big ad was handled with notable care, all similar goods being grouped and departments arranged in well considered order. At the top of each page was an illustration depicting the goods advertised; beneath and below this was a snappy editorial on the policy and aim of the new store.

This advertisement equals in size the largest advertisement ever printed in a New York daily. About eighteen years ago the Press published a twelve-page ad of Ludwig-Baumann & Co., the Eighth avenue furniture house. On another occasion the Press contained a six-page ad of Bloomingdale Bros. A six-page advertisement of Ripan's Tablets once appeared in the Journal, when it was a morning newspaper. The first real big advertisement in New York was a four-page display in the Recorder.

#### College News by Wireless.

The electrical engineering department of the University of Michigan is working on a scheme to connect all the universities of the Middle West by wireless for the purpose of exchanging news for the university newspapers. If the plan works well, it is probable that by the employment of a relay system all of the educational institutions of the country may be brought into touch with each other.

#### New Daily at Rahway.

It was recently stated in these columns that the Rahway Publishing Co., of Rahway, N. J., had acquired the News-Herald, a semi-weekly paper of that city. As a matter of fact, it was the New Jersey Advocate, previously owned by H. B. Rollinson, postmaster of Rahway. This company has established an enterprising, aggressive afternoon paper under the name of the Rahway Daily Record, with John O. Hauser, formerly of the New York Times, as editor. This sale was negotiated through Harwell & Cannon, of New York.

The Board of Police Commissioners at Bridgeport, Conn., has decided to adopt the pass system for the convenience of newspaper men.

## IN MEXICO CITY

the advertiser only has to use  
**THE MEXICAN HERALD**

(Only English Newspaper)

**EL HERALDO MEXICANO**

(Only Afternoon Spanish Newspaper)

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

(Sole Representatives)

NEW YORK Tribune Bldg. KANSAS CITY Reliance Bldg. CHICAGO Tribune Bldg.

#### Watertown, N. Y., Standard

leading Northern New York Daily, accepts advertising on a guarantee that its circulation is greater than that of any paper within 70 miles of its publication office. Sworn circulation, 8,234.



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

#### GET THE BEST ALWAYS!

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

WALLACE G. BROOKE Horace M. Ford  
Brunswick Bldg. Peoples Gas Bldg.  
New York Chicago

## The Greensburg Tribune

Has Largest Circulation in Westmoreland County, Pennsylvania

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

No Special Representatives

R. W. HERBERT, President



## 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.**  
Broad Exchange Bldg., New York  
Tel. Broad 6148

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

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

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

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

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

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

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

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

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

### PENNSYLVANIA

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

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

### MEXICO

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

### CUBA and WEST INDIES

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

### ADVERTISING FIELD NOTES.

Professor Walter Dill Scott's book on "The Theory of Advertising" has been adopted for a text-book on advertising in the course of journalism at the University of Kansas.

The Grand Rapids (Mich.) Board of Trade is considering an advertising campaign in behalf of the city through the magazines and popular publications.

The Cadillac Electric Manufacturing Co., manufacturers of electric toasters, flatirons and vacuum cleaners, has entered upon a campaign of national advertising through the Dean Hicks publicity department. The appropriation is \$5,000.

The Syracuse University is considering the question of establishing a course in advertising.

Little Rock, Ark., has taken the preliminary steps towards raising a fund of \$1,000,000 for advertising that city.

The Hummert Advertising Agency, of St. Louis, has opened a Chicago branch at 206 South LaSalle street, with E. S. Bradley, E. W. Clark and O. F. Wallender in charge.

### Publishers' Representatives

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

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

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

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

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

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

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

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

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

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

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

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

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

### Silver Service of W. B. Cherry.

After what happened up at Syracuse the other night it would be impossible for any one to convince the members of the Advertising Men's Club that Walter B. Cherry, advertising manager of the Merrill-Soule Co., the retiring president, is not about the most popular advertising man in town. You see, it was this way. Mr. Cherry had made such a good president that they didn't want him to retire from office without taking with him a testimonial of their high appreciation. When the committee having the matter in charge interviewed the members on the subject they found everybody just anxious to be put down on the list of contributors at a generous amount. With the money they purchased a handsome silver service, which they presented to Mr. Cherry in due form while the crowd cheered. Then, to cap the climax, they made him honorary president for life! Couldn't beat that, could you?

### Libel Suits Withdrawn.

The three Democratic candidates who brought libel suits against William Berri, publisher of the Brooklyn Standard Union, and haled him into court, suddenly withdrew their cases on Saturday, on the ground that they had been "instituted mistakenly." The suits were brought as the result of a scathing editorial published in Mr. Berri's newspaper entitled "Tammany's Tainted Touch on a Judiciary Ticket."

### AD FIELD PERSONALS.

Frank B. White, who has been on the Chicago office staff of N. W. Ayer & Son for some time, has resigned to become manager of Park's Floral Magazine.

W. W. Wheeler, advertising manager of the Pompeian Cream Company, was the guest and speaker of the meeting of the Agate Club, Chicago, October 16. The subject was, "What the Advertising Manager Wants to Learn from Magazine Representatives."

Harry De Clerque of Chicago and New York, has been appointed special advertising representative of the Decorah (Ia.) Boston.

W. W. Garrison, managing editor of Judicious Advertising, of Chicago, and a member of Lord & Thomas' copy staff, has associated himself with the ad staff of Hudson Motor Car Co.

William H. Smith, of C. F. Kelly & Co., of New York and Chicago, is in New England this week.

Dan Daly, formerly of the Boston Traveler, has joined the advertising staff of the Brooklyn Times.

E. A. Berdan, the New York representative of the Cincinnati Times-Star, is making a trip through the State this week.

B. E. Moreland, manager of the Detroit branch of the Taylor-Critchfield Advertising Corporation, has joined the Carl M. Green Co. agency staff.

Walter G. Bryan, advertising manager of the Kansas City Journal, and Walker Evans, of the Clague-Painter Co., of Chicago, have been initiated into the Order of the Red Rooster.

James F. Preston, Jr., of Cleveland, has been appointed advertising manager of the Penn-Traffic Co., of Johnstown, Pa.

### LIVE AD CLUB NEWS.

The Toledo (O.) Advertising Club has elected these officers: President, Lewis H. Clement; vice-president, Blaque Wilson; secretary, H. B. Van Sickle; treasurer, B. R. Wooley. At the last meeting of the club Clowry Chapman, of New York, was the chief speaker.

John Lee Mahon, of Chicago, talked to the Baltimore Advertising Club recently on "The Advertising of the Present Day and Its Advancement."

The Dayton (O.) Ad Club will establish a monthly organ which will be distributed among the manufacturers and advertisers of that city.

The Town Criers of St. Paul, composed of the advertising men of the city, have appointed an advisory council of three members to consult with merchants who think their advertising is unprofitable, and will suggest means of improving it. The club has appointed a special committee to outline plans to stamp out fraudulent advertising.

The Syracuse Advertising Men's Club has elected these officers for the ensuing year: President, Myles T. Frisbee, advertising manager of L. T. Smith & Bros.' Typewriter Exchange; first vice-president, R. S. Eggleston; second vice-president, Joseph Baker; secretary, Jerome D. Barnum, advertising manager Syracuse Post-Standard; treasurer, Evans S. Kellogg.

### Will Distribute \$20,000 in Prizes.

The Indianapolis Sun is conducting a \$20,000 Christmas gift contest for the purpose of enlarging its subscription list and increasing its street sales. The capital prize is a Premier touring car valued at \$3,000. A \$2,800 Waverly and a \$1,600 Hudson are also offered, together with pianos, diamond rings and gold watches. The contest is managed by W. A. Faver, of the Adams-Faver-Ellis Contest Co.

*The Better Class of Work*

BEARS THIS MARK

SAMPLES AND PRICES UPON REQUEST

**THE CHESTNUT STREET ENGRAVING COMPANY**

702 CHESTNUT STREET  
PHILADELPHIA, PA.

## Press Clippings

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

## BURRELLE

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

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

SEND FOR SAMPLE

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

TAKE IT TO

**POWERS**

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

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

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

The low October prices will prevail during November—a continuation of the Birthday Party.

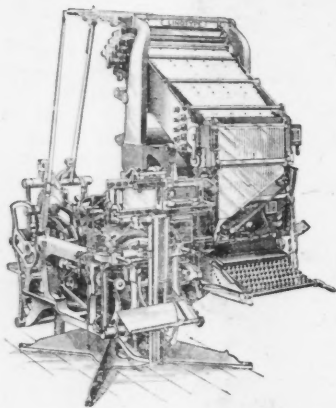
**International Publishers Supply Co.**

Phone: 2929 John

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

# First Model 9's

## In CONNECTICUT



### Mr. Francis Atwater

Publisher of the

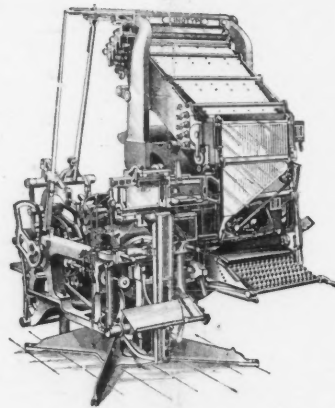
### Meriden Journal

was one of the first newspapermen to recognize the value of the *Multiple Machine Idea*. When he saw the new models at the A. N. P. A. meeting last April, he at once placed his order for the first *Quick Change Model 9 Four Magazine Linotype* to go into New England, thus increasing his battery to

### 7 Linotypes

Ask Mr. Atwater what he thinks of the Model 9 as a profitable investment and as an eliminator of individual type methods.

## In NEW JERSEY



### Mr. L. T. Russell

Publisher of the

### Elizabeth Times

while he did not anticipate Mr. Atwater in his appreciation of the *Multiple Machine Idea*, followed closely in his footsteps and placed his order early for a *Quick Change Model 9 Four Magazine Linotype*, and thus secured the first one to go into New Jersey, This machine increased his battery to

### 6 Linotypes

Ask Mr. Russell what he thinks of the Model 9 as a profitable investment and as an eliminator of individual type methods.

## The Linotype Way Is the Only Way

**Mergenthaler Linotype Company, Tribune Bldg., New York**

CHICAGO  
1100 S. Wabash Avenue

SAN FRANCISCO  
638-646 Sacramento Street

NEW ORLEANS  
549 Baronne Street

TORONTO: CANADIAN LINOTYPE LTD., 35 LOMBARD STREET



