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MR. PULITZER'S ESTATE.

THE APPRAISED VALUATION OF EDITOR'S PROPERTY PLACED AT \$18,525,116.22.

His Interest in The New York World Is Estimated to Be Worth \$3,016,455 and in the St. Louis Post-Dispatch at \$1,115,717—Net Profits of the World Last Year \$552,883—Value of Good Will.

The report of Joseph I. Berry, State transfer tax appraiser, on the estate of Joseph Pulitzer, filed in the Surrogate's Court on Thursday, shows that its estimated gross value, according to experts, is \$18,525,116.22, and the net estate \$16,843,484.01. This is considerably less than the estimates published at the time of Mr. Pulitzer's death.

The most interesting part of the report to newspaper men is that dealing with the valuation of the New York World and the St. Louis Post-Dispatch. In accordance with the testimony submitted to Mr. Berry by John Norris, chairman of the Paper Committee of the American Newspaper Publishers' Association; Florence D. White, business manager of the World; N. H. Botsford, auditor of the World, and Charles H. Taylor, the principal owner of the Boston Globe; Melville E. Stone, general manager of the Associated Press, Mr. Pulitzer's stock holdings in the World are worth \$3,016,455, and in the St. Louis Post-Dispatch, \$1,115,717. The World Building is appraised at \$2,000,000.

Mr. Botsford offered tables of the earnings and expenses of the World and the Post-Dispatch for the four years prior to Mr. Pulitzer's death. That for the World was:

	1908.	1909.	1910.	1911.
Revenue...	5,567,679	5,906,860	6,288,857	6,382,137
Expenses...	5,040,198	5,125,610	5,506,647	5,738,856
Profits...	527,481	781,249	782,210	643,281
Dep., &c.:	193,808	118,858	79,836	90,398
Net profits.	333,673	662,391	702,374	552,883

Total net profits\$2,251,321
*Depreciation and bad accounts.

Following this table Mr. Botsford declared in his affidavit:

During these four years bonuses, etc., had been earned by employees in the aggregate of about \$140,000. In three of these years Mr. Pulitzer paid them from his private account. The bonuses for 1911 were paid by the Press Publishing Company, as they became due after Mr. Pulitzer's death, and they are included in the working expenses of the year. The amounts paid by Mr. Pulitzer being legitimate expenses of the company, \$105,000 is deducted from the above net profits, leaving \$2,146,321, or an average for the four years of \$536,580.

The statement for the Post-Dispatch was:

	1908.	1909.	1910.	1911.
Income...	1,729,215	1,867,250	2,025,660	1,992,877
Expenses...	1,326,192	1,379,989	1,507,057	1,520,923
Profits...	403,022	487,260	517,803	471,954
Depreciatn:	52,641	45,437	47,041	41,091
Net profits	350,381	441,823	470,761	370,862

Total net profits\$1,633,827
Yearly average 408,457

Melville E. Stone, when asked for his opinion in regard to the value of Mr. Pulitzer's services to the World on a salary basis, said that \$100,000 a year would be small pay.

Mr. Stone testified that he regarded a fair way of determining the good will of the World as capitalizing its earnings over a period of years at fifteen per cent. In this Charles H. Taylor of the Boston Globe agreed with him.

Financial Manager White said that up to Nov. 1, 1911, some three days after Mr. Pulitzer's death, there were seventy-three libel suits pending against the World, in which the plaintiffs sued for \$3,021,000. On May 7 last there were
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C. H. BROCKHAGEN,
THE NEW BUSINESS MANAGER OF THE SAN FRANCISCO CALL.

BINGHAMTON PRESS SOLD.

Willis Sharpe Kilmer Disposes of the Paper to J. B. Hadsell.

Willis Sharpe Kilmer, founder and owner of the Binghamton Press for many years, has sold the property to Jerome B. Hadsell.

In disposing of the paper Mr. Kilmer stated that there were two reasons for his action, the first being that, "thanks to the liberal support of the public," he had accomplished the dominant purpose he had in view when he founded the Press, and second, because he wished to be relieved of a large responsibility.

There will be no change in the policy of the paper, which will in the future, as in the past, be absolutely independent.

Kansas City Star Sells Paper Mill.

The machinery of the long idle paper mill of the Kansas City (Mo.) Star in that city has been sold to the Spanish River Pulp & Paper Co., with headquarters in Toronto, Canada. J. H. Slater and J. G. Sutherland, of the company, were in Kansas City this week directing the removal of the machinery to Espanola, Ontario.

The stone work was last week completed on the fifteen-story Cleveland News-Leader building, the highest newspaper office building in that city, which will house the News and the Leader after next April.

Watson Indicted for Misuse of Mail.

Thomas E. Watson, former Populist candidate for the Presidency, was indicted by a Federal grand jury at Augusta, Ga., on Tuesday, for sending obscene matter through the mails, and is summoned to appear some time next March, to show cause why he should not pay the penalty for his alleged violation of the statutes. Mr. Watson is publishing a series of articles in his monthly magazine attacking the Roman Catholic Church, and in the July issue is said to have quoted language unfit for the mails.

Shoemaker Buys Altoona Tribune.

The Altoona (Pa.) Tribune, the oldest daily newspaper of that city, was purchased last week by Henry W. Shoemaker, of New York. There will be little change in the business and editorial departments and the paper will remain Republican in policy. Mr. Shoemaker formerly owned the Reading (Pa.) Times and the Bridgeport (Conn.) Telegram. He is an able writer and will take a hand in the editorial work of the paper.

New Linotype Company Incorporated.

The Perfection Linotype Co. was incorporated on Nov. 15, at Chicago, with \$10,000 capital stock, to manufacture and deal in linotype machines; also do composition and printing. The incorporators are: William M. Riorden, James J. Reaney and Charles P. Hoffman.

WASHINGTON TOPICS.

COURT SUSTAINS RULING OF POSTMASTER-GENERAL IN CHEAP BOOK CASES.

Tip-Top Weekly and Work and Win Barred from Second-Class Privilege—Death of Edward T. Fletcher—Clapp Campaign Committee to Resume Hearings—What the Newspaper Correspondents Are Doing.

(Special Correspondence.)

WASHINGTON, Nov. 21.—The Supreme Court on last Monday sustained the action of Postmaster-General Hitchcock in denying the second-class mail privileges to "Tip Top Weekly" and "Work and Win," published by Street & Smith and Frank Tousey, of New York City.

The two cases grew out of Postmaster-General Hitchcock's crusade against dime novels, on the ground that they were not newspapers or periodicals but books. The Postmaster-General excluded from second-class mail privileges a large group of the so-called dime novel publications, such as Buffalo Bill Stories, Nick Carter Weekly, Diamond Dick, Junior, and including the "Tip Top Weekly" and "Work and Win."

The publishers of the last two brought suit to compel the Postmaster-General to restore these publications to the second-class privilege. On the ground that they were books, each number complete in itself, the United States District Court of the District of Columbia held that the Postmaster-General was right and that the two publications should be made to pay the third-class rate.

The cases were thereupon taken to the Supreme Court of the United States which, in its decision, saw no reason to over-ride the Postmaster-General's order. Justice Holmes who delivered the decision said that the identity of authority and "the promise of future wonders" in the next number did not give the papers a periodical character.

Edward T. Fletcher, who had been connected with the Washington newspapers for sixty-two years, the last thirty-five years of which he was employed in the business office of the Post, where he began his service as cashier at the time the paper was founded, Dec. 6, 1877, died in this city last Sunday in his seventy-fifth year.

"Pop" Fletcher, as he was popularly known, was an encyclopedia of information as to the business life of the city. He began his newspaper connections with the National Intelligencer in 1851. He was in the audience at Ford's Opera House the night of Lincoln's assassination. Mr. Fletcher is survived by his wife, two sons and two daughters. One son, Charles F. Fletcher, is with the Philadelphia Inquirer.

With the return of many correspondents from their home offices and political assignments, the national capital is fast assuming the activity customary to an approaching session of Congress. The list of correspondents, as compiled by James D. Preston, superintendent of the Senate Press Gallery, which appears in the Congressional Directory, the first issue of which will be ready the opening day of Congress, Dec. 2, will show the usual number of changes.

The Archibald impeachment trial, which begins the second day of the session and which will be held in the Senate chamber, all of the Senators sitting as judges, will fill the gap for mak-
(Continued on page 15.)

CHICAGO HAPPENINGS.

Morning World Suspends Publication—J. C. Cory, Cartoonist, Compiles a Book—Dinner to Editor of Bohemian Newspaper—John L. Mahin Much Improved in Health—E. O. Phillips, of the Tribune, Married.

(Special Correspondence.)

CHICAGO, Nov. 20.—The Morning World suspended publication with last week Friday's issue. The paper, which was a new form of the old Daily Socialist, has not been a business success, it announced editorially, because its constituency has not the time to read papers in the morning. It is expected that the afternoon and Sunday papers will be continued.

Recently when the newsboys' strike was broken, the World refused to let the regular newsboys have papers to sell on their stands, and established their own distribution system. Finally, when the World realized that it had lost many street sales in the downtown district, it showed that even socialists have the commercial spirit and forgot the principles which it so vehemently extolled. It asked the newsboys whom it had previously branded "scabs," to take a few copies and try and sell them along with the other daily newspapers.

J. Campbell Cory, the cartoonist, has compiled a book in which he sets forth in plain type and striking illustrations, the secrets of his profession.

Rev. Valentine Kohlbeck, editor of the Bohemian Catholic newspaper Narod, was the guest of honor at a dinner given in the Auditorium Hotel last week Wednesday night by the Federation of Catholic Bohemians of Chicago, in celebration of the twenty-fifth anniversary of his priesthood.

Mr. and Mrs. John Lee Mahin and their family will move from the Virginia to the new apartment building at 999 Lake Shore drive. Mr. Mahin, who has been confined to his room for six weeks on account of illness, although improving, is not yet able to be out.

Bernard J. Grogan, west side politician and saloonkeeper, has filed suit for \$50,000 in the Circuit Court against Gordon Nye, publisher of the Evening World, and the Worker's Publishing Society for an alleged libelous article published by the World, in which it was charged that Grogan had been guilty of collecting "graft" on the west side.

E. O. Phillips, political writer for the Chicago Tribune, and Miss Helen Matheny, daughter of Charles O. Matheny, of Springfield, Ill., were married at St. Paul's pro-cathedral, Springfield, Saturday noon, by the Rev. Edward G. Haughton. Mr. and Mrs. Phillips left immediately for a honeymoon trip through the South.

Jack Johnson has been arrested on a charge of assault and battery preferred by E. F. Weigle, a newspaper photographer. The photographer shows, as evidence of his unscheduled meeting with the black man, a much discolored wrist, where the heavy cane wielded by Johnson, fell. Weigle also has filed suit for \$10,000 damages against the pugilist.

Munsey Denies a Rumor.

Frank A. Munsey, owner of the New York Press, the Boston Journal, Washington Times, Baltimore News and Philadelphia Times, denies the rumor that he is to add the Knickerbocker Press of Albany to his string of newspapers, or that he intends to establish a paper at Hartford, Conn.

Young Ad Manager Commits Suicide.

E. B. Thomas, nineteen years old, who recently became advertising manager of the Staunton (Va.) Daily News, committed suicide by shooting, while alone in his home last Tuesday. He left a letter addressed to his mother, a note to a girl and several notes tacked to the walls of his room, one of which read: "Don't forget to feed Pete," a canary which was found in an adjoining room.

NEW PUBLICATIONS.

HELENA, Ark.—The Twice-a-Week News, a newspaper published by the Ben Higgins Co., has made its first appearance, and will be issued each Wednesday and Saturday.

INDIANAPOLIS, Ind.—Frank Essex, editor of the Register, a Socialist weekly, will change the paper to a daily soon. It is to be a four-page sheet, published six days in the week, and will sell for one cent.

NEWTON, N. J.—A number of Demo-

COURIER'S NEW HOME.

Louisville Paper's Up-to-Date Structure Houses a Model Plant, Both in Service and Comfort of Workers.

A model newspaper plant, four stories in height, with a floor space of approximately 58,700 square feet, has been completed at a cost of \$200,000 to provide for the improvements made imperative by the growth of the Courier-Journal and the Louisville Times. The new structure is located at Third ave-



LOUISVILLE COURIER-JOURNAL'S NEW HOME.

crats are planning a new paper that will advocate Democratic principles.

MUSKOGEE, Mich.—Colonel Clarence Douglas, formerly editor of the Phoenix, issued the first copy of the Weekly Press last Thursday. He plans to make it a daily soon.

FACTORYVILLE, Pa.—The Local News has been launched recently. Archibald C. Heller, the editor, was formerly with the Philadelphia Press and Evening Telegram, and is a graduate of Colgate University.

LEXINGTON, S. C.—John B. Towill, who for some months published the Enterprise at Batesville, will start a paper here about Dec. 1.

London's New Labor Daily Appears.

The first issue of the new labor newspaper, the Daily Citizen, which is to be "an organ of trade union activity, labor party policy and socialistic thought," made its appearance on the London streets last week. Hall Caine contributed an article to the first number and G. Bernard Shaw and Dr. Russell Wallace will write for later issues. A special column of labor at "home" and one for abroad will be published daily.

Editor Acquitted of Murder Charge.

H. O. Jeffries, editor of the Nowatta (Okla.) Advertiser, was acquitted on Wednesday of the charge of murdering Mrs. Irene Goheen, an advertising solicitor employed by him. The case against Jeffries was based upon circumstantial evidence, and he attributes his prosecution to political enmities.

G. D. Raine, editor and proprietor of the Memphis (Tenn.) News Scimitar, denies that he intends to sell the paper at auction, as reported in a recent news item.

and Green street, just a square east of the old building at Fourth avenue and Green street, where the Courier-Journal has been published daily since 1876.

Not only is this new plant supplied with equipment of the most modern kind, but the building itself is ideal for the workers. No pretensions are made for elegance, the aim of the publishers and the architect, John B. Hutchings, being to give the employes a sanitary, serviceable workshop in every sense of the word. The structure is perfectly fitted to give daily birth to a morning and an afternoon newspaper, with the least possible labor and loss of time.

With keen foresight, the late Walter Newman Haldeman, father of Bruce Haldeman, president of the Louisville Courier-Journal Co., purchased the old post office building from the Government about sixteen years ago so that the two newspapers would have a home in the heart of the business district of the city when the growth of the publications made a removal necessary.

Only the walls of the old Government building were left standing. They are said to be about the thickest and most durable in the South. The basement walls are four feet wide and of unusual depth. The top wall is thirty inches in width, and extends four stories in height. The building has a white stone exterior, presenting beautiful lines as is indicated in the accompanying picture.

Steel and concrete was used in constructing the floors and the structure is near fireproof as is possible to build a newspaper plant. The offices are finished in quarter-sawn white oak. Both freight and passenger elevators are of the latest and most modern pat-

tern, while the lighting, heating and ventilation follows the most approved system. A big shaft is located in the center of the building, affording abundant light and air.

The first floor is given up entirely to the mailing rooms and business offices, well lighted and finished with the latest accessories to office work.

Both the city and foreign circulation departments are located on the second floor. Here also may be found the offices of the president, the editor of the Times and the editor of the Courier-Journal. The editorial department is situated on the third floor. Large, light and airy rooms furnish admirable quarters for the editorial forces. The local and telegraph room of the Courier-Journal is on the east side of the building, while those of the Louisville Times face the north. Pneumatic tubes lead from the desks of the various editors.

Twenty-one Mergenthalers are arranged in three rows at the east end of the top floor. The Junior autoplates also are on this floor. All the stereotyping machinery is of such sort as to give the quickest and best service, the plates being dropped in an electric chute from the fourth floor to the press room in the basement.

The windows of the basement have been raised above the sidewalk in order that pedestrians may watch the four big presses at work. Two new presses, a Hoe and a Goss, have been added to the present equipment of the plant. Upon one of the Goss presses four colors may be printed at one impression.

The composing room occupies about 12,300 square feet of space and the press room 2,900 square feet. Every convenience, including rest rooms, shower baths, library, telegraph, telephone and electric clock systems, has been provided for the employes.

Last Saturday's issue of the Courier-Journal contained an excellent article by Col. Watterson on the history of the paper which has just attained its forty-fifth birthday.

Henry Watterson is editor of the Courier-Journal; Bruce Haldeman is president of the joint companies; W. B. Phillips is business manager of the Courier-Journal and the Times; W. B. Haldeman is editor of the Times, and R. W. Brown is managing editor. C. E. Johnson is the editor of the weekly Courier-Journal and in charge of the circulation of both papers.

CONSTITUTION'S NEW MANAGER

He is W. L. Halstead, Late of the Houston Chronicle.

W. Halstead, for the past two years business manager of the Houston (Tex.) Chronicle, on Nov. 18, became business manager of the Atlanta Constitution, succeeding J. R. Holliday, who had asked to be relieved of the duties of the position in order that he may devote his entire time to foreign advertising, which he has handled for the Constitution for several years with signal success.

Mr. Halstead did his first newspaper work on the Evansville (Ind.) Journal-News, where he started in as a reporter and afterward became advertising manager. He then went to Terra Haute, and for five years was connected with the Indiana Tribune, of which he was successively business manager, general manager and president. After two years as general manager of the Bristol (Va.) Herald-Chronicle, Mr. Halstead, in 1908, became editor of the Albany (N. Y.) Evening Journal.

After being out of the newspaper business for a year in Washington, D. C., he became business manager of the Houston (Tex.) Chronicle.

Coincidental with his connection with the Chronicle, which has always been remarkably successful under the ownership of M. E. Foster, that newspaper has grown rapidly in both advertising and circulation. In two years the Chronicle has made a permanent advertising gain of more than 1,500,000 agate lines.

BOSTON NEWS LETTER.

John A. Anderson, of the American, and John Lydon, of the Inquirer, Are Elected to Legislature—Frank J. Donohue Becomes Secretary of State—The Russell Will Case.

(Special Correspondence.)

Boston, Nov. 20.—John A. Anderson, of the Boston American, was elected last week to the Massachusetts House of Representatives, but intends to continue his newspaper work in spite of his new duties as a legislator. John Lydon, of the South Boston Inquirer, was also elected to the house.

The famous Russell will case, which is now on its second trial, is still supplying column after column to the Boston newspapers and is proving more and more of a grind for the men assigned to cover it. The second trial began on July 16 and is not yet half over. The men who write this story day after day for the Boston papers are Bert Ford and Clement Pollock, of the American; Herbert H. Withington, of the Boston Globe; Nelson Metcalf, of the Boston Transcript; Harold Stratton, of the Boston Journal; Bill Doherty, of the Advertiser and Record; Ernest M. Tobin, of the Boston Herald, and "Mose" Williams, of the Traveler-Herald.

Gabriel Farrell, who was on the Transcript staff, is now supplying the pulpit of a prominent church in Milton, Mass. He left the Transcript to enter Newton Theological Institution, but while a student there he used to work for Boston's most conservative paper in the summer and for a week now and then on the waterfront.

The story about the traffic agreement between the Grand Trunk and the New Haven roads, making the construction of the Southern New England road unnecessary, was the news of Boston this week. As soon as it "broke" the Boston Globe sent its best man, John W. Carberry, who was in Los Angeles last winter covering the McNamara trial and was recently in New York covering the Becker case, to Montreal to see President Chamberlin, of the Grand Trunk. He was quickly followed by Elias McQuade, one of the "star" men on the Boston American.

Morgan Hennessey, of the Boston Globe staff and son of Michael Hennessey, the Globe's well-known political reporter, has left the newspaper business, for a while at least, to become the private secretary of Congressman Roberts and has gone to Washington.

George O. Almy, of the sporting department of the Boston Post, is building a good-sized house at Atlantic. He covered yachting for the Post last summer and has become so fond of the sea that he wants to live beside it rather than in Newton.

Herman Nickerson, the sporting editor of the Boston Journal for many years, has been chosen secretary of the Boston National Baseball Club, succeeding Peter F. Kelley, who was formerly on the Journal. After a good vacation Mr. Kelley will re-enter the newspaper business.

Frank J. Donahue, the Democratic candidate for the office of Secretary of State in Massachusetts, who won in the recent election, although the Republicans carried the other State offices except that of Governor and Lieutenant Governor, is a well-known Boston newspaper man. For a number of years he has been the managing editor of Practical Politics and before that he was on the Boston American. The fight over the minor State offices was so close that it was two days before the final result was definitely settled. Mr. Donahue succeeds A. P. Langtry, publisher of the Springfield Union.

A delegation of prominent citizens of the city of Lawrence, Mass., came to Boston on Wednesday to thank Gen. Chas. H. Taylor, the proprietor of the Globe, for the fairness of the reports in

his paper during the dark days of the Lawrence strike. Gen. Taylor was very much pleased that fairness and accuracy on the part of newspapermen should receive this tribute and he invited the delegation to lunch at the Algonquin Club. The General also "assigned" Frank P. Sibley and James C. O'Leary, the two members of the Globe staff who were sent to Lawrence to cover the strike there last winter, to attend the luncheon.

The delegation from Lawrence con-

WEDDING BELLS.

Milton L. Dipple, formerly a member of the editorial department of the Spokane (Wash.) Spokesman-Review, and now connected with the Telegram, of Portland, Ore., and Miss Ona Hubbard, of Spokane, were married Nov. 11, in the home of the bride's parents.

Miss Evelyn Garretson Stoddard, daughter of Henry L. Stoddard, owner of the New York Evening Mail, will be married to Eugene Beaumont Reynolds.

ON PARISIAN JOURNALISM.

F. W. Lawrence's Impressions of Le Petite Journal's Enterprise.

Frederick W. Lawrence, of the Chicago Examiner, said to be the highest paid city editor in the country, and who earns every cent of his salary, according to knowing ones in the profession, spent a few hours in New York last Saturday en route to his home in Chicago following a six weeks' vacation trip abroad.

Mr. Lawrence spent the greater part of his vacation in France and returned much improved in health. He was met at the French line pier by his brother, Andrew M. Lawrence, publisher of the Chicago Examiner; A. E. Baerman and others of the New York Press Club.

Mr. Lawrence was much impressed with some of the newspaper plants in Paris, particularly that of Le Petite Journal. Discussing the latter property with a representative of THE EDITOR AND PUBLISHER, he said:

"Le Petite Journal has not only one of the most unique but probably one of the most complete newspaper plants in the world. Aside from the general excellence of the purely physical side of the property, what most impressed me was the completeness of arrangements made for the comfort and health of the employes.

"The air in every part of the structure is kept pure and cool by a system of ventilation that is as perfect as French engineering skill can make it. The water for both drinking and other purposes is exceptional and is supplied from two artesian wells located on the premises. There are two restaurants at which food of the very best quality is served at reasonable prices. It is needless to say that both are well patronized.

"The quarters of each department are unusually commodious and well lighted. The space given over to the staff is exceptionally roomy and almost luxuriously furnished. Probably the most unique thing of all from the American standpoint is the fact that three automobiles stand in front of the door day and night for the use of reporters.

"Now," Honest Injun, "Mr. Lawrence," asked THE EDITOR AND PUBLISHER representative, "with all the comforts, etc., you mention—pure water, air and joy wagons, would you care to remain in Paris if you had your choice, or would you go back to the shores of the unsalted seas?"

Quick as a flash the reply came back. "Chicago for Mine."

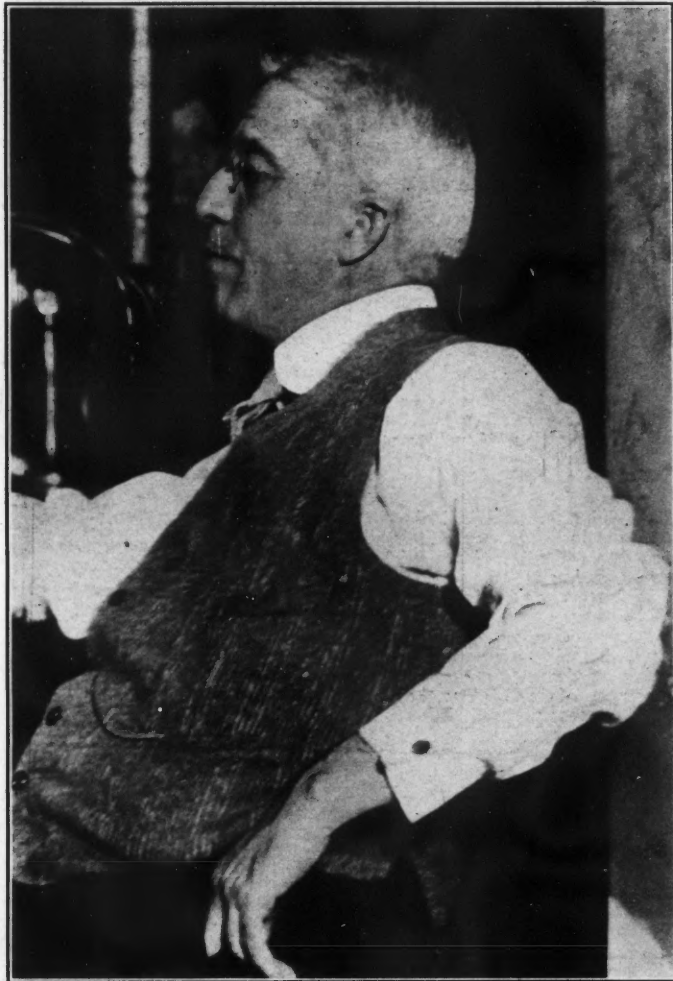
First Concert with Pulitzer Fund.

To share in the \$500,000 bequest of the late Joseph Pulitzer the Philharmonic Society of New York had to acquire 1,000 paying members. As soon as this became known the response was so ready that the membership was quickly filled, some joining from States as remote as Illinois. In recognition of this support the society gave the first of two private concerts in the ballroom of the Waldorf-Astoria Hotel Tuesday night, at which Mme. Frances Alda was the soloist. Admission was by invitation only and the members and their friends filled the great ballroom.

Tribune Answers Waldo Libel Suit.

The New York Tribune on Tuesday filed its answer to the \$250,000 suit for libel which Commissioner of Police Rhinelander Waldo has instituted against the daily because of the publication of testimony by Lieut. Costigan before the special Grand Jury and editorial comments on the Becker case. The Tribune sets up the defense of privilege and justification and alleges that Mr. Waldo was responsible for conditions leading to the murder of Rosenthal.

The World, the Press and the Staats-Zeitung are the only three daily newspapers in New York that have filed sworn statements of the number of their "paid subscribers," in accordance with the provisions of the recently passed Postal Act.



FREDERICK W. LAWRENCE, CITY EDITOR OF CHICAGO EXAMINER, WHO IS SAID TO RECEIVE THE LARGEST SALARY EVER PAID A CITY EDITOR.

sisted of Mayor Michael A. Scanlon, the Rev. James T. O'Reilly, President J. C. Corcoran, of the Lawrence Trust Co.; President Charles E. Bradley, of the Citizens' Association; A. H. Rogers, publisher of the Tribune-Eagle; William S. Jewett, publisher of the American and Sun, and C. O. Powers, of the city's publicity bureau.

All arrangements for newspaper men at the football games in the Harvard Stadium this fall were handled by a press committee, consisting of Ralph C. McMillin, sporting editor of the Boston Herald; William U. Swan, the Associated Press man, who covers all the games, and Melville E. Webber, football man for the Boston Globe.

At the Harvard-Princeton game in the Stadium there were 170 newspapermen and telegraphers accommodated, and for Saturday's big game at New Haven accommodations have been provided for nearly 225 persons. The system adopted by this committee of three has met with the heartiest approval from the visiting newspapermen as they found their seats readily and their wires "open" to take each paragraph as soon as it was written.

on Nov. 26, in the Madison Avenue Presbyterian Church, by the Rev. Dr. Henry C. Coffin.

The marriage of Charles N. King, editor of the Bonners Ferry (Idaho) Herald, and Miss Alma Sydou, took place in that town Nov. 6.

Thomas Flynn, a member of the Wheeling (W. Va.) Telegraph staff, and Miss Beryl Songe, were married on Nov. 12, in that city.

Editor Shot Dead After Quarrel.

Franklin B. Dorr, founder and former editor of the Douglas (Ariz.) Daily Dispatch, was shot and instantly killed last week by William Allender, a carpenter, who had quarreled with him over the purchase of a theater. Allender attempted to escape and, when surrounded by officers, mortally wounded two and then committed suicide.

A Trenton Sunday Paper Suspends.

The Trenton (N. J.) Sunday News, which came into existence last August, has suspended publication. During the political campaign it was the only partisan paper in that city.

NEWSPAPER WRITING

Mr. Ogden, Editor of the Evening Post, Explodes Some Old Fallacies in Regard to Journalism—Editors Must Have a Constantly Filled Reservoir of Information Upon Which to Draw as Needed.

"Writing for the Press" was the subject of an address delivered by Rollo Ogden, editor of the New York Evening Post, before the School of Journalism, at Columbia University on November 18. Mr. Ogden said in part:

"Horace Greeley spoke contemptuously of college graduates, but it is my experience that the best recruits come in the eager young men who turn from college to newspaper writing. I could wish no better for this school than that it turn out men as bright as some of those who come to us from college. I may add as consolation—it can't turn out men any worse than some of them.

"The foundation of a school of journalism seems to lend dignity to the profession, if profession it can be called. Journalism has been defined by a noted journalist as the profession that confers honor upon a man after he leaves it. The old affectation of anything like mystery about the profession, of anything esoteric, has disappeared a long time ago. No better way to dispel the illusion entirely could be found than by setting up a school to teach journalism. When two working journalists get together, they have nothing of the air of Roman augurs. They know they are connected with an institution subjected to the same publicity which is so large a share of its business. In 'Pickwick Papers' we have a journalist speaking with solemn complacency about the enormous power of the press. This air of mystery has passed away.

ANOTHER ILLUSION GONE.

"Another illusion still more persistent which ought to be dismissed is the idea there is something romantic, something continuously exciting, something adventurous in the work of those engaged in journalism. This is an old tradition. People used to think every newspaper man had to lead a Bohemian life. But with the present system of news gathering and with the introduction of modern business methods into newspaper offices the idea of a happy-go-lucky existence for a newspaper writer has been dissipated. Newspaper men of to-day are far from being creatures of romance. Fifty years ago a Frenchman wrote against the theory that good editorial writing could be done by the man who came from a scene of revelling and drunkenness. Certainly it is not done by such men to-day. Journalism has passed out of the region of glamour, of fantasy, of romance.

MR. OGDEN'S PROTEST.

"My subject being 'Writing for the Press,' and in this I include the periodical press, I begin with a protest against the idea that good newspaper writing differs from any other kind of good writing. Good writing is good no matter where you find it. Not many maintain there is anything peculiarly incommunicable or extraordinarily strange

in newspaper writing. Some of it, indeed, we might wish were incommunicable. I admit there is newspaper technique, that there are certain rules and customs, that there is a certain routine of proofreading and copy editing, but this doesn't go to the question of the ultimate writing. It is true that it requires a certain knack to go on day by day pouring out what one has to and always being on time. It is impossible for some to work under these conditions. In that respect newspaper writing is peculiar, but on the whole we cannot differentiate good writing in a newspaper from good writing anywhere else.

"My subject naturally divides itself into two divisions. Writing for the press may be considered, first, from the point of view of those who write for it from the inside, and second, from the side of those who write for it from the outside. I have no secrets of the prison house to bring here. Those who write from the inside have to consider the same questions as those who write from the outside. The antecedent of all good writing is to have something to say. I don't know how the old controversy in psychology stands, whether or not there can be thought without words. But there are no words worth writing without thought.

"It is wonderful how an accurate piece of knowledge will create a good style. This was remarked by Matthew Arnold about Grant. Arnold was astonished at Grant's excellence of English, the simple, straight-forward movement of his style, its force and precision. The same doctrine was laid down by Saint-Beuve in his Essay on Style. He remarked on the excellence of style Napoleon had, and came to the conclusion that every thought carries with itself its own expression. This is a truth we cannot too strongly insist upon. It is said that editors have a way of improving wisdom. But they have to have sources of knowledge; they have to have a reservoir of information, filled day by day, before they can draw upon it.

RENEW YOUR KNOWLEDGE.

"In addition to this I may emphasize the qualities of a delightful style. If you can have freshness, wit and humor, so much the better, but the fundamental thing for the man who wants to go on writing year after year is a continually renewed fund of knowledge. You must know not everything, but where everything can be found.

"The real interest, attaches to those who write from the outside. People who write from the outside are on the watch for the particular kind of thing which will get them accepted. The best advice that can be given to those who, as free lances, furnish material for the press is first, seek general training, and second, know some one thing better than anyone else. There is an old Spanish proverb that knowing something doesn't take up any room.

"I knew of the case of a young man who came to an office with most unpromising antecedents. He was a college graduate of eight years, seven years of which he had lived abroad on an allowance from his uncle. He had made a specialty of church history. His uncle died and he had to go to work. It chanced that at this time the Pope fell ill and died and the whole question of papal succession became of largest importance. Here was a man who knew more about it than anyone in New York City. We were compelled to give him employment. In the weeks that this question was prominent he was called on and gave a great deal of most interesting writing. The result was he was given a chance. We have to be shown not only general fitness but some promise of special development.

"Another case was in England and also had to do with ecclesiastical matters. The disruption of the Scottish church fell on the newspaper world with suddenness and found the newspapers of England ignorant on the whole ques-

tion. A young starveling, a graduate of Edinburgh University, fell in with an editor who asked him if he knew anything about this matter. He did. He, too, got his chance.

"In connection with newspaper writing one thing is often noted—every leading newspaper has a style of its own—not merely a typography, but a style. The explanation is that its style has been early formed by some masterful writer who impressed his own personality and vigorous way of writing on those he gathered together to make the paper. The newspaper continues the style even after he ceases to write for it.

"The beginnings of the modern newspaper press are not honorable. If we read Leslie Stephen or dip into Dr. Johnson we get a glimpse of the hunted, fugitive and despised condition of the lives of journalists of the eighteenth century. Some of the tendencies of the modern press are reversions to old vices. What made the press hated was its triviality, its malice, its mendacity, and its sensationalism. These traits are sometimes spoken of as originating with modern enterprise—they go back to the worst days of the newspaper. But while there have been audacities, there have also been great traditions that will persist. The body of journalists who have convictions and who labor seriously and with self-respect will fix their impress on the minds of their generation. That is the star that shines, and I advise you to hitch your wagon to it."

CHANGES IN INTEREST.

FARGO, N. D.—The Forum receivership has been brought to an end and the plant sold to J. P. Dotson, editor of the Crookston (Minn.) Times, \$52,000 being the price paid. It is stated that the purchase price covers but little over half of the indebtedness of the Forum.

MORRISTOWN, N. J.—The Morris County Press has been sold by former Mayor Edward A. Quayle to four members of the staff. The price paid is said to be \$20,000. Mr. Quayle will continue to edit the paper.

CLARINDA, Ia.—Paul Woolson has bought the Herald from C. A. Lisle.

BRADFORD, Pa.—J. W. Milligan purchased the Era last Saturday, and the publishing company has been reorganized with the election of the following officers: President, J. W. Milligan; vice-president, James George; treasurer, Morris Milligan; secretary, E. C. Charlton. Daniel W. Dean, of the Randolph Register will be the new editor.

HIGHMORE, S. D.—H. C. Shoberg, for more than a quarter of a century active in newspaper work in South Dakota, announces the sale of the Bulletin to R. B. Rockwell, its present editor.

HECTOR, Minn.—Ernest W. Nobbs has purchased the Mirror from R. R. Strong, and will continue to publish it as a Republican paper.

MT. MORRIS, N. Y.—The Enterprise, a Democratic weekly newspaper which has been published for thirty-eight years by George M. Shull, has been sold to Raymond Haywood.

CHARLESTOWN, Ind.—The Citizen, established and owned up to the time of his death by Carl Brayfield, has been sold by the administrators to Lunsford Jones, of this city, who has for five years conducted the Hoosier-Record

SILVER WEDDING RECEPTION.

Mr. and Mrs. J. C. Cook Receive the Congratulations of Their Friends at Hotel Martinique.

John C. Cook, business manager of the New York Evening Mail, and Mrs. Cook on Monday evening celebrated the silver anniversary of their wedding at the Hotel Martinique.

The reception was attended by a goodly number of the old and new friends of Mr. and Mrs. Cook who extended to them their heartiest congratulations and best wishes.

One of the pleasing features of the occasion was the presence of Albert Curét, Jr., who was Mr. Cook's best man at the wedding twenty-five years ago.

An excellent program was rendered by a string orchestra, after which a buffet supper was served. Among those present were: Mr. and Mrs. John Adams Thayer, Mr. and Mrs. Henry Luther Stoddard, R. M. Haan, Mr. and Mrs. Erman Jesse Ridgway, Mr. and Mrs. William R. Hochkin, Mr. and Mrs. Albert Curét, Jr., Mr. and Mrs. Anderson MacPhee, Mr. and Mrs. Joseph A. Richards, Miss Helen Richards, Mr. and Mrs. William C. Freeman, Miss Eleanor Freeman, Mr. and Mrs. Kenneth W. Hardon, Mr. and Mrs. Jules P. Storm, Mr. and Mrs. Augustus C. Corby, Mr. and Mrs. John H. Hawley, Mr. and Mrs. Don M. Parker, Mr. and Mrs. Arthur C. Elliott, Miss Mildred Elliott, Miss Charlotte Croker, Mr. and Mrs. Warren B. Moore, Charles S. Mackenzie, Mr. and Mrs. Arthur S. Higgins, Mr. and Mrs. George Van Keuren, Geo. S. Brown, Mr. and Mrs. Frank Leroy Blanchard, Frank McLaughlin, Mr. and Mrs. Edward A. Westfall, Mr. and Mrs. G. Franklin Bailey, Mr. and Mrs. William C. McCloy, Harry Rascovar, Mr. and Mrs. T. E. Niles, Mr. and Mrs. Walter W. Griffith, Mr. and Mrs. Geo. L. Gillon, Mr. and Mrs. William Ray Gardiner.

The Mergenthaler Linotype Co. has arranged to distribute among the printers of this country 50,000 tickets of admission to the National Printing and Advertising Exposition to be held at the Grand Central Palace next April.

Fire last week destroyed the residence of Prof. W. O. Mangum, editor of the Savannah (Ga.) Courier, causing \$2,000 damages.

The Mason City (Ia.) Free Press has suspended publication.

THE DETROIT NEWS

(Evening)

Over 140,000

THE DETROIT NEWS TRIBUNE

(Morning)

(Sunday)

Over 23,000 Over 100,000

All Net Paid Circulation

The Biggest Value in New England

A Quality and Quantity Combination that Cannot be Exceeded.

THE BOSTON HERALD

(Morning)

THE BOSTON TRAVELER AND EVENING HERALD

Combined Circulation Morning and Afternoon exceeds 280,000 copies per day.

Each month shows remarkable gains in Local and Foreign Advertising.

The S. C. BECKWITH SPECIAL AGENCY

(Sole Foreign Representatives)

New York Chicago St. Louis

The Evening Wisconsin

Milwaukee's Favorite Home Newspaper

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

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

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

THE MILWAUKEE EVENING WISCONSIN

JOHN W. CAMPSIE, Business Manager

NEW YORK OFFICE: 6024 Metropolitan Bldg. CHAS. H. EDDY, Representative. Telephone, Gramercy 4211.

CHICAGO OFFICE: People's Gas Bldg. EDDY & VIRTUE, Representatives. Telephone, Central 8486.

ORIENTAL JOURNALISM.

Former United Press Representative at Shanghai Tells of Difficulties in Publishing an American Newspaper in China—Wonders How Such a Paper as the China Press Can Exist—Those Who Run It Come High.

By Charles P. Stewart.

(Formerly United Press Representative at Shanghai, China.)

The China Press of Shanghai is a mighty good little newspaper, just as Bill Banning, its advertising manager, said it was, in the Oct. 26 issue of THE EDITOR AND PUBLISHER.

I can corroborate that all right, but what I don't see is how they can afford to keep on making it so good. With a population of about 600,000 it may seem as if Shanghai ought to support several high class newspapers. The trouble is that the 600,000 are not solid meat from a newspaper standpoint, by any means.

Of course, there are a very few Chinese who are well enough educated to read an American or an English newspaper. They are so exceedingly few, however, that it's hardly worth while considering them. The rest are no more good for circulation purposes than if they lived in the moon. That lops about 585,000 off from the 600,000 at one swipe.

HATE AMERICAN METHODS.

Of the remaining 15,000 nearly half are English. Most of them hate American newspaper methods like poison. If there were no escape from it they might submit, and of course the China Press wouldn't care how much they hated it so long as they had to give it their patronage. But there is an escape. There are three English daily newspapers in Shanghai.

Then there are approximately 1,000 French, who also have a daily of their own. The Japanese number about 1,000. Of the 7,000, say, still unaccounted for something like six-sevenths are German, Belgian, Italian, Portuguese, Hindoo and miscellaneous nationalities.

The Americans are in the neighborhood of 1,000 strong—men, women and children. True, there are some more scattered up and down the China coast and around the interior, but not many. I should think another 1,000 was a liberal

estimate. That doesn't include the foreigners at the other treaty ports, but they ought not to be included, because all of them of any importance have local dailies—not so good as the China Press, to be sure, but good enough to fill the vacancy until their readers get their month-late papers from Europe and America.

A CLIENTELE OF 4,000.

Well, then, assume that the China Press has a willing clientele of 2,000 and an unwilling one which is nevertheless a clientele because it can't get anything else a quarter as good, of as many more.

A community of 4,000 in the United States sometimes supports a daily newspaper, but hardly a metropolitan one.

A Shanghai newspaper has to be metropolitan, however. The foreigners who live there have traveled. They know what's what. They insist on a citified type of newspaper or nothing.

Moreover, they're not like an equal number of small-town subscribers in America, who don't have to wait long for the mail editions from some near-by big city to bring them the world-news and depend on their home papers mainly for local happenings.

The Shanghai-ite cares precious little for local happenings. What he wants to know is what's going on in the Occident, and if he waits for the foreign newspapers to tell him about it he's due to linger in suspense for three or four weeks.

So the Shanghai dailies have to have big cable services at a press rate, if I remember correctly, of 42 cents a word, which soon runs into money.

The other newspapers partly make up for this expense by hiring pretty cheap editorial staffs, but the China Press doesn't. Its staff isn't very large, but so far as it goes it's first class.

"Uncle Tom" Millard, the editor, is an old war correspondent with an international reputation. I never asked him straight out how much money he got, but it's safe to say he pulls down a pretty fat envelope. The same thing may be said about W. B. Fleischer, the general manager.

Charles Herbert Webb, who managing edits; used to have a good job with Hearst in Chicago, which he naturally wouldn't have quit to go to China unless it had been made an inducement to him. Besides he and Mrs. C. H. W. and the Webb twins live at the Astor House Hotel (correct), and I know from personal experience that poor folks don't live there—long.

CROW COMES HIGH.

Carl Crow must come high, too. He used to work for Texas newspapers, wrote stuff for magazines, and once press-agented an anti-prohibition campaign. Now he does local in Shanghai. Bill Banning himself was a fancy advertising man in New York; Phil Patchin, the Pekin correspondent, was holding down a diplomatic "sit" when the China Press hired him, and there are three or four others.

Altogether they can't help footing up a pretty good-sized payroll.

Of course, the Chinese help is cheap. A Chinaman thinks he's doing well if he draws \$15 gold a month. He can bring up a family and keep a servant on it. But it takes five or six Chinese to do one white man's work—in the newspaper business, at any rate. A compositor who sets type, for instance, without knowing what the letters are or the words spell makes tolerably slow work of it.

Then again, the China Press is printed on the best paper I ever saw used by a daily newspaper; it has its own London man, keeps a representative in Washington, buys half a dozen feature services, runs a good art department, gets out a sporting supplement every Sunday and pulls off lots of staff correspondence stunts.

I call that a middling up-to-date newspaper, but I say again I don't see how the China Press gets away with it.

The Modern Method of Developing Newspaper Advertising as it is Understood and Practised by The New York Evening Mail

Is it not about time that newspaper advertising should be developed with the idea that every good newspaper is a good advertising medium?

The Evening Mail, New York, goes after advertising on the broad principle that its readers, plus the readers of other good newspapers, will give any reliable merchant such good returns as to justify him in increasing his advertising appropriation year after year in proportion to the increase in his business.

The Evening Mail's policy is to create business not only for itself, but for other good newspapers, realizing, as every newspaper should and will some day, that there is no permanency to an advertising campaign unless it is made to pay. No one newspaper in a big community like New York, except in very rare instances, can make an advertising campaign pay.

The Evening Mail's advertising department, in four years' time, has created many new accounts, the combined expenditure of which in several newspapers represents several thousand dollars per annum, the Mail receiving only a moderate share. From the start of these accounts, the advertisers were frankly advised to use several other newspapers.

Appropriating the entire amount set aside by a new or old advertiser to one or even two newspapers in a community, particularly in communities of large population, is an absurd policy, because, by this method, more advertising is killed off than is built up on successful lines.

The Evening Mail presents its own claims as a medium of merit to advertisers, but never suggests exclusive use of its columns.

Evening Mail readers are not too proud to make their money go as far as possible—that is, they will buy reliable merchandise at low prices, but they won't spend a penny for a fraud.

They want the real thing at whatever price it is offered, and they know they get the real thing when they see it advertised in the Evening Mail.

The protection the Evening Mail gives to its readers by sifting the wheat from the chaff in the advertising world, so that they are not compelled to do the sifting themselves, establishes confidence in the advertisements printed, and that is the reason advertising pays in its columns.

Don't you, Mr. Advertiser, wish to win their confidence and trade?

Detroit Saturday Night

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

Foreign Advertising Representatives
 H. L. SELDEN & CO. GEO. H. ALCORN
 Peoples Gas Bldg. Tribune Bldg.
 CHICAGO NEW YORK

Nearly 90 per cent. of the circulation of the **Los Angeles Record** is concentrated right in the city of Los Angeles. That's why the Record produces such big results.

Advertisers in New York Should Read These "Up-to-the-minute" Facts About THE GLOBE

Spurious claims, imaginary figures and "hot air" statements as to circulation have been made from time to time, to hoodwink unwary advertisers in New York City. Here are actual facts proving THE NEW YORK GLOBE'S supremacy in the high class evening field.

These facts are from the N. W. AYER & SON'S Auditor's report, dated November 15, 1912.

"Period covered by audit, nine months, February 1, 1912, to October 31, 1912, inclusive.

"Detail of Distribution—Averages

City Dealers, Carriers, Street and Office Sales, - - - -	115,579	Outside Dealers, - - - -	14,704
Free for Service, - - - -	610	Rural and Mail, - - - -	1,420
Total City Circulation, - - - -	116,189	Free for Service, - - - -	678
			16,802

"Total Average Circulation, 132,991

"General Observations and Particulars—(Date and Signature)

"Audit period—nine months, February 1, 1912, to October 31, 1912, inclusive.

"Basis—actual distribution to bona fide readers, excluding all papers left over, unsold, returned, filed, used as samples, mailed to advertising agents, general advertisers and exchanges.

"Accordingly the count was restricted to papers paid for by dealers, sold by newsboys, taken by cash subscribers and a comparatively small number of 'Service' copies.

"At the times both of the preliminary examination in October and completion of the work in November there was complete submission to the auditor of all data bearing on production, distribution and receipts for circulation.

"As in 1911 an audit was made covering the identical period and on precisely the same terms, an exact comparison is made possible. It is shown thereby that a gain has been made, on averages, of 16,667, or 14.33 per cent.

"During the present period, from first month to last, there was scored an increase of 35,399 copies, or 30.68 per cent.

"Compared with the nine months' average of 132,991, an average for the last six months of 136,159 copies is proved.

"Average for October, last month of the period, 150,798. Gross press run average was 158,948.

"Of The Globe's total distribution to actual readers, 99.03 per cent. is net cash paid; 'Service' copies to the amount of .97 of 1 per cent. went to employes, local advertisers, correspondents and the 'Complimentary' list.

"Circulation in the City and Outside Territory is divided in the ratio of 87.36 to 12.64.

"In the City, Dealers and Newsboys sell (exclusive of 'returns') 99.47 per cent.; .53 of 1 per cent. goes 'Free for Service.'

"In Outside Territory circulation is divided as follows: Dealers sell (exclusive of 'returns') 87.52 per cent.; 8.45 per cent. is mailed to Subscribers; 4.03 per cent. goes 'Free for Service.'

"A most satisfactory condition of affairs, indicating steady and substantial advance in circulation, is revealed in the fact that last month was 'high,' first month 'low.'

"Not only was the accuracy of office records proved in every test count or check, but it was found that the total of cash received during the audit period exceeded slightly the amount of earnings called for by circulation books.

(Signed) CHAS. S. PATTESON, Authorized Auditor."

"New York, N. Y., November 15, 1912."

Bear this in mind: THE GLOBE is the only newspaper in New York City which submits to audits by N. W. Ayer & Son, the Association of American Advertisers and the Data Company. THE GLOBE is the only newspaper (excepting THE WORLD) which proves a net paid average daily circulation for a year. THE GLOBE is the only newspaper which sells its advertising space on a commodity basis; that is, a definite amount of net paid average circulation for a definite amount of money.

Since October, 1910, THE GLOBE has submitted to five audits, covering period from May 1, 1910, to date. Copies of these audits may be verified by any advertiser interested.

When you advertise in New York City get the greatest money's worth that advertisers can buy of high-class evening circulation, by advertising in THE GLOBE.

Consider These Facts
When Planning Campaigns

The Globe
AND COMMERCIAL ADVERTISER
NEW YORK'S LARGEST NEWSPAPER

File These Facts
For Future Reference

NEW YORK

SOME THINGS THAT COUNT IN ADVERTISING

By Thomas E. Dockrell.

(Copyright, 1912, by Thomas E. Dockrell.)

A WOMAN of more than average intelligence, who knows the world well, who knows not only the boulevards, but the back streets of Paris, who knows Berlin, and London, and New York, and Chicago, the bazaars of Calcutta and Delhi, who has shopped in Melbourne, and in Sydney, and in Brisbane, in Dublin and in Edinburgh and in Brussels, sat listening to two advertising men talking the other day.

"Why," she said, "do I read the advertising in the newspapers and not in the magazines?"

"Because *the advertising in the magazines is too cut and dried.*

"Of course," she continued, "the trouble with an awful lot of newspaper advertising is that it also is too cut and dried. But generally speaking, as between newspaper and magazine advertising, there is no comparison.

"A new advertisement in the magazines of something I have never seen before, or of a new article, the first time I see it, is interesting, but after that, unless some new feature is brought out, it is stale, boring and a platitude."

"For instance," she continued, "I am going to buy a set of furs. I have been busy. I have not had time to shop. Eventually, before buying these furs, I shall shop. But, in the meantime, while I am thinking about them, I read the papers. The usual descriptions, platitudes and threadbare arguments about furs do not interest me, and yet, I read all the newspaper advertisements about furs, in the hope that some interesting point will help to suggest to me the choice I shall eventually make, and the place where I shall make it."

This conversation crystallized for me a hard criticism on current advertising. We are apt to forget that the bore bores us because he tells us things familiar, in a familiar way, things so obvious that they are not attractive in the telling, and our only possible hope of interest in his conversation is that he may hit us with some point of difference or novelty which will arrest our attention.

Suppose you and I are seated listening to an anecdote, and that the relator starts by telling us that this was a man of average build, with hair and eyes, nose and teeth, and two arms, and two legs, and lungs and heart, and hair of average thickness, dressed in ordinary garments—and the unspoken criticism is, "For Heaven's sake, tell us something interesting." He continues, "Man of extraordinarily short stature, extraordinarily thickly built, and a marvelous speaker, of marvelous intensity," and immediately we become interested. Because, in the extraordinarily short stature, coupled with extraordinary girth, and an extraordinary speaker of extraordinary intensity, we immediately imagine for ourselves a personality of extraordinary difference.

We are not interested in the relation of qualities so similar to those of thousands of other people whom we knew that they had no specific interest, but immediately the difference of extraordinary short stature is linked to the difference of extraordinary short girth, and again linked to the difference of extraordinary eloquence, which again is linked to the difference of extraordinary intensity—our attention is riveted upon the unusual novelty of this marvelous combination of differences.

Follow me for a moment. Pick up your daily newspaper, your magazine, or your circular, and see how it falls short in this essential

element of the arrestment of attention—difference. Platitude after platitude, similarity after similarity—ad nausea. No point of essential difference to arrest attention. A wearying repetition of uninteresting similarities, which arrest no attention and force no action.

It is the new, the extraordinary, the peculiar combination, the different, the out of the ordinary that attract. Similarities pass us by without conscious shock or record. And the great waste in advertising to-day is in this meaningless repetition of similarities that convey no conscious shock, and leave no traceable record. Why did that woman arrest our attention in the street? Not that she was a woman—not that she had all the characteristics and the dress of a woman—but because amid all the other similarities to other women

she had this point of difference—"What point of difference?"—*this point of difference*—and therein lies her claim to attention, in *this point of difference*. Not in her similarity of sex or form, or dress, but in *her point of difference*. Therein lies her only claim upon our attention in—*her point of difference*.

And therein lies the only claim of any product upon its market—upon *its difference*. Therein lies the only claim of any competitive product upon the buyer—in *its point of difference*. And yet, advertising writer after advertising writer wastes energy and space and money upon points of similarity—points of similarity that bore and fatigue the reader, because they have no points of difference, nothing to hold or arrest attention, nothing to make a concrete record upon the much-scribbled slate of his intelligence. Points of similarity are points that convey no real meaning, bore and fatigue the reader, and leave no concrete impression of value.

In this meaningless writing of platitudes and similarities by people who

must write for a living, irrespective of what they write or why they write—lies the great waste in advertising to-day. This ceaseless filling of space by clerks hired by people who know not what they do, to fill space with words, irrespective of the function of the words, is the great basis of the great waste in advertising, which every straight thinker sees so evident to-day in American economics.

No greater offender in this regard is there than the newspaper itself in its trade-paper advertising. Always this jabbering, parrot-like repetition of *so much circulation*. A haunted voice in a haunted castle, chanting sepulchrally, "we have so much circulation," when the buyer is not interested in circulation per se, but is interested in specific qualities or classes of circulation.

"We have got more business," they all chant, as a bait for the advertiser. What has he to do with the increase in their business? He is interested in the possibilities of increase in his own. "We have increased the quality of our equipment," they say. "Equipment for what?" says the advertiser. "Equipment for more circulation for you," they say. "What kind of circulation for me?" says he. "Circulation," they say, "just circulation." "I am not interested in circulation," he says; "I want women who can buy fur coats."

On passes the newspaper to the next advertiser. "Circulation for sale," says the newspaper. "What kind of circulation?" says the advertiser. "Circulation," says the newspaper. "I am not interested in circulation," says the advertiser. "I am selling automobile tires at

(Continued on page 8.)



THOMAS E. DOCKRELL.

a high price. What are my chances with you?" "Circulation," says the newspaper.

Then comes the next advertiser. "We have made an increase in the amount of advertising we have carried, we have put in new presses—we have got circulation for sale." "And what kind of circulation?" says the advertiser. "Oh, just circulation," says the newspaper. "I am not interested in circulation," says the advertiser. "I want people who want to borrow money on mortgages. How many have you?"

And so, the newspaper that ought to know better, keeps on putting up the same old, cut and dried argument, instead of analyzing its ability to serve this hydra-headed source of supply, with a hydra-headed source of food, from a hydra-headed market.

To-day is the day of breaking mass into units, and yet the newspaper blindly fumbles its ancient way, talking an obsolete language to a modern audience, bending its artistic head over its editorial desk, deafened by the roar of its presses, fuddled by its myriad details, carrying the latest news of modernity to modern readers—its business methods being as antiquated as the funeral bills of Egyptian kings, laboriously inscribed on papyrus.

If ever an instance were given of the law of balance and compensation, it is the newspaper which, up to date in its news columns keeping its readers up to date, up to date in its editorial thinking, up to date in its stimulus, up to date in everything that affects its editorial department—lives, painfully dragging its shackles through the dust of Archaic business methods.

The newspaper must, and will, within a short time analyze for its advertiser the market which it has to offer him, and never, never under any circumstances, offer him all its circulation. It can at its best, or at its worst, only offer him a part, and on that part it must stand or fall. But the amount of business it secures, and the cost of securing that business, will be far, far less in the day when it knows what it has to offer, and when it has to pay less to secure that to which it is entitled, because it has definite reasons for knowing the reasons why it is entitled to it.

But the newspaper, like the advertiser must cut out the terrific waste of soliciting on a cut-and-dried basis, on stating the platitude and the boring, fatiguing similarity. The newspaper, like the advertiser, must remember that its claim to patronage lies not in its points of similarity, but in its points of difference. It must, itself, learn what those points of difference are, and how and why and where to expatiate upon them to its advertisers.

NEW INCORPORATIONS.

NEW YORK, N. Y.—The Independent Weekly, Manhattan; magazines, periodicals, books; capital, \$150,000. Incorporators: J. S. Hamilton, F. E. Dickinson, E. E. Slosson and Hamilton Holt.

CANTON, O.—The Daily News Co.; publishing and printing; \$10,000; Howard Harmony, H. T. Howells and others.

SPRINGFIELD, O.—The Grocery Press Publishing Co.; weekly trade journal; \$10,000; Geo. C. Ford, W. G. McAleenan, B. E. Robertson.

CORDOVA, Ala.—Herald Publishing Co.; publishing a newspaper; incorporated by H. H. Graves, G. S. Elliott and others.

NEW YORK, N. Y.—Travotell Publishing Co., Manhattan; \$10,000; William H. Cohen, Henry R. Alexander, J. Maxwell Gordon.

The University of Missouri School of Journalism publishes a pamphlet briefly describing, with instructions to students, its newspaper morgue and listing the contents. Practical use of the morgue is made in the preparation of the University Missourian, the daily afternoon, general newspaper issued from the school.

United Sunday Newspaper Magazines

New York World Magazine

Indianapolis Star Magazine

Chicago Inter-Ocean Magazine

St. Louis Post Dispatch Magazine

Milwaukee Free Press Magazine

Seattle Post Intelligencer Magazine

Boston Globe Magazine

Des Moines Register and Leader Magazine

New Orleans State Magazine

Philadelphia Inquirer Magazine

Denver Times Magazine

Shreveport, La., Times Magazine

Pittsburgh Press Magazine

San Francisco Call Magazine

Advertisers have discovered that the big cities, where population is concentrated, are veritable gold mines when it comes to getting results through publicity.

If your advertisement is printed in the United Sunday Magazines, it will get a circulation reaching from the Atlantic to the Pacific and from the Gulf to the Great Lakes.

It will "live" and "work" long after most other periodicals are thrown away.

It will be displayed in a volume that both old and young look forward to as a bright star in the realms of Fact and Fiction.

It will cost but \$3.60 per line, per insertion, and you get a circulation of over 2,100,000 copies.

Isn't that the kind of medium, circulation and rate you have been looking for?

It would not be putting it too strongly to say that the United Sunday Magazines have proven themselves the BEST advertising medium in the United States—BARRING NONE!

When it comes to reaching the HOMES, the United Sunday Magazines should be placed FIRST in your list of utilized advertising mediums.

The United Sunday Newspaper Magazines

902 World Building, PARK ROW, NEW YORK

Telephone, Beekman 5462

Telephone, Beekman 4000

CHICAGO OFFICE

BOSTON OFFICE

ST. LOUIS OFFICE

KANSAS CITY OFFICE

1108 Boyce Bldg.

412 Penn. Mutual Bldg.

402 Frisco Bldg.

306 Gumbel Building

Sacramento Newspaper Assigns.

The A. J. Johnson Co., L. C. Calkins, manager, publisher of the Sacramento (Cal.) Free Press, last week made an assignment for the benefit of its creditors. The assignment was made in favor of M. Cohn, representing the Zellerbach Paper Co., and H. H. Walling, Keystone Type Foundry, San Francisco. As a result of the financial failure of the publishing company, the Free Press will not be issued this week. Efforts are being made, however, to get the paper out next week.

The Newspaper as an Ad Medium.

J. W. Adams, of the Daily Newspaper Club, addressed the students of the School of Journalism of New York University last week on the subject of newspaper advertising. He said that the daily press reached more readers than the magazine, and that newspaper advertisements could be inserted four times a month at the same cost as one insertion in a magazine. "Newspaper ads can be placed in just those communities where the advertiser has distribution or some special occasion for advertising," declared Mr. Adams, "while magazine ads are inflexible, arbitrary and cannot be regulated to meet the local conditions."

EDITOR AND PUBLISHER costs \$1 a year.

ELIMINATES ALL BILLBOARD ADS

Theatre Manager Gets More and Better Patrons Through Daily Press Publicity.

E. H. Woods, manager of the Columbia Theater at Chicago, has decided to eliminate entirely outdoor and display advertising of every nature and to continue his public statements to increased space in the newspapers.

"I believe that intelligent men and women in the busy come-and-go life of to-day no longer look at billboards," says Mr. Woods. "As to the lithographs in windows, they are excluded from most respectable stores and are confined to saloons and the like. To thrive a theater must attract women. Women read the newspapers, not saloon windows. Furthermore, readers of newspapers are impressed with what they see in them."

"Greatest of all disadvantages of 'circus' billing is the nefarious pass evil that attaches to it. For every lithograph a pass must be issued. This is given to a barber, saloonkeeper or lunchroom man. These passes are either sold or given away, usually to undesirables."

"The change has caused an immediate rise not only in the number of patrons, but in their class. I am advocating its adoption in all the thirty-five theaters of the circuit which I represent here."

Publicity Men Apply for Charter.

Application for a charter for the Pittsburgh Publicity Association was filed last week in the Common Pleas Court of that city. The new organization has a membership of 250, which includes newspaper men, business men and persons engaged in the newspaper advertising business. It is set forth in the application that the purposes of the organization are to develop the art and science of advertising, correcting existing abuses, to promote honesty in advertising and encourage fellowship and social enjoyment among the members.

Ad Men's League Plans Year Book.

The Advertising Men's League of New York decided at its meeting last week to issue a Year Book, which will be filled with information regarding advertising matters and advertising men, presented in so comprehensive a way as to be an authoritative book of reference for advertising men everywhere. Sixty-three applications for membership in the league were acted upon, increasing the number of members to within a baker's dozen of five hundred.

The Journal of Agriculture, of St. Louis, has been revived by Nathan and August Frank, and will be published by the National Publishing Co.

A Gain of More than a Million Lines of Display Advertising in One Year

THE BOSTON HERALD

On November 1, 1910, came under the direction of its present management. At that time the daily circulation was 60,698, the Sunday circulation 46,459.

On Nov. 1, 1912, the circulation (average for month of October) was :

Daily 242,139 Sunday 100,391

(The Herald purchased the Evening Traveler on July 1, of this year and amalgamated it with The Evening Herald.)

For the year, Nov. 1, 1911—Oct. 31, 1912, The Herald gained in display advertising, over the preceding twelve-month

1,092,144 agate lines

During October The Herald and Traveler-Herald printed,

		INCREASE Over Oct. 1911	INCREASE in percentage
Display	400,353	143,103	55.6
Classified	114,033	34,161	42.8
Total	514,336	177,264	52.6

In Financial Advertising The Herald is easily first among morning papers.

In Automobile Advertising The Herald and Traveler-Herald finished second for October, 61 agate lines behind the first paper.

Only one other Boston paper has made gains in circulation and advertising comparable to those of The Herald.

The Herald never loses an advertiser. It gains new advertisers every day. All of its advertisers are satisfied.

It means something when a paper gains

**140,000 IN DAILY CIRCULATION
40,000 IN SUNDAY CIRCULATION**

A Million Lines in Display Advertising in one Twelve-month

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK: Tribune Bldg.

ST. LOUIS: Frisco Bldg.

CHICAGO: Tribune Bldg.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

BY THE EDITOR AND PUBLISHER CO.,
13 to 21 Park Row, New York City.
Telephone, 7446 Cortland.

Issued every Saturday. Subscription, \$1.00 per year. For-
eign, \$2.00 per year.

THE JOURNALIST, Established 1884.
THE EDITOR AND PUBLISHER, 1901.

JAMES WRIGHT BROWN, Publisher.
FRANK LEROY BLANCHARD, Editor.
GEORGE P. LEFFLER, Business Manager.

CHICAGO OFFICE: 115 S. Dearborn St., Geo. B. HISCHE, Mgr.

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

New York, Saturday, November 23, 1912

WHY WE OUGHT TO BE THANKFUL.

It's a good thing for all of us that once a year we are officially requested to publicly give thanks to the Lord for the good things bestowed upon us during the preceding twelve months; otherwise, in the awful rush of modern business life, we might forget to give expression to our gratitude. The majority of us who have reached middle age and have acquired, supposedly at least, that calm, mental poise that comes from experience and the full development of body and brain, are at heart really thankful for whatever benefits we receive, although we do not always say so.

The newspaper publishers have reason to be thankful because of the prosperity that has come to them during the year now drawing to a close. There has been a notable increase in the volume of advertising all over the country, and circulations have had a healthy growth. There has been only one serious labor trouble and that was in Chicago. While the tendency of wages in the mechanical departments has been upward, differences between employers and employes have been settled in most instances without serious difficulty. The cost of paper, of machinery, and of supplies is about the same as a year ago.

The value of this year's crops is over nine billion dollars, the largest ever known. The mines have turned out hundreds of millions of dollars' worth of iron, coal, copper, lead, silver and gold. The manufacturing concerns have had such a prosperous season that many factories are from three to six months behind their orders.

What does all this prosperity mean to the newspaper editor, publisher and advertiser? It means that unless something unforeseen happens the coming year is going to be the most profitable they have ever had. General advertisers are going to extend more money in exploiting their goods; local merchants who have never entered the publicity field are going to do so; the great public itself is going to spend more for the luxuries of life, because they have the cash to gratify their desires.

With prosperity behind us and prosperity ahead of us why shouldn't we all be thankful that we are alive and able to earn and eat three square meals every day?

EDITORIAL COMMENT

We extend to Colonel Henry Watterson and Bruce Haldeman, of the Courier-Journal, our congratulations upon the attainment by that paper of its forty-fifth birthday. The Courier-Journal is one of the best known newspapers in America. Colonel Watterson has given it distinction and influence. No other newspaper editor is more widely quoted. Watterson's grip on the great questions of the day is just as sure as it was twenty-five years ago. He is one of the few journalists who won distinction dur-

ing the reconstruction period who remain in harness. The Louisville Courier-Journal is an institution. If it went out of existence to-morrow it would leave a void that no other newspaper in the South could fill. Long may it prosper!

To start a new daily in a metropolis and have it on a paying basis in three months is going some, isn't it? This is what has happened to the Chicago Daily Press, of which L. V. Ashbaugh is the publisher. During this time the paper has expanded from eight to sixteen pages and carries a generous amount of advertising. Externally the Daily Press looks as though it had been established half a century or more.

The vote for Governor is so close in Kansas that Arthur Capper, editor and publisher of the Topeka State Capital, does not yet definitely know whether he has been elected. Many thousands of ballots were thrown out through a misunderstanding in the operation of the election law as to mixed ballots. As practically all of the mixed ballots were cast by Republicans, it is reasonable to suppose that Mr. Capper has suffered heavily. At the same time it is believed that in the end it will be found that he has been elected the next Governor of Kansas.

The outlook for a large volume of Christmas advertising seems unusually bright. There is more money in circulation than last year, and, therefore, people have more to spend on holiday presents. National advertising in the newspapers fall off during this period, but this loss is more than made up by the large expansion in local advertising.

GOVERNOR OSBORNE A NEWSPAPER MAN. ST. PAUL, Minn., Nov. 13, 1912.

THE EDITOR AND PUBLISHER:

In your recent editorial, "Newspaper Men as Governors," you say you can recall the name of but one—that of Nelson Dingley, who was Governor of Maine, before he began his service in Congress. I have two others in mind. The late Governor John A. Johnson of Minnesota, whose untimely death in 1909 deprived the country of a strong prospective Democratic candidate for president, was for many years editor of the St. Peter Herald. Then there is Chase S. Osborne, the present vigorous Governor of Michigan, who owned and edited the Sault Ste. Marie News, then a weekly only, but now issuing a daily edition. I made Governor Osborne's acquaintance nearly twenty years ago when I visited "The Sod" and passed considerable time most pleasantly in his office. I recall one amusing incident. He received an item over the phone and rushed off to his desk like a mad man to write it out.

"I can't break myself of the habit of rushing like this," he remarked. "I forget that I am running a weekly and think I am still with the Milwaukee Sentinel hustling on a daily." JOHN TALMAN.

PROTECTING A TRADE PHRASE.

THE FISK RUBBER CO.
Chicopee Falls, Mass., Nov. 11, 1912.

THE EDITOR AND PUBLISHER:

Have you in mind (or can you refer us to anyone who might be able to give us the information we desire) any instance where an advertiser has had occasion to endeavor to protect a phrase used in connection with his trade-mark or product?

We have for years advertised *Fisk Heavy Car Type Tires*. The phrase is one of our most valuable assets in an advertising way. For some little time now a tire has been sold under the name "American Heavy Car Type," and we now understand that the manufacturers who are putting this out have also recently furnished two other tires, one called "The Extra Heavy Type" and one "The Heavy Car Type Casing," for two different jobbers. You can easily see that this may assume proportions which will be serious to us. There is no question but these people are trading on the strength of our advertising, and it seems that we ought to be able to stop it.

We appreciate that it is not possible to copyright a phrase like this, but if you know of anyone who has under similar conditions been able to have an injunction issued, restraining the use of a similar phrase which advertising had made valuable, we shall be glad to hear of it.

THE FISK RUBBER CO. OF N. Y.,
M. G. Webber.

The above letter was referred to C. J. Stecker, of the Frank Presbrey Co., who is well versed in the subject mentioned. In reply Mr. Stecker said: "Regarding the Fisk Rubber Co. letter of Nov. 11, wherein they ask you if it is possible for them to use exclusively, and also prohibit others from using, 'Heavy Car Type Tires.'"

"At first blush I would say that it is absolutely impossible for them to prohibit others from using these words, as they are common possession, and it is impossible for anyone to copyright or register, for their exclusive use, the English language.

"Their only salvation is to push this feature very strongly, so that whenever one thinks of heavy car type tires they will immediately think of Fisk.

"I would suggest that they obtain copy of 'Trade-Marks and Trade Names,' published by Munn & Co., which will enlighten them on the trade-mark situation (to be absolutely sure) at a minimum of expense. I would advise their taking this matter up with Munn & Co. for opinion."

COMPLIMENTS AFFILIATION REPORT.

ROCHESTER AD CLUB,

Nov. 15, 1912.

THE EDITOR AND PUBLISHER:

The secretary was instructed by the Rochester Ad Club, in view of the excellent report given of the recent Affiliation meeting in Rochester, to express to you their appreciation of the courtesy extended. Thanking you for the splendid setting forth of the happenings on the 12th of October, I beg to remain,

Yours very truly, G. C. LYMAN, Secretary.

BEST INVESTMENT FOR THE MONEY.

THE KERMAN NEWS.

Kerman, Cal., Nov. 15, 1912.

THE EDITOR AND PUBLISHER:

Herewith please find my check for \$1 in renewal of my subscription to THE EDITOR AND PUBLISHER. I know of no trade journal which gives so great a return upon the money invested by the subscriber. As a country publisher, I find THE EDITOR AND PUBLISHER of the greatest value in keeping me in touch with modern newspaper methods. I hope that from time to time in the future you will see your way clear to devote an occasional page to the weekly and semi-weekly newspaper field. V. R. CHURCHILL.

BALTIMORE'S APPRECIATION.

BALTIMORE, Md., Nov. 11, 1912.

THE EDITOR AND PUBLISHER:

As chairman of the ways and means committee, in charge of the arrangements of the Associated Advertising Clubs of America, and in behalf of the board of directors and general membership of the Advertising Club of Baltimore, I want to express to you our appreciation of the fact that THE EDITOR AND PUBLISHER has placed our story before the leading advertising men of the United States. I appreciate the fact that this is one of the best advertisements we have yet had, because it places our proposition directly before the class of people whom we want to get interested in the convention and whom we want to induce to attend it. We know that THE EDITOR AND PUBLISHER is doing valuable work for the convention, because what is printed in your paper goes directly to important National advertisers and agency men, as well as to editors and publishers of the many thousands of newspapers throughout the United States, and no doubt many of them will print short stories from the matter carried in your publication. HENRY MORTON,

Chairman Ways and Means Committee.

PERSONALS.

William Randolph Hearst, accompanied by Mrs. Hearst, returned to New York on the Mauretania this week after several months' stay abroad.

It is reported that Senator Gilbert M. Hitchcock, of Nebraska, owner of the Omaha World-Herald, will retire from the Senate at the end of his present term, which expires in 1917, on account of ill health.

J. A. MacDonald, editor of the Toronto (Canada) Globe, was the guest of honor at a banquet given by the Canadian Club of Pittsburgh, on Nov. 15.

David E. Town, business manager of the Chicago Post, has been ordered by his physicians to take a long rest in Arizona, and on instructions from his employer, John C. Shaffer, owner of the Post, the Indiana Star League and the Louisville Herald, he will leave for the South in the next few weeks.

George W. Coleman, president of the Associated Advertising Clubs of America, told a representative of THE EDITOR AND PUBLISHER that he "had a wonderfully fine time in Chicago and Milwaukee last week, laying the corner stone of the new Advertising Building and speaking at the big banquet of the Chicago Advertising Association, and addressing the Milwaukee Club and the Agate Club. The more I come in contact with the clubs," said the president, "the more I feel sure that there is a great future in the Associated Advertising Clubs movement."

United States Senator George S. Oliver of Pennsylvania, proprietor of the Pittsburgh Chronicle-Telegraph, is a patient at Johns Hopkins Hospital at Baltimore, undergoing treatment for kidney trouble. He is reported to be improving rapidly and expects to be in his seat when Congress convenes next month.

Charles Abell Shelor, former soldier-correspondent in the Philippines and head of the recently organized American Press Service Bureau, is a patient at St. Luke's Hospital, New York, where he is under treatment for a kidney affection which had its inception in the rigors of the Luzon campaign.

Joseph Emerson Smith, Sunday editor of the San Antonio (Tex.) Express, and president of the Press Club of that city, is spending a few weeks in Mexico on a combined business and pleasure trip.

The friends of Edward Silbestein, publisher of the Catskill (N. Y.) Mail, say that he will be appointed postmaster of Catskill when the term of L. R. Doty, the present incumbent, expires.

Edmund Crinnion, a well-known San Francisco newspaper man, has been appointed automobile editor of the Oakland (Cal.) Tribune.

George B. Wathen, formerly telegraph and make-up editor of the Memphis (Tenn.) News Scimitar, has joined the staff of the San Antonio (Tex.) Express.

Edgar Mills, formerly managing editor of Pearson's Magazine and more recently associate editor of Satire, has become editor and business manager of the Bronx (N. Y.) Democrat.

Rienzi M. Johnston, editor of the Houston (Tex.) Post, is to fill the place in the United States Senate made vacant by the resignation of Senator Joseph W. Bailey, whose term would have expired March 4.

Joseph R. Wilson, brother of the President-elect, who has been in New York assisting in the publicity work of Governor Wilson's campaign, has re-

turned to Nashville, Tenn., to resume his duties as city editor of the Banner.

Charles S. Hayden, a former Kansas City (Mo.) newspaper man, and for several months a member of the staff of the San Antonio (Tex.) Express, is now with the San Antonio Light.

John C. Lovett, former editor of the Southwestern Farmer at Hutchinson, Kan., has become a member of the editorial force of the Chicago Tribune.

IN NEW YORK TOWN.

Miss Cecil I. Dorrian, who for more than a year has been dramatic editor, succeeds Arthur Warren as dramatic critic of the New York Tribune.

S. I. Tonjoroff, for six years telegraph editor of the Providence (R. I.) Journal, is the new telegraph editor of the Press.

William Willis has recently succeeded John Harrington as news Sunday editor of the Herald, the latter now being associated with the local staff.

Marion G. Scheitlen, formerly city editor of the Herald, has joined the staff of the World.

George Henry Payne, special political writer on the Evening Mail, sailed for Italy on Wednesday.

Roswell Dague, who recently joined the staff of the Tribune, has been appointed dramatic critic to succeed Miss Dorrian.

William A. Davenport, of the Philadelphia Public Ledger, has become a member of the American staff.

Charles Somerville, of the World, has started a series of detective stories in the Sunday World that is "backing Sherlock Holmes off the double track."

George W. Stearns is the new assistant Sunday editor of the Press.

Jose Bornn is now in charge of the night city desk of the Tribune.

George N. Briggs, formerly of the Scranton (Pa.) Tribune and more recently of the Chicago Tribune, has this week been added to the editorial staff of the Press.

E. B. Hatrick, of the International News Service, is the proud father of a baby girl born last Tuesday. Both mother and daughter are doing well.

WASHINGTON PERSONALS.

Walter S. Gard is the Washington correspondent of the Nashville Banner, of which newspaper President-elect Wilson's youngest brother Joseph, is city editor.

Mr. Arndt, political secretary to Oscar Straus during the recent campaign, and Albany correspondent of the New York Evening Post, was in town last week.

Col. Henry Hall, of the Pittsburgh Chronicle-Telegraph, is spending three weeks at Mt. Clements, Mich., resting up, after traveling all over the country for his paper during the campaign.

Maurice Splain, of the Pittsburgh Post and Sun, has returned after spending several weeks in the Adirondacks.

Robert M. Gates, of the Memphis Commercial Appeal, has resumed his duties here, after two months of strenuous work in his home State.

The following correspondents who took an active part in the Presidential campaign, have returned to the city; Gus J. Karger, Cincinnati Times-Star; Angus McSween, Philadelphia North American; Leroy Vernon, Chicago Eve-

ning Post; Frederick Steckman, Washington Post; John Callan O'Laughlin, Chicago Tribune; John W. Flenner, Muskogee Democrat, and William Leavitt Stoddard, Boston Transcript.

Frank B. Lord, of the National News Association, who had charge of the Chicago Democratic Literary Bureau, has returned to the city.

Mrs. George F. Richards, of the Manchester (N. H.) Union, has returned to the city for the session of Congress. Mrs. Richards is the only woman who is a member of the Press Galleries of Congress.

A third son has been born to Mr. and Mrs. Earl Godwin. Mr. Godwin is a member of the Congressional staff of the Washington Star.

George Griswold Hill, chief of the New York Tribune Bureau, is again in charge here after spending several months in New York.

Rejuvenating the 'Frisco Call.

Since W. W. Chapin, has become president of the San Francisco Call there has been a shaking up of dry bones in all departments of the paper. Mr. Chapin has taken over the Call with his characteristic energy and it is believed by his friends that he will be successful in greatly extending the business and influence of the daily throughout the Pacific Coast region. He has able and aggressive lieutenants in C. H. Brockhagen, business manager, and A. R. Fenwick, managing editor, and they have the advantage of knowing Mr. Chapin's methods and policies intimately, having been associated with him for some years.

New Officers for Bridgeport Paper.

Under the new owners, the Telegram Publishing Co. of Bridgeport, Conn., has been reorganized with the following officers and directors: Archibald McNeil, Jr., president; Kenneth W. McNeil, vice-president; Thomas M. Cullinan, secretary; George W. Hills, director, and Buckingham Marsh, treasurer.

FOR SALE

FOR SALE—PHOTOGRAPHS.

1,000 photographs, with data for magazine or newspaper articles, from all parts of the world; all subjects. Send for complete list. E. L. BRIGGS, Steinway Hall Building, Chicago.

FOR SALE.

I have a farm magazine of 100,000 circulation, carrying good advertising accounts at the present time, which I will sell because other interests demand my personal attention; advertising contracts and other tangible assets \$20,000. Will sell for \$15,000 cash and balance on easy terms. Principals only. "W." care THE EDITOR AND PUBLISHER.

FOR SALE.

Newspaper and Job Plant; 1,100 paid-in-advance subscribers; Cranston press, steam power folder attached to press; 2 job presses; Advance paper cutter; stapling and perforating machine; Junior linotype; plenty of job and body type; paper has been established 40 years; not a dollar indebtedness on the plant; located in the lead belt of Southeast Missouri, in a Democratic county; one other paper in the county. Address DEMOCRAT-NEWS, Fredricktown, Mo.

FOR SALE.

Duplex Flat Bed Newspaper Press, prints 4, 6, 8, 10 or 12-page papers at 4,500 per hour; in first-class condition.
Hoe inseting Web Press, prints 4 or 6-page papers at 1,800 per hour, 8, 10 or 12-page papers at 9,000 per hour, with full complement of stereotype machinery.
Hoe Combination Flat Saw Table and Trimmer. Saw table 24x24 1/2, trimming table 16 inches.
For prices and further information, address WALTER SCOTT & CO., Plainfield, N. J.

FOR SALE.

3-DECK PRESS. Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 24 pages. Overhauled and rebuilt. Will sell at very low price.
4-DECK PRESS. Prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt.
ONE FLAT-BED PERFECTING PRESS. Prints 4, 6, 8 pages. Will be overhauled and rebuilt.
THE GOSS PRINTING PRESS CO., Chicago, Ill

SOUTHWESTERN DAILY

newspaper and job office, which made a profit of over \$4,000 last fiscal year, will be sold for \$35,500. Completely dominates its field and has excellent future prospects. Proposition F. B.

G. M. PALMER

Newspaper Broker
277 Broadway, New York

SITUATIONS WANTED

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

MANAGING EDITOR.

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

YOUNG MAN,

experienced in newspaper work, wishes to make connection with paper or magazine. Will take advertising department on commission basis. Have worked for the largest papers in the East and am at present in the employ of the largest Agency in America. References furnished. Address "A-24," care THE EDITOR AND PUBLISHER.

WANTED.

Position as manager or assistant of good daily newspaper in city of 5,000 to 50,000; young, absolutely clean record; hard worker; 20 years' experience in all branches; 14 years in one office. Good reason for desiring change. Address BOX 610, care THE EDITOR AND PUBLISHER.

ADVERTISING SOLICITOR,

with a successful selling record, wishes to join the staff of a "live" newspaper or magazine; he has also had agency experience and is well acquainted among the advertising agencies. Address "WOODRUFF," care THE EDITOR AND PUBLISHER.

COPY EDITOR.

Experienced, metropolitan papers; want on large daily in Middle States; young, reliable; college education. R. S. SIMS, 605 South 4th St., Columbia, Mo.

HELP WANTED

WANTED—MACHINIST

Linotype operator who understands Nos. 1 and 8; must be fast and experienced; married man preferred; permanent situation. Reply, with full particulars, "REGISTER," Hudson, N. Y.

BUSINESS OPPORTUNITIES

NEW FIELD.

A successful American publisher, controlling American company which owns two publications in a prosperous Latin-American country and also a paying social directory, wants more capital, and will sell substantial interest to practical man understanding all departments; has valuable government contract; none but trained men need apply. Write for appointment with manager, New York Office, to "A. B.," care THE EDITOR AND PUBLISHER.

NOW IS A GOOD TIME

to buy a publishing business. Several good chances available. HARRIS-DIBBLE COMPANY, 71 West 33d St., New York.

MISCELLANEOUS

Chicago—New York—Philadelphia, for 20 years the coal DIAMOND trades' leading journal. Write for rates.

DAILY NEWS

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

LINOTYPE MACHINES

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

ILLUSTRATING AND CARTOONING

neatly done. Submit your proposition and I will gladly furnish prices. J. N. DELISLE, 617 Charles St., St. Paul, Minn.

"DEATH" NOTICE NO LIBEL.**Court Finds No Injury to Reputation When Printed as Mere News.**

It is not libelous per se for a newspaper to print the death notice of a living person, when the publication is a "mere matter of news," according to a decision of the Appellate Division of the Supreme Court of New York, handed down last week.

The case grew out of this advertisement printed in the New York Times: Died, Brooklyn.—Cohen, Bealey, 133 St. Mark's avenue, May 6.

Bealey Cohen, who was very much alive, contended that the advertisement referred to him, that it subjected him to "general scorn, ridicule and contempt," and, being a minor, sued the Times for \$10,000 through a guardian. The Times demurred on the ground that the complaint did not state facts sufficient to constitute a cause of action. The demurrer was dismissed by Supreme Justice Frederick E. Crane, and from this decision the Times appealed. This appeal was decided last week in favor of the Times, the higher court ordering the action dismissed with leave to the plaintiff to plead over again within twenty days.

"The question whether this publication could be a libel per se," said the Appellate Division, "involves the inquiry whether it could have injured the reputation of the plaintiff. Here is a bare item of news in a newspaper. The item states that an event has come to pass which is looked for in the history of every man, is regarded as beyond his control, and therefore does not permit the inference that the man has done any act or suffered any act which he could not have done or which he need not have suffered. Prematurity is the sole peculiarity.

"How can the publication of such an event merely as a matter of news hold up the subject to scorn, to hatred, to contempt, or to ridicule so that his reputation is impaired? Such publication may be unpleasant, it may annoy or irk the subject thereof; it may subject him to joke or to jest or to banter from those who know him or know of him, even to the extent of affecting his feelings, but this in itself is not enough."

UNITED PRESS STAFF CHANGES.

S. D. R. Smith, manager of the Columbus (O.) Bureau, becomes manager of the Detroit office.

W. D. Hines, manager of the Detroit Bureau, is now associated with the New York staff.

L. H. Merrick, of Columbus, succeeds Mr. Smith as manager of the Columbus Bureau.

A. W. Park, of the Chicago staff, becomes manager of the Milwaukee Bureau.

W. S. Forrest, manager of the Milwaukee Bureau, joins the Washington staff.

D. L. Beebe, of the Indianapolis News, succeeds Mr. Park as manager of the Chicago Bureau.

Lawrence Todd, of Sacramento, Cal., will join the Washington Bureau next week.

PITTSBURGH JOTTINGS.*(Special Correspondence.)*

PITTSBURGH, Pa., Nov. 19.—Now that the election is over, the newspaper offices are getting back into something of their normal state. Never before did the various Pittsburgh newspapers go to such expense to give their readers early and complete returns. In addition to the customary street bulletin and megaphone service at all the newspaper buildings, some of the newspapers hired spacious halls for the accommodation of the anxious ones, with music, moving pictures, songs and speeches as a relish. The Dispatch and the Post were especially active along this line. The Tri-State News Bureau, which has a general news service for Western Pennsylvania, Eastern Ohio, Western Maryland and all of West Virginia, collected, tabulated and counted the election returns for Pittsburgh, Allegheny County and the rest of Western Pennsylvania for all the Pittsburgh daily papers.

The Dispatch has started a \$32,000 subscription contest, with automobiles as prizes.

The Chronicle Telegraph is running a doll contest, which is setting both young and old by the ears.

Thomas R. Williams, managing editor of the Pittsburgh Press, has returned from a hunting trip in Northwestern Pennsylvania. He is not very communicative about the result of the trip. That is better than telling about "what might have been."

The Pittsburgh Press Club has returned to a feature which it abandoned some years ago. It is serving a noon-day lunch, which is really a table d'hote dinner, at 35 cents. The boys clamored for this feature, and while there is no money in it at that price, the directors thought it best to start the service. Monthly or semi-monthly entertainments are also to obtain during the winter months. The club occupies the entire eighth floor of the May building, and has the best fitted quarters it has ever had. Some of these days some of the live members will start a project to build or buy a club house, to be owned and used exclusively by the Pittsburgh newspaper men.

LOUISVILLE NEWS ITEMS.

John C. Shaffer, of Chicago, owner of the Louisville Herald and several other newspapers, spent a few days in Louisville last week.

The Herald has just closed a highly successful popularity contest.

Thomas Briggs, formerly of Louisville, has been made business manager of the Glasgow Times. He has purchased a one-fourth interest in it.

Robert Montgomery, of the Louisville Herald, has been promoted to the position of night editor.

Wedding bells have sent out sweet music to a couple of Louisville city editors since news in the Blue Grass was last reported. On Oct. 2 Allwyn Seekamp, city editor of the Courier-Journal, and Miss Elsie Brown, one of the most admired members of Louisville's younger set, were wedded. C. Woodson Dudley, city editor of the Herald, and Miss Emily Amos, a talented young woman of Flemingsburg, Ky., were married Oct. 26 last.

NORTHWESTERN NEWS.*(Special Correspondence.)*

SPOKANE, Wash., Nov. 18.—Stoddard King, at one time a member of the editorial staff of the Spokesman-Review and at present a contributor to that paper from Yale University where he is a Junior, was this week awarded \$50 in prizes in a literary contest conducted by Life, of New York City.

The Journalistic Club, a newly formed organization of aspiring journalists at Whitman College, Walla Walla, Wash., was addressed at its last meeting by John Gibson, editor of the Walla Walla Evening Bulletin, on the subject, "The News Letter."

The regular Wednesday luncheon of the Spokane Ad Club on Nov. 13 had a record attendance of about 175. Fifteen names were added to the roll of active and associate members.

It was announced that a large delegation from the mining congress would be present at next week's luncheon. In a contest conducted by the Ad Club the name of "Spokane Diggings" was adopted for the miners' convention. A permanent building committee was appointed to take up the matter of erecting a ten-story building as a home.

The Spokane Evening Chronicle is presenting a free ticket to the local Orpheum Theater to each of its readers who correctly joins together a sentence appearing in its want ad columns. The sentence is given letter by letter and these are scattered so as to attract attention to every part of the classified section.

The Spokane Chronicle is offering \$20 prizes in merchandise in a "beauty contest" for unmarried women who make their own living. The prize winners are to be chosen from photographs of the contestants, many of which have been printed in the paper.

For the fifth consecutive time Spokane advertised the Apple by holding the National Apple Show from Nov. 11 to 16 on the grounds of the Interstate Fair in that city. Over 2,500,000 were on exhibition.

Will Discuss Hardware Ad Problems.

Advertising and selling problems, with special relation to the hardware business, will fix the attention of the Advertising Men's League of New York at its next dinner on Thursday evening, Dec. 5, at the Aldine Club. Sonders Norvell, formerly president of the Norvell-Shopleigh Hardware Co., St. Louis, and publisher of the Hardware Reporter, will speak on "Modern Changes in Hardware Distribution," and Charles W. Asbury, president of the Enterprise Manufacturing Co., on "The Problem of Building Sales for a Hardware Specialty." "How the Hardware Selling Situation Looks to Me," is the topic that will be taken by a live hardware retailer whose name has not yet been divulged.

Benefit for 'Frisco Newsboys' Club.

A benefit performance arranged by the San Francisco Evening Post for its Newsboys' Club, Nov. 10, brought a capacity audience to Valencia Theater and netted a large sum of money, to which was added \$1,000 from an anonymous lady for the endowment of a hospital bed

for the boys. The club was started three months ago by E. F. Cunningham, the Post's circulation manager, and the money raised will be used in providing suitable quarters for the newsies.

Canton Daily Ledger
CANTON, ILLINOIS

Started Oct. 3, 1912; paid circulation exceeding 3,000 in 40 days; no schemes, contests; clubbing rates, discounts or premiums offered. Has the strongest financial backing of any paper in this part of Illinois, and is destined to be the leading daily paper in Fulton County.

Canton (12,000) is the trading center of Fulton County (50,000), one of the richest sections in the Corn Belt. From now on the Canton Daily Ledger is a factor to be reckoned with.

*Member Associated Press*A. M. ALLEN, Foreign Representative
1502 Tribune Bldg., Chicago, Ill.**GET THE BEST ALWAYS!****The**
Pittsburg Dispatch**Greater Pittsburg's Greatest**
NewspaperWALLACE G. BROOKE, HORACE M. FORD,
Brunswick Bldg., People's Gas Bldg.,
New York Chicago

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

The New York Times
Holiday Book Number
Sunday, December 1st

List of 250 best books of the season, with brief annotations to facilitate selection; literary news, and views from many literary centres and reviews of latest publications.

G. K. Chesterton on "Dickens and the Christmas Spirit"; Holbrook Jackson on "The Christmas Spirit in Literature"; Katherine Tynan on "English Literary Reminiscences"; Cecil Chesterton on "Hilaire Belloc"; and contributions by Brander Matthews; William Ellery Lloyd, Ludwig Lewisohn and Van Wyck Brooks.

THE NEWS

BUFFALO, N. Y.

Circulation for 10 Months, 1912

99,199

The Leading DISPLAY and CLASSIFIED Advertising Medium in New York State outside of New York City.

EDWARD H. BUTLER, Editor and Prop'r
KELLY-SMITH CO., Foreign Representatives
Chicago Peoples Gas Bldg. New York City 220 Fifth Avenue

Over 70,000 now.

9 Cents
Per Line**THE FIRST PAPER**
IN THE UNITED STATES
IN CIRCULATION

In Proportion to the Population of its City and State is

The Omaha Daily NewsOctober Daily Average, **70,361**

Foreign Advertising Department,

C. D. BERTOLET, Mgr.,

1110 Boyce Bldg., Chicago.

J. F. ANTISDEL, O. G. DAVIES,
366 Fifth Ave., Gumbel Bldg.,
New York. Kansas City.

**Some**
Advertisers

buy circulation. Successful ones buy purchasing power. That's what we sell.

THE PITTSBURGH POST

Daily and Sunday

EMIL M. SCHOLZ, General Manager

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

THE PITTSBURGH
PRESS**Has the Largest**

Daily and Sunday

CIRCULATION
IN PITTSBURGH

Foreign Advertising Representatives

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

LOS ANGELES NEWSPAPERS

Reports to U. S. Government under the Newspaper Law

Los Angeles Examiner	- - - - -	68,111
Los Angeles Times	- - - - -	58,631
Los Angeles Herald	- - - - -	56,954
Los Angeles Tribune	- - - - -	55,518
Los Angeles Express	- - - - -	46,476
Los Angeles Record	- - - - -	46,302

Note:—That the LOS ANGELES EXAMINER leads its contemporaries by from 10,000 to 22,000.

And Remember:—That the EXAMINER and the Second Newspaper sell at 5c. per copy, or 75c. per month, while the other Newspapers sell at a penny.

85 Per Cent. of the Examiner's Circulation is Home Delivery.

In these facts lie the reason why

The Los Angeles Examiner

Is the Greatest Advertising Medium of the Southwest

M. D. HUNTON
220 Fifth Avenue, New York

W. H. WILSON
Hearst Building, Chicago, Ill.

SAYS NEW LAW IS INADEQUATE.

James Schermerhorn Declares That It Does Not Go Far Enough.

On the thirteenth birthday of the Detroit Times that newspaper printed its sworn statement made under the new postal law, and an editorial written by James Schermerhorn, its editor, in which he said in part: "This paper does not share the perturbation of those publishers who declare that Liberty is tottering from her throne because an eleventh hour rider on the post-office bill requires them to give the names of the stock and bondholders and mortgagees and the exact facts with reference to their circulation.

"The people are entitled to this information; they have a right to know whether this country actually has a free press or a fettered press.

"Besides, the publicity sauce that is good for the goose should be good for the gander.

"For its part, the Times is glad of the opportunity of telling who its owners are—although the history of the paper has been a sign and token to all men that its ownership has been of that fortunate kind that has left it absolutely free to serve the common good. The names carry their own guarantee."

Death of W. T. Goss.

WILLIAM T. Goss, general superintendent of the Goss Printing Press Co., and one of the best known manufacturers in the country, died of acute appendicitis last Monday night in the Michael Reese Hospital, Chicago, after an illness of a week. Mr. Goss was born in England sixty-one years ago, and was brought to this country when three years old. With his two brothers, F. L. and S. G. Goss, he worked for many years to invent a practical printing press.

He is survived by his widow and four children—James, Helen, Verna, and William Goss, Jr.; also four brothers—Fred L. Goss, Samuel G. Goss, Albert E. Goss, all of Chicago, and Joseph S. Goss, of Atlantic, Ia., and a sister, Mrs. Joseph Wilkinson, of Los Angeles, Cal. Mr. Goss was general superintendent of the factory of the Goss Printing Press Co. for the last fifteen years, previous to which time he had charge of all outside erecting of the presses.

The Goss Co. was organized in the year 1885, and Mr. William T. Goss was connected with the company since the date of its organization. He was a stockholder and member of the board of directors. Mr. Goss was a practical printer and also a pressman fifteen years prior to the time the Goss Printing Press Co. was organized. He was a man of exemplary habits and a good husband and father in every way.

OBITUARY NOTES.

L. EDGAR PULLEN, of the firm of Pullen, Bryant & Co., newspaper advertising agents, of New York, Boston and Chicago, died at his home in Lowell, Mass., Nov. 11, aged forty-eight years. He was for a number of years assistant manager, and later, manager of the advertising department of the J. C. Ayer Co., Boston, and was for ten years special representative in the advertising field for a number of New England newspapers, including the Lowell Courier-Citizen. Last year he formed the company of which he was the head.

CHARLES W. RYERSON, connected with the advertising department of the Brooklyn (N. Y.) Times, died at his home on Wednesday in his fiftieth year. He was for many years a member of the staff of the Examiner Publishing Company of New York.

CHARLES S. SPROUL, thirty years old, news editor of the Pittsburgh (Pa.) Sun, died of pneumonia on Nov. 11, in the West Penn Hospital, of that city. He was formerly editor of the Butler (Pa.) Eagle.

RICHARD P. WELD, thirty-one years old, died from an overdose of morphine at Greenwich, Conn., Nov. 14. He was a former reporter on the New York World, and later became an editorial writer on the Atlanta (Ga.) Constitution, and then city editor of a Memphis (Tenn.) paper.

WELCOME U. KIRBY, of the Kirby-Cogeshall and the Kirby Advertising Co., of Milwaukee, died, aged fifty-seven years, in that city last week. He was a well-known writer of songs.

JOHN A. DUSHANE, for many years the senior-member of the firm of John

A. Dushane & Co., which was extensively engaged in the manufacture of paper, died on Nov. 8, at his home in Baltimore, at seventy-eight years of age. At one time he owned and operated the Woodbine, Ivy, Union, Eagle and Antietam Paper Mills, and was the largest paper manufacturer in the East.

A Modern Bookkeeping Magazine.

The October number of Bookkeeping To-day, published by the Elliott-Fisher Co., Harrisburg, Pa., contains much valuable information on modern posting and billing methods, bookkeeping by machinery and matter of general interest to the business office manager. The magazine has a pleasing typographical appearance, is printed in two colors and makes a creditable showing both in contents and form.

The Greatest Newspaper
in Northern New Jersey
is the **Paterson**
Sunday Chronicle
(The Sunday Edition of the Paterson Press)

The Only Sunday Paper
in that territory.

Full leased wire report of United Press
All the news of Passaic County, 28 to 32 pages, including Comic Section every week—
and growing as fast as
The Paterson Press
No Waste Circulation
Investigate. Send for Sample Copy
PRESS-CHRONICLE CO., Publishers
Paterson, N. J.
PAYNE & YOUNG, New York and Chicago

Topeka
Daily Capital

delivers by carrier in Topeka (a city of 50,000) more than 9,200 every day, and has a total circulation in excess of 33,500. It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Arthur Capper
TOPEKA, KANS. Publisher

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

TEACHERS' CONFERENCE.

Instructors in Journalism to Meet in Chicago, Saturday, Nov. 30.

The third National conference of the Teachers of Journalism will be held at the Hotel Sherman, Chicago, on Saturday, Nov. 30. All persons who are interested in the teaching of journalism are invited to attend the conference, which promises to be the most interesting ever held in this country.

Meetings of the following committees will be held at 10 a. m., Nov. 30.

Committee on Permanent Organization—Prof. Talcott Williams, Columbia, chairman; Prof. F. W. Scott, University of Illinois; Prof. N. W. Barnes, De Pauw University.

Nominating Committee—Prof. Merle Thorpe, Kansas, chairman; Frank Leroy Blanchard, New York; Rev. J. E. Copus, Marquette.

Committee on Co-operation in Securing Lecturers—Dean Walter Williams, Missouri, chairman; Prof. J. W. Cunliffe, Columbia; Prof. J. W. Piercy, Indiana.

Committee on Time and Place of Meeting—Charles Dillon, Kansas Agricultural College, chairman; Grant M. Hyde, Wisconsin; Prof. R. W. Neal, Massachusetts Agricultural College.

At the afternoon session, which will begin at 2.30 o'clock, Dr. Talcott Williams, of Columbia, will speak on "Technical Instruction in Journalism." Dr. Williams' address will be followed by a discussion in which Prof. Charles Dillon, Prof. N. W. Barnes, Frank Leroy Blanchard and others will participate.

At the evening session the topic will be "The Amount and Character of Practical Work in Courses in Journalism," which will be discussed by Dean Walter Williams, Prof. Merle Thorpe, Prof. F. W. Thorpe, Prof. J. W. Piercy and other members of the conference.

The program has been arranged with a view to having a general round table discussion of the amount and the character of the technical instruction and practical experience that should be included in courses in journalism. It is desired that each member of the conference present the results of his personal experience in connection with the discussion of this topic.

All inquiries in regard to the conference may be sent to the secretary, W. G. Bleyer, 67 University Hall, Madison, Wis.

SCHOOLS OF JOURNALISM.

The following is believed to be a correct and complete list of the colleges and universities in which journalism is now taught:

- Beloit College, Beloit, Mich.
- Columbia University, New York City.
- Harvard University, Cambridge, Mass.
- Indiana University, Bloomington, Ind.
- Kansas State Agricultural College, Manhattan, Kan.
- Mt. Holyoke College.
- Marquette University, Milwaukee, Wis.
- Massachusetts Agricultural College, Amherst, Mass.
- Notre Dame University, Notre Dame, Ind.
- New York University, New York City.
- University of Chicago, Chicago, Ill.
- University of Illinois, Urbana, Ill.
- University of Kansas, Lawrence, Kan.
- University of Michigan, Ann Arbor, Mich.
- University of Missouri, Columbia, Mo.
- University of Nebraska, Lincoln, Neb.
- University of Ohio, Columbus, O.
- University of Oregon, Eugene, Ore.
- University of Pittsburgh, Pittsburgh, Pa.
- University of Texas, Austin, Tex.
- University of Washington, Seattle, Wash.

A fire at Waynesboro, Ga., last week destroyed the entire plant of the Banner, owned by W. J. Vaughan, causing loss valued at \$5,500; uninsured.

CHICAGO'S NEW AD BUILDING.

Corner Stone Laid with Appropriate Ceremonies by George W. Coleman.

The corner stone of the new building of the Chicago Advertising Association, at 119 West Madison street, that city, was laid on Nov. 16, with impressive ceremonies. The advertising men of Chicago made the occasion one long to be remembered. The ceremony started with a parade from the present headquarters at 1.30 o'clock. Over 500 advertising men followed a newsboys' band and a squad of policemen through the crowded streets to the place of their future home.

The ceremonies at the corner stone laying were conducted by A. E. Chamberlain, president of the association.

"Chicago is the logical place for the first building ever erected and dedicated to the cause of advertising," said President Chamberlain in his address. "Chicago has been the best advertised city in America ever since the great fire. Right now Chicago advertising managers, advertising agents and solicitors influence more advertising than those of any other city in the country."

George W. Coleman, president of the Associated Advertising Clubs of America, wielded the trowel and administered the formal coat of mortar after the chest containing relics, mementoes and newspapers had been placed under the corner stone.

At a banquet given at the Hotel Sherman in the evening pictures of the corner stone laying were presented on a screen by one of the moving picture companies of Chicago, and Mr. Coleman delivered an inspiring address.

Short speeches were also made by Roy Woltz, editor of Standard Advertising. The banquet was included with the installation of the association's new president, James M. Dunlap.

It is expected the new building will be ready for dedication on May 1, 1913. It is of the Francis I. style, and will be sixteen stories high.

New York Press Club Election.

The annual election of officers of the New York Press Club will take place on Nov. 25. Following is the slate submitted by the nominating committee: President, John Temple Graves; first vice-president, George H. Daley; second vice-president, Irwin Thomas; third vice-president, Jean I. Charlois; treasurer, Ralph W. St. Hill; financial secretary, Frank P. McBreen; recording secretary, Frank Reilly; corresponding secretary, Caleb H. Redfern; librarian, David A. Curtis; trustees for three-year term, Edward W. Drew, Charles R. Macauley, Joseph J. O'Reilly; two-year term, Percy Howard.

Bulgars Captured a Correspondent.

Angus Hamilton, the correspondent of the Central News Agency, London, with the Turks, was captured by the Bulgarians in the first fighting in front of the Tchatalja lines. It was feared that he was dead, as no news had been received from him since Nov. 10, but his mother received a message Thursday that he had been taken as a prisoner to Sofia.

Write WILLSDEN For NEW WINNER Classified Premium

S. BLAKE WILLSDEN
32 S. Wabash Avenue - - Chicago

Lasker Indoor Games Syndicate

PORT RICHMOND, NEW YORK CITY

Weekly articles on

Chess, Bridge, Auction Bridge

Exclusive rights given. No contract.

THE BEST COMIC ISSUED

SCOOP

The International Syndicate, Baltimore, Md.

**The Special Service Co.**

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

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

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

For Washington Correspondence

write

AMERICAN TELEGRAPH PRESS

District National Bank Building

Washington, D. C.

GET

Today's News Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

HAVE YOU READ MR. DOCKRELL'S BOOK?

"The Law of Mental Domination"

Every man who writes to compel attention—every man who is engaged in selling—gets tremendous value from this book.

Mr. Dockrell himself says: "As soon as I grasped the principles which I have set forth in this book I doubled my producing capacity."

Send us \$1 and we will send this book to you by return mail. It's a wonder, and will delight you.

The Editor and Publisher

A Different Christmas Page

Black or four color Mats

Just the feature for a first page
CHRISTMAS Number

Oh! what an opportunity this is to get out a profitable holiday number

Want Proofs?

World Color Printing Company
Est. 1900 R. S. GRABLE, Mgr.
ST. LOUIS, MO.

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

WIRE



WRITE

Adams Features**NEW YORK HERALD SYNDICATE.**

Special Services of all Kinds for Newspapers

Herald Square New York City
Address Canadian Branch Desbarats Bldg., Montreal

VOIGHT'S COMICS
VAHE THE PUNCH
The Central Press Association
Cleveland

EDITORS' TAKE NOTICE!

We Want a Home for

"HOME WANTED"

You want your paper wanted in every home.

"HOME WANTED"

will make your paper wanted in every home.

The Newest and Most Attractable
DAILY COMIC STRIP

Furnished

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

The very best

New Daily Comic

on the market

"THE NEARLYWEDS"

By GEORGE McMANUS

Write for details

National News Association
200 William St., New York City

MR. JOHNSON'S ADVICE

Century's Editor Suggests a Hippocratic Oath for Journalists and Tells Them to Study, Honor and Read Emerson.

The following conclusion of Robert Underwood Johnson's address before the Pulitzer School of Journalism was inadvertently omitted from our recent report of his address in these columns. "In conclusion, young gentlemen, let me counsel you not to take your profession too lightly. If you are aiming to be only reporters or copy editors, heaven knows there is always need of the best of these. Such work means to be well taught, but it can be taught almost by rote. But there are great careers awaiting those of you who are fitted for them by ability, character and courage.

"Heretofore newspaper and magazine journalism has hardly been esteemed a profession. The Yale News has recently maintained that it cannot be made one by schools of journalism. This is certainly a clear begging of a question, the determination of which is largely in the hands of this school, guided and forwarded, as it is, by practical men of the press, and under the chief direction of a veteran editor who is also a scholar, a man upon whom journalism has not left a smirch, and to whom it has added honor upon honor. Any doubts I may have had have vanished before the knowledge of his wise and far-reaching plans.

STUDY HONOR OF JOURNALISM.

"I beg of you, therefore, to take your work seriously as that of men who, ten or fifteen years from now, probably will be sharing in the production and the direction of public opinion through newspapers and magazines. You will here study accuracy, decision, self-reliance, enterprise, how to reach the public by legitimate devices of novelty, how to maintain the relative proportion of events; in short, you will learn how to take, and how to give to others, a large, an interesting, and it is to be hoped, a true outlook on life. Let me counsel you, from the vantage point of years—whatever else you may study—to study honor—your own honor, and the honor of journalism. One of the most touching sights I have ever witnessed was the graduation of a class of young physicians by this university, when hundreds stood solemnly while they listened to the reading of the Hippocratic oath, which they were about to take. Do you know it? It is brief. Let me read it to you:

THE HIPPOCRATIC OATH.

I do solemnly swear by whatever I hold most sacred:
That I will be loyal to the profession of medicine and just and generous to its members.
That I will lead my life and practise my art in uprightness and honor;
That into whatever house I shall enter, it shall be for the good of the sick to the utmost of my power, I holding myself far aloof from wrong, from corruption, from the tempting of others to vice;
That I will exercise my art solely for the cure of my patients and will give no drug, perform no operation for a criminal purpose even if solicited, far less suggest it;
That whatsoever I shall see or hear of the lives of men which is not fitting to be spoken, I will keep inviolably secret.

"May there not be a Hippocratic oath, at least a tacit one, for the newspaper and the magazine? Do they not touch life as intimately, if not so materially, as the profession of medicine? Is the intellectual life, is the moral life, less important than the physical? 'Every man,' says Bacon, 'is a debtor to his profession.' Let your endeavor be to raise the standard of the press in all its branches. This is the debt which you owe both to yourselves and to those who shall follow you. Hold yourselves, in a fine and manly scorn, above the Paul Pry and Peeping Tom ideal of the news-gatherer, above the meanness and cowardice of attacking the weak, and helpless, and of preying upon the vanities of the rich.

"Do you know what is at stake? Your joy, your security, your spiritual life. The work that awaits you is worthy of

the best that you can give to it; but do not give away your best. It is only as you are faithful to your highest standard that you can be of use to yourselves or to the world. Take seriously your individual power to hasten the better day for your profession, your city and your country. In your turn, you will speak an indelible record into the phonograph of your time. See, from the start, that it is one that will not rise up in judgment to shame you. And that you may be fortified in this resolve of self-respect and honorable ambition, I say to you again, as a last word of counsel, read Emerson."

LIVE AD CLUB NEWS.

Ralph E. Sunderland was the principal speaker at the weekly luncheon of the Omaha (Neb.) Ad Club, and the meeting of the club took on the atmosphere of a farewell to the former president who took such active part in the organization and advancement of the club, and is soon to remove to San Francisco in the hope that the climate there will improve the health of Mrs. Sunderland.

E. St. Elmo Lewis was the speaker at the weekly "target talk" of the Detroit (Mich.) Adcraft Club. His talk was illuminated with a large number of lantern pictures showing the methods employed by the Burroughs Adding Machine Co. in "Direct Advertising." Dean Talcott Williams, of the Pulitzer School of Journalism, Columbia University, will speak Nov. 29, on "Journalism of Today and To-morrow."

At the weekly luncheon of the Pittsburgh Publicity Association, J. C. McQuiston delivered an address, taking "Trade Papers" as his subject. He believes that technical and trade papers can be analyzed and classified according to quality and purchasing ability better than can any other form of advertising. The Headquarters Committee reported that the new rooms in the Keenan building will be ready for occupancy early in December. Special preparations are being made for the opening.

FILES BRIEF IN TEST CASE.

Mr. Morris Declares That Postal Law Abridges Press Freedom.

Robert G. Morris, general counsel of the American Newspaper Publishers' Association, which has brought suit to test the constitutionality of the new postal law through the Journal of Commerce and Commercial Bulletin, one of its members, on Nov. 18 filed his brief with the clerk of the Supreme Court in Washington.

The brief treats of the constitutional questions involved in a lucid and logical manner. It shows careful research and a precise application of the important authorities dealing with the constitutional questions involved.

The point that Congress shall make no law abridging the freedom of the press is historically developed and is a clear exposition of the subject as applied to the principles involved.

The brief in addition to dealing with the question of the freedom of the press, shows that the act deprives newspapers, magazines and periodicals of liberty and property without due process of law, and denies to them the equal protection of the laws.

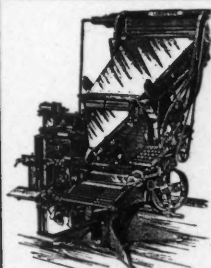
The Illinois Daily Newspaper Association at its annual convention in Chicago, on Wednesday, unanimously passed the following resolution in opposition to the recent Federal regulations regarding registration of newspaper ownership, stockholders and circulation: "Resolved, That this association views with disapproval the growing tendency of the United States Government toward paternalism in matters pertaining to the press, and condemns the new law requiring publicity in matters in no wise concerning the general public."

EIGHT CENTS A DAY

Or less, is what our records show is the cost per machine for repairs, parts, supplies, and sorts in hundreds of offices using from one to forty

LINOTYPES

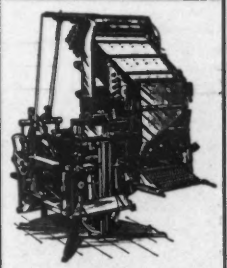
The flexibility and versatility of the Quick Change



Quick Change Model 8 Three Magazine Linotype

MULTIPLE MAGAZINE LINOTYPES

have a tendency to still further reduce this



Quick Change Model 9 Four Magazine Linotype

low cost of Linotype upkeep

The Multiple Linotype Way Is the Modern Way

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

Mergenthaler Linotype Company

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave.

SAN FRANCISCO: 638-646 Sacramento St.

NEW ORLEANS: 549 Baronne St.

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

WASHINGTON TOPICS.

(Continued from page 1.)

ing copy until after the holidays when Congress settles down to the real business of the session.

It is anticipated that with the return from Europe in the near future of William Randolph Hearst, publisher of the New York American and other large dailies, that the Clapp Campaign Committee will resume its hearings so that Mr. Hearst may be called as a witness. His testimony will consist mainly of identifying the Standard Oil letters where were published in the Hearst Magazine, and have figured so prominently in this inquiry.

The annual election of the National Press Club comes off next month, and already things are beginning to sizzle. Fred J. Haskins, of the Haskins Syndicate, now president of the club, is not a candidate for re-election, and there is much speculation as to just who will succeed him. John T. Suter, of the Chicago Record-Herald, vice-president, and the genial and efficient secretary of the standing committee of Washington Correspondents, is the only avowed candidate for the office. Friends of William A. Crawford, of the Associated Press, are active in his behalf, but Mr. Crawford has not formally declared his candidacy. For the office of vice-president and the board of governors there are many names mentioned, but the greatest interest seems to be in the candidates for the presidency.

Seven years in the reform school was the sentence of John Brown, a youth found guilty of stealing a newspaper from a doorstep. The case was tried before Judge De Lacy last Monday in the Juvenile Court. This is the third case to come before the local courts of persons stealing newspapers from doorsteps. The unusually long sentence in this case given by Judge De Lacy is be-

lieved to be an effort on his part to put a stop to the practise of stealing newspapers from subscribers' doorsteps.

An unusually attractive wedding was that of Miss Frances Bearslev Clark, daughter of Edward Brayton Clark, of the Chicago Evening Post, and Mrs. Clark, to Frederick Leonard Devereux, of New York, last Wednesday evening. The ceremony was performed at the Hamilton Hotel, the residence of Mr. and Mrs. Clark and was largely attended by distinguished members of official life in Washington and the many newspaper associates of Mr. Clark. The young couple left immediately on their wedding trip, and will reside in New York.

Seeks Foreign Delegates.

Alfred I. Hart, of the Committee on Foreign Relations of the Advertising Club of Baltimore, and editor of the Old Bay Line Magazine, was in New York this week to secure the co-operation of the National Association of Manufacturers in sending to the secretaries of all foreign Chambers of Commerce inviting those bodies to send representatives to the A. A. C. A. convention to be held in Baltimore next June and, in the event of their acceptance, to invite the visitors to attend a convention of the Manufacturers' Association which will be held the following week.

Student Editor Held in Contempt.

A. N. Ogle, editor of the Daily Illini, the student newspaper of the University of Illinois at Urbana, was arraigned before Circuit Judge Solon Philbrick at Champaign, last week, charged with contempt of court and released on \$500 bail. The charge grew out of an editorial commenting on the Grand Jury investigation of a recent student riot at a theater in which a number of persons were injured.

FACTS WORTH KNOWING

Ingalls Kimball Gives Twenty-third Street Y. M. C. A. Ad Class Students Sound Advice Concerning Copy Writing and Type.

Ingalls Kimball, president of the Cheltenham Press and Cheltenham Advertising Service and designer of the Cheltenham type face, was the speaker before the advertising class of the Twenty-third street Y. M. C. A. Wednesday evening. His subject was "Typography in Advertising," and he adopted the novel method of inviting the men of the class to ask whatever questions they might desire relative to his subject, and then discussing the queries in logical order.

Mr. Kimball throughout his talk urged simplicity. "This, I suppose, is rank heresy," he said, "but I believe the psychological effect of decoration on type faces has been largely overdrawn. The most effective types are the most legible types, and the most legible are the simplest."

On the subject of page layout Mr. Kimball said: "A correctly proportioned page is one of which the diagonal is double the width. The type mass in proportion to this page may vary in size, but there is a definite law governing the relative size of the margins. Always remember that the margin on the inside of the page must be smallest, at the top of the page slightly wider, at the outside of the page still larger, and at the bottom of the page the widest."

"Roughly speaking a type line should not contain less than seven or more than twelve words. A line is sometimes run down to five words, but this is a dangerous thing and better not be attempted."

"Avoid the use of lighter tone illustrations running from the margin to and underneath the printed matter. Aim at simplicity. Use black ink throughout. Red should be used only for decorative purposes; never for purpose of emphasis."

"Full page illustrations should, wherever possible, be placed on the left-hand page because the tendency of the eye is toward the right-hand page, and the illustration with its greater attention value should be given the less advantageous position. If full page illustrations are to be placed lengthwise the base of the cut should always be toward the right-hand side of the page. There is no law about the placing of small cuts. Personally I prefer a small cut toward the top of the page, but this is only a general statement, and a small cut should be placed where its purposes are best served."

"Broadly speaking, there are two classes of pictures with which the advertising man deals: First, the line drawing, and second, the half-tone drawing. Also, broadly speaking, there are two corresponding classes of paper on which to print: A coated shiny paper necessarily accompanies the half-tone engraving, and the rough, pleasanter paper the line drawings wherever possible."

"I should say as a general rule that any of the lighter type faces are better on half-tone paper than the heavy faces. Caslon is good on any paper, but Scotch

Modern is about the best type to use in connection with half-tone engravings. With line drawings use heavier faces, either Caslon, Cheltenham or Antique Oldstyle. You will be safe if you stick to Caslon, Scotch, Cheltenham or Priory Text.

"In this connection I would say that no matter what the subject-matter is, the type should be chosen rather with regard to the paper on which it is to be printed than with regard to the subject-matter."

"Wherever possible use a machine finished or rough paper as opposed to a coated paper. It is vastly more pleasing to the eye, easier to read, lighter to hold and more pliable. And the physical weight of a book is a thing of great importance."

In talking of type faces and their relation to each other, Mr. Kimball emphasized the importance of simplicity. Plain printing was recommended for dignity. "There can be nothing more dignified than perfectly plain topography, generally speaking. In fact," said Mr. Kimball, "dignity lies rather in the arrangement than in the typography."

"In combining type faces, Cheltenham goes well with Scotch, and Caslon, which is an old style face, goes well with Cheltenham. Caslon also goes well with Priory Text. The modern faces are all bad with the exception of Scotch Modern, which, curiously enough, is called an old style by its designers and makers."

"Script has never been and can never be well made in the form of type. Script must of necessity flow, and type cannot flow. It can only be engraved. There is, however, a type called French Script with characters almost vertical, with which good effects can be secured under certain circumstances."

"Italics should be used only for emphasis and then sparingly. They may also be used for a decorative effect where legibility is not especially sought—the dedication of a book, etc."

"On the subject of hand-lettering, I believe, that there are so few men in the world to-day that know how to letter by hand that as a general principle it is best to leave hand-lettering alone. There are some instances where you feel that you must have hand-lettering to fill out a line or space in large size work, but I have found it a good plan in these cases to set up my work on a small scale in true proportion and then photograph it up to the desired size. In the enlarging process the type faces are thickened, and the desired result is attained."

"Condensed and extended type faces should not be used except in street car and bill-board advertising, and then they should be used wherever possible. This is because the greater part of the people who ride in a car see an advertisement at an angle, and the type becomes condensed because of the angle of vision. This is just as true in application to bill-board advertising. I might add as a general thought in this connection that the important line of a street car advertisement should be kept within four inches of the bottom of the card."

The talk was received with much enthusiasm by the men who voluntarily tendered Mr. Kimball a vote of thanks.

This week's speaker was C. D. Jacobs, who spoke on "Paper."

SALE OF THE MOLINE MAIL.

Controlling Interest Taken Over by Leading Citizens.

The control of the Moline (Ill.) Evening Mail was last week acquired by ten of the business men of that city. C. J. Zaiser, who has been in active charge of the Mail for four years, continues as manager, and C. J. Peterson becomes cashier. The capital stock of



C. J. ZAISER.

the company has been increased from \$34,000 to \$50,000.

Mr. Zaiser, who was once connected with the Minneapolis News and worked on papers in Texas and on the Pacific Coast, purchased a half interest in the Moline Mail in 1908. During the last three years the advertising and circulation receipts have been more than doubled. The paper has the United Press service.

Merchants Out to Boom New York.

One of the greatest "boosting" campaigns in the history of any city started on Monday when the Merchants' Association of New York got into action "to foster the trade and welfare of New York" and incidentally double its present membership. More than a thousand names were added to the roll of the association by fifty-four committees of prominent bankers, insurance men, merchants and other influential business men that made the city-wide canvass. The campaign stirred up earnest interest in the welfare of the city and emphasized the necessity of close co-operation on the part of its influential business men to foster the welfare of the metropolis and maintain its supremacy.

New Albany (Ind.) Tribune Sold.

Announcement was made last Monday that the controlling interest in the New

Albany (Ind.) Evening Tribune had been sold by M. R. Thurman to a number of local business men, who assume charge of the paper this week. The new officers are: Edward J. Hackett, president; Anders Rasmussen, vice-president; and Edward M. McCulloch, secretary-treasurer and managing editor. The Tribune is now an independent paper.

The Philadelphia German Daily Gazette

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

HOWARD C. STORY

Publishers' Representative

New York:

806 Nassau-Beekman Bldg.

Chicago:
1100 Boyce Bldg.

Philadelphia:
924 Arch St.

THE DEMOCRAT Nashville, Tenn.

Believes advertisers have a right to facts about a newspaper. You can get them about The Democrat.

ASK

THE JOHN BUDD CO.

New York Chicago St. Louis

YOU MUST USE THE LOS ANGELES EXAMINER

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

The Elizabeth (N. J.) Times

Only Democratic daily
in Fifth Congressional District

THE DETROIT TIMES

is the kind of a medium progressive advertisers prefer in their after-dinner discourses on clean journalism.

Kindly remember it next morning!

THE NEW YORK EVENING JOURNAL

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

The Circulation of
THE BOSTON AMERICAN
IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

KNICKERBOCKER PRESS

ADVERTISING SERVICE

Large and small accounts
handled with equal care,
economy and certainty of
results. Consultation free.

Telephone 6696 Greeley

PETER VREDENBURGH AGENCY
Broadway and 34th Street
Marbridge Bldg. New York City

CAMPAIGN PUBLICITY.

How the Republican National Committee Handled the Press Work—Some Interesting Figures, Showing What It Cost to Furnish the Matter—Five Thousand Newspapers Wanted—Bureau Salaries \$500.

It is a mystery to the layman why a presidential campaign calls for such large contributions. He has a notion that great wads of this money is paid for votes.

As a matter of fact, the man who sell his vote is so inconsequential that he amounts to very little as a purchase. If any votes are bought the barter is made by a boss or the leader of a district, each of whom gets his men in line, not at so much per head as in promises for work or increase of wages. The boss or leader who makes the deal gets his "dough" from a committee who gives up for campaign equipment oratory, music, etc. The boss or leader knows what these cover. That is his business. The committee that hands out the cash is not presumed to know the details. It is not to the committee's interest to inquire about these matters. No national committee ever appropriated a dollar for the purchase of a vote, in the meaning of that phrase.

MONEY SPENT LEGITIMATELY.

The big money used in a national campaign is spent in a way that will bear the strongest light.

A few of the big expenditures of the Publicity Bureau of the Republican National Committee that conducted the campaign from the Times building in New York City this year prove the truth of the foregoing statements. The figures are in aggregates, but they are on the whole, approximately correct. They have been obtained from one who was closely connected with the Bureau of Publicity, of which David S. Barry was the director.

Mr. Barry is the well-known Washington correspondent of the Providence (R. I.) Journal. When he entered upon his duties the "way out" was not clear. The campaign from his end as from all others, had to be conducted differently from any previous presidential campaign. The books and the system of the campaign of 1908 were thrown into the discard. The work as carried on was not laid out until the middle of August, and was not under headway until the fifth of September.

Cards were sent to all Republican and independent newspapers notifying them that the service would consist of plate matter, original matter for such editors as cared to set their own matter, an original cartoon service, three a week, special daily letters for the larger papers and special articles on any particular subject that appealed to the readers of a particular section.

Each editor was requested to indicate what service he wished, and if plate

matter were desired to specify whether he preferred to be served by the American Press Association or by the Western Newspaper Union. A force of expert letter addressers was employed in sending out these cards, day and night, for two weeks.

When the returns began coming in they were placed in the care of Frank H. Brooks, a trained newspaper man of New York City, who had charge of that end of the bureau. With his assistants he classified by States every card and indexed the same by card index, showing what each paper had ordered. When this work was done there were more than 5,000 newspapers in the cabinet index, so arranged that any information concerning them was obtainable at a moment's notice. The system was absolutely correct and worked out without a jostle.

COPY PREPARED BY TRAINED MEN.

All matter sent out in the editors' clipping sheet was prepared by a corps of trained newspaper writers, each working on the subject with which he was most familiar. Some of the matter was written in German and set in German type. The matter on the plate page was made up largely from leading editorials of Republican newspapers; sometimes the matter was from Democratic newspapers. Each clipping page carried from three to six cartoons. All of the matter had to be prepared promptly at a certain hour on a certain day and delivered to the two news associations at a certain time.

The two news associations set, electrotyped and shipped once a week nearly 4,000 pages of plate matter at a cost of a dollar a page. That was only one item.

The original cartoons were worked out in Cleveland, O., by a clever cartoonist. Most of them were made in accordance with suggestions sent by Republican editors, although some suggestions were made in the bureau. Nearly 200 daily newspapers in the East and Middle West used these cartoons, three each week, at a cost to the committee of over \$300 a week. In the eight weeks of the campaign twenty-four of the Satterfield cartoons were used.

A special daily letter was sent to over 100 dailies the last four weeks of the campaign. The weekly cost of this feature, including postage and the salary of political writer of acknowledged ability, was more than \$200 a week.

PRESS SALARIES \$300 A WEEK.

The salaries of the bureau proper were over \$500 a week. The salaries of the press room, from which all news for the New York papers was issued, was about \$300 a week.

The cost of setting the clipping sheet and the mailing of the same, by another concern, was about \$150 a week. The papers taking the clipping sheet numbered nearly 300.

In addition to all of the foregoing an opportunity would be presented occasionally for special matter.

A copy of everything sent out by the bureau was preserved, labeled and indexed and will be serviceable in future campaigns.

It can be said with some degree of certainty that the money expended by the Publicity Bureau of the Republican National Committee during eight weeks of the campaign was between \$35,000 and \$40,000. This does not represent the money expended at the Chicago bureau, which furnished all matter for the territory west of the Mississippi River.

Editor Held on Roosevelt Charge.

George A. Newett, editor and publisher of the Ishpeming (Mich.) Iron Ore, whom Col. Roosevelt recently charged with criminal libel, waived preliminary examination last week and was held in a bond of \$500 for the December term of the Circuit Court. No representative of Col. Roosevelt was present.

ROCHESTER CLUB'S NEW PLAN.

Divisional Meetings At Which Ad Men May Study "Mechanics" of Advertising.

At the weekly luncheon of the Rochester Ad Club a new plan for divisional meetings was outlined by Edward S. Babcox, chairman of the educational committee of the association. The object is to let each member of the club get just as much, along educational lines, as he desires.

The initial division will conduct a series of meetings through the winter, known as "Shop Talks." The meetings will be for all members of the club, especially those who are interested in the mechanics of advertising, including printing, art and engraving. The technical side will be emphasized and members will talk shop, pure and simple.

Advertising ethics will be disregarded at these meetings and names of advertisers, printers, engravers and others will be freely used.

At the first meeting the speakers will be Clinton G. Fish, commercial artist; Mark Adler, advertising manager of Adler Bros., and Ralph A. Barstow, assistant secretary of the Chamber of Commerce. The subject will be "Art in Advertising."

A LIVE BUNCH OF AD MEN.

Birmingham Club Doubles Its Membership in Three-Day Campaign.

In a three-day campaign, the Birmingham (Ala.) Ad Club membership was doubled, and is now a class "A" club, with 306 members. The club is only sixteen months old and has among its number the leading business men of big, busy Birmingham. The club holds each week a luncheon for get-together purposes, which are largely attended and unusual interest is manifested, good live talks by big, brainy men are indulged in, and the educational features presented are proving drawing cards and interesting and bringing in many new members.

The membership committee is composed of Willard J. Wheeler, Oscar Turner and John C. Henley, Jr.; they directed the campaign in general, and are due much of the credit.

The officers of the club are John Sparrow, president; J. A. Rosenberger, vice-president, and F. J. Holberg, secretary-treasurer. The 500 mark will be the slogan for membership by Jan. 1, 1913.

SPOKANE'S FLOURISHING CLUB.

It Now Has a Membership of Over 400 and Still Growing.

The Spokane Ad Club last week elected the following new members: G. B. Dennis, George H. Day, Max Ackerman, Sam W. B. Cohn, Dr. H. D. Kennan, H. G. Cahoe, George Grant, Jr., P. O. Donaldson, Arthur H. Goodens, Charles T. Clark, R. E. Stone, F. F. Humeston, H. L. Kingsland, F. L. Mandlove.

For S. E. Carr, R. J. Campbell, manager of Carr's store, presented to Miss Spokane, through the ad club, a beautiful hand-embroidered pillow Professor J. F. Saylor, the principal speaker of the day, gave an interesting talk on "Psychology in Advertising."

The following committee was appointed to adjudicate as to the best "ad"

appearing in the Lewis and Clark journal: A. H. Verrall, chairman; W. C. Schuppel, George A. Raymer, A. H. Syverson and R. G. Paullin.

The club adopted as a slogan for the western mining camp entertainment, to be given during the coming mining congress, "Spokane Diggin's Stampede." Lew S. Hurtig, who suggested the name, will be given \$10, which he will present to the Spokane Children's Home.

J. Grant Hinkle, assistant Secretary of State, was present as a guest.

The membership of the club is now well into 400. The membership limit is fixed at 500. When that is reached, in the course of two or three weeks at the present rate of progress, applicants will be placed on the waiting list.

New England Daily

Located in good city, earning annually over \$5,000 Net. Can be bought for much less than the value of the actual physical property. About Fifteen Thousand Dollars cash required.

HARWELL, CANNON & MCCARTHY

Brokers in Magazine and Newspaper Properties
200 Fifth Ave., New York City
Suite 1168

TURNER'S BULLETIN

One publisher writes:
"Your reports have brought us in more advertising business than any other method that we have ever tried. Cost is nothing compared to its advantages."

For particulars write
C. GODWIN TURNER
DATA CO., NEWARK, N. J.

Metal Economy

The cost of maintaining a HIGH GRADE METAL is so slight that the original is practically the ONLY cost. Cheap metal requires constant toning and its up-keep brings its cost, in the long run, above that of the good metal. Reduce this expense and use



NOTICE

Choice newspaper properties at moderate prices in every State in the Union. Will furnish summary descriptions in first letter if you give requirements and bank references.
H. F. HENRICHS, Newspaper Broker
Litchfield, Ill.

The Political Campaign is Over But The Business Campaign Is Always On



FISK INTERLOCKING ADVERTISING SERVICE

will help you to get more local business. It costs ten dollars per year until January 1 for 52 issues, one each week. (After January 1 \$25 per year.) Write for sample copy.

FISK PUBLISHING COMPANY
HENRY STERLING FISK, President.
SCHILLER BLDG., CHICAGO.

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

TIPS FOR THE AD MANAGER.

H. W. Kastor & Sons Advertising Co., Steger building, Chicago, is sending out orders for 6,000 lines, one year, with Southern papers, for Ballard & Ballard Co.

The Taylor-Critchfield Co., Brooks building, Chicago, is making contracts for 5,000 lines, to be used within one year, with Western papers, for the Black Silk Stove Polish Works, Sterling, Ill.

The Wyckoff Advertising Co., 14 Elliott street, Buffalo, N. Y., is sending out orders for two and one-half inches, three t. a. w. t. f., for the Bartholomay Brewing Co.

The S. S. David Agency, Chicago, is placing page ads in weekly papers, for the Bodi Tone Co.

The Stack-Parker Advertising Agency, Heyworth building, Chicago, is making renewal contracts with Eastern papers, for the Union Pacific Railroad Co.

The Jacquest Manufacturing Co., Chicago, is sending out renewal orders to Texas papers direct.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, will shortly place advertising in newspapers in New England, North Atlantic and Middle West States, for the Nunnally Co., Candy, Atlanta, Ga., and Seventh avenue and Fourteenth street, New York. This company will shortly open its new factory in New York, at which time they expect to advertise.

The Blackman-Ross Co., 10 East Thirty-third street, New York, is sending out orders to Canadian papers, for Alfred H. Smith & Co., Djer Kiss Perfume, 35 West Thirty-third street, New York.

The Dauchy Co., 9 Murray street, New York, is placing renewal orders generally, for Allen S. Olmstead, Le Roy, N. Y.

Henry Decker, Ltd., Fuller building, New York, is sending out orders for 112 lines, three columns, one time, to a selected list of large Sunday papers, for the Metz Co., Metz Automobile, Waltham, Mass.

The Will H. Dilg Advertising Agency, Hearst building, Chicago, is placing orders with a selected list of papers, for Sulzberger & Son, Majestic Butterine, Chicago.

W. F. Dobbs, Danbury, Conn., is sending out orders for six inches, t. f., to some Eastern papers, for the Linonine Co., Kerr's Flaxseed Emulsion, Danbury, Conn.

Ewing & Miles, Feller building, New York, are placing orders for 180 lines, one time, with a few large Eastern papers, for Walter Thorpe & Co., Real Estate, 29 West Thirty-fourth street, New York.

The Charles H. Fuller Co., 623 South Wabash avenue, Chicago, is making 5,000-line contracts with Pacific Coast papers, for E. Lawrence & Co., Get-It Corn Remedy, Chicago. This company is also making contracts with a selected list of papers, for the Kazoo Suspender Co., Kalamazoo, Mich.

The Ernest J. Goulston Advertising Agency, 18 Tremont street, Boston, Mass., is placing orders for twenty inches, five times, with a selected list of papers, for the Boot and Shoe Workers Union, Boston, Mass.

THE New Orleans Item Has made New Orleans a "one paper city." The Association of American Advertisers recently gave The Item a Sunday circulation of 51,318, daily of 47,807. That's why The Item month after month carries as much advertising as The Picayune and Times Democrat Combined, and from 300 to 500 Columns more than The States. THE JOHN BUDD COMPANY Advertising Representatives New York Chicago St. Louis

ROLL OF HONOR

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures, in some instances furnished by the publisher.

Table listing publications in Arizona, California, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, New Jersey, New Mexico, New York, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Washington, Wisconsin, and Canada.

Table listing publications in Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, New Jersey, New Mexico, New York, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Washington, Wisconsin, and Canada.

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Table listing publications in Iowa, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, New Jersey, New Mexico, New York, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Washington, Wisconsin, and Canada.

Table listing publications in Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, New Jersey, New Mexico, New York, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Washington, Wisconsin, and Canada.

Table listing publications in Missouri, Montana, Nebraska, New Jersey, New Mexico, New York, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Washington, Wisconsin, and Canada.

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TIPS FOR THE AD MANAGER.

The Carl M. Green Co., Penobscot building, Detroit, Mich., will, in future, place the advertising of the General Motors Truck Co., Detroit, Mich.

Heller-Barnham, Essex building, Newark, N. J., are sending out orders to New York City papers for the Flemish Art Co., Flemish Pyro-Scroll, 23 Union square, New York.

Holbrook & Shaffer, 71 West Twenty-third street, New York, are placing classified orders with list of thirty papers, for the National Novelty Co., Business Development Co., 116 Nassau street, New York.

The H. B. Humphrey Co., 44 Federal street, Boston, Mass., is sending out orders to New England papers, for the Shawmut Rubber Co., Congress Rubbers, Boston, Mass.

The D. Seed Landreth Co., Bristol, Pa., is placing direct four-inch sixteen-time orders with papers in Southwest Texas.

The Lotos Advertising Co., 17 Madison avenue, New York, is sending out orders to a selected list of papers, for George H. Doran Co., publishers, 38 West Thirty-second street, New York. This company is also placing new copy on contracts, for the Pilgrim Manufacturing Co., El-Rado, 37 East Twenty-eighth street, New York.

George H. Mead, Marquette building, Chicago, is making contracts with Middle Western papers, for the Dr. Megrime Whitehall Co., Dr. Whitehall's Rheumatic Remedy, South Bend, Ind.

The Frank Preshrey Co., 456 Fourth avenue, New York, is making new contracts with Southern dailies, for Hall Hartwell & Co., Slide Well Collars and Hartwell Shirts, 553 River street, Troy, N. Y.

W. W. Sharpe & Co., 99 Nassau street, New York, are placing orders for twenty-one lines, fifty-two times, with some Southern papers, for Roche's Embrocation.

Sherman & Bryan, 79 Fifth avenue, New York, are sending out orders to a few large Eastern papers, for the International Handkerchief Manufacturing Co., Sealpacketchief, Broadway and Twenty-fifth street, New York.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, is making 5,000-line contracts, with a few selected papers, for Dr. H. Sanche & Co., Oxydonor, 489 Fifth avenue, New York.

The J. Walter Thompson Co., The Rookery, Chicago, is placing orders with Middle Western papers, for the North Shore Health Resort, Winnetka, Ill.

The M. Volkmann Advertising Agency, Temple Court, New York, is placing copy on contracts with papers in Troy, Cohoes and Schenectady, for the Victor Milling Co., Victor, N. Y.

The Walton Advertising & Printing Co., 15 Exchange place, Boston, is placing orders with a few selected papers, for W. W. Brown, Brown's Beach Jacket, Worcester, Mass.

Wood, Putnam & Wood, 161 Devonshire street, Boston, are sending out orders to Northwestern papers, for the A. A. Makepeace Co., Makepeace's Evaporated Cranberries, Wareham, Mass.

New Orleans States 32,000 Daily, net

Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans. Week of Nov. 4 to 10, inclusive. The States led The Item by 11,078 agate lines on Total Space for that period. THIS IS NOT IRREGULAR, BUT VERY FREQUENT. Don't be fooled by wild, unsupported claims "month after month." Proof of above record shown by agate rule. The States produces results always. THE S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

AD FIELD PERSONALS.

Louis Wiley, business manager of the New York Times, delivered an address on "The Modern Newspaper" before the Temple Club, Rochester, N. Y., last Tuesday.

C. F. Vradenburg, advertising manager of the Seattle Post-Intelligencer, has been elected president of the Seattle Ad Club, succeeding C. H. Brockhagen, who resigned when he went to San Francisco to become business manager of the Call.

J. W. Booth, advertising agent of the Missouri Pacific Railway, is director of the course in advertising recently established under the auspices of the St. Louis Advertising Men's League, at the Central Y. M. C. A. in that city.

C. L. Searcy has been appointed advertising manager of the Chicago World.

Paul Sutcliffe, formerly assistant advertising manager of the Edison Storage Battery Co., Orange, N. J., has joined the staff of the W. S. Hill Advertising Co., of Pittsburgh, Pa.

E. Roy Parsons has severed his connection with the Morehouse-Martens Co., of Columbus, O., of which he was assistant general manager and in charge of the advertising, and will open an advertising bureau in that city.

Henry D. Robbins, publicity manager of N. W. Halsey & Co., New York, made an address before the first annual convention of the National Federation of Retail Merchants, at St. Louis, Wednesday, in which he made a strong plea for honest advertising.

R. G. Angus, for the past three years with the copy department of N. W. Ayer & Son, has resigned to take charge of the Advertisers' Service Department of the Washington (D. C.) Post.

Charles W. Frisbie, who has been connected with the advertising department of the Rochester (N. Y.) Herald for the past fifteen years, resigns on Dec. 1 to manage the advertising department for Thomas J. Northway, automobiles, of that city.

NEW AD INCORPORATIONS.

FISHKILL, N. Y.—Mail Order News Corporation, publishers, \$10,000; incorporated by A. F. Mayham, Thomas Copley and others.

PALESTINE, Tex.—Record Publishing Co., \$6,000 capital, to take over Evening Record and Weekly Labor Journal; J. K. Ozment, president.

"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 THE FASTEST
24 HOURS ENGRAVERS
OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 699-4 Beekman

MR. PULITZER'S ESTATE

(Continued from page 1.)

eighty-seven libel suits against the Pulitzer papers in this city. Exclusive of the expenses of legal investigation and defense, the World paid out in settlements and verdicts in 1908, \$60,738; in 1909, \$79,037; in 1910, \$79,850, and in 1911, \$114,105. The statement of the Post-Dispatch showed eighteen libel suits pending, with plaintiffs suing for \$696,000.

Mr. Berry fixed the good will of the World at \$1,000,000 and that of the Post-Dispatch at \$500,000. The physical equipment of the Post-Dispatch was estimated at \$135,550; that of the World was appraised by John Norris, who, as business manager of the World, bought some of it, at \$341,000. He estimated the presses at \$190,000, the typesetting machines at \$96,000, and the type and composing room equipment at \$43,500.

Under the above appraisal the interests of the several heirs are as follows:

This order showed that Mrs. Kate Davis Pulitzer, the widow, has an interest of \$1,771,818; Ralph Pulitzer, \$1,056,143; Herbert Pulitzer, \$1,002,513; Joseph Pulitzer, Jr., \$679,267; Ralph Pulitzer, Jr., a grandson, \$2,550,673; Seward Webb Pulitzer, another grandson, \$2,541,473; Eleanor Wickham Pulitzer, \$245,000; Edith Pulitzer Moore, \$721,953; Constance Pulitzer, \$1,771,818; possible issue of Herbert Pulitzer, \$77,165; possible issue of Joseph Pulitzer, Jr., \$73,739; possible issue of Edith Pulitzer Moore, \$192,513, and possible issue of Constance Pulitzer, \$181,188.

Meeting of A. P. Division Heads.

A three-day conference of division superintendents of the Associated Press was held at the New York office this week and brought to the city Arthur W. Copp, of San Francisco, Cal.; Paul Cowles, of Chicago, Ill.; Robert T. Small, of Atlanta, Ga., and Charles T. Thompson, of Washington, D. C. J. S. Elliott of the New York office; Melville E. Stone, general manager, and Frederick Roy Martin, assistant general manager of the Associated Press, took part in the meeting.

Detroit Ad Man Killed by Truck.

William H. Eaton, for the past three years advertising manager of the J. L. Hudson Co., Detroit, was struck and instantly killed by a motor truck in the yards of the Abbott-Detroit Co. last week. He had taken his own automobile to the factory to be repaired and after concluding his business was walking out of the yards when struck. Mr. Eaton was forty years of age and had formerly been in the employ of the Fechner Advertising Agency, Detroit.

TIPS FOR THE AD MANAGER.

The Johnson Advertising Corp., Steger Building, Chicago, is making 5,000-line contracts with some Western papers for the Marietta Stanley Co., Sempre Giovine, Grand Rapids, Mich.

E. W. Jackson & Co., Dr. Jackson's Catarrh Remedy, 3401 West Monroe street, Chicago, are placing orders direct with Western papers.

The Charles H. Fuller Co., 623 Wabash avenue, Chicago, is placing the following business:

Eighty-five lines, eight times, with large city papers for C. E. Brooks Appliance Co., Marshall, Mich.

Making contracts with some Western papers for the Kenton Pharmacal Co.

Making 10,000-line contracts with some Western papers for F. A. Stuart Co., Stuart Dyspepsia Tablets, Stuart Building, Marshall, Mich.

A. R. Elliott, 62 West Broadway, New York, is sending out orders for twenty-eight lines, twenty-two times, to a selected list of papers, for John Duncan's Sons, Lee & Perrin's Worcestershire Sauce, 241 West street, New York.

The Fisher-Smith Advertising Co., 122 East Twenty-fifth street, New York, is placing orders with a selected list of papers, for the Radizene Laboratories, Scranton, Pa.

DIRECTORY OF ADVERTISERS AIDS.

General Agents

ADVERTISERS' SERVICE
5 Beekman St., New York
Tel. Cortlandt 3155

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

ARMSTRONG, COLLIN ADV. CO.
115 Broadway, New York
Tel. 4280 Rector

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

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

HOGUET ADVERTISING
New York Office,
20 Vesey Street
Tel. Cortlandt 2252

HOWLAND-GARDINER-FENTON
20 Broad St., New York
Tel. Rector 2573

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

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

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

ILLINOIS

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

CUBA, PORTO RICO and WEST INDIES

THE BEERS ADV. AGENCY
37 Cuba St., Havana, Cuba
N. Y. Office, 11th Floor, Fuller Bldg.

The John W. Green Advertising Agency, Atlanta, Ga., is sending out orders for six lines, t. f., to Western weeklies, for Dr. H. H. Green's Sons, Atlanta, Ga.

The Wylie B. Jones Advertising Agency, Binghamton, N. Y., is placing orders with a selected list of papers, for the Ames Chemical Co., Whitney Point, N. Y.

The John O. Powers Co., 119 West Twenty-fifth street, New York, is placing small orders with a selected list of papers, for the Chelsea Manufacturing & Supply Co., New York.

The Frank Presbrey Co., 456 Fourth avenue, New York, is placing orders on trade basis, for the Copley-Plaza Hotel, Boston, Mass.

Roberts & MacAvinche, 30 North Dearborn street, Chicago, are sending out some additional orders, for Dr. T. Frank Lynott, Occidental building, Chicago.

GET YOUR COST

That is principle No. 1.
Get your cost to bed rock which is principle No. 2.
You can get the cost by careful figuring; to get cost to bed rock you must equip with
Superior Copper-Mixed Type
Superior Steel Furniture for Composing room
Electric Welded Steel Chases
Superior All-Brass Galleys
Superior Chase Lock-ups
Superior Cast-Iron Furniture.
and other ahead-of-date specialties which we make. Write for particulars or send the orders right along and get quick, intelligent service.

Barnhart Bros. & Spindler

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

Publishers' Representatives

ALLEN & WARD
25 W. 42nd St., New York
30 N. Dearborn St., Chicago

JOHN M. BRANHAM CO.
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380

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

CARPENTER-SCHEERER,
Fifth Ave. Bldg., New York.
People's Gas Bldg., Chicago.

GRIFFITH, HARRY C.
Brunswick Bldg., New York
Tel. Madison Sq. 3154

KELLY-SMITH CO.
220 Fifth Ave., New York
People's Gas Bldg., Chicago
Tel. Madison Sq. 3259

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

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

PAYNE & YOUNG
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York
Tel. Mad. Sq. 6723

PULLEN, BRYANT & CO.
200 Fifth Ave., New York
Tel. Gramercy 2214

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

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

WARD, W. D.
Tribune Bldg., New York
Tel. Beekman 3108

WAXELBAUM, BENJAMIN
Jewish Newspapers
102 Bowery, New York
Tel. Spring 7500

ADVERTISING MEDIA

ILLINOIS.

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

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, 65,200; Sunday, 84,850—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

Press Clippings

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

BURRELLE

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

CORRECTION

THE

Semi-Autoplate

MAKES 3 PLATES

every

2 MINUTES

This is our guarantee, but users of this remarkable machine do better still. The NEWARK (N. J.) STAR writes us: "It is true that we make two plates in one minute on the SEMI-AUTOPLATE."

(In last week's advertisement the speed of this machine was erroneously given as 2 plates every 3 minutes.)

NOTE.—The SEMI-AUTOPLATE can be easily operated by one man.

AUTOPLATE COMPANY OF AMERICA

HENRY A. WISE WOOD, President

BENJAMIN WOOD, Treas. & Gen. Mgr.

One Madison Avenue

New York City

