

THE EDITOR AND PUBLISHER

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JOURNALISM'S FIRST COLLEGE OPENS.

Public Exercises at Earl Hall Attended by a Throng of Distinguished People—President Butler Delivers an Interesting Address—Talcott Williams, the Director, Outlines the Purposes and Ideals of the New Institution.

The School of Journalism at Columbia University which was made possible through the generosity of the late Joseph Pulitzer, editor and owner of the New York World, was formally opened with appropriate public ceremonies at Earl Hall on Monday afternoon, Sept. 30, in the presence of a large gathering of journalists, members of the University faculty and men and women who are specially interested in the cause of liberal education.

After a brief prayer by Bishop Greer, in which he invoked the blessing of Almighty God upon the new institution, President Nicholas Murray Butler delivered the opening address. He said that it was remarkable how quickly incredulity in regard to the wisdom of establishing a school of journalism had given way to credulity and enthusiasm when the purposes and ideals of the institution were thoroughly understood. Continuing, Dr. Butler said:

FIRST OBJECT OF THE SCHOOL.

"It is the first object of this school to study matters of public interest as reflected in the daily press, and as seen through the eyes of eminent publicists. When the project of this school was first suggested, even the most representative publicists of the country declared that journalism could not be taught, and after examining what was sometimes termed journalism I was devout in the hope that they were right. I used to wonder for whom certain newspapers were printed and published, those of the five-inch type variety, until I had occasion one Sunday morning to pass through Madison Square Park and observe the type of our population which occupies its benches. I noticed that four out of five were reading these very newspapers, and I then realized that the problem had been solved.

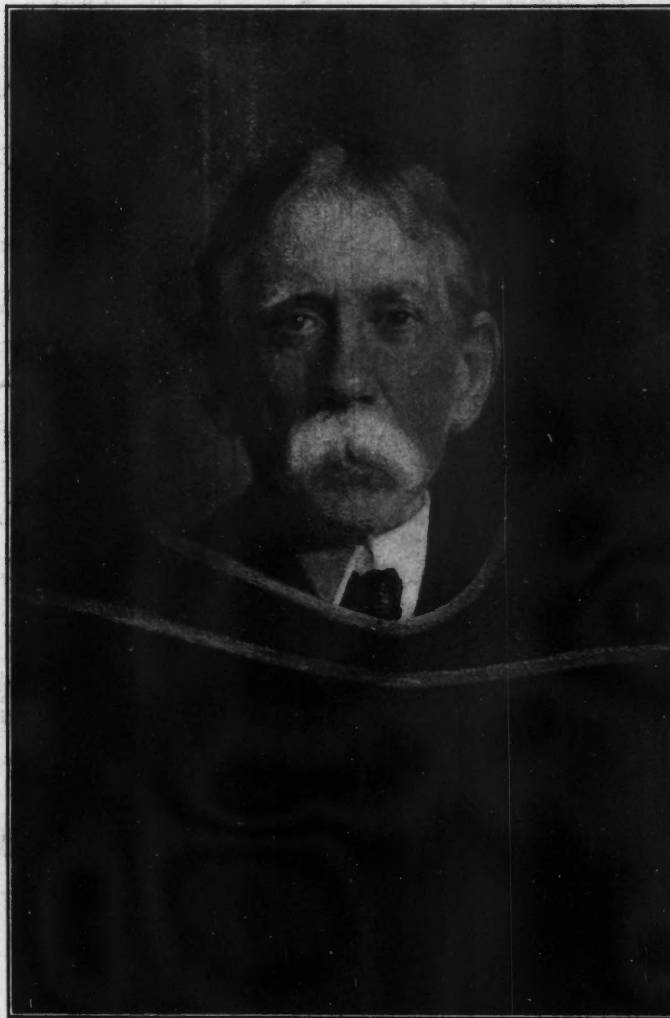
"In newspaper offices where I served an apprenticeship there obtained a number of weird expressions. I have been assured that a newspaper editor is always on the lookout for a young man with a 'keen nose for news.' It is the object of this school to train publicists who possess a distinction between a stench and a perfume. I will grant that a journalist must have a nose for news, but I also maintain that he must be able to differentiate between legitimate news and those things which offend the olfactory nerves."

DR. WILLIAMS' ADDRESS.

Dr. Talcott Williams, director of the school, was introduced by President Butler as "a man who is too young and at the same time too old to praise." In his address Dr. Williams said, in part: "It was yesterday but eleven months since Joseph Pulitzer died, and the school for which he provided is open with nearly 100 students and twenty-four officers of instruction. The school draws its students from twenty-two States and countries. Students are in its courses from China, New Zealand and Turkey. Of its teaching force, one-third—eight—have been newspaper men and four of these have spent most or all of their active lives in this calling. In it there were, in 1900, 30,000 journalists against 114,000 lawyers and 134,000 physicians of all schools. This was twenty-seven per cent. as many journalists as there were lawyers, and twenty-three

per cent. as many journalists as there were doctors.

"The School of Journalism has twenty-two per cent. as many students as were last year in the Law School of this



TALCOTT WILLIAMS,
DIRECTOR OF THE PULITZER SCHOOL OF JOURNALISM.

University, and twenty-five per cent. as many as were in its Medical School. It is an open proof of public confidence in the character, need and prospects of the new professional training offered in this new field by Columbia University that the attendance at the opening of this school nearly matches the proportion of these three callings in the country at large.

"The public of newspapers and of their readers has learned for the first time that some twenty institutions are trying, with insufficient means, to train journalists because Columbia University has stepped forward, with adequate means for this necessary task provided and proffered by Joseph Pulitzer. It is a memorable fact that this school opens.

"The preparation for its organization (Continued on page 18.)

BIG PRINT PAPER CONTRACT.

De Grasse Company Will Supply St. Louis Dispatch 15,000 Tons a Year.

The publishers of the New York World and the St. Louis Post-Dispatch have contracted with the De Grasse Paper Co., situated at Pyrites, N. Y., to furnish the latter newspaper with 15,000 tons of print paper per annum.

In order to meet this contract and still fulfill the agreement of 60,000 tons

CHANGE IN 'FRISCO.

W. W. CHAPIN TO SUCCEED C. W. HORNICK AS THE EDITOR AND GENERAL MANAGER OF THE CALL.

Mr. Chapin Sells Out His Interest in the Seattle Post-Intelligencer to Senator Wilson and Retires—Mr. Hornick to Take a Well Earned Vacation Abroad—Personnel of the Two Newspaper Staffs.

It is rumored that W. W. Chapin, for the past four years publisher of the Seattle (Wash.) Post-Intelligencer, has sold all of his stock in that newspaper to Senator John L. Wilson and severed all connection with it.

Mr. Chapin, it is reported, will, after a brief vacation, go to San Francisco, where he will assume the responsibilities incidental to the complete managerial control of the San Francisco Call, of which John J. Spreckles is owner.

It is said that Charles W. Hornick, who is now the editor and publisher of the Call and president of the San Francisco Publishers' Association, has resigned, and will shortly leave the city on an extended and well-earned vacation abroad.

Mr. Hornick, who is a member of the executive committee of the A. N. P. A., was formerly business manager of the St. Paul Dispatch. A few years ago M. H. De Young engaged him to go to San Francisco and take charge of the business management of the Chronicle. Later he joined the forces of the Call.

The Call has long been regarded as one of the best of the Pacific Coast papers. The managing editor is E. S. Simpson.

The Post-Intelligencer under Mr. Chapin's direction showed a 100 per cent. growth in advertising and circulation. It has great influence in the Northwest and is as thoroughly up to date in its news service as any of the Eastern papers. Scott C. Bone, formerly of the Washington Herald, is editor, and A. R. Flumck, late of the Cincinnati Commercial Tribune, managing editor, and C. H. Brockhagen, business manager.

MANY PERIODICALS OBEY.

File Statements of Ownership and Circulation by October 1.

More than 3,000 periodicals, including thirty-eight daily newspapers, have complied with the newspaper publicity section of the new Post Office appropriation bill, requiring them to file with the Post Office Department on April 1 and Oct. 1 annually sworn statements of their ownership, and, in the case of daily newspapers only, their circulation.

Thomas J. Britt, Third Assistant Postmaster-General, said on Tuesday, Oct. 1, that the statements to hand had been received within twenty-four hours, and every mail was bringing additional statements, but that about one-tenth of the newspapers and periodicals of the country had so far complied with the law. The delay in the case of papers which have not responded but intend to respond was caused by the failure of the Post Office Department to mail the blank forms in time.

Postmaster General Hitchcock has ordered postmasters to obtain for the files of their offices two copies of the issue of each publication in their respective cities. Postmasters are also required to report promptly to Mr. Britt the failure of any publisher to file statements or to publish them.

annually for the presses of the World, the De Grasse company has contracted for the entire production of the Tide Water Paper Mill at Brooklyn for five years. The Tide Water company's product will go direct to the New York World and the De Grasse paper to the St. Louis Post-Dispatch.

The new contract gives the De Grasse Paper Mill the record output of 225 tons of print paper daily. James A. Outterson is president of the De Grasse company.

James Gordon Bennett arrived in New York from Paris this week. Mr. Bennett's stay, it is reported, will be much longer than usual because of a number of important business matters requiring his personal attention.

WASHINGTON TOPICS.

Press Arrangements for Senate Inquiry Into Campaign Contributions—Funeral of Major Carson—Parcels Post Stamps of Unique Size and Design—Armed Guard on Duty at Tomb of Mrs. McLean.

(Special Correspondence.)

WASHINGTON, Oct. 4.—The Clapp Investigating Committee, which is probing into the various Presidential campaign contributions and disbursements, has attracted the attention of the correspondents second only to a session of Congress. Many of the correspondents that have been covering the campaign in their home States and traveling, have been assigned here to cover the proceedings of the hearing. Virtually all of the testimony has been new and interesting. Many of the New York and Philadelphia papers secured from the official stenographer's carbon copies of the entire proceedings up-to-date.

The press accommodations have been ideal. James D. Preston, superintendent of the Senate Press Gallery, and his assistants have been looking after the comforts of the correspondents. Senator Chilton of West Virginia, owner of the Charleston Gazette, turned his private committee room over to Mr. Preston, so that it could be fitted with typewriters and telephones for the use of the newspaper men.

NEW YORK WELL REPRESENTED.

All of the New York papers have been giving special attention to the proceedings, having special writers, artists and photographers here to cover every angle of the investigation. Carl Downing, of the New York Mail, came on to give his entire attention to the hearing. The New York Herald sent E. V. Nadherny, the artist, to take drawings of the witnesses and others and Collier's Weekly assigned F. S. Cooper, one of their sketch men, to the same task.

Robert Ginter, of the Pittsburgh-Gazette-Times, has returned to report the hearings, as has Ben F. Allen, of the Cleveland Plain Dealer. Many of the correspondents have deferred their vacations until the most important witnesses have been heard. The hearings may continue until election time, when a recess of two weeks will probably be taken. For the first time the press associations were able to have wires put into the Senate Office Building, so copy could be filed direct from a room adjoining the hearings.

FUNERAL OF MAJOR CARSON.

The funeral of Major John M. Carson, formerly chief of the New York Times and Philadelphia Ledger bureaus of this city, who died in Philadelphia last Saturday, was held here Tuesday afternoon. Interment was made in Arlington Cemetery. Major Carson was one of the most prominent newspaper men in the United States and had thousands of friends in this and European countries, as he had traveled extensively. All of the local papers paid high tribute to his memory in beautifully worded editorials. The Times editorial said:

"The death of Major J. M. Carson removes the last link between present day newspaper workers and that famous coterie of personal journalists composed of Reid and Poore and Greeley and Watterson. True, the latter is still in the harness, but he seldom visits Washington, and then more socially than professionally. There was no development in Washington newspaper life for fifty years that did not have Major Carson as a prominent figure, and in the progress of the Fourth Estate in size and importance, he was always a prime factor. His passing will be a distinct loss to a wide range of interests."

Members of the famous Gridiron Club, to which he is said to have given its name, were pallbearers.

A series of twelve postage stamps, unique in size and novel in design, is to be provided by order of Postmaster General Hitchcock for the exclusive use on parcels post packages, when the law goes into effect January 1. Under the law recently enacted by Congress, ordinary stamps cannot be used. The special parcels post stamps will be larger than the ordinary and distinctive in color.

The 60,000 post offices will be supplied with them before the law becomes effective.

It is reported that an armed guard is on duty at the tomb of Mrs. John R. McLean, the late wife of the owner of the Washington Post, who is buried in Rock Creek Cemetery. Mrs. McLean died at Bar Harbor on September 9, and was buried here about a week later. To insure protection against vandals and marauders is Mr. McLean's object in taking this unusual measure of precaution. Employees at Rock Creek Cemetery recount the fact that Mr. McLean kept guards at the tomb of his father and mother for several years after their death.

Should you visit the Washington bureau of the New York Times and chance to look at the many pictures that adorn the walls, don't imagine you have the D. T.'s when you see the face of Governor Wilson looking out of each frame. Many years the frames have exhibited the countenances of living and departed celebrities of the newspaper and political world. But now you wonder if you are seeing things when you look where once familiar portraits brought to mind the men they represented. The portrait of Dr. Bedloe has been spared and also that of the Kaiser, the latter out of respect to Mr. Schroeder no doubt. But the others have had the picture of the Sage of Princeton pasted over them. Col. Julius A. Truedell, a member of the Times staff, greatly admires the Democratic Presidential nominee, and has thus shown his admiration by putting his picture where one visiting the rooms cannot help but see it.

Five thousand dollars in gold will be distributed in a contest of the Washington Star among the persons or organizations securing the highest number of bona fide new subscriptions to the Evening and Sunday Star. Each subscription will represent a certain number of votes, and at the end of the contest the votes will be counted and the prizes awarded according to the decision of the judges. There are 354 prizes in all, and the contest is open to any person or organization. The contest was inaugurated on Oct. 1 and will close Dec. 15. First grand prize will be \$1,000.

DECLINES TO MUZZLE EDITOR.

Judge Holds Majority Stockholders Did Not Violate Charter.

Judge Whedbe, of the State Superior Court, in session at Durham, N. C., on Tuesday, declined to grant an injunction restraining the State Dispatch, a Burlington (N. C.) weekly paper, from supporting the Progressive Presidential ticket.

J. G. Waller, a stockholder in the Dispatch company, had petitioned the court to restrain the editor of the paper from carrying out the directions of the majority stockholders, who voted after the Chicago convention to switch the paper's allegiance from the Republican to the Progressive Party. Waller claimed he had been induced to put money into the paper with the understanding that it was to be Republican in policy.

Judge Whedbe held that the company's charter had not been violated, and consequently the Court had no power to interfere.

Clemenceau to Edit a Paris Daily.

It is reported that Georges Clemenceau, former Premier of France and veteran journalist, is about to become editor-in-chief of a new Paris newspaper. M. Clemenceau founded several periodicals in France: La Justice in 1888, Le Bloc in 1902, and L'Aurore in 1903. He is seventy-one years of age and is one of the most famous of living French statesmen and journalists.

It was rumored this week that Mr. Munsey was to erect a large building uptown in which all his publications, including the Press, were to be housed. The truth of the report was authoritatively denied yesterday.

IN FAVOR OF NEW LAW.

J. M. Thomson, Publisher of the New Orleans Item Believes That It Will Benefit All of the Newspapers of the Country Because It Provides for Honesty of Administration.

In commenting on the new newspaper law, James M. Thomson, publisher of the New Orleans Item, in a letter to E. H. Baker, president of the American Newspaper Publishers' Association, says:

"I have been over a good part of the material contained in the new law, and am inclined to believe the result of the enforcement of this law will be for the good of the country.

"The fact that daily newspapers are singled out to present sworn affidavits of circulation does not militate truthful statements of their circulation. Now, I am also in favor of the inclusion of weekly newspapers, and of magazines, in these statements of circulation made to the Government. The law that Congress has passed should be strengthened in this regard. Advertisers throughout the country should know exactly what quantity of circulation they are buying, and should know something about its distribution. This would leave only the quality circulation to be argued about.

"The people who have large interests in the publishing business will, as a rule, be in sympathy with this law. The New York World expresses itself as favoring the law, provided it were made a State law instead of a National law. That in itself seems to me to be a distinction without a difference. We are all citizens of the Republic. A great proportion of the advertising business is general or interstate business. We all benefit to a great extent by the Government control of mails and by the very low postal rates the Government makes for us.

"I do not believe that our association should use its resources to fight the new law. I would much rather see it use its resources in assisting Congress to pass a better law—one that would make everyone in the magazine class publication, and country weekly field come up to the mark.

"The more the public knows about newspapers the more it is going to advertise. The more honest the newspapers are with the public in every direction, the greater their value as properties, and the more certain their prosperity.

"While this is the view of the New Orleans Item on the new law, we desire to go on record as being willing to subordinate our own views to the will of the majority, and to heartily co-operate as far as funds are concerned, and in any fashion considered necessary by the officers and board of directors of the American Newspaper Publishers' Association.

"It is going on thirteen years since I first owned and conducted a paper, and in all that time I have been working for open circulation books all around. In that time I have found no difficulty by the application of energy in getting my fair share of the business in proportion to circulation and standing of my paper.

"I do not take this position solely because the new law happens to make it to my interest. The newspaper publishing interests in the country, particularly those represented in the American Newspaper Publishers' Association, are strong enough in my judgment, to take the position of favoring anything that provides for honesty in its administration of the newspaper."

The Shoeman, of Boston, of which Arthur L. Evans is general manager, which has been published as a monthly will hereafter be issued eight or ten times a year. The subscription price remains unchanged.

NEW ASSOCIATION ORGANIZES.

The National Newspapers Not Incorporated, Starts With Thirty-five Members.

Thirty-five of the sixty-six newspapers invited to join the Association of Daily Newspapers held a meeting at the Waldorf-Astoria Hotel, New York, on Friday, for the purpose of effecting a permanent organization.

Hopewell L. Rogers, business manager of the Chicago Daily News, and Augustus K. Oliver, manager of the Pittsburgh Chronicle-Telegraph, were chosen temporary chairman and secretary, respectively, at the morning session which was devoted to a discussion of the aims and purposes of the new association and the manner in which its work is to be carried on.

An outline of the plan of organization as proposed by the sponsors of the Association was printed exclusively in THE EDITOR AND PUBLISHER of Sept. 21.

Among those who addressed the publishers were W. C. Freeman, advertising manager of the Evening Mail, New York; J. W. Adams, general manager of the Daily Club; Frederick Colver, an old magazine man, of the New York Times, and Thomas E. Dockrell, advertising counsellor, of New York.

A budget of \$35,000 for the coming year was voted, part to be raised by annual dues of \$500 from each member and the balance by assessing each member such a proportion of the excess as the individual ten thousand line advertising rate bears to the combined advertising rate of all.

A board of nine trustees was unanimously chosen to which was referred the question of employment of a manager, location of officers, solicitation force and other vital matters affecting the organization. The Board of Trustees consists of the following: H. F. Gunnison, business manager of the Brooklyn Eagle; William Simpson, business manager of the Philadelphia Bulletin; George S. Oliver, publisher of the Pittsburgh Gazette-Times; J. St. George Bryan, publisher of the Richmond (Va.) Times-Dispatch; M. E. Foster, publisher of the Houston (Tex.) Chronicle; H. L. Rogers, business manager of the Chicago Daily News; W. H. Field, of the Chicago Tribune; W. S. Jones, of the Minneapolis Journal, and W. H. Cowles, of the Spokane (Wash.) Spokesman-Review.

The trustees organized by electing Mr. Rogers president, Mr. Gunnison vice-president, George S. Oliver secretary, and William Simpson treasurer.

The purpose of this new organization is to make known to advertisers the advantages to be derived by them in using the columns of the daily newspapers, and generally to improve the advertising business in which the subscribers to this plan are engaged.

The following newspapers were represented: Baltimore Sun, W. S. Bird; Brooklyn Eagle, H. F. Gunnison; Chicago News, H. L. Rogers; Chicago Record-Herald, J. B. Woodward; Chicago Tribune, W. H. Field; Cleveland Plain Dealer, G. M. Rogers; Houston Chronicle, M. E. Foster; Louisville Courier-Journal and Times, W. B. Phillips; Milwaukee Journal, L. E. Boyd; Milwaukee Sentinel, John Poppendieck, Jr.; Minneapolis Journal, W. S. Jones; Minneapolis Tribune, W. J. Murphy; Nashville Banner, G. M. Foster; New York Globe, Jason Rogers; Pittsburgh Chronicle-Telegraph, A. K. Oliver; Pittsburgh Dispatch, C. A. Rook; Pittsburgh Press, H. C. Milholland; Pittsburgh Gazette-Times, G. S. Oliver; Richmond Times-Dispatch, J. St. George Bryan; Washington Star, Fleming Newbold, and the following papers by proxy: New Orleans Item, New Orleans Times-Dispatch, Omaha Bee, Portland Oregonian, San Francisco Call, St. Paul Dispatch and Pioneer Press.

MASTER PRINTERS DISCUSS COSTS.

Present Methods of Doing Business Antiquated, According to Speakers at Big Congress—Few Employing Printers Able to Accurately Determine Costs—John M. Imrie, of Canada, and Robert Frothingham Addresses.

More than five hundred employing printers, representing over thirteen States, attended the second session of the Cost Congress of the Master Printers of the Middle Atlantic States, held in New York Tuesday and Wednesday of this week.

The sessions, which were held in Carnegie Lyceum, were devoted entirely to the discussion of cost problems and the urgent necessity for the introduction of up-to-date business methods in the print shop. It was conceded by those present that master printers as a whole are very lax in their methods of doing business and that comparatively few of them know the cost on their product. The practice of cutting prices in order to secure competitive business was deplored and there was expressed a need for a more friendly and fraternal spirit between employing printers.

Practically every member in attendance upon the Congress sat down at the banquet held at the Savoy Hotel on Tuesday evening. John Clyde Oswald, of the American Printer, acted as toastmaster. The speakers included: Hon. Charles F. Moore, Rev. Doctor Nancy McGee Waters, Hon. Alfred E. Ommen, and "Jack Armour."

Those who read papers or delivered addresses during the two days' session included: Charles Francis, New York; Henry W. Cozzens, sales department of the Mergenthaler Linotype Co., New York; C. Frank Crawford, New York; Robert Schalkenbach, New York; Edward L. Stone, Roanoke, Va.; Isaac H. Blanchard, New York; A. M. Glossbrenner, Indianapolis; Robert Frothingham, advertising manager, Everybody's Magazine, New York; and John Imrie, editor of the Printer and Publisher, Toronto, Canada, and secretary of the Canadian Press Association.

MR. FROTHINGHAM'S PAPER.

The subject of Mr. Frothingham's paper was "The Courage of the National Advertiser." He said in part:

I want to show that a weak heart, a limber nerve—call it what you will—is the real trouble with most manufacturers who say, "I can't advertise; the conditions of my business won't let me."

Yet we must all admit that there are certain real, material conditions which seem impassable. To buck against common sense is not courage but foolhardiness. But what is common sense to-day may be only timidity to-morrow. Conditions can be changed. The ditch may be too wide for your horse to jump, but to-morrow you may be riding a better horse.

A manufacturer may say reasonably: "The difficulties in the way of my advertising are so physical that it would be against common sense to try and jump them. Perhaps he is right, perhaps he is wrong. Let us look at them. First, there is lack of money, or credit for advertising. If you haven't the money to pay a salesman you don't hire him, you go out on the road yourself till you are able. If you haven't backing at the bank to pay for advertising space you've got to go without until you get it."

BUSINESS AND THE HOME.

But frequently, even here, the question of money for advertising is relative. If a manufacturer has money to spend for home luxury, if he lets his family run a costly race for social appearances, then he has money which he might use, instead, for extending his business. He has to choose which. It's a question of how strong his heart is for business growth.

Again, if his goods are of poor quality, that is a pretty hard ditch for advertising to jump. If he makes nothing he is proud of; if his product wouldn't bring a repeat order on merit after it has been tried; if it is barely good enough for his jobber to push off on an undiscriminating trade, than his refusal to advertise is sheer common sense. As his business is run, it may be better for him to hang on the coat-tails of his jobber.

Net, even there, we all know manufacturers of comparatively inferior goods who had a superior faith in popular sentiment. They staked big money in advertising; they plunged; by their audacity they made their goods go, and established their trade-mark in public favor.

So, even with that obstacle, advertising may be only a question of how much red blood a man has.

COURAGE MAKES A WINNER.

Many a time have I marveled at the keen judgment and intuitive farsightedness which some otherwise ordinary business men have developed as advertisers. I never yet saw a suc-

cessful advertiser who wasn't a fairly good judge of human nature. "He's got more nerve than I have," you'll hear his competitor say. Of course he has, because he isn't afraid to take a chance on old human nature, risk something, experiment a bit. It takes faith, it takes courage, and eight times out of ten it makes a winner.

Fear about advertising is usually as vague as the fear some men have about learning to handle a sailboat, or the fear that others have about riding a horse. Sailboats have capsized

NEW INCORPORATIONS.

NEW YORK, N. Y.—John Martin's House, Inc., of Manhattan, to print magazines, newspapers; \$100,000. Incorporators: Mary E. Shepard, Carl B. Byoir and Morgan Shepard.

SPRINGFIELD, Ill.—Walter A. Townsend & Co., \$25,000; general newspaper and publishing business. Incorporators: Walter A. Townsend, August Striffler and others.

OAKLAND, Md.—Garrett Publishing Co., \$5,000 capital; publish a newspaper. Incorporators: G. S. Hamill, Jr., F. L. Warnick and John Shartzler.

LAKEWORTH, Fla.—The Herald Publishing Co. Capital, \$10,000. J. B.

DINNER TO JOHN C. COOK.

Evening Mail Staff Entertains the Business Manager at Haan's.

The staff of the New York Evening Mail gave a dinner at Haan's Restaurant Wednesday evening in honor of John C. Cook, who this week completed his tenth year as business manager of that newspaper, as an expression of their appreciation of his work and of their regard for him as an associate and a man.

It was a newspaper family affair—one of those events that makes the members of the staff feel happy under their vests that they are associated with such a fine body of men on such a wholesome newspaper.

Every department in the Mail office was represented and only two of the staff were absent—one in Detroit on business for the paper and the other detained at home by sickness.

Henry L. Stoddard, the president and editor of the Mail, who presided at the guests' table, gave the members of the staff a hearty welcome. William C. Freeman, the advertising manager, who is affectionately called "Pop" by all his intimate friends, and by some who have not achieved that distinction, was the toastmaster. Everybody agreed that as the ruler of the feast he was a XXX success.

The special invited guests who were present to share in the joys of the occasion included:

James Creelman, president Civil Service Commission; John Adams Thayer, William R. Hotchkin, Warren B. Moore, William B. Sutherland, Max Goldberg, Kenneth W. Hardon and Frank Leroy Blanchard.

The speeches, which were entirely informal, were of the kind that made the Mail men feel proud of Mr. Stoddard and Mr. Cook, their chiefs, and glad that they were attached to the paper. Those who spoke included Messrs. Thayer, Hotchkin, Moore, Bissell, Chamberlain and a number of others.

The kindly things said about Mr. Cook must have warmed the cockles of his heart. It was not fulsome praise to which he listened, not extravagant expressions of appreciation, but rather words breathing with sincerity and affection.

Just before the party broke up a handsome gold watch and chain and a diamond studded locket suitably engraved, were presented to Mr. Cook by the staff.

Those present at the dinner included, in addition to those already mentioned, John Anderson, Wm. Schneider, Thos. F. Daly, R. L. Goldberg, W. W. Mills, V. R. Olmstead, Robert Bridgman, A. W. Ryan, Daniel Nicoll, W. J. Dunn, Paul Block, T. E. Niles, Wm. Ronayne, Frank J. Hock, J. E. Chamberlain, W. F. Sanborn, J. J. Lutge, Frank Buckhout, Henry Moderv, Henry Fromm, Grover Danby, A. Bissell and J. J. Karpf.

Chicago Inter-Ocean Sale Denied.

The Chicago World asserted last week that the Inter-Ocean had been sold to the Tribune and Daily News following heavy losses brought about by the current fight with organized labor. The publishers of all three of the papers, supposedly involved in the transaction, made vigorous denial.

One Year Old and Successful.

The Nashville (Tenn.) Democrat is an enterprising daily that has recently celebrated its first year in the field. It has a circulation of 28,000, backed by an A. A. A. certificate to that effect, and its promoters offer ample proof of the progressive character of their paper. Its editorial department maintains a high standard, both in quality and quantity of news.

Now is the time for all live men to subscribe to THE EDITOR AND PUBLISHER.



JOHN C. COOK, BUSINESS MANAGER OF THE NEW YORK EVENING MAIL.

and horses have thrown their riders, and advertisers have lost money. But in each case it is common experience that skill comes by practice, and fear vanishes with familiarity. Many a timid soul has become a confident sailor; many a trembler has become daring in the saddle, and many a manufacturer full of fears at the start has become a mighty advertiser. Don't you suppose that all the great, successful advertisers had, at the start, a struggle with their fears?

When that young mechanic, E. R. Johnson, fourteen years ago, got hold of the Victor talking machine invention and had \$3,000 to put into it—can you not imagine the iron courage it took for him to put only \$1,500 of it into a plant and the other \$1,500 into magazine advertising? For he was not going to advertise a staple thing or a familiar thing, which the world needed, but an unheard of thing which nobody wanted.

PUBLIC SENTIMENT VS. FLOOR SPACE.

Or what of Charles W. Post, at about the same time, with his newly concocted Postum? He had no distribution at all. He had the com-

(Continued on page 21.)

McGinley, president; F. E. Harrison, secretary and treasurer.

WEST ALLIS, Wis.—The Press Co. Capital, \$10,000. Incorporators: Gustave A. Hueber, A. F. Sells and W. C. Koontz.

COMANCHE, Tex.—The Publishing Co. Capital stock, \$15,000. Incorporators: D. H. Cunningham, S. P. Smith and others.

Issues Handsome Booster Edition.

In connection with its regular issue of Sept. 13, the Byron (Col.) Times issued a Booster edition in the form of a special magazine supplement containing 136 pages. The magazine is handsomely illustrated and is replete with articles of special interest.

CHICAGO NEWS TOPICS.

Advertising Golfers Decide Annual Championship—Fred H. Ralston Succeeds George Hannesbach as Western Advertising Manager of the Butterick Publications.

(Special Correspondence.)

CHICAGO, Oct. 3.—Walter B. Getty, the newly-appointed manager of the Association of American Advertisers, with headquarters in New York, was for many years a resident of Chicago. He was formerly secretary to the postmaster of Chicago, and for seven years head of the second class matter bureau in the Chicago postoffice. Previously he had been secretary to the late James W. Scott when publisher of the Chicago Herald, and occupied the same position with H. H. Kohlsaat at the Times-Herald. Later for eight or nine years he was special agent of the postoffice department attached to the third assistant postmaster general's staff, with headquarters in Washington.

Fred H. Ralston, who has been promoted from general sales manager to general western advertising manager of the Butterick Publishing Co., and George Hannesbach, who has been promoted from western advertising manager to general advertising manager and a director of Collier's publication, and their wives, were guests at a dinner of the Red Roosters of Chicago, an organization of advertising men, at the Hotel La Salle last week Friday night.

E. P. Cockrell, the veteran southpaw of the Windsor Golf Club, won the annual championship of the Western Advertising Golfers' Association at the Westward Ho Golf Club a few days ago. In the final match he defeated E. F. Clymer, 1 up, after defeating R. G. Maxwell, 1 up, in the semi-finals. Clymer eliminated H. B. Fairchild in the semi-final round, 2 up. Cockrell was champion in 1910, and last year G. T. Hedges won. President Harry T. Evans won the first flight consolation.

The Chicago Press Writers' Club aims to further the literary standing and commercial possibilities of the professionals it protects. At each meeting manuscripts are read anonymously, then receive criticism, and suggestions are made concerning a probable and suitable market. Mrs. Frank Rubinkam, although not a member, is a frequent visitor. The president, H. L. Lindquist, is the head of a publishing house and editor and owner of the Collector's Journal, a magazine treating principally of natural history and archaeology, Frank C. Reighter of the McClure syndicate is one of the critics.

J. B. McKinnon, western representative of Town Topics, was the victim of a mysterious assault the other night, being attacked by two men while on his way home. One of them knocked him down with a blow from a blackjack.

Mr. and Mrs. Shaffet and their son and daughter-in-law were among the Americans present at the opening of the Opera Comique in Paris on Sept. 11.

At the annual meeting of the German-American Press Association of Illinois, in the Hotel Kaiserhof, Saturday and Sunday, the following officers were elected: President, Carl Zwanzig, Ot-

tawa; Vice-President, H. Kaul, Oak Park; Secretary, H. Goldberger, Peoria; Treasurer, Jac. Schmidt, Pekin; Executive Board, F. Hedinger, Rockford; F. Schrader, Elgin; K. Gehre, Lincoln; C. F. Pletsch, Chicago; William F. Pryant, Danville.

They have not yet become convinced of the necessity for or the wisdom or ethics in publicly asking for new business.

"Now advertising in the newspaper is merely increasing the circulation of the sign in front of the door. It is the



EDGAR A. GUEST,
PRESIDENT OF THE AMERICAN PRESS HUMORISTS.

HOW PRESS AIDS THE BANKER.

Fred W. Ellsworth Advises Co-operation With the Newspapers.

Fred W. Ellsworth, of the Guaranty Trust Co., New York, made the principal address before the State Secretaries' Section at the annual convention of the American Bankers' Association, held at Detroit, Mich., recently.

"Two of the greatest factors in the development of our modern civilization," said Mr. Ellsworth, "are the bank and the newspaper. Each fills a definite want and neither can be dispensed with. It is to the everlasting credit of the banks and the press that, with some noteworthy exceptions, their operation has been uniformly characterized by a broad conception of their duty to the general public.

"There are still some banks that do not believe in newspaper advertising.

act of placing the bank's announcement before a multitude who otherwise would never see it, and then calling attention to it by explaining in simple, direct English just what the bank stands for and in what way it can serve the readers.

"There is probably no business institution, public or private, in which the people are more interested than they are in the bank. If I were to advise the bankers in this connection I would say, get acquainted with the men in your town who make the newspapers. I know from personal conversation with many newspaper men that they are only too glad to receive the co-operation of the bankers in the dissemination of real news matter.

"Please understand that I do not mean by this that the newspaper will welcome write-ups or fake news items just merely to advertise the bank, but they do want information that is reliable and has real news value and will gladly give it space in their columns.

THE BLACK BEAST AT BAY.

Mr. Bffel Corners Him with a Formidable Array of Press Humorists.

157 East Palmer avenue,
Detroit, Sept. 28.

Editor of THE EDITOR AND PUBLISHER:

Let me arise to protest against that old black beast of newspaper land, Space Conditions. It was standing at your gate when my story about the American Press Humorists' convention arrived, and it frightened off the last four paragraphs that made up my caravan of words.

I wouldn't have cared so much if you had left out only the part about the many who entertained the humorists, and about the funny men who couldn't attend and sent bales of chewing gum and comical books for the nephews and nieces instead—but I do kick, with copper-trimmed boots, against your cutting out my list of the OTHERS who were on hand for all the banquets and dinners and luncheons and motor-rides and special trains and other nicknacks with which the pockets of "Eddie" Guest bulged. . . . I always thought that was what an editor liked best to use in his columns—the List of Others who were present—somewhere.

I'd hate to have my name go down to posterity under the shadow of having once omitted a List of Others from a convention story. Won't you publish it now? I'll feel a lot more comfortable in my tomb if you do.

Truly,
JOHN NICHOLAS BEFFEL.

THE MISSING PARAGRAPH.

And others who were present at the humorists' convention—though they deserve more significant mention than just as "others"—were: E. W. Miller, long with the Chicago Evening Post; W. H. Johnson, of the Rockford (Ill.) Register-Gazette, who does Swedish verse veined with Northland strength; R. H. McPhee, whose column in the Springfield (Mass.) Union keeps Springfield from forgetting the richness of life; Col. W. J. Lampton, of New York, inventor and patentee of the Yawp; Edwin A. Oliver, of the Yonkers (N. Y.) Statesman, credited with fathering the conversational joke; James Sullivan, of the Boston Globe, now vice-president of the humorists; R. L. Pemberton, Congressman and staff-member of the St. Mary's (W. Va.) Oracle; A. Walter Utting, of the New York Tribune, who does touching verses about little boys and girls because he loves them; Dixon L. Merritt, of the Nashville Banner, who discovered that artificial ice was being sold in Cincinnati for the real thing; William H. Miller, of the Ottawa (Ill.) Free Trader, who gets down at 8 a. m. and makes out his assignments, and then goes out and fills them; John V. Higinbotham, contributor to the Chicago Tribune; Roy K. Moulton, syndicate comics; W. H. Maxwell, of the Peoria Transcript-Herald, who can write breakfast-food limericks without mentioning sawdust; M. H. James, of the Johnstown (Pa.) Democrat, who did not write the story of Noah and the Johnstown flood; Bert Thomas, cartoonist for the Detroit News, and originator of a new style collar for aldermen who have been tempted, and Robert C. McElravey, West Liberty, Ia., writer of river-risibilities and songs of the cowlands.

Popular With St. Paul Readers.

The St. Paul Dispatch and the Pioneer Press recently began a house-to-house canvass of St. Paul in order to determine the home delivered carrier circulation of all the newspapers in the city. The results from 904 blocks already canvassed are presented in tabulated form in a booklet just issued. The number of families visited was 15,020 and the number of subscribers to the Dispatch and Pioneer Press daily and Sunday was found to be 11,894. The portion canvassed represents about thirty-five per cent. of the residential part of the city.

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 230,000 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 Circulation of
THE BOSTON AMERICAN

IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND.

The Evening Wisconsin Milwaukee's Favorite Home Newspaper

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

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

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

THE MILWAUKEE EVENING WISCONSIN

JOHN W. CAMPSIE, Business Manager

NEW YORK OFFICE: 5024 Metropolitan Bldg.
CHAS. H. EDDY, Representative.
Telephone, Gramercy 4211.

CHICAGO OFFICE: People's Gas Bldg.
EDDY & VIRTUE, Representatives.
Telephone, Central 2486.

As Usual New York American Leads

ALL OTHER NEW YORK MORNING AND SUNDAY NEWSPAPERS IN ADVERTISING GAIN

In September the New York Morning and Sunday American gained 137,601 lines in total advertising over the corresponding month of last year—which is considerably more than the gain made by any other New York Morning and Sunday newspaper.

Again the NEW YORK AMERICAN LEADS ALL OTHER NEW YORK MORNING AND SUNDAY NEWSPAPERS IN DRY GOODS ADVERTISING

During the month of September, 1912, the NEW YORK AMERICAN published 331,549 lines of Dry Goods advertising—a greater volume than that published by any New York Morning and Sunday newspaper during the same period. This represents a gain of 96,680 lines of Dry Goods advertising for the NEW YORK AMERICAN over the same period last year—a greater gain than that made by any other New York Morning and Sunday newspaper.

—AND HERE IS THE RECORD FOR THE FIRST NINE MONTHS OF 1912.

In Total Advertising:—

AMERICAN	GAINED	689,504 LINES
World	Gained	266,971 Lines
Herald	Lost	256,254 Lines

In Dry Goods Advertising:—

AMERICAN	GAINED	351,328 LINES
World	Gained	256,876 Lines
Herald	Gained	144,732 Lines

From Figures Compiled by N. Y. Evening Post.

CONCLUSION:—The NEW YORK AMERICAN has been steadily forging ahead of all other New York Morning and Sunday newspapers in advertising gain month by month during the first nine months of this year. Mark you!—not a spasmodic gain now and then, but a steady, consistent gain. There is only one reason for this condition, and that is—advertisers find the “Quantity-Quality” circulation of the NEW YORK AMERICAN brings BEST RESULTS.

Advertising That Pays Grows

Advertising That Grows Pays

New York American

PRESS ASSOCIATIONS.

The first monthly stag of the Chicago Press Club will take place this evening. The guests of honor include Robert Edison, Frank Tinney and William Norris. An unusually fine vaudeville program has been arranged for the entertainment of the members.

Democratic newspaper editors of Michigan held a meeting last week in Grand Rapids at which it was decided to form a new press organization to be called the Democratic Press Association of Michigan. These officers were elected: President, William P. Nisbett, of the Michigan Bulletin, Big Rapids; vice-president, John J. Firestone, of the Allegan News; secretary-treasurer, John S. Evans, of the Coldwater Sun and Star. A committee composed of H. M. Royal, of Shelby; A. H. Weber, of Cheboygan, and C. M. Hitchcock, of St. Ignace, was appointed to prepare the by-laws. It is expected thirty editors will affiliate with the association.

Governor Woodrow Wilson, of New Jersey, will be the principal speaker at the political meeting of the Missouri Democratic Press Association, which is to be held in St. Louis, Oct. 9. More than 300 editors are expected to attend. A banquet will be held in the evening.

Initial steps in the organization of a permanent Press Club, on broad lines, were taken at a post-midnight gathering of twenty newspaper men in Sacramento, Cal., last week. Club rooms tendered by Kirk Harris, a former San Francisco newspaper man, will be established in the Golden Eagle Hotel. The following officers were elected: Fred C. Goodcell, Sacramento Bee, president; Kenneth C. Adams, Sacramento Union, vice-president; Gilbert H. Parker, Sacramento Union, secretary; Thomas P. Brown, San Francisco Examiner, treasurer. The club starts off well.

W. W. Naughton, one of the best known sporting writers of the Pacific Coast, was re-elected last week for a third consecutive term as president of the Press Club of San Francisco. He was returned to office for the coming year by a substantial majority over his opponent, W. J. Ahern, who was a candidate on an independent ticket. Peter B. Kyne, who has made an enviable name for himself as a short story writer, was elected to the vice-presidency of the organization. H. G. Greenhill was elected to succeed himself as secretary of the club, and Thomas F. Boyle was returned to the office of treasurer without opposition. Louis J. Stellman also succeeded himself as librarian.

The Western Iowa Editorial Association met at Shenandoah on Sept. 21. The employers' liability law was discussed and the new postal law came in for a great deal of criticism. It was the general opinion of the editors present that it amounted to a censorship of the press. The feature of the meeting was the banquet in the evening, tendered the visiting editors by the Commercial Club. Besides the editors and their wives some 300 Shenandoah people attended.

Newspapers Owned by City.

Dresden appears to be the only town where the principle of municipal ownership extends to newspapers. On his death some years ago the proprietor of the leading Dresden newspaper bequeathed all his property to the town where he had built up his fortune, and the municipality has since run the paper on strictly business lines. The profits, in accordance with the terms of Dr. Gunt's will, are devoted to beautifying and extending the open spaces of the town.

Do advertisers appreciate a 100% fine circulation?

Indeed they do!

Some publishers still cling to the belief that advertisers are fools—that they will spend their dollars for pleasant conversation.

THE NEW YORK GLOBE'S record proves that advertisers are hungry for **HARD FACTS**.

THE NEW YORK GLOBE went on record in the summer of 1911 as standing for **PROVEN CASH CIRCULATION**—only copies **SOLD** to count as circulation. For the year ended June 30, 1911, THE GLOBE proved by Association of American Advertisers' examination a daily average cash circulation of 103,333. In the same period THE GLOBE carried 3,889,023 lines of advertising.

For the year ended August 31, 1912, THE GLOBE showed a daily average cash sale of 128,574, and an advertising total of 4,724,180 lines for the same period.

The increase of over 800,000 lines in business proves that advertisers appreciate the stand taken by THE GLOBE when it decided to deal only in **KNOWN** quantities.

THE FIGURES:

	Daily Average net paid circulation.	Number of lines of advertising carried.
Year ended June 30, 1911.....	103,333	3,889,023
" " July 31, 1911.....	105,047	3,924,505
" " Aug. 31, 1911.....	105,749	3,950,346
" " Sept. 30, 1911.....	108,553	3,967,040
" " Oct. 31, 1911.....	111,718	4,014,511
" " Nov. 30, 1911.....	113,607	4,097,882
" " Dec. 31, 1911.....	115,998	4,190,283
" " Jan. 31, 1912.....	117,062	4,289,908
" " Feb. 28, 1912.....	118,484	4,370,819
" " Mar. 31, 1912.....	119,920	4,433,516
" " Apr. 30, 1912.....	122,978	4,512,763
" " May 31, 1912.....	124,980	4,592,918
" " June 30, 1912.....	126,535	4,657,568
" " July 31, 1912.....	127,879	4,700,109
" " Aug. 31, 1912.....	128,574	4,724,180

And this was a wholesome increase!

THE GLOBE'S figures are for **A FULL YEAR** each time. Its increased circulation was won simply by printing a better newspaper each day than any of its contemporaries in the New York high-class evening field. It **DID NOT** rely upon gift or premium schemes; It **DID NOT** give up its summer editions to "baseball extras." It printed **ALL** the news on news merits, and its subscribers read **THE GLOBE ALL THE WAY THROUGH**. This is why **THE GLOBE** is a result producer.

THE GLOBE HAS and PROVES the largest **QUANTITY** of the best **QUALITY** evening circulation, year by year, in New York. It will continue to do this, and to gain in influence and business prestige.

LIVE AD CLUB NEWS.

The first of the fall and winter meetings of the inner study of the Portland (Ore.) Ad Club took place on Sept. 17. Papers were read by A. B. Cleveland, on "The Relationship of Salesmanship to Advertising," and by Lewis M. Head, on "Sensing the Public." Frank McCrillie acted as moderator. At the round table discussion following the formal papers, C. C. Craig was the ad critic. About 50 members were present.

Committees of the Baltimore Advertising Club began last week their canvass of that city for funds for the convention to be held there next June. The Baltimore hosts are aiming to raise \$50,000 to make it the greatest convention ever held by advertising men. Already from every part of the world have come reports that the suggestion sent out that this be made an international congress of "ad men" has met with hearty response. Because of the broad scope of the convention the Baltimore hosts are determined that the entertainment shall be on a scale worthy of a great international congress.

At the meeting of the Cleveland (O.) Advertising Club, last week, fraudulent advertising was discussed from the standpoint of the newspaper publisher, the manufacturer and the retailer. The speakers were W. D. Dodge, of the Cleveland Press; Clyde E. Horton, advertising manager of the Sherwin-Williams Co., and A. A. Dorn, of the Dorn Shoe Co. Mayor Baker has consented to accompany the 100 representatives of the club to the convention at Rochester, October 12.

Members of the Rochester (N. Y.) Ad Club, at their weekly luncheon protested against some of the advertising signs displayed on the roofs of Main street buildings. It was the opinion of the speakers that the club favor a proposition to have all business men refuse to engage space on any sign which served to make "Main street hideous." C. R. Lyddon, Harry Coburn Goodwin and S. H. Hord were appointed a committee to study the city ordinance covering the signs, and learn what other cities have done in like matters.

At a meeting of the industrial managers of the Cleveland (O.) Advertising Club last Friday the relation of the present day changes of conditions to industry was discussed from the standpoint of the employer by Edward Hobdey, secretary of the Employers' Association. It was the first of a series of four meetings at which this question will be discussed. The second meeting will be addressed by Peter Witt, who will talk from the standpoint of the employe. At the third meeting Mayor Baker will discuss the question from the standpoint of the State. At the fourth and final meeting F. F. Prentiss will give a summary of the three meetings.

S. M. Goldberg, of Kansas City, treasurer of the Southwest division of the Associated Ad Clubs of America, addressed a meeting of the Joplin (Mo.) Ad Club last week on the subject of judicious advertising. He narrated some of the experiences of certain business men of Kansas City in obtaining satisfactory results from advertisements.

The weekly luncheon of the Birmingham (Ala.) Ad Club was an unusually enjoyable and instructive affair, the ad men undertaking to convince professional men that it pays to advertise, even the professions. The two "professional" speakers were Dr. Cabot Lull and Sam Sterne, an attorney. These gentlemen explained that the professions did not advertise for various reasons. After hearing them, representatives of the Ad Club explained to them still other reasons why they should advertise. No verdict was rendered.

DOCKRELL, AN ADVERTISING GENIUS.

Pen Picture of the Irish Orator, Writer and Publicity Expert, Who Is to Contribute a Notable Series of Special Articles on Advertising Topics to The Editor and Publisher—His Career in Many Lands—A Man Prolific in Ideas and a Master of Salesmanship.

Thomas E. Dockrell, the tall, thin, light-haired Irishman who travels around the country addressing chambers of commerce, boards of trade, advertising clubs and business firms and corporations on the problems of salesmanship and advertising, and who is about as hard to catch as an antelope in the Rocky Mountains, has been corralled by THE EDITOR AND PUBLISHER and persuaded to give its readers the results of his experience and observation.

He will contribute to these columns the most notable series of articles on advertising problems that has been written during the present decade. They will deal with the live questions of the hour—not those of yesterday or last year—and will throb with human interest.

The author will answer, in his first article, the question "Where are we at in advertising?" He will analyze the present situation and point out its tendencies and dangers. The following week his subject will be "How the Method of Agency Remuneration Has Misled Agents and Advertisers." Then will follow an article showing how the retail merchant, by building up a demand for trade-marked articles, is preparing the noose that one day may be used by manufacturers to strangle him.

PRaised BY AN EDITOR.

They will be written with the same ability that produced "The Law of Mental Domination," which the editor of Advertising and Selling declares "is the masterpiece of the soundest thinker in the advertising world." His keen analysis, his ability to get at the bottom of things and reveal hidden causes; his genial humor, his power of invective, will all be brought to bear in the preparation of these articles.

No business man, no student of or expert in advertising, no one who desires to broaden his view of the commercial field should fail to read these articles.

Mr. Dockrell is one of the most interesting figures in the advertising field to-day. As a speaker he possesses magnetism, the gift of argumentative oratory, and the power to interest and hold the attention of men of affairs. When he rises to his feet and faces his audience he at first appears awkward. He is round-shouldered, he doesn't know what to do with his hands, and his long legs seem to be having trouble to support his body. But as soon as he begins to speak he straightens up; his face, which, even in repose, has a smile lurking around the corners of his broad mouth, light up; his hands become interpreters of thought, and even his legs become eloquent.

HE HOLDS HIS AUDIENCE.

Dockrell's voice is round, full and pleasing. It has resonance and strength. Indeed, you wonder, as you hear him speak, how such an almost frail-looking body can produce such a volume of tone as pours through his lips. No one thinks of slipping out into the corridor for a smoke while he is talking. It isn't until he has finished and taken his seat that you realize that your cigar has gone out, or that you have been holding onto the edge of your chair as though you were afraid someone was trying to take it away from you.

Dockrell doesn't waste much time in trimming the shrubbery or in rolling down the turf, preparatory to presenting the ideas that his brain has evolved for your consideration or instruction. He smashes right through the underbrush and gets the game with both barrels before anyone knows he is ready to fire. But that's his way, and lots of people like him on that account.

He is not a long-winded speaker. He doesn't talk for an hour and a half be-

fore presenting the first idea. In fact few men I have heard are so rich in ideas that have the snap to them as Dockrell. He gets a new angle on things, puts old truths into new form, and then hurls a stone at some of the

rights and hygienic and eugenic topics of popular interest.

Young Thomas Dockrell was educated at Corrig School, Kingston, and at Trinity College, Dublin. At the latter institution he established quite a reputation for his wit and his oratory. Later he took the diplomatic course in modern languages at Aerzen, Germany.

When he had finished his studies, Dockrell could not bear to think of settling down to business in his home country. He wanted to see the world on his own hook. He spent two years in South Africa, where he hunted big game, served on the mounted police force, and worked as a salesman. Tiring of South



THOMAS E. DOCKRELL,

EXPERT IN SALES AND ADVERTISING PROBLEMS.

pet theories and business beliefs that have been cherished so long that they have accumulated a rich growth of whiskers.

No one feels ennuied when Dockrell speaks. Indeed, the average man is kept so busy following the telling points of his argument that he has no time to think about anything else.

Thus far I have written of Dockrell as a speaker. Let us now try to get an idea of the man himself—his education, his career and his ambition:

Mr. Dockrell was born in Dublin, Ireland, the son of Sir Maurice Dockrell, J.P., who is head of one of the largest building and contracting firms in that country. His mother, a woman of superior intellectual attainments, was one of the first women in Ireland to become a member of an urban district council, which corresponds to an American board of aldermen. She is a popular speaker on the saner view of women's

Africa, young Dockrell went to Ceylon and then to Australia. He spent five years in the Far East, studying the lives and customs of the people. Sometimes he was a salesman, then a trader, and finally a publisher.

England beckoned to him, and a few weeks later he was established in London as a salesman and an advertising man. It was while here that the possibilities of the advertising field were impressed upon his mind. He studied the subject as a man would study French or German. He read everything he could lay his hands on that related to the subject, and was surprised to find how few books had been written upon it. He saw that there was a close relationship existing between salesmanship and advertising—so close, in fact, that one could not be safely divorced from the other. They were the two foundation stones upon which the structure of business stood.

Nine years ago Dockrell landed in New York. He believed that America offered a better field for his talents than any other country. Business men here were more enterprising, more energetic and more speculative. Dockrell determined to devote his attention to advertising in all its branches. He had no trouble in getting and keeping a job. His novel ideas on the subject of advertising found him attentive listeners everywhere.

At one time he handled the advertising of twenty retail stores. He became advertising manager of a department store, and later was engaged in the same capacity for one of the largest patent medicines in the country. He wrote the copy, made contracts for the advertising and supervised the campaign in which 5,000 newspapers and 26,000 street cars were employed. He struck a new note in advertising by introducing field analysis as a necessary preparation to the conduct of a national campaign.

HE ATTRACTS ATTENTION.

Naturally, the work of a man like Dockrell attracted attention among general advertisers. He was sought in consultation on publicity and sales campaigns. He gave good advice and made suggestions that helped to clear the cobwebs from many a business sky. That is how he became what he is—an advertising counselor or business engineer, whose work lies specifically in planning advertising and selling campaigns, formulating sales policies and producing sales stimulus.

One of the most interesting controversies in the advertising field during the last two years was one that arose between Mr. Dockrell and Robert Frothingham, advertising manager of Everybody's Magazine on the subject of newspaper and magazine advertising. Dockrell wrote an article on "The Newspaper, the Greatest Sales Force," in which he maintained the supremacy of that advertising medium over all others. Frothingham wrote a reply, in which he proceeded to punch holes in Mr. Dockrell's article while lambasting the writer.

He said he had not one word to say against the newspaper as a sales force, but when Dockrell stated that it was the only medium worth using "until all its possibilities have been exhausted," he was uttering a fallacy.

DOCKRELL VS. FROTHINGHAM.

Mr. Dockrell's rejoinder to Mr. Frothingham's billet doux figuratively ripped it up the back, tore it in pieces and threw them out of the window. He analyzed his arguments, dissected them and showed what he believed to be their specious character. As a piece of invective it was admirable, as a logical presentation of the cause of newspapers it was unanswerable and has remained so to this day. Some advertising men said it was the best thing they had ever read; others that it placed the "magazines on the defensive," while newspaper men generally believed that the magazines were badly hurt and "on the run."

Since then Dockrell has learned a good deal about sales problems, advertising and merchandizing, as he is an indefatigable worker and a close student. His forthcoming articles, which will appear every week in THE EDITOR AND PUBLISHER until the first of the year, will inspire and stimulate—and assist you to think straight.

Dockrell's father, in describing his son's career, once said:

"He has been through everything from pitch-and-toss to manslaughter, from Hell to Bedlam, and has seen as much as three men of seventy."

Dockrell himself says:

"I am sometimes comforted with the reflection that while 'a rolling stone gathers no moss,' it certainly does get polish; that the man who 'sows wild oats' has to go a long way, and see a lot to gather them, and that even in 'reaping the whirlwind' there is a lot of fun in the muscular effort of doing it."

FRANK LEROY BLANCHARD.



[By courtesy of Central Press Association.]

DISAPPOINTED AT HOME, JONES' APPETITE MAKES GOOD AT THE LUNCH COUNTER.

SOLVING A MURDER MYSTERY.

Experience of a Reporter Who Scored a Beat on Police and Rivals.

Getting a scoop and printing it and then worrying about it for weeks was the rather strange experience of G. A. Mosshart, of the Washington Times and Omaha World-Herald, when he was reporting for the Lincoln Star, about five years ago. The getting of this story caused Mr. Mosshart many uncomfortable moments and was a bit of detective work of which Sherlock Holmes or our own metropolitan police might have been proud.

Mr. Mosshart's scoop was what he thought was the clearing up of a great murder mystery. It seems that the story to which he was assigned was that of the murder of a woman which had been committed in the suburbs of Lincoln. Ten days had elapsed since the crime was committed, and no one had been arrested, not even as a suspect. As the murder had been a particularly brutal one the community was much incensed over the dilatory and incompetent conduct of the county officers.

The Star's city editor became impatient over the situation and assigned to Mr. Mosshart the task of unraveling the mystery. After spending several days at the scene of the crime and interviewing every one who could throw any light on the case, the latter came to the conclusion that it was matricide. After working upon the case a short while he suspected the woman's son and looked about for evidence to confirm his suspicions. All the boy's time could be accounted for except an hour and a half about the time the murder was committed. This, with a number of other things, was sufficient circumstantial evidence, as he thought, to accuse the boy of the murder of his mother.

Thoroughly enthused with the story he had obtained, Mr. Mosshart wrote it, firmly believing that he had named the murderer. After he had seen the accusation in cold type he wondered if he had made a mistake. All of the dreadful responsibility and horror of accusing a man of killing his mother came to him with overwhelming abhorrence.

Several days passed after the story was published, and neither the son, his father nor any of the relatives ap-

peared at the office threatening to shoot on sight the man who wrote the story. This fact did not in the least lessen the anxiety of Mr. Mosshart.

Several weeks later he was still on the anxious seat, not knowing what situation might develop any moment, when suddenly the mystery was cleared up in an unexpected manner. The youth who had been suspected and accused in the story had evidently grown morose and repentant of his crime, for the information was 'phoned to the office that the boy had committed suicide, leaving a note confessing that he was the murderer of his mother.

Even to this day Mr. Mosshart says that he has a cold shiver when he thinks of the torture he experienced between the time of the appearance of his story and the announcement of the suicide of the matricide.

Long Island Herald Still Lives.

The Long Island Herald at Fairground is to have a new plant to replace the old one recently destroyed by fire, and a new location. Presses and materials have been purchased and will be put in the offices of the paper in the Gallienne Building, New York avenue. The paper was issued this week from a New York press. Editor Durney has assured his friends that the business is all right and they have responded to his appeal, whereat all Fairground rejoices.

Thieves Beat Crippled Newsboy.

George Murphy, a crippled newsboy who sells papers at Wall and William streets, was attacked by three thugs on his way home last week, knocked unconscious and robbed of six dollars, his entire income. Murphy's cries after he had come to, attracted several policemen, who made a thorough search of the neighborhood and succeeded in capturing the assailants.

An Original and Clever Artist.

Charles A. Voight, whose comics are now appearing in three and seven column form in a number of metropolitan papers, shows a marked originality and cleverness in handling everyday events. His cartoons of domestic life are particularly effective in bringing into comic relief the daily experiences of Mr. Ordinary Mortal.

OBITUARY NOTES.

JOHN MURRAY, general press representative for Klaw & Erlanger, died Monday morning in Roosevelt Hospital from injuries received last Saturday night in front of the Hotel Astor, when he was struck and knocked down by an automobile. Mr. Murray had been with Klaw & Erlanger for five years and was previously manager and press agent for Lillian Russell. He had been on the staff of the Sun, the World, the Press and the American in New York, and for a time was city editor of the Chicago American. He was forty-three years old.

FRANK W. THORP, for fifteen years turf editor of the New York Evening World and well-known for years in sporting circles, died on Sunday at his home, Mountain Lakes, N. J. About two years ago he retired from newspaper work and started a paper of his own, dealing in racing news, at the same time making his home in New Jersey. He was forty-five years old.

MAJOR CLIFFORD THOMSON, editor of the Spectator, an insurance paper, died last Saturday in his home in East Orange, N. J., aged seventy-nine. He served in the Civil War in the Lincoln Cavalry, which became the First New York Cavalry. After the war he was night editor of the New York Times and later city editor of the Evening Mail. Major Thomson became editor of the Spectator in 1877.

ARTHUR LUMLEY, once well known as a painter and illustrator, died Sept. 27 in the Mary Fisher Home at Mount Vernon, N. Y. He was seventy-five years old and was born in Ireland. He was the first artist sent to the Army of the Potomac by Leslie's and was one of the original members and promoters of the Society of American Painters in Water Colors. He had also exhibited his work in the Royal Academy and at one time both wrote and made illustrations for the London Illustrated News, the London Graphic and Le Monde Illustré.

FERDINAND WESEL, a manufacturer of printers' supplies, Brooklyn, N. Y., died Sept. 20 at Hoechst, near Frankfurt-on-Main, Germany, where he had been traveling for his health. He was sixty-five years old.

BENJAMIN F. DENNIS, for years connected with newspapers in this city and for the past eight years with the advertising department of Hearst's Magazine, died on Monday at his home, 485 Fourth street, Brooklyn. He was thirty-one years of age.

CALVIN J. MILLS, who died last week at Sidney, N. Y., was a pioneer figure in the early days of Buffalo. Born in Guilford, N. Y., eighty-eight years ago, he moved to Buffalo when he was fourteen years old and began the study of law, but gave it up to enter the newspaper field. He served in the Mexican War and later became one of the proprietors of the Buffalo Courier. In

1857 he came to New York and entered the service of the New York Herald, where he remained twenty years until his retirement.

COL. JOHN JAMES PATTERSON, United States Senator from South Carolina from 1873 to 1879, died of pneumonia at his home in Mifflintown, Pa., last week. Col. Patterson was born at Waterloo, Juniata County, Pa., in 1830, and educated at Jefferson College. For ten years he edited the Harrisburg Telegraph, and then became interested in banking and railroading.

JOSEPH MIES, aged forty-one, owner of a German weekly paper, Der Lundsman, at Green Bay, Wis., dropped dead while on his way home last Friday night, of heart failure. Mr. Mies began working with the newspaper when a boy, twenty-six years ago, as a printer's devil. He eventually became owner.

WILLIAM H. NETHERWOOD, who for eight years was foreman of the press-room of the New York Times, died suddenly of heart disease Saturday at his home in Whitehouse Station, N. J. He was born in Westerly, R. I., forty-eight years ago.

JOHN WRIGHT SIFTON, a prominent figure in the life of Western Canada, died Sept. 19 in Winnipeg. He was born in 1832 and spent many years in the Government service. Since 1902 he had been vice-president and later president of the Manitoba Free Press Co. at Winnipeg.

Heads Paper Trade Association.

At the annual meeting of the Baltimore and Southern Paper Trade Association, which is composed of the wholesale paper dealers of Washington, Baltimore, Hagerstown, Richmond, Norfolk, Atlanta, New Orleans and Texas, R. P. Andrews, of Washington, D. C., was re-elected president for the fourth consecutive term. Mr. Andrews also is serving his fourth term as treasurer of the National Paper Trade Association, which embraces all of the wholesale paper dealers in the United States.

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

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

WONDERFUL ACHIEVEMENT

The Detroit News

In the past two years shows the greatest circulation gains among twelve of the very biggest newspapers published in the United States. Nine boast of gains up to 29,680. The circulation of the Detroit News is 159,703—an increase of 27,330, and the Sunday News-Tribune exceeds 100,000 copies "Sold" which is over 25,000 in excess of its only competitor.

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

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

When an advertiser looks to Los Angeles and San Diego to place his advertising the first two papers which he thinks of are the LOS ANGELES RECORD and SAN DIEGO SUN; the two leaders in their respective fields.

THE MILWAUKEE EVENING WISCONSIN

MILWAUKEE'S FAVORITE HOME NEWSPAPER

IF a newspaper is a HOME or family paper, it is the most profitable to the advertiser, because the way to a buyer's purse is through the home.

It doesn't matter what you have to sell, if your advertisement reaches the HOME, you reach the individual.

BUYING-POWER circulation, not **BULK** circulation, is the kind that counts for the advertiser. The progressive advertising man is not misled by the quantity bugbear. It is quality circulation he is after, because he knows it is the only kind that is worth while. He knows the quantity class is largely waste, so far as any advertising value is concerned. The folks about the family home circle — the delivered subscriptions that are paid for by the year — this is the class of readers that form the real bulwark of a newspaper's circulation. It is this kind of readers that has been the secret of

the pulling power of the Milwaukee Evening Wisconsin for many years.

The Evening Wisconsin is specially edited to make it a home newspaper. Its various departments are prepared with this idea in view.

It is for these reasons that the advertiser receives sure and satisfactory returns. It is because the readers believe in the honesty of the paper itself. They know all objectionable advertising can find no place in its columns at any price. Many of the leading national advertising accounts appear exclusively in The Evening Wisconsin, because fewer chances are taken as to results;

and quick and satisfactory responses come from our readers to this advertising.

For the first six months of 1912 the daily average circulation of this paper has been 46,104, and these readers represent the very cream of the buying power of Milwaukee and vicinity.

**RESULTS,
NOT
TALK,
COUNT.**

THE EVENING WISCONSIN CO.

MILWAUKEE, WIS.

JOHN W. CAMPSIE, Business Manager

NEW YORK OFFICE:

5024 Metropolitan Building
Charles H. Eddy, Representative
Telephone Gramercy 4211

CHICAGO OFFICE:

Peoples Gas Building
Eddy & Virtue, Representatives
Telephone Central 3486

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. Foreign, \$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: Boyce Bldg., GEORGE B. HISCHE, Manager.

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

New York, Saturday, October 5, 1912.

A NEW EPOCH IN JOURNALISM.

The opening of the Pulitzer School of Journalism at Columbia University marks the beginning of a new and important epoch in the history of modern journalism.

Until now there has been no institution of commanding importance devoted exclusively to the teaching of journalism. Courses of study have been successfully conducted in some twenty colleges and universities but all have been handicapped by the need of funds to secure the services of an adequate staff of teachers or to provide a sufficiently commodious building to properly house a separate school.

Men who are qualified by experience and position to teach journalism must be paid larger salaries than the average college professor receives, not only because they are fewer in number, but because they are already holding responsible and highly remunerative positions. The average college in which a course of journalism has been established cannot afford to employ more than one or two such instructors, although each one hopes, one of these days, to be able to do so.

It was Joseph Pulitzer's generous gift of a million dollars to Columbia University, one of the greatest of American educational institutions, that made possible the founding of a college that will, it is believed, adequately represent the highest ideals of journalism from an educational viewpoint. That Mr. Pulitzer was not unmindful of the large amount of money that would be required to establish and conduct the school is shown by his act in bequeathing a second million, which is to be available at the end of three years if, in the opinion of the board of advisors, the progress made warrants the continuation of the school.

It is surely a source of great satisfaction to all newspaper men who take pride in the calling in which they are engaged to know that at last journalism is to become, through the founding of the Pulitzer School, in fact, as it long has been in theory, the fourth great profession.

There will be found those, of course, belonging to what may be termed the old-time class of newspaper men, who will contend that journalism cannot be taught anywhere except in a newspaper office, and who will seize upon every opportunity to belittle the work being done at Columbia, but their number will diminish as the years go by until none is left.

The foundation principles of journalism can be taught as effectually as those of law, of medicine or of theology. The Pulitzer School will not produce real journalists any more than a law school will produce real lawyers. It is not until its graduates have gone forth into the field and have been tested out by actual experience that their right to the title of journalists will be demonstrated.

Of one thing, however, we are certain and that is that any young man possessing the initial and necessary qualifications for the making of a suc-

cessful newspaper man, who for four years devotes his energies to the acquisition of the kind of knowledge that experience shows a journalist should have, will be infinitely better fitted for the position to which he aspires than anyone who goes aimlessly through an academic course and then attempts to learn the business in a newspaper office.

EDITORIAL COMMENT.

The Saturday Evening Post, of Philadelphia, has for years carried at the head of its editorial columns the statement, "Founded by Benjamin Franklin in 1728." This statement is not true. Franklin bought the paper that year from his business rival Keimer. At that time it was called the Universal Instructor and Pennsylvania Gazette. Franklin dropped the first three words of the title and conducted it under that name until 1765, when he retired. The name of the weekly was changed to the Saturday Evening Post in 1820, or thereabouts, by Samuel C. Atkinson and Charles Alexander, who were then its publishers.

Although many newspaper publishers strenuously object to the new Federal law compelling them to furnish the Government certain information concerning their business, they are filling in the blanks like the good citizens they are, leaving the questions at issue for the courts to decide in due season. There's no use in hanging back and filling the air with expletives about a thing you cannot help.

The cost congresses that are being held in different sections of the country are doing the printing business a lot of good. Master printers who have been in business for years without making more than a bare living, although they have worked early and late and handled a large volume of orders, are now discovering what the trouble has been and how to remedy it. It is not overstating the subject to say that many a printer is now in a position to buy a few luxuries where formerly he had to scratch gravel to make both ends meet, as the result of these cost congresses.

Reports from a number of the more populous States are to the effect that newspaper circulations are showing unusual gains. While this expansion may be due in a measure to the interest in National politics it does not account for it all. Good crops, more money in people's pockets, longer evenings and more time for reading, are among the largest factors.

That was a graceful and deserved tribute which the members of the Evening Mail staff paid to John C. Cook, the business manager, on the tenth anniversary of his connection with the paper, when they made him their guest at dinner. The many friends of both Mr. Cook and the Mail, who have watched the development of the paper under his business management cannot but feel much gratified with the progress made by both during the past decade. Mr. Cook has shown himself to be a man of unusual resources and one who deserves to be ranked among the best in the newspaper field. Under the able and efficient editorial direction of Mr. Stoddard the Mail has gone steadily and fearlessly onward and upward along the course that makes for prestige and success. The Mail is now entitled to be regarded as one of the leaders in the afternoon field.

NOTES ON NEW BOOKS.

Ours is an age of picture plays. Everybody goes to see them and through their agency the amusement world is larger and less expensive to-day than ever before. The spectators are not much concerned with their technique, although to the authors, the censors and the producers technique is of great importance. "How to Write a Photoplay" is worth reading by newspaper men and others who may try their hands on scenarios, as the plots of these dramatic productions are called. The author of

this latest book is Herbert Case Hoagland, of Pathe Freres, who writes with authority based on intimate knowledge in a field which, although no longer virgin, is yet by no means overcrowded. William Lord Wright has written a book entitled "The Art of Scenario Writing" and certain of the film companies, including Pathe Freres and the Lubin Manufacturing Co., have issued brief monographs on the subject, but the Hoagland book takes perhaps a broader survey of the theme than any of the others. It will be found exceedingly helpful to anyone who wishes to try the writing of a photoplay, which is the only excuse the book has for publication. It is cloth bound and is issued by the Hannis Jordan Co., of New York.

Wilbur Finley Fauley, a New York newspaper man, is the author of "Seeing Europe on Sixty Dollars," which will be issued this month by Desmond FitzGerald, Inc., New York. Mr. Fauley managed to spend six months abroad, working his way as he proceeded on his pilgrimage, on a capital of sixty dollars. He tells how you can actually see Europe on this amount and still live like a gentleman.

A SIGH FOR THE GOOD OLD DAYS.

By Hal. P. Denton.

The news from Washington, D. C., that now is being sent

Befogs my brain until my brow with weariness is bent.

This slush about the tariff that is "framed up for the rich"

Is as bad upon one's system as bubonic plague or itch.

Oh, give to me the papers that in years ago I read (And just to think the writers of the old regime are dead).

Whenever anything went wrong concerning 'fairs of state,

No one for a single minute ever thought to arbitrate. There was never any question as to what was right to do,

For that was left to "Veritas" and "Old Subscriber," too.

And if these doughty diplomats were at a loss to know,

There was comfort in the thought that soon "Pro Bono Publico"

Would hurl huge chunks of wisdom with his patriotic pen,

And then we knew the country that we loved was safe again.

Too busy? Ah, no never; were these mentors of the press,

In the days when this fair land of ours was sorely in distress.

We live now in an age of greed; 'tis easy to forget The glorious work accomplished by these writers bold, and yet

There is one thing a gracious, loving public ought to do—

Rear a monument to "Veritas" and "Old Subscriber," too.

There were others in that galaxy who set the world aflame,

Whose writings never failed to tell just where to place the blame.

"Constant Reader," how prolific, all he wanted was a hint

To dip his pen in vitriol and flash right into print. And dear old "More Anon," who seldom failed to throw a thrill

When he grasped between his digits his sharp and trenchant quill.

Yes, give us back the "old days" Frank Stanton sings about,

The days when these and others could get up and rail and shout.

In memory we see them now, passing in review, And we bow our heads to "Veritas" and "Old Subscriber," too. —Chicago Press Club Bulletin.

PERSONALS.

Col. Henry Watterson, who was ill in New York for several days last week, has sufficiently recovered to return to his home in Louisville.

Frank B. Noyes of Washington, president of the Associated Press, is on a brief visit to the city.

John C. Shaffer, owner of the Chicago Evening Post and papers in Louisville, Indianapolis, Terre Haute, and Muncie, has returned with his family from an extended European trip.

Martin H. Glynn, president and editor of the Albany Times-Union, was this week nominated for lieutenant-governor on the Democratic State ticket.

Opie Read is the most popular golf player at Jackson Park, Chicago, in the eyes of the caddies. When he sits down to rest they gather around him like bees to listen to the stories of adventure, which he delights to tell them.

J. A. MacDonald, editor of the Toronto Globe, one of Canada's greatest orators, will speak at the 23d Street Y. M. C. A. Sunday afternoon, Oct. 13. Hamilton Holt, of the New York Independent, will deliver an address on "Commercialism and Journalism," Oct. 27, at the same place.

I. L. Stone, president of the Duplex Printing Press Co., of Battle Creek, was in town on business this week.

Stuart Stevens Scott, who for eight years was with the Baltimore American and the Baltimore Star, has been placed in charge of the publicity department of the Greater Baltimore Committee, and his stories are now appearing in a number of trade publications.

Hunt McCaleb, of the Fort Worth (Tex.) Record, while in Chicago last week was a visitor at the Press Club. Mr. Caleb has worked on papers in New Orleans, Galveston and other southern cities.

Hugh A. O'Donnell, business manager of the Philadelphia Press, who has been laid up for several weeks as the result of a serious operation, has returned to his desk.

Hugh Arthur, formerly managing editor of the Pittsburgh (Pa.) Post, has been elected secretary of the Pennsylvania Association for the Blind and assumed his new duties this week.

E. D. Cowles, managing editor of the Bay City (Mich.) Tribune, is seriously ill as a result of a stroke of paralysis.

H. M. Pindell, publisher of the Peoria (Ill.) Journal, has been appointed chairman of the national Democratic press committee, with headquarters at Chicago.

John F. Coad, city editor of the Olean (N. Y.) Herald, is on the sick list. Merle Estrom is doing local work during his illness.

Lafe Young, Sr., publisher of the Des Moines (Ia.) Capital, took the members of the Associated Newspapers who attended the meeting at Des Moines last week to Iowa State College at Ames, where they heard addresses by the new president, Dr. Harold Pierson; Hope-well L. Rogers, business manager of the Chicago Daily News, and Jason Rogers, publisher of the New York Globe.

C. H. Rembold, business manager of the Cincinnati Times-Star, was in New York this week.

A. L. Fish, business manager of the Oregon Evening Journal at Portland, is making a brief visit to New York.

IN NEW YORK TOWN.

Melville E. Stone, general manager of the Associated Press, returned to town on the *La France* Friday, after a month's stay abroad.

Will Thompson, publisher of the Battle Creek (Mich.) Journal, was in New York this week.

Grantland Rice, the Evening Mail baseball expert, will detail the World series, play by play, for the United Press, by direct wire from the grounds.

Charles Sarver, city editor of the Evening Mail, has joined the staff of the New York Press.

Frederick Knowles, for several years assistant to the managing editor of the Mail, and in charge of the make-up, will succeed Charles Sarver as city editor of the paper.

The Mail has been fortunate in having as city editors William Wirt Mills, candidate for Congress from the Wall Street-Statens Island district; Robert Emmett MacAlarney, associate director of the School of Journalism, and Charlie Sarver, all of whom have been called up higher.

Charles (Jeff) Tesrau, the Giant's pitcher, will report the World's series for the New York Herald.

E. C. Stephan, of the Cleveland Press, is a new member of the United Press office in town.

J. V. Ranck, the Evening Mail's popular and efficient art department head, has been in literary charge of the Saturday supplement this week, during the absence on vacation of Editor Platt.

B. Macdonald Hastings, an English journalist and author of "The New Sin," a play just produced in Chicago, is at the Wolcott. He is writing his impressions of U. S. A. for the London Graphic.

Charles Appolo Somerville, the Park Row raconteur, has a new silurian plaid suit, three octaves shriller than the Burmese Norfolk-jacket affair he has been affecting. Also hat to match. Charles is now wearing his shackles of toil under the gilded dome.

C. S. Brandebury will have charge of the World's Series staff of the Associated Press.

John F. Tremain, and E. R. Anker, of Albany, and Allan P. Ames, and C. S. Brandebury of New York city, have been covering the State convention for the Associated Press.

WASHINGTON PERSONALS.

Norborne Robinson, chief of the Boston Globe Bureau, is now in Boston. In the absence of the members of the staff Kendrick Scofield is running the bureau.

Charles Cole, formerly of the Washington Herald and now with the Philadelphia Ledger, paid a visit to his friends here a few days ago.

Larry Covington, of Philadelphia, is on the copy desk of the Washington Times.

Rudolph Kauffmann, news editor of the Star, has been elected vice-president of the Washington Baseball Club.

Hal H. Smith, of the New York Times bureau, and Mrs. Smith are away on vacation. They will visit New York about the time of the Naval review.

James D. Preston, superintendent of the Senate Press Gallery, has returned to the city after a short stay in Baltimore.

Mrs. W. B. Maloney, who was Miss Marie Mattingly, formerly with the Washington Post, has been visiting her mother in this city.

Leroy Vernon, of the Chicago News, is in Chicago.

H. H. Stansbury, of the New York American, came on from New York especially to report the hearings of the Clapp Campaign Committee.

John Callan O'Laughlin, chief of the Chicago Tribune bureau, has returned to the city after accompanying Colonel Roosevelt on his month's speaking tour.

Joseph A. Breckons, of the Denver Republican, is in Wyoming.

Jackson Tinker, of the New York Press, is working at the home office for a few weeks.

George E. Miller, of the Detroit News, has left on an extended tour of New York and New England to report political conditions.

Wells F. Harvey, of the Grand Rapids Press, is in New York observing the political situation for his paper.

W. J. Showalter, of the Frederick J. Haskin Syndicate, has returned from a vacation in Virginia.

Stewart Godwin, a brother of Earl Godwin, of the Washington Star, has joined the reportorial staff of that paper.

Fred S. Bullene, chief of the Kansas City Star bureau, is traveling in Missouri and Kansas for his paper. He spent his vacation fishing in Maine.

WEDDING BELLS.

The marriage of Louis Garthe, of the Baltimore American, and president of the famous Gridiron Club of Washington, and Miss Emma Frances Berry took place in Germantown, Pa., on Wednesday. John S. Shriver, of the Baltimore Star, was best man.

Graham Nichols, of the Washington Times, and Mrs. Annis Benjamin, who before her first marriage was a Miss Rice, were married at the Capitol last week.

Charles T. Davis, a former member of the editorial staff of the Arkansas Gazette at Little Rock, and Miss Terresa Richmond were married at Washington, D. C., last week.

The marriage of Miss Katherine E. Arbogast and Lawrence F. Sessinger, of the Lewiston (Pa.) Daily Sentinel, took place at Harrisburg, on September 22.

Virgil A. Johnstown, of the Fulton (Mo.) Daily Sun, and Mary E. Jamison, were married in that city last week.

Miss Stella Carusi, of Washington, is to be married to William N. Taft, of the National News Service, on October 16.

William A. Scully, formerly editor of the Colorado Springs Gazette, and Miss A. G. Hall were married at Los Angeles, on September 22.

LEGAL NOTICE.

The Annual Meeting of the Stockholders of the Dahl Manufacturing Company will be held at the Company's factory, 518 East 133d Street, in the Borough of the Bronx, New York City, on the 7th day of October, 1912, at 8:00 p. m., for the Election of Directors and Inspectors of Election for the ensuing year.
CARL M. NICHOLSON, Secretary.

FOR SALE

FOR SALE—THREE NO. 2
Linotype machines equipped with German and English matrices. GERMAN DAILY GAZETTE PUBLISHING CO., Philadelphia, Pa.

GROWING DAILY

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

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.

WANTED—

By an experienced newspaper man, position as circulation, advertising or business manager, who has ability, knows the newspaper business, and is a consistent, hard worker. Address "G. F. C.," care THE EDITOR AND PUBLISHER.

ALL AROUND NEW YORK CITY

Man wants a place in editorial capacity on evening paper in small city; ten years' experience in desk, re-write, general, department, sporting work, special features; age 28; strictly temperate; I seek permanent place, fair living, possible advancement. Address "ON THE JOB," care THE EDITOR AND PUBLISHER.

A YOUNG MAN

who has studied journalism and advertising, seeks a position with a progressive advertising agency or trade journal. Best of references. Address KIRSCHNER, 60 Willett Street, New York.

AN ASSISTANT EDITOR

now on trade publication seeks change. Possesses technical education in mechanical and electrical fields. A fluent writer. Versed in magazine editing and allied work—Advertising, Circulation, Correspondence, Reporting, etc. Best references. Three years' experience with two publications. Address "PUSH," care THE EDITOR AND PUBLISHER.

STEREOTYPE FOREMAN,

for a number of years in charge of the stereotype foundry of a Cleveland newspaper, now at liberty, because of a recent consolidation, desires to connect with some representative daily, afternoon preferred. Very best of references. Address "P. A. C.," care THE EDITOR AND PUBLISHER.

ADVERTISING SOLICITOR.

If you, as publisher or business manager, are looking for a high class advertising solicitor of character, ability and experience, who can furnish ample proof to this effect, write "E.," care THE EDITOR AND PUBLISHER.

BUSINESS OPPORTUNITIES

PRINTING PLANT WANTED.

I want to buy a small, well-selected plant—dead or alive, Address "BOX 117," Morsemere, N. J.

BUSINESS OPPORTUNITY.

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

NOW IS A GOOD TIME

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

MISCELLANEOUS

Chicago—New York—Philadelphia, for 20 years the coal 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., New York.

Prosperity Signifies Efficiency

Believing that one of the surest evidences of efficient service is found in the record of a steady and healthful growth, THE CHICAGO TRIBUNE desires to present to its friends and patrons a few statistics with the hope that their deep significance may be readily recognized. THE TRIBUNE believes that the record thus submitted will satisfactorily confirm, not only THE TRIBUNE'S complete supremacy in its field, but also the fact, already well known to THE TRIBUNE'S management, that this supremacy is steadily increasing in magnitude.

Circulation

The circulation of THE TRIBUNE in Chicago is greater than the combined circulation of all the other morning papers in the same territory. This is a new record of which THE TRIBUNE is particularly proud. Privilege of circulation examination has been given to the Association of American Advertisers, the last certificate of this Association being dated December 26, 1911. THE TRIBUNE'S circulation supremacy is maintained without so much as a two-cent

indicates a few of the sources from which THE TRIBUNE draws its commanding lead over the other Chicago morning papers:

Kind of Advertising.	Percentage of Tribune's Lead Over Next Morning Paper for September.
*Want Ads	146%
*Clothing	118%
*Furniture	68%
*Resorts	84%
*Optical Goods	241%
Automobiles	99%
Publishers	48%
Financial	42%
Railroads	10%
Tobacco	25%
Musical Instruments	30%
Department Stores	11%

*In these classifications THE TRIBUNE'S volume exceeds that of all the other morning papers combined.

THE CHICAGO TRIBUNE'S commanding lead over all other papers is maintained under a strict censorship of all advertising copy, similar to that of the best monthly magazines. THE TRIBUNE does not print objectionable medical, fake financial, loan shark or any other kind of improper advertising, of which some of the other Chicago papers often print as much as 100 columns a month.

supremacy is maintained without so much as a two-cent
 as 100 columns a month.
 by a glance at the following table which shows the per-
 centage of THE TRIBUNE'S lead in advertising
 over the second morning paper for each of the first 9
 months of this year. Note the increasing gap between
 THE TRIBUNE and the second morning paper:

Advertising

Taking the latest full month as a fair example, THE CHICAGO TRIBUNE'S supremacy in advertising is fully as impressive as in circulation. The total volume of paid advertising in all Chicago papers for the month of September and the gains and losses over last year, follow:

	Sept., 1912	Gain Over Sept., 1911	Loss Over Sept., 1911
TRIBUNE	3673.12 cols.	596.10 cols.	
Second Morning Paper	1886.64 cols.		.34 cols.
Third Morning Paper	1860.80 cols.	4.13 cols.	
Fourth Morning Paper	783.31 cols.		132.67 cols.
First Evening Paper	2438.62 cols.		154.07 cols.
Second Evening Paper	1066.08 cols.	81.34 cols.	
Third Evening Paper	873.61 cols.		91.16 cols.
Fourth Evening Paper	705.54 cols.		2.60 cols.

These statistics are from the Washington Press, an independent audit company, whose service is subscribed to by all Chicago papers

THE TRIBUNE'S record in the following important classifications of advertising for the same month

Percentage of CHICAGO TRIBUNE'S Lead in Advertising Over * Second Morning Paper

(From the Official Figures of the Washington Press)

January	42%
February	49%
March	56%
April	66%
May	59%
June	67%
July	68%
August	89%
September	97%

*For August and September this paper has dropped to third place.

THE CHICAGO TRIBUNE takes this opportunity to thank its readers and its advertisers for their patronage and to express the hope and belief that its service to both will be even more satisfactory in the future than it has been in the past.

The Chicago Tribune.

The World's Greatest Newspaper
 (Trade Mark Registered)

Eastern Office, 1207 Croisic Bldg., 220 Fifth Ave., New York City

CHARGE LIVING RATES.**That's the Only Way the Small Town Publisher Can Succeed.**

Walter I. Robinson, of the Philadelphia Record, believes that the reasons why so many publishers of small newspapers have such a hard time making a living is that they do not charge enough for advertising space and do not cooperate. In an article printed in the American Press he says:

"Until the majority of the publisher-editors secure rates for their advertising that will assure them a reasonable profit above the cost of setting the ads. they cannot hope to improve their deplorable position. Every inch of advertising in papers of 500 or more circulation is worth at least 10 cents per inch, and every publisher can get that rate if he and his fellow publishers will ask for it and run nothing for less. If their circulation exceeds 500 copies their rates should be proportionately more. It is impossible for them to secure a decent living for themselves and conduct their papers to the best interests of their communities for a less rate.

"But the big question is, 'How can such a rate be secured?' There is only one answer—by the co-operation of the publishers. It is next to impossible for a man to stand alone if his fellow publishers are satisfied to scratch along at the bottom of the old ditch, with no ambition or hope of digging out to freedom. If they will not co-operate they will never get out, but will remain in the horrible bondage where they have placed themselves. I make this statement after wasting almost four years of my life as an editor-publisher in a community where there is no co-operation among the publishers, and I am positive that it is true.

"Working without the co-operation of my fellow publishers for that period, I was able to secure more advertising (at about double the rates) than my predecessor had carried. I also carried more advertising than any paper in the county. But without the co-operation of the other publishers I found it impossible to secure a profit from my paper that would give me a decent living and a little to spare, and therefore I decided it was time to make certain of my future, so I quit the country publishing world.

"I have returned to the fold of the big daily field, which I deserted to become an editor-publisher. But I remain the firm friend of those I have left, with their many troubles, and sincerely trust this article may arouse some of them to their duty to themselves.

"Be sure you charge a living rate, and give every patron that rate. Never deviate from it under any circumstances and as quickly as possible get away from all 'trade' deals. By publishers co-operating to this end they can succeed in securing payment for the service they render and thus keep themselves, their families and their self-respect."

Cardinal a Morning Daily.

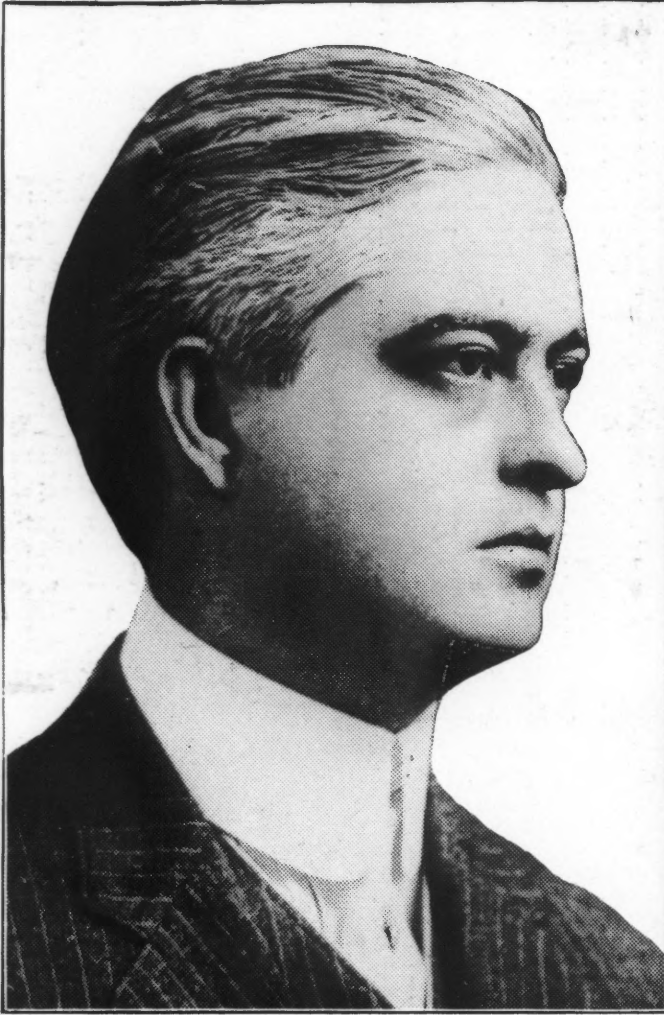
The Daily Cardinal, published by the students of the University of Wisconsin, has been changed from an afternoon to a morning paper. The Cardinal is now in its twenty-third year.

Ad League Prepares for Fall Session.

The first meeting and dinner of the Advertising Men's League of New York for the fall and winter season will be held at the Aldine Club next Tuesday evening. The occasion will also inaugurate the first of the league's new idea programs. At this meeting

Penman Moves to New York.

The American Penman, which has heretofore been published at Cedar Rapids, Iowa, by the A. N. Palmer Co., has moved to 30 Irving Place, New York City. The editorial staff consists of A. N. Palmer, editor; Philip R. Dillon, formerly of THE EDITOR AND PUBLISH-



CLARENCE B. HANSON,
THE NEW GENERAL MANAGER OF THE MOBILE ITEM.

and each subsequent one the merchandising problems of a specific line of trade will be discussed by men who know. The dry goods business will be the first taken up, after which the selling problems of the hardware, grocery and drug business will be in turn analyzed.

To Advertise for Policemen.

The mayor of Philadelphia has decided to advertise in the daily press for policemen in the belief that many of the available men in the country towns can be reached only by this medium.

ER, manager, and S. E. Bartow, associate editor. The magazine, which is now in its twenty-ninth year, is devoted, as its name indicates, to penmanship and business education.

B. & O. Advertises Ad Convention.

An illustrated folder, containing much matter of historic interest concerning Baltimore and vicinity, has just been issued by the Baltimore & Ohio Railroad in connection with the ninth annual convention of the Associated Advertising Clubs of America which will be held in Baltimore next June.

HANSON, OF THE MOBILE ITEM.**He Comes of Newspaper Stock and Has Made His Mark in Progressive Southern Journalism.**

Few men understand the Southern newspaper field better than Clarence B. Hanson who, on Aug. 1, became the general manager of the Mobile (Ala.) Item. Born and raised in the South, and having been engaged all his business life in building up the advertising patronage of some of the best newspapers of that section, he has acquired an extensive knowledge of the entire field.

Mr. Hanson's father was Mayor Henry C. Hanson, for many years owner of the Macon (Ga.) Telegraph and the Columbus (Ga.) Enquirer-Sun. He is a brother of Victor H. Hanson, who is associated with Frank P. Glass in the publication of the Birmingham News and the Montgomery Advertiser, and is also a brother of Albert Hanson, foreign advertising manager of the Birmingham News, Mobile Item, Montgomery Advertiser and Knoxville Journal and Tribune.

The Hanson family has been long identified with the publication of high-class newspapers in this and other States and is well known throughout the South.

Clarence B. Hanson began his newspaper career as a boy on the Macon Telegraph, where he remained for several years. He was later with newspapers in New York, Houston, Tex.; Montgomery, Ala., and old Mexico; and for the last six years was general advertising manager of the Augusta (Ga.) Chronicle, handling the entire local and foreign business. Mr. Hanson has served on all three sides of the advertising business—manager on newspapers, general agent in Chicago, and special agent in New York. He was widely known in this field before going to Augusta, but made a new reputation in that city with the Chronicle, which he built up to be one of the leading newspaper properties in Georgia.

The Mobile Item is one of the best papers in the Gulf tier of States. It has an excellent reputation as a representative Southern journal and has great influence in its section. Under the management of Mr. Hanson it will undoubtedly make rapid gains in circulation and in the volume of advertising carried.

IN THE CIRCULATION WORLD.

"Jake" L. Boeshans, for two and a half years secretary and treasurer of the Edward T. Miller Co., Columbus, O., has resigned to take charge of the circulation department of the Augusta (Ga.) Chronicle, the oldest paper in the South. Before going to Columbus, Mr. Boeshans was circulation manager of the Chronicle for two years.

W. C. Hunter, for the past four years circulation manager of the Galesburg Evening Mail, has resigned to become circulation manager of the Moline (Ill.) Evening Mail.

The Pensacola (Fla.) News will publish a Sunday edition beginning Oct. 6.

THE NEWS

BUFFALO, N. Y.

Circulation for Aug., 1912
99,211

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

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

THE SOUTHWEST'S ONE BEST BUY IS THE OMAHA Daily NEWS

which has more circulation in proportion to the population of its city and state than any newspaper in the United States.

THE GREATEST PAPER IN NEBRASKA.
It gained 8,928 daily average circulation and 35,714 lines in July, 1912, over 1911.

BUMPER CROP BIG CIRCULATION LOW RATE

Foreign Advertising Department,
C. D. BERTOLET, Manager,
Kansas City, Boyce Bldg., New York,
G. O. DAVIS, Chicago, J. F. ANTISDEL.

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

**Favorite With Women**

The standards of cleanliness and news interest established by The Pittsburgh Sun appeal to women. A majority read it exclusively.

THE PITTSBURGH SUN

EMIL M. SCHOLZ, General Manager
CONE, LORENZEN & WOODMAN,
Foreign Representatives,
NEW YORK. CHICAGO.

LETTERS NOT FORGERIES.

Charge Made by Collier's Concerning Archbold Correspondence Is Refuted.

An article entitled "Mr. Hearst's Forgeries," by Arthur H. Gleason, in Collier's Weekly of this week, charges that five of the "Standard Oil Letters," which were published in Hearst's Magazine, are forgeries. One of these five letters was reproduced in the August number of Hearst's Magazine. John S. Archbold was alleged to have written this letter to accompany a \$25,000 certificate of deposit sent to Senator Boies Penrose of Pennsylvania.

The article in Collier's Weekly says that all five letters, from which the facsimiles in Hearst's Magazine were reproduced, were written on the same typewriter. All five documents, according to Mr. Gleason, were written on an L. C. Smith & Bros. Elite machine. No such machine existed until 1905 and the particular type appearing in the Archbold correspondence was not made until 1907. These facts were borne out by a statement from W. L. Smith, president of the L. C. Smith & Bros. Typewriter Co., reprinted in Mr. Gleason's article, which said that the letters were printed on a machine manufactured by his firm.

The article in Collier's further asserts that Mr. Archbold's name was forged to the so-called "Boies Penrose" letter and to the letter which he was alleged to have been written to Mark Hanna.

Sewell Haggard, editor of Hearst's Magazine, when the statements in Collier's Weekly were brought to his attention, said:

"The matter is simple enough. When we came to reproduce for publication the photographs we have of the original letters we found that they did not show up with sufficient clearness. Accordingly I had typewritten copies made of the bodies of the letters. There is nothing unusual about it. It is customary in making fac-similes to treat documents this way in order to make them readable in print.

"One point I want to make clear is that Mr. Hearst did not know that the photographs of the Standard Oil letters had been rewritten on a typewriter before the engravings were made. That is simply one of the details of getting out the magazine, and Mr. Hearst had nothing to do with the details. I am the only one responsible for that.

"Much is made by Collier's of the fact that the signatures of John D. Archbold are identical. You must remember that these letters are from Archbold's copies of his correspondence. I have only seen the photographs, but from them I gather that Archbold had had copies of his letters rubber stamped with his signature before he filed them."

Mr. Haggard said that so far as he knew Mr. Hearst possessed only photographs of the letters he had published and not the original letters.

MARSE HENRY NO DUELIST.

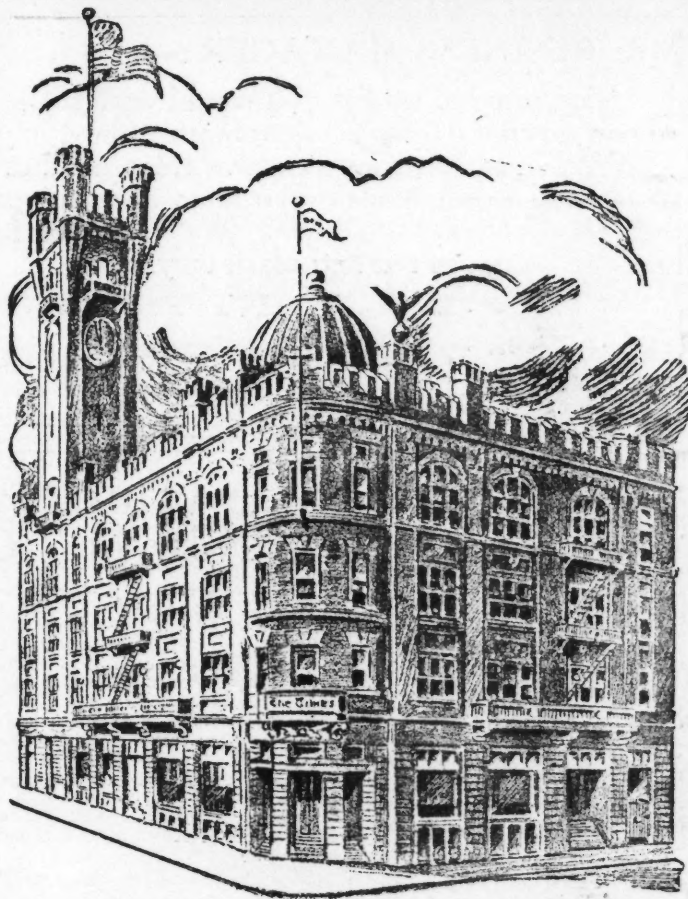
Story That He Had Challenged Chaloner Denied in Louisville.

According to a dispatch from Richmond, Va., printed in the New York Sun Thursday morning, Col. Henry Watterson was sending an emissary to that city to challenge John Armstrong Chaloner to fight a duel.

It appears that Col. Watterson printed an editorial about Chaloner that aroused the latter's wrath, and he at once sent a letter saying uncomplimentary things about the editor of the Courier-Journal.

Later a dispatch from Louisville declared there is no truth whatever in the report.

The Pittsburgh Sun offers \$25 in gold for the best design or suggestion for a trade-mark for that newspaper. The contest closes Nov. 10.



NEW HOME OF THE LOS ANGELES TIMES.

THE VALUE OF GOOD WILL.

Elbert H. Baker, President of the A. N. P. A., Shows How It May Be Determined.

C. M. Young, president of the World Publishing Co., of Helena, Ark., recently addressed a letter to THE EDITOR AND PUBLISHER asking how the value of the good will of a newspaper is determined. In order to obtain the opinions of the leading publishers of the country on this important subject the editor wrote to a number asking for their views. A number of these replies have already been printed in these columns.

The following is the opinion of Elbert H. Baker, president of the American Newspaper Publishers' Association and publisher of the Cleveland Plain Dealer, and voices the views of a large proportion of the American press:

"I have submitted your question in regard to determining the value of a newspaper's good will to several of my friends and find the consensus of opinion to be that a newspaper that has been operating for five years or more, and has established itself on an earning basis, is worth the sum on which it can reliably pay a ten per cent. dividend. In this case the good will is whatever sum this method of figuring may show in excess of a fair inventory of the physical property."

Los Angeles Times in New Building.

Just two years almost to the hour from the time its plant was blown up by dynamite the Los Angeles (Cal.) Times published its first edition printed on the site of the wrecked building. The Times moved its editorial and mechanical departments into the new building at First and Broadway on Tuesday. Its office was wrecked by dynamite at 1 a. m., October 1, 1910.

Sam Trissel, editor of the San Juan (P. R.) Times, is a visitor to New York this week.

PRACTICAL GOOD WISHES.

THE GLOBE

and Commercial Advertiser.
73-83 Dey Street. 12 West 31st Street.
New York, Oct. 3, 1912.

THE EDITOR AND PUBLISHER:

Permit me to congratulate you on securing the services of Tom Dockrell for the series of articles you announce in your last issue. In my opinion Dockrell has done more to show national advertisers the superiority of the use of newspapers over magazines and national mediums than any single man in the country. These articles should do an important work in attracting a still broader interest of advertisers and advertising men in your publication and assist materially the newspaper propaganda, making it desirable for newspaper proprietors to use space in your medium regularly commensurate with the importance of their papers and their markets.

As substantial evidence of my interest in this movement in behalf of all newspapers, you may reserve for The Globe a half page, or the center two columns of a good news page, in every issue containing the Dockrell articles, or thirteen weeks.

Yours truly,
JASON ROGERS,
Publisher.

Virginia Pilots as Hosts.

An enjoyable trip down the Potomac river and a week's stay around Norfolk as the guests of the Virginia Pilot Association was taken recently by a number of Washington newspaper men, among whom were: William Wolff Smith, of the Buffalo News; Hugh B. Nesbitt, of the Kansas City Star; Edgar C. Snyder, Omaha Bee; Thomas O. Monk, New York Sun; George R. Brown, Washington Post, and Charles Cole, formerly of the Washington Herald and now with the Philadelphia Ledger, was also a member of the party.

TRADE PRESS FEDERATION.

Seventh Annual Convention Held at Niagara Falls.

The Federation of Trade Press Associations in the United States held its seventh annual convention at Niagara Falls, N. Y., on September 26 and 27.

The principal business considered had to do with the law regarding the publication by newspapers of information as to circulation, officers, stock and bondholders, and that provision of the postal law exacting an additional one cent a pound for fast shipment of half-monthly and monthly publications. The Blue Tag provision was thoroughly discussed and practical steps will be taken to effect helpful legislation in this direction at the next session of Congress.

Addresses were delivered by O. C. Ham, advertising manager of the National Lead Co., of New York, on "Trade Journal Ethics and Editorial Policy"; Charles G. Phillips, of the Root Newspaper Association, on "Permanency of Trade Paper Values"; W. J. McDonough, general manager Dry Goods Reporter, Chicago, on "Training Advertising Representatives"; Col. J. B. McLean, on "Trade Paper Possibilities"; Geo. O. Glavis, Automobile Trade Journal, Philadelphia on "Building Circulation"; M. C. Robbins, general manager David Williams Co., New York, on "Stopping the Leaks in Circulation," and Harry A. Wheeler, president Chamber of Commerce of United States, on the postal situation.

The officers elected for the ensuing year are: H. M. Swetland, president Class Journal Co., president; Elmer C. Hole, manager American Lumberman, vice-president, and Edwin C. Johnston, publisher American Exporter, secretary-treasurer. There are now 248 members in the Federation, an increase of 34 over last year.

WOULD STOP AD FOLDERS.

New York World Objects to Practise of Inserting Them in Sunday Issues.

Supreme Court Justice Kelly in Brooklyn last Friday heard argument and reversed decision upon the application of the Press Publishing Co. (New York World) for an injunction restraining Albert H. Levi and his brother, Nathaniel H. Levi, from inserting in the pages of the Sunday World folders advertising the Berlin Store, their dry goods establishment at 1013 Broadway, Brooklyn.

When the practise was started several months ago the defendants used folders printed upon white paper of the same size and general appearance, it is contended, as an advertising page in the World. Later, to bring themselves more nearly within the pale of the law, according to Guthrie M. Plant, attorney for the Press Publishing Co., they adopted a green folder, which they still circulate with the World every Sunday.

"What we object to," declared Mr. Plant, "and what we intend to stop, is the practise of the Levi brothers of hatching their commercial eggs in our nest. They pay not a single cent for the advertising which the World has been distributing for them unwillingly and under protest. The defendants have taken advantage of the circulation of this newspaper to get their wares before the public.

"We have no means of knowing the character or quality of these goods they so advertise. And yet, through this scheme, the defendants have been able to circulate their advertising with quite as much dignity as though it appeared legitimately in the columns of the World."

George R. Luther, of the circulation department of the Cincinnati Times-Star, is in New York on business connected with that paper.

POLITICAL PUBLICITY.

Minnesota's New Statute Requiring All Political Advertisements to Be So Labeled Proves to Be Beneficial.

By John Burgess.

Manager the Minneapolis Daily News and Assistant General Manager the Clover Leaf Publications.

At a special session of the Minnesota Legislature in June, 1912, a stringent corrupt practices act was passed, which, among other provisions, forbade the insertion of political advertising in any newspaper, magazine or periodical, either in the advertising columns or elsewhere, unless the same was labeled in pica capital letters with the words "Paid Advertisement" and a statement of the amount paid or to be paid therefor, the name and address of the candidate in whose behalf the matter was inserted, and of any other person, if any, authorizing the publication, and the name of the author thereof.

For years political advertising has been the subject of much discussion among publishers in Minnesota. Some publishers arbitrarily refused to accept any kind of political advertising, whether it ran in the advertising columns or in the news columns. Other publishers accepted political advertising under certain conditions, such as labeling it "paid advertising" or "political advertising," while still others, less scrupulous, took political advertising in various forms, even disguising it as news matter.

NO ABRIDGMENT OF THE PRESS.

When the legislature passed the measure outlined above considerable discussion arose. There were not lacking publishers who believed that the freedom of the press had been abridged, for the measure not only took into consideration out and out advertising of a political nature, but specified that any paid matter "which tended to influence directly or indirectly any voting at any primary or general election" must be labeled in accordance with the provisions of the act.

The primary election of Minnesota has just been held, and it is interesting to note the effect of this act with reference to political advertising.

It has had just the opposite effect of that expected by many publishers. Political advertising, so to speak, has been legitimized. It no longer sails under false colors, or is liable to misinterpretation. The label proclaims it for what it is, the exact amount of money which is to be paid, or has been paid therefor is published, and the net result has been that more political advertising was run in the primary campaign of 1912 in Minnesota than ever before.

BOON TO HONEST PUBLISHERS.

It has been a boon to the honest publisher who charged card rates for his space, and it has been a boon to candidates who have been able to judge of the influences exerted and the campaigns made by their opponents.

On the other hand, the grafting newspaper, which, without any set schedule of rates, has been accustomed to gouge political candidates for all the money that it could get, regardless of space or any attempt to give value received, has suffered. The candidate who found when his advertisement was published that he paid five dollars for five inches of space, while his opponent paid ten dollars for four times as much, was not likely to spend any more money with such a publisher.

After all, is not the newspaper the best medium through which a candidate may conduct his campaign? Under modern conditions in a large city, it is impossible for a candidate for any office of importance to meet even a fraction of the people whose support he must have to be elected. Speaking night and day throughout the entire

MR. BUSINESS MANAGER:—

It occurred to us that you would want to get out an AUTOMOBILE edition this fall during the Automobile Show in your town.

You must have an attractive front page to make your proposition strong, and worth while. We have a dandy page suitable for the first page of an automobile edition. We sell in mat form, black or four colors, or it can be run in red and black only.

WANT PROOFS?

WORLD COLOR PRINTING COMPANY

Est. 1900

ST. LOUIS, MO.

R. S. Grable, Mgr.

length of an average campaign a candidate will not talk to as many people as will see his advertisement in one issue of a metropolitan newspaper.

BENEFITS OF SUCH ADVERTISING.

Newspaper space gives opportunity through the medium of published portraits for voters to judge the appearance of the candidate and gives opportunity also for a candidate to make known his reasons for asking election to the office he seeks. It gives him an opportunity to make his arguments in printed form, to be read calmly, dispassionately and leisurely by thoughtful voters throughout his district.

Under the new law in Minnesota it is probable that political advertising will grow year by year, and that eventually a large part of the limited appropriation allowed each candidate will go to the newspapers most generally circulated in the district to be campaigned—all in such a way that not the slightest reflection can be cast upon the publishers.

CHURCHES SHOULD ADVERTISE.

Rev. John W. Hoag Declares Papers Would Have Been Used by Christ.

"Had the newspaper existed and been the factor in their day that it is in our day, Christ and His disciples would undoubtedly have used it to the fullest extent," were words uttered by Rev. John Wellington Hoag in his sermon at the Calvary Baptist Church, New Haven, Conn., last Sunday.

The theme under discussion was "Making the Church Known," and in his remarks Mr. Hoag paid the above tribute to the power of the newspaper. Added interest is created by the fact that Mr. Hoag is himself a great believer in the widest publicity, not alone for the commercial house, but for the church as well.

In the discussion of the theme Mr. Hoag acknowledged that the newspaper stands at the head of all the secular forces of modern life. The church, he said, that would adapt its ministry to the conditions of the age must avail itself of the services of the daily press. "This affords the best way of reaching the people and the church is not only warranted but practically compelled by the conditions of the age to use the newspaper in making known its work and in calling men's attention to it."

Meat Firm Sues the Newark News.

A libel suit to recover \$250,000 damages was instituted at Trenton, N. J., last week by Schwarz Brothers against the Evening News Publishing Co., publishers of the Newark Evening News. The suit sets out that the defendant published articles in its paper stating that the Schwarz Co. had unlawfully carried on its horse meat business; that the company had taken horses which were diseased and which had died otherwise than by slaughter and prepared them for human consumption; that this product was shipped to Holland and reshipped to this country as imported frankfurters, bolognas and smoked beef. The Schwarz company denies all these allegations.

VOIGHT'S COMICS Now in 7-Column Form

There are about half a dozen comic artists of Metropolitan calibre, all told. One of these is Charles A. Voight.

A really good comic artist may be distinguished from the rest by the originality of his work and the cleverness of his ideas.

Voight's comics are both original and clever.

Voight draws his material from domestic incidents and the events of everyday life. In this way he appeals to women readers, and to the average man.

In other words, HE APPEALS TO THE FOLKS WHO BUY AND READ NEWSPAPERS.

We have been selling these comics in three-column form to papers in New York, Chicago, Philadelphia, Boston, Pittsburgh and 75 other cities. Now we have brought them out in the popular seven-column strip form. We ought to sell to at least 75 more papers before Thanksgiving. Wire or write

The Central Press Association

VIRGIL V. McNITT, Gen. Mgr.

CLEVELAND

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

A Twenty-five Page Ad.

The Wenatchee Daily Republic in a recent issue carried a single department store advertisement occupying twenty-five pages. While this is not the largest advertisement ever printed in a daily newspaper, it is one of the largest. Wenatchee has a population of only 5,000, but its merchants are as enterprising as those of cities fifty times as large. The Republic is one of the

brightest newspapers in the State of Washington and carries a large amount of advertising. Raymond L. Duncan, the advertising manager, is making a marked success in his position.

Wood, Putnam & Wood, 161 Devonshire street, Boston, Mass., are sending out orders to New England papers, for the Stephen L. Bartlett Co., Bensdorf's Dutch Cocoa, Boston, Mass.

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

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

KNICKERBOCKER
PRESS

FOR the last twenty-two years the composing machinery business has been in the hands of a monopoly. Progress and improvement have not been determined by customers' needs, but by the autocratic wishes of those in control of the monopoly.

This era has passed forever. We will create a clean and helpful competition. We intend to build and sell typesetting machinery on the same commercial basis and under the same conditions which prevail in the machinery trade. The only advantage we expect or ask is that which can be gained from a superior product, clean business methods, and an honest desire to be helpful to our customers.

⌘ INTERNATIONAL ⌘
TYPESETTING MACHINE CO.

is manufacturing a two-letter line casting machine, having an improved casting apparatus, and other features which place it far ahead of the antiquated machines now in use. These will be marketed in February.

The Company is also manufacturing Matrices, Space-bands and other supply and repair parts for Linotype Machines. These will be ready for delivery in November. It will pay you to wait.

Factory:

Foot of Montague Street
BROOKLYN, N. Y.

New York Office:

182 William Street
P. O. Box 2072

PULITZER SCHOOL.

(Continued from page 1.)

and opening has changed the venue of the issue from the question as to any training to the question as to what the training shall be. The acceptance by Columbia of this gift has altered the whole aspect of the training of journalists. What was vague purpose and proffer of training in specific aspects of news writing has become instead the serious educational problem as to how, in Mr. Pulitzer's noble and penetrating utterance, which has become the motto and forefront of this school, to make it the object of its training 'to make better journalists who will make better newspapers which will better serve the public.'

JOURNALISM'S TRUE OBJECT.

"The object of journalism is the service of the State, and no man can serve the State unless he knows its history, its structure and its working in administrative and party government. Recent history must be known, or the relation of nations will be an enigma, and foreign news will be a mere maze. Economics must open the way to a knowledge of the problems of labor and of capital. Literature must be studied. There must be a rapid view of the sciences. All this must be recent. European history in the School of Journalism will be chiefly the period since 1870. Its survey of European literature will begin with that year. The trust and the union are the chief care of the economics. Pending issues fill its discussion of constitutional law. The whole object of the school must be to concentrate its training on the issues, the problems, the policies, the authors and the agitation which will people the next thirty years. Each new change must be met by changes in its training.

"By another year the School of Journalism expects to offer to the women who enter it, through the aid of the School of Household Arts, special opportunities to fit themselves for the work demanded by the woman's page and kindred discussion steadily growing in importance and extent in the daily and in all periodical literature.

IMPORTANCE OF REPORTING.

"Writing and reporting are the necessary core and center of a school of journalism. A man may be as wise as Solomon, but unless he can write he can reach no one. A man may throw with desire to serve the public, but unless he has a trained instinct in the facts the public wants, and knows how to get them in life or in books, he is useless as a journalist. Not for him are the joys of news getting or the thrill of its presentation. Not for him is the ardor and enthusiasm with which public facts are found and marshalled when great issues are in the valley of decision, and all the heights about are thronged with a nation waiting to be persuaded, a vast jury to decide the destiny of days as yet un-supposed and unseen.

"All turns on writing and on writing as presentation. The vice of writing is mere form. The glory and strength of writing, which makes it a sword in the hands of men able to wield it, is a sure grip on presentation. The man who dreams about writing carves mere outer

form. He never reaches anyone. What he says has no relation to his own mind and his own experience. Unless a man has lived what he writes, what he writes will not live in the minds of others.

"The newspaper man gets something and writes it. He never writes to get something. The actual for him is the only fit aim for writing. His hand stirs to write because his mind is quickened by 'news' fact or event. He has learned that an editorial is mere words unless it has a news page, a nail driven on a sure place on which it can hang in the minds of men. On a Sunday last spring an article on the safety of life on an ocean liner, if it had appeared in a New York daily, would have been worthless and unread. On the next Tuesday it was vital. The Titania had sunk between.

"Writing for the purpose of the newspaper, and I shrewdly suspect all good writing turns on this. Get a man to writing on an artificial subject, and his writing becomes artificial. Give him a real fact, and his writing becomes real. On this principle the writing of the School of Journalism is organized. The subjects on which men are to write are to come from the work they are doing. In the first year of the school each study is to furnish the subject on which men write. The course in science, in history and on government will each in turn be used to give topics seen from the standpoint of the newspaper.

"The entire object is to make vivid presentation possible by writing as a reporter what is learned as student. In the second year a weekly 'business article,' such as many papers print on Monday, will at once use and give point to economic study. The history of Europe since 1870 will give subjects which will tax every newspaper style. So will English literature, if the student be asked to report, in his own way, what he might have seen at the Tabard Inn when the Canterbury pilgrims were there, for Chaucer has made each character real; but if the student tries to tell about the 'place of Chaucer in literature,' he is 'in the air.' It is not part of his experience.

"Where, for the first two years, studies give subjects, for the last two years the news of a great city gives them. When the battleship fleet comes here, each man in the fourth-year class will study a battleship in advance and, through the courtesy of Admiral Osterhaus, will visit the battleship and, conducted by an officer, see what he has come prepared to understand, and return to write upon it and have a new knowledge for life of the subject. Beginning with short reports on lesser events in the third and fourth years, the work will grow to more important events and longer stories. The political editorials will be studied and practised while the Presidential campaign is in progress. New plays will give training in dramatic notices, the National Academy exhibition in art criticism and new books, when their flood comes, in book reviewing. The course in political science in the first year has been readjusted to take advantage of the Presidential election. Election week will be used to train in handling election news and, week by week, the manifold of the various services supplying news to news-

papers will be used to supply training in editing copy, in writing head lines and in rewriting.

"From first to last this training in the art of the newspaper writer from the first week of active work to the end of the four-year course will be dealing with fact and event learned in book or assignment as the basis and material of expression and presentation, description and criticism, 'news' criticism and editorial."

The following is a complete list of the students who have registered for the first year of the Pulitzer School of Journalism:

FIRST YEAR—(Matriculated).

ACKER, JAMES GORDON—Brooklyn, N. Y.
ADLER, STANLEY LEON—New York City.
BARTLETT, KENNETH H.—Yonkers, N. Y.
CLARK, TRACEY E.—Hughesville, Pa.
DIAMOND, EMANUEL—New York City.
GEPFEN, MAXWELL—New York City.
GODING, ARTHUR T.—West Acton, Mass.
JANNEY, SAMUEL M.—New York City.
MORGAN, CHARLES L.—Indianapolis, Ind.
KITCHEN, VICTOR CONSTANT—East Orange, N. J.
MARKERT, ROY HENRY—Zanesville, O.
NICHOSON, ALEXANDER ALMY—Jersey City, N. J.
SANDERS, GILBERT—New York City.
SWEET, FRANK H.—Grand Rapids, Mich.
TOLISCHUS, OTTO DAVID—Trenton, N. J.
VAN NESS, CARL C.—Newark, N. J.
WALSH, HARRY J.—Brooklyn, N. Y.
WARD, MORRIS RAWORTH—Denver, Colo.
WENDOVER, S. H.—Warwick, N. Y.

FIRST YEAR—(Non-Matriculated).

ARMSTRONG, RALPH—Kokomo, Ind.
BALDERSTON, JOHN LLOYD—New York City.
HASLETT, ROBERT RYLAND—Elmhurst, N. Y.
HOYEM, OLIVER—Calumet, Mich.
LEARY, WARREN DENIS—Wakemah, O.
LEWIS, EDWIN NEWELL—New Britain, Conn.
LORIA, GAETAN—New York City.
McMAHON, JOHN F.—Buffalo, N. Y.
MEENAN, WILLIAM THOS.—Amsterdam, N. Y.
MELLMAGED, HARRY C.—Hartford, Conn.
MUNROE, ALBERT FOSTER—Fall River, Mass.
PERKINS, EDWARD BRACEY—Omaha, Neb.
PLATT, JONAS HENRY—Brooklyn, N. Y.
PORTER, RUSSELL D.—Bridgeport, Conn.
REGAN, FRANK A.—Brooklyn, N. Y.
WEBSTER, JAMES CUMMING—New Haven, Conn.
WEITZENKORN, LOUIS—Wilkes-Barre, Pa.
WILLIAMS, COLLEY EUGENE—Arlington, Ga.

SECOND YEAR—(Matriculated).

BAER, STIRLING—New York City.
CORNELL, JOHN F.—New York City.
DANZIG, SAMUEL V. H.—Albany, N. Y.
EDLIN, WILLIAM—Bronx, N. Y.
EVERETT, JOHN R.—Smith Centre, Kan.
GEESEY, ADAM F.—York, Pa.
GOODMAN, HENRY—New York City.
GRIFFEN, RICHARD F.—Brooklyn, N. Y.
LEVY, DAVID S.—Pittsburgh, Pa.
OSTERKAMP, FRITZ EMIL—Flushing, N. Y.
SCHANG, FREDERICK C.—New York City.
SPENCER, WILLIAM C.—Corona, Cal.
VOORHIES, JAY—Brooklyn, N. Y.
WEED, LOWREY A.—Hillsdale, N. J.

SECOND YEAR—(Non-Matriculated).

RILEY, JOSEPH BLOUNT—Macon, Ga.

THIRD YEAR—(Matriculated).

BACHELOR, OREN BRONSON—Goshen, Ind.
BLOUNT, IDA MAY—Atlanta, Ga.
CRANS, MOXIE ALBERT—McKinney, Tex.
EDWARDS, CLARENCE B.—Providence, R. I.
GREENBERG, JACOB—New York City.
KOON, JOHN I.—Prosperity, S. C.
LAHEY, WILLIAM—Jersey City, N. J.
LIEBOWITZ, DAVID—New York City.
MARKEL, LESTER—New York City.
MORITZ, CLAUDIA—Montgomery, Ala.
VAN DE WATER, FREDERICK F., JR.—New York City.
WATERBURY, CHARLES H.—Mamaroneck, N. Y.
WHITMORE, RAYMOND E.—Millersville, Pa.

THIRD YEAR—(Non-Matriculated).

KRAEMER, A. H.—Paterson, N. J.

FOURTH YEAR—(Matriculated).

ACKERMAN, CARL WILLIAM—Richmond, Ind.
BRASHEARS, JOHN ARTHUR—Hollis, L. I.
COLE, JOHN NELSON—Raleigh, N. C.
CONKLIN, WILLIAM DUNN—Dansville, N. Y.
FRASER, LEON—New York City.
FREDMAN, LEO—New York City.
HUMISTON (MRS.), MARY GRACE—New York City.
MARDIFF, VICTOR—Bronx, N. Y.
MASON, EDWARD F.—Tacoma, Wash.
NAGEL, HERMAN KARL—New York.
PENNISTON, JOHN B.—Columbia, Mo.
ROSENFELD, PAUL L.—New York City.
SHOUSE, MARY ARMSTRONG—Lexington, Ky.
SLOAN, LAURENCE H.—Spencer, Ind.
SMITH, GEDDES—New York City.
TONG, HOLLINGTON—Shanghai, China.

STUDENTS REGISTERED IN BARNARD COLLEGE.

Matriculated.

CONOLLY, MARION.
DUNKIN, ROSALIND.
FELIX, PAULINE A.
FOX, ALICE C.
McMURRAY, MADELEINE O.
SMITH, MARY MCK.
MILLAR, LAURA M. Non-Matriculated.
MANDER, MARY JANE.

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The idea is new, and something that will appeal to up-to-date editors.

Write To-day

Full-Page Sunday Features

Special Cable and Telegraph Service

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

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Herald Square, New York

Canadian Branch:

Desbarats Building, Montreal.

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Today's News Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

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A Classic In A Page

A Weekly Feature Which Is Both Entertainment and Education
Put out in 1906 for a ten weeks' service, it is now in its sixth year and is

A Permanent and Valuable Fixture with such papers as

The Boston Globe

Cincinnati Enquirer

Milwaukee Free Press, Etc.

It is a feature which grows and holds.

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Write for particulars to

INTERNATIONAL NEWS SERVICE
200 WILLIAM ST. NEW YORK CITY

DECEPTIVE SHOE ADS.

Retail Dealers Urged to Take Measures to Suppress Fraudulent Methods Employed by Unscrupulous People.

The important question that must be settled by the retailer of shoes, says E. W. Burt in the Shoeman, is, What methods should be pursued to suppress the fraudulent advertisements of unscrupulous shoe dealers, who are using unfair methods in their business, and are educating the general public, by untruthful advertising, to come to their stores (in many cases, upstairs) to buy standard makes of shoes, so the advertisements read, at prices far below the legitimate retail price of the genuine article?

In glaring headlines in the papers the unsuspecting purchaser reads, "1,000 pairs of sample shoes, usually sold at \$4.00 and \$5.00, can be bought at this sale for \$1.59 per pair," when, as a matter of fact, all manufacturers make "samples" on only one size men's (7B) and one size women's (4B).

NOT AS ADVERTISED.

Again we read in half-page ads in the newspapers, "3,000 pairs of well sandals or pumps can be purchased for 89c. at this sale," and investigation proves that they are not well shoes but "stitch downs" or McKay sewed shoes. No one but a shoe man, who is educated in the construction of shoemaking, would know the difference.

These octopi of the shoe trade distribute annually \$30,000,000 worth of shoes upon the public in this country, and by unfair methods take away the trade which rightfully belongs to the legitimate shoe merchant.

The manufacturers and the jobbers are losers as much as the retailer, and a united effort should be made to drive from our midst these "fake" merchants who are foisting their wares upon the uneducated buyer.

The spirit of 1912 shows that an awakening is at hand among the retailers of shoes, through their various associations, and active steps are being taken and plans laid to suppress this very real evil.

HOW TO STOP THE EVIL.

There are several ways to bring about the desired end. If the retail shoe associations could co-operate with shoe manufacturers' associations and an agreement could be made that no shoes would be sold to these fake shoe stores without first investigating if the trade-mark to be used is registered by another, or is a colorable imitation of a well-known shoe, such as "Walk-for-ever" for Walk Over, "Hannah" for Hannan, and "Birt" for Burt, "Crockett" for Crockett, etc., etc. It would then be impossible for these merchants to secure a supply.

The practise of securing shoes with any name desired is particularly true of Boston, where the manufacturing cities of Lynn, Brockton and Haverhill furnish such an outlet for this kind of shoes.

There the merchant can secure thousands of pairs of canceled or damaged shoes at prices ranging from fifty cents to one dollar per pair, making it possible for them to offer these shoes to the public for one dollar and fifty-nine cents, advertising them as four-dollar shoes. If a uniform scale of prices were established by manufacturers selling "canceled" shoes at twenty-five per cent. less than the original price, it would stop these so-called "sample shoe stores."

NEW MASSACHUSETTS LAW.

Another plan, and one which will effectively bring the desired result, is the use of the new advertising law; a revised bill which has just passed the House, which makes the publication of fraudulent advertisements a crime in the State of Massachusetts.

This bill, while not as drastic as the one in force in Germany, will hold the

merchant to the truth, and any false statement will be punishable by a fine so severe that only the most daring will attempt to pursue the methods of the fraudulent advertiser.

There is also a bill before Congress which would make it illegal to send fraudulent advertising through the mails.

As a part of each issue of every newspaper goes through the mail, the passing of this bill would have the desired effect.

Massachusetts has taken the lead of all the States in this truthful advertising campaign, headed by the Boston Chamber of Commerce and the Boston Retail Shoe Merchants' Association, and the other trade organizations of the country should take steps at once to have similar laws passed in their own States and so banish from our midst this curse of fair trade.

CENSORING OF ADS DISCUSSED.

New York Advertising Manager Talks to Pittsburgh Association.

Richard H. Waldo, advertising manager of Good Housekeeping magazine, New York, told the Pittsburgh Publicity Association, at its dinner held last week, that careful censoring of advertising by newspapers in recent years has doubled the value of newspaper advertising, and predicted its value would be doubled again within a few years by the same methods of refusing questionable matter.

One hundred members sat down at the banquet, and at the conclusion of Mr. Waldo's address engaged in a discussion for the betterment of the organization. The Westinghouse band of thirty pieces furnished the music. J. C. McQuiston, president, presided. Mr. Waldo pointed out the work that an advertising club should perform to be successful, and told why many clubs failed to reach the desired degree of success. He said that when the druggist and specialty dealer learned that better advertising would move the stocks from their shelves, that the newspaper would become an even better medium.

E. P. Roberts criticized the large amount of objectionable advertising in some of the Pittsburgh daily newspapers and said that it should be eliminated, because no man wants that kind of advertising going into his home.

Attention was called by George Levy to the fact that the Pittsburgh Post and the Sun refuse to publish objectionable medical advertisements, this action having been taken immediately after a resolution was passed by the association, calling upon the elimination of this matter from the papers.

Other speakers were Bryon Orr, Herbert Rosenbaum, John H. Rennard, F. A. Bullock and H. W. Prentis.

The Pittsburgh Post Tourists.

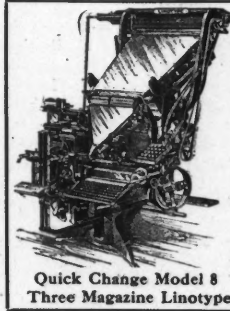
As the result of a popularity contest recently conducted by the Pittsburgh (Pa.) Post, seven young men and seven young women, who were successful contestants, are now enjoying a three weeks' trip through the West Indies. They stopped for two days sight-seeing at Kingston, Jamaica, last week and were greatly delighted with the sights. Their trip will also include a visit to the Isthmus of Panama and an inspection of the Panama Canal.

Round Table Ad Study Course.

The Round Table Study Course, conducted under the direction of the educational committee of the Advertising Men's League of New York, will resume its sessions Oct. 7. As in former years, Frank Alvah Parsons, president of the New York School of Fine Arts, will be the director. Mr. Parsons will lecture on the "Principles of Advertising Arrangement." The limit of membership is fifty and the fee for the course ten dollars to members and fifteen to outsiders.

THE MACHINES WITH BRAINS

Your composing room will never reach its highest state of efficiency until you install



Quick Change Model 8 Three Magazine Linotype

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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 LINTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO 1100 S. Wabash Avenue SAN FRANCISCO 638-646 Sacramento Street NEW ORLEANS 549 Baronne Street
TORONTO: CANADIAN LINTYPE LTD., 35 Lombard St.

An Unusual Record for a Weekly.

In a paper read before the Buckeye Press Association, A. D. Robinson, business manager of the Ravenna Republican, a weekly newspaper, said that he believed that his was the only paper in Ohio everyone of whose subscriptions was paid in advance. Every subscription automatically ceased when fifty-two numbers had been sent. No more copies were sent until money for the renewal was received. Mr. Robinson said the plan had worked well from the start.

The I. T. U. Course in Printing.

An unusually attractive booklet, describing the I. T. U. course of instruction in printing by correspondence, has just been issued by the I. T. U. Commission, Chicago. The contents are largely given over to specimens, criticisms of students' work and an outline of the study course. There are also many letters from former students commending the course.

Oregon Daily to Have New Home.

The new home of the Klamath Falls (Ore.) Northwestern is rapidly nearing completion and the structure is expected to be ready for occupancy before Dec. 1. The building is designed along classic lines and will be one of the handsomest and most complete newspaper structures in the West. It will

be heated in winter by two systems, one direct radiation from Hot Springs water and the other by hot air from a combined heating and ventilating system located in the basement. The ventilating system is so arranged that the air will be changed eight times an hour.

Metal Economy

**WILDES' REFINED METALS
PLUS
OXODIO
THE METAL FLUX AND PRESERVATIVE**

Thomas Wildes' Son
METALS
NEW YORK

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.

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

WIRELESS OVER LAND.

Beach Thompson Tells of Remarkable Progress Made in Transmission of Press Dispatches by His Company.

Newspaper publishers will be interested in the fact that it has now been fully demonstrated that press dispatches can be carried both over land and sea by wireless. Heretofore, there has been intermittent work of this kind done, but only by sea.

Beach Thompson, president of the Federal Telegraph Co., of California, arrived in New York last Thursday on his way to Europe and confirmed the news already sent East from the Pacific Coast of successful work accomplished in the transmission of the feature news reports of the Publishers' Press, of which C. J. Mar is general manager.

Mr. Thompson expressed himself to a representative of the EDITOR AND PUBLISHER as especially delighted with the delivery by his wireless of the news reports between San Francisco and Hawaii. The reports which reach San Francisco over land from New York and intermediate cities have now been going daily to the Pacific Advertiser of Honolulu for several weeks past without a break.

The delivery of this press matter between San Francisco and Honolulu, which is the longest wireless "bridge" in the world, more than 200 miles longer than wireless transmission on the Atlantic, and delivering it with speed and accuracy, either day or night and in all kinds of weather, shows that wireless has at last become a great factor in the transmitting of press reports.

Within a short time Mr. Thompson's company expects to deliver and receive press matter from the Orient direct to San Francisco, with one more station between Hawaii and the Orient, and then the news of the great East will be readily made available for American newspapers. This station will probably be built on the Aleutian Islands, and from that point Japan, China, the Philippines, Australia and New Zealand will be within easy reach.

The wireless service is also being delivered over land. General Harrison Gray Otis' Los Angeles Times has been receiving the Publishers' Press reports by wireless each night for several months past.

Mr. Thompson says that his wireless stations are now in commercial operation at many points west of Chicago. These cities include Seattle, Portland, San Francisco, Los Angeles, San Diego, Stockton, Sacramento, Phoenix, Arizona, El Paso, Fort Worth, Dallas, Kansas City and Chicago. Mr. Thompson claims that his wireless system is absolutely non-interceptible, cannot be interfered with by any other forms of wireless, and is not affected by climatic conditions.

AFFILIATION CONVENTION.

Program of the Rochester Meeting to Be Held Saturday, October 12.

The program of the convention of the Affiliation of Advertising Clubs, to be held at Rochester, N. Y., on Saturday, Oct. 12, and which promises to be one of the most interesting ever held by the organization, is as follows:

MORNING.

Presiding: Charles R. Wiers, of Buffalo.

Subject: "Fraudulent Advertising: What Can the Affiliation Do to Suppress It in Its Own Cities?" Alfred W. McCann, of New York; Walter B. Cherry, of Syracuse; John E. Kennedy, of Baltimore. Five-minute talks by E. St. Elmo Lewis, of Detroit; Sidney S. Wilson, of Willoughby; Jeremiah G. Hickey, of Rochester.

AFTERNOON.

Presiding: E. St. Elmo Lewis, of Detroit.

H. A. Brown, Victor Talking Machine Co.: "From Manufacturer—

Through Jobber to Retailer—to Consumer."

Frank Presbrey, of the Presbrey Agency: "The Advertising Agent."

Frank J. Raymond, of St. Louis: "The Ties of Advertising."

R. E. Watrous, Warner Instrument Co.: "How Fast Are We Going?"

EVENING.

Presiding: President William H. Campbell, of the Advertising Affiliation. Toastmaster: President Herbert W. Bramley, of the Rochester Ad Club.

Invocation: President Rush Rhees, D.D., LL.D., University of Rochester.

Edwin S. Browne, of the Curtis Publishing Co.: "Practicalities in Business Management."

Joseph H. Appel, of the Wanamaker Stores: "The Man Between."

Hon. Talcott Williams, Dean Pulitzer School of Journalism: "Journalism of To-day—and To-morrow."

Alvin Hunsicker, of Standard Oil Cloth Co.: "Does Advertising or Salesmanship Sell Goods?"

Hon. Louis Brandeis, of Boston, Mass.: "Big Business."

N. Y. UNIVERSITY COURSE.

Department of Journalism Has an Enrollment of Over One Hundred Students.

The Department of Journalism connected with the School of Commerce of New York University began its class work this week with an enrollment of over one hundred students in its magazine, newspaper, and advertising courses. On Saturday James M. Lee, the director of the Department of Journalism, gave a lecture on "Early American Journalism."

Among the courses offered this year in the magazine and newspaper divisions are the following: two courses in magazine writing and one in current topics, conducted by Albert Frederick Wilson, formerly a member of the editorial board of the Literary Digest; two courses in magazine making and editing, by James M. Lee, who has held important editorial positions with the Outing Publishing Co., the Funk & Wagnalls Co., and the Leslie-Judge Co.; two courses in editorial writing and newspaper practice by Royal J. Davis, who is on the editorial staff of the New York Evening Post; two courses in news writing, one by George B. Hotchkiss and one by George T. Hughes, editor of the New York Globe; a course in magazine and newspaper verse by Arthur Guiterman, of the editorial staff of Life; a course in newspaper law by John Gerdes; three courses in advertising, by members of the teaching staff of the school.

Among the students enrolled in the evening classes are a number now employed on New York publications.

TENNESSEAN'S NEW EDITOR.

He Is Marshall Morgan, an Experienced Nashville Journalist.

The Nashville Tennessean, one of the most progressive of southern newspapers, of which J. H. Allison is business manager, announces the appointment of Marshall Morgan as managing editor.

Mr. Morgan, who was born in Nashville, is a graduate of the law school of Vanderbilt University. He did his first newspaper work on the old Nashville American. Two years later he joined the staff of the Daily News and afterward took a position on the Banner.

The splendid work of Mr. Morgan and his unusual talent for the newspaper business brought rapid promotion and he soon became city editor of the Banner, a position which he filled with credit to himself and with the utmost satisfaction to the Banner and its readers for a period of nearly eight years.

In April, 1911, Mr. Morgan resigned from the Banner and went to Washing-

The Tribune-Republican

Scranton, Pa., Sept. 20, 1912.

Harwell, Cannon & McCarthy,
200 Fifth Ave., New York.

Gentlemen:

We have to-day consummated the deal for the taking over of the Scranton Truth and consolidating it with our morning paper. I am very much gratified at the outcome of the negotiations, which have been conducted by your firm with eminent satisfaction to all parties concerned. I do not need to tell you that I believe this consolidation could not have been effected without your aid. I am more and more impressed with the opportunities opened by this consolidation and I believe your estimate of the advantages to be derived from such consolidation was effective in bringing about the deal and I believe it will be borne out by the results.

With best wishes, I am
Very truly yours,
ROBT. D. TOWNE,
President.

For Washington Correspondence

write
AMERICAN TELEGRAPH PRESS

District National Bank Building Washington, D. C.

"IPSCO" TISSUE

INTERNATIONAL PUBLISHERS SUPPLY CO.

LOUIS A. HOFFMANN, Gen. Mgr.

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PUBLISHERS' RECORD BOOK

Testimonials are pouring in claiming it to be of great value and the only book of its kind on the market

PRICE \$15

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DATA CO., NEWARK, N. J.

Press Clippings

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

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON THE ALL THE TIME

POWERS PHOTO ENGRAVING CO.
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The Only Short Story Course which Actually Trains


A home study course of unquestioned authority, prepared by a well-known authoress of 1000 published stories. The diagram-outline method, which teaches every element of successful story building, outlines plot formation and follows with a special development of all the mental faculties.

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By INA C. EMERY
Author—Editor—Publisher

Every lesson is clear, concise and self-explanatory. Personal instruction by the author. Students write stories, which may be published in the University's magazine. The most practical training needed by all who would write stories that sell for large sums.

Also standard courses in Novel Writing, Journalism, Scenarios for Moving Picture Plays, Law, Oratory, Real Estate and many other branches. Easy monthly payments. Write for Booklet \$10.



Intercontinental University
Washington, D. C.

Founded by late Supreme Court Justice David J. Brewer, Judge Martin A. Knapp, Senator Chauncey M. Depue, Edward Everett Hale and other nationally famous men.

"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.

Fisk Interlocking Advertising Service

\$10 PER YEAR

Helps newspapers to get more local advertising. Send for sample copy.

FISK PUBLISHING CO.,
HENRY STIRLING FISK, President,
Schiller Building, Chicago.

ton, where he remained until he returned to Nashville to accept the position of managing editor of the Tennessean. He has an intimate knowledge of how news is handled out of the national capital.

MASTER PRINTERS.
(Continued from page 3.)

petition of several substitutes for coffee already on the market. His cash was insignificant. But instead of putting it into a plant he rented a barn; instead of hiring a salesman he went on the road himself. And the little all of his money he devoted to advertising in nearby cities. His plan was not reckless. It was the top notch of original intelligence. But it was also the consummate courage of a man who knew in his heart that public sentiment was a surer investment than floor space.

The chief difference between these men and many thousands of might-have-beens, was that those two men saw big and figured big. They visualized millions, unnumbered millions of future customers who were waiting only to know what they had to sell. The might-have-beens visualized only as many customers as they could count, without getting very tired at that. The kinds of figures which ran in those men's minds were that \$5,000,000 plus \$5,000,000 make \$10,000,000, and double that is \$20,000,000; while the figures the other fellows dreamed of were \$50,000 plus \$50,000 make \$100,000—and perhaps off at the end of life, somehow, there might be near a million.

Advertising comes from within a man. It comes from within at the start. It keeps coming from within all through his career. For fears don't depart to stay away. They come back at every mischance. "Cold feet" are the perpetual temptation of every advertiser. May be, for several years, he has to go back down to the root of things and stir up his courage all over again.

ADVERTISING AN INVESTMENT.

As he frequently views it through his contracted spectacles, a six months' has gone by. The ledger shows \$10,000 spent for just nothing else but advertising. Maybe it shows a still bigger sum gone into an enlargement of the plant or into a longer payroll, and possibly a husky extension of credit.

And he counts it all over in his mind as the net result of that expensive luxury, advertising. It never occurs to him to think of it as an investment. His imagination won't carry that far. Oh, yes, there have been some material evidences of increased interest in his product on the part of the trade, and sales have increased also, but not what he expected. A whole year has passed and, sad to relate, there has been no miraculous manifestation of the great power of advertising. What's his trouble? I'll tell you. He's probably a manufacturer of great possibilities but with the mental vision of a retail dealer.

No wonder he gets cold feet. What right had he to expect that advertising would accomplish in six months what his whole sales organization, without advertising, had not been able to put over in ten years? Did he imagine that even after people had been convinced by his advertisements they would all act at once? But the frost that bites most advertising feet is the alarm of hard times.

You and I, as veteran observers of advertising, we who have seen so many advertisers lose all their momentum and the money invested in it, by stopping their engines at the sign of a gale—we talk our heads off at such times in telling advertisers that to stop then is the worst possible of bad business.

But the man who draws the checks, he answers that it is his bank balance, not ours, that is in jeopardy. "I must cut off all possible expense; money is going to be tight; collections will be bad; I don't know how much the banks will shorten my credit, and advertising is one expense I can lop off." In short, he discharges his best and most efficient salesman.

That man never was a genuine advertiser. He was an amateur, a dilettante, who had only played at it when it was easier than not. It was the millpond for him, not the heartiness of a rail awash in a choppy sea. It was a music-ride on the tankark for him, not a running horse among the gopher holes of the prairie. Real advertising, as an investment in the sure results of human nature, had never got into his blood.

VIEWS OF THE PUBLISHER.

From the publisher's standpoint, one of the most serious and almost inevitable items of waste is the spending of time, effort and money on impossibilities. By impossibilities I mean that particular character of man, or men, who preside over the destinies of various manufacturing institutions, and who have little or no conception of the importance, or the value of advertising. And there are more of these peculiar kind of citizens doing business in our country than most of us suspect.

A great majority of the failures in advertising to-day are chargeable not to the publications used, not to the character of the copy, not to the advertising agent who devotes his whole energies to the building up of an adver-

tiser, but to the advertiser himself—the man supposed to be behind the gun, only he isn't there.

I have adopted a rule in my organization that, in the solicitation of business, the first item to consider is not the article, not the manufacturing or trade conditions, but the MAN, the brain, the mind back of them all. No real advertising success is possible, no matter what mediums are used, no matter how much energy and effort may be exerted toward producing the best kind of selling plans, unless the man back of the institution manufacturing the article to be sold has the mental and the spiritual qualifications to make that article a success. In other words, he must have real courage.

POSSIBILITIES OF SUCCESS.

Every successful business man knows that a poor business has an infinitely better chance of development under the hand of a wise, courageous and able man than the best-established business ever known has in the hands of a weakling. That same principle carries out to almost a mathematical nicety in advertising. The courageous thoroughbred will make a success out of something that ninety-nine spineless shrimps, who have not enough nerve to last them overnight, pronounced an impossibility at the outset.

If the idea were not so Utopian, I would say that before a publisher should allow a prospective advertiser to launch a campaign in his publication he should assure himself that the man, the moving spirit, the brain on which the success of that campaign must ultimately depend, has the capacity and the courage to carry it through.

Here is an example of what always happens at the signal of a money-tightness:

Four clothing manufacturers are each, for illustration, doing a business of a million apiece; all four are advertisers. Now Congress tinkers with the tariff. Wall Street howls. Some banks fail. Men are out of work. Collections are slow. Business gets morbid and lies awake nights. What of our brave clothiers? Three of the four who figure advertising as an expense say at once, "Advertising is all right when times are right. But when money is going to be scarce, that's an expense to be stopped; we are going to sit tight."

FOURTH MAN WINS.

They do. But the fourth clothing man always says to himself: "My competitors will stop advertising. Now's the time for me to keep mine going. They will save their advertising appropriations, but will lose sales. I'll advertise now with better success than before, for I'll gather in a lot of the trade they are going to lose."

Suppose each of the four would naturally lose, this bad year, \$100,000 each in trade. But the fourth man, who keeps his name before the public, figures that by his advertising alone he will pick up a handsome bunch of the trade that his rivals might have had. Instead of his year's trade dropping to \$900,000 he stands at the million mark, and next year better still, for he keeps up the continuity of his advertising.

Those figures are arbitrary, of course, for the sake of illustration. But they show the principle of the wily Fourth Man, who knows that of all times the most useful time to advertise is in hard times, when business is hard to get. Such men as he make an asset of hard times. They capitalize on the fears of their competitors; when others grow afraid, these men, because of their wisdom, make their longest lap ahead.

That Fourth Advertiser, whatever the line of his goods, is the man who gives all the stability to advertising business.

That Fourth Man always gets the big end of the results.

My wonder is that, by this time, he hasn't become the Third Man. Perhaps he will even become the Second Man, if we are wise in revealing him to himself. The deeper down into himself he goes, the more advertising will come up.

Advertising comes from within a man. It is within himself that he learns to trust human nature. When he banks on that he is a courageous advertiser.

THE COURAGEOUS ADVERTISER.

And a courageous advertiser makes a fierce competitor for a man of less nerve than he. His courage keeps him awake to every opportunity. He never rests on his oars. He is watching his product all the time and bettering it in every possible way. He keeps his sales force in close co-operation with his advertising. He puts up his money with a smile, because he has learned the secret that the public will stay by him if he keeps up the quality of his goods and keeps on telling them about it.

Can you conceive a muckrake cyclone or a Washington blowout that could disturb the confidence reposed by the American public in such products as Ivory Soap, Heinz Pickles, Kellogg's Toasted Corn Flakes, Gold Medal Flour,

Shredded Wheat, Royal Baking Powder, Sapolio, Pearlina and a score of other household products which, by reason of their advertising, have become household words? The public don't know the formula or the recipes for the manufacture of these staples, and they don't care. They know they have seen them advertised in the pages of their favorite magazine for the last ten or fifteen years—and those various recipes have as little to fear from criticism as those that mother once used when you and I were youngsters.

The real advertiser has always been what he will always be—the man who does not belittle the hazards of investing money in something he cannot see, hear or handle; who does not blind himself to the dangers of the chances which lie between him and the bigger Opportunity that beckons him. But he is the Man—be he the Fortieth or the Fourth Man—who has that leaping blood in him that will not tremble nor faint when he sees the vaster vision.

HOW ADVERTISING GROWS.

Perhaps now, for the first time, as he sits alone with himself, he gets a vision of the real human history of his advertising campaign, and realizes that everything grows from the inside out—from the unquestioned merit of unknown goods to the consumer demand created by advertising. An advertising campaign grows by what it feeds upon. Public favor is not bought over night. The advertiser who is going to amount to anything has got to stop looking at the day's work and consider the year's work, or the three years' work.

It takes courage for an advertiser to realize that advertising is, first of all, a reputable builder, a creator of prestige; second, that he can sell a well-established trade-mark for infinitely more than it costs him in advertising to establish it; and third, that it takes time to accomplish these things; sometimes it takes years. It is his failure to grasp these vital facts, which so frequently leads him to stop his advertising when he is just on the eve of an assured success. Just that lack of nerve, at a time when it would accomplish more than at any other period of his experience, is responsible for more failures in advertising than most of us realize.

A few manufacturers and supply houses took advantage of the opportunity to exhibit their products for the benefit of the assembled printers.

The Mergenthaler Linotype Co. had two fully equipped multiple magazine linotypes—a quick change model 8, three magazine machine, and a quick change model 9, four magazine machine on view. Both machines were kept in continuous operation, and their flexibility and versatility demonstrated to the satisfaction of everyone who saw them.

Faces, bodies, and measures were constantly being changed for the benefit of the interested spectators, and the ease with which the changes were made was a revelation to those who saw these new models of linotypes for the first time. Judging from the interest displayed on the part of visiting printers who crowded around the machines throughout the two day's sessions, the multiple machine idea must have made a hit with them.

Good Excuse.

The late "Bob" Taylor, who was called the "pardoning Governor," tells the following story of an old "auntie" who came to him while Governor of Tennessee and said: "Marse govneh, I want my Sam pardoned." "Where is he, auntie?" I asked. "In the pentecenary." "What for?" "Stealin' a ham." "Did he steal it?" "Yes, sah, he suah did." "Is he a good nigger, auntie?" "Lawsy, no, suh! He's a pow'ful worfless nigger." "Then why do you want him pardoned?" "'Cause, you' honch, we's plum out of ham ag'in'."

HANCOCK, Minn.—The Weekly Call, a newspaper to be published by the English Socialists of the Upper Peninsula made its first appearance Saturday. The paper is edited by Edward McGurty.

Discrimination in Light and Heat.

Charges of discrimination were made against the Coshcocton (O.) Lighting and Heating Co., last week, in a complaint filed with the public utilities commission by the Tribune Publishing Co., of that city. It was declared that the company granted special rates to a number of its patrons, while it collected the scheduled price from the Tribune company.

The South Bend (Ind.) Tribune is a new member of the American Newspaper Publishers' Association.

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.

Circulation? Ask the A. A. A. Advertising worth? Ask the merchant who uses it. Then
ASK
THE JOHN BUDD CO.
New York Chicago St. Louis

The News Scimitar OF MEMPHIS, TENNESSEE

is the leading afternoon newspaper in circulation and importance in the Mississippi Valley south of St. Louis, and in a territory over 800 miles wide.
Represented by PAUL BLOCK, Inc., 250 Fifth Avenue, NEW YORK.
Steger Building, CHICAGO.

YOU MUST USE THE LOS ANGELES EXAMINER

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

GET THE BEST ALWAYS!

The Pittsburg Dispatch Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE BRUNSWICK BLDG. NEW YORK
HORACE M. FORD PEOPLES GAS BLDG. CHICAGO

The Elizabeth (N. J.) Times

Only Democratic daily in Fifth Congressional District

Largest proved high-class evening circulation.

THE NEW YORK GLOBE

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

In September

The New York Times published 818,525 lines, compared with 738,139 lines in September last year—a gain of 80,386 lines.

The New York Times maintains a rigid censorship of all advertising matter, and the great gain recorded is despite the exclusion of many thousand lines of fraudulent financial, improper medical and other objectionable advertisements.

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.

TIPS FOR BUSINESS MANAGERS.

The Levin Co., Chicago, is placing orders for 12,000 lines, to be used within one year, with Western papers, for Julius Kessler.

The Otto J. Koch Advertising Agency, University building, Milwaukee, Wis., is making contracts for 5,000 lines, one year, with Western papers, for the F. Mayer Boot & Shoe Co., Milwaukee.

The Taylor-Critchfield Co., Brooks building, Chicago, is sending out orders for two inches, seventy-eight times, to Western papers, for the Kondon Manufacturing Co., Minneapolis, Minn.

The Wyckoff Advertising Co., 14 Ellicott street, Buffalo, N. Y., is making renewal contracts for the Booth Hyomei Co., same city.

The Allen Advertising Agency, 45 West Thirty-fourth street, New York, is placing copy generally, for Leggett & Myers, Fatima Cigarettes.

The Beers Advertising Agency, of Havana, Cuba, is renewing ads for the D. D. D. Remedy Co., of Chicago, in Cuban papers and large space for the advertising of Sanatogen, in principal Cuban and Porto Rican papers, to start at once.

Bromfield & Field, 1780 Broadway, New York, are placing contracts for the Fiat Motor Sales Co. in daily papers.

The Allen Advertising Agency, 141 West Thirty-sixth street, New York, is now placing the advertising of the Parola Manufacturing Co., Second avenue and Tenth street, New York.

The Amsterdam Advertising Agency, 1178 Broadway, New York, is sending out orders for twenty-eight lines, thirty times, on a trade basis, for the Woodstock Hotel, 127 West Forty-third street, New York.

The Bates Advertising Co., 15 Spruce street, New York, has secured the account of Joseph P. McHugh & Son, furniture, 9 West Forty-second street, New York, and is now placing their advertising.

The Booth-Overton Co., chemists, 11 Broadway, New York, is placing its advertising direct with New York State papers.

Calkins & Holden, 250 Fifth avenue, New York, are placing t. f. orders for fifty lines, d. c., three t. a. w. with a selected list of papers, for the Wilson Distilling Co., Wilson Whiskey, 303 Fifth avenue, New York.

Adolph Deimel, 735 Bushwick avenue, Brooklyn, N. Y., is sending out orders for thirty-four lines, two times, to some Western papers, for the Buffalo Felt Lined Clog Store, Buffalo, N. Y.

The A. W. Ellis Agency, 10 High street, Boston, Mass., is making contracts with some New England papers, for the Hub Rubber Co.

The Richard A. Foley Advertising Agency, Bulletin building, Philadelphia, Pa., it is reported, will shortly place orders for William H. Luden, Ludens Menthol Cough Drops, 230 North Eighth street, Reading, Pa.

The Ernest J. Goulston Advertising Agency, 18 Tremont street, Boston, Mass., is reported to be making up a list of newspapers for the advertising of the Boot & Shoe Workers' Union, Boston.

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.

ARIZONA.	
GAZETTE (av. 6 mo. end Aug. 5,825) Phoenix	
CALIFORNIA.	
ENTERPRISE.....Chico	
RECORD.....Los Angeles	
TRIBUNE.....Los Angeles	Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.
INDEPENDENT.....Santa Barbara	
BULLETIN.....San Francisco	
CALL.....San Francisco	
EXAMINER.....San Francisco	
ORCHARD AND FARM IRRIGATION San Francisco	The leading Farm Journal of the Pacific Coast and the Irrigated States.
RECORD.....Stockton	Only newspaper in Stockton that will tell its circulation.
FLORIDA.	
METROPOLIS.....Jacksonville	
GEORGIA.	
ATLANTA JOURNAL (Cir. 55,117) Atlanta	
CHRONICLE.....Augusta	
LEDGER.....Columbus	
ILLINOIS.	
POLISH DAILY ZGODA.....Chicago	
SKANDINAVEN.....Chicago	
HERALD.....Joliet	
HERALD-TRANSCRIPT.....Peoria	
JOURNAL.....Peoria	
INDIANA.	
LEADER-TRIBUNE.....Marion	
THE AVE MARIA.....Notre Dame	
IOWA.	
CAPITAL.....Des Moines	
REGISTER & LEADER.....Des Moines	
THE TIMES-JOURNAL.....Dubuque	
KANSAS.	
CAPITAL.....Topeka	
KENTUCKY.	
COURIER-JOURNAL.....Louisville	
TIMES.....Louisville	
LOUISIANA.	
DAILY STATES.....New Orleans	
ITEM.....New Orleans	
TIMES-DEMOCRAT.....New Orleans	
MARYLAND.	
THE SUN.....Baltimore	one has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.
MASSACHUSETTS	
THE HERALD.....Boston	Guaranteed daily circulation 110,714 (average for whole year 1911). The Herald is the newspaper of the home owners of New England.
MICHIGAN.	
PATRIOT.....Jackson	The Six Months Average Was A.A.A. Figures.....D. 10,366; S. 11,289 Patriot Figures.....D. 10,331; S. 11,235
MINNESOTA.	
TRIBUNE, Morn. & Eve.....Minneapolis	

MISSOURI.	
POST-DISPATCH.....St. Louis	
MONTANA.	
MINER.....Butte	
NEBRASKA.	
FREIE PRESSE (Cir. 128,384)....Lincoln	
NEW JERSEY.	
PRESS.....Asbury Park	
JOURNAL.....Elizabeth	
COURIER-NEWS.....Plainfield	
NEW MEXICO.	
MORNING JOURNAL.....Albuquerque	
NEW YORK.	
KNICKERBOCKER PRESS..ALBANY	
BUFFALO EVENING NEWS....Buffalo	
BOLLETTINO DELLA SERA, New York	
EVENING MAIL.....New York	
STANDARD PRESS.....Troy	
RECORD.....Troy	
OHIO.	
PLAIN DEALER.....Cleveland	Circulation for July, 1912
Daily.....7110,906	
Sunday.....7132,389	
VINDICATOR.....Youngstown	
PENNSYLVANIA.	
TIMES.....Chester	
DAILY DEMOCRAT.....Johnstown	
DISPATCH.....Pittsburgh	
GERMAN GAZETTE.....Philadelphia	
PRESS.....Pittsburgh	
TIMES-LEADER.....Wilkes-Barre	
GAZETTE.....York	
SOUTH CAROLINA.	
DAILY MAIL.....Anderson	
THE STATE.....Columbia	(Cir. July, 1912, S. 20,986; D. 20,956.)
TENNESSEE.	
NEWS-SCIMITAR.....Memphis	
BANNER.....Nashville	
TEXAS.	
RECORD.....Fort Worth	
STAR-TELEGRAM.....Fort Worth	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
CHRONICLE.....Houston	
WASHINGTON.	
POST-INTELLIGENCER.....Seattle	
WISCONSIN.	
EVENING WISCONSIN.....Milwaukee	
CANADA.	
ALBERTA.	
HERALD.....Calgary	
BRITISH COLUMBIA.	
WORLD.....Vancouver	
ONTARIO.	
FREE PRESS.....London	
QUEBEC.	
LA PATRIE.....Montreal	
LA PRESSE (Ave. Cir. for 1911, 104,197), Montreal	
TRADE PAPERS.	
NEW YORK.	
RETAIL BAKER.....New York	

TIPS FOR BUSINESS MANAGERS.

The Homer W. Hedge Co., 366 Fifth avenue, New York, is placing some copy with Eastern papers, for the Dr. Jaeger Sanitary Woolen System Co., Dr. Jaeger's Underwear, 395 Fourth avenue, New York.

W. H. H. Hull & Co., Tribune building, New York, are sending out orders for 168 lines, one time, to Pennsylvania papers, for the Monarch Vacuum Cleaner Co., 1151 Broadway, New York.

The Walter C. Lewis Co., Equitable building, Boston, Mass., is making up a list of Southern papers, for Whitmore Bros. & Co., Whitmore Shoe Polish, 20 Albany street, Cambridge, Mass.

The Matos-Menz Advertising Co., Bulletin building, Philadelphia, is again placing orders with Pacific Coast papers, for Dr. D. Jayne & Son, Philadelphia, Pa.

Philip Morris & Co., Ltd., cigarettes, 402 West Broadway, New York, is asking rates in large city papers. It is reported that an agency will be selected later.

The Morse International Agency, Fourth avenue and Thirtieth street, New York, is placing orders with New York State papers, for the Weir Stove Co., Glenwood Ranges, Taunton, Mass.

The Moses Advertising Service, Munsey building, Baltimore, Md., is reported to be placing the advertising of the Read Drug & Chemical Co., Gypsy Gift, Howard and Lexington streets, Baltimore.

The Frank Presbrey Co., 456 Fourth avenue, New York, is asking rates in papers in cities where they have stores, for the Hendee Manufacturing Co., Indian Motor Cycle, Springfield, Mass. This company is also reported to be placing orders for fourteen inches, two i. a. w. for twenty-six weeks, with papers in California, Oregon and the State of Washington, for Horace L. Day Co., Suchard Swiss Milk Chocolates, 4 White street, New York.

The Ridgway Co., Everybody's Magazine, Spring and Macdougall streets, New York, is placing orders through various agencies. Some of them are J. Walter Thompson Co., New York; N. W. Ayer & Son, Philadelphia, Pa., and Robert M. McMullen Co., New York City.

The Frank Presbrey Co., 456 Fourth avenue, New York, is placing orders with some Southern papers, for the R. B. Davis Co., Baking Powder, 8 Jackson street, Hoboken, N. J.

The Volkman Advertising Agency, Temple Court, New York, is sending out orders for four inches, twenty times, to New England papers, for the Dr. Kline Institute, Red Bank, N. J. This agency is also sending out four-inch orders, two i. a. w., for one year with New England papers for the Renova Distributing Co., 200 Broadway, New York.

Williams & Cunyngnam, Heyworth building, Chicago, are making 1,000 line contracts with some Western papers, for Martin & Martin, E-Z Stove Polish, 2520 Quarry street, Chicago. These agents are also placing some orders for the Mitchell-Lewis Motor Car Co., Racine, Wis.

The Volkman Advertising Agency, Temple Court, New York, is placing orders with some Southern papers, for the Pond Pharmaceutical Co., Pond's Digestant Tablets, 226 Ninth avenue, New York.

New Orleans States
32,000 Daily, net

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

Week of Sept. 16 to 22, inclusive. The States led The Item 28%, or 4,025 lines, of Department Store advertising.

On Total Space for that period, The States led The Item by 3,835 lines agate.

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

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

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

AD FIELD PERSONALS.

C. D. Atkinson, business manager of the Atlanta (Ga.) Journal, is in New York calling on the general advertisers.

Thomas E. Dockrell, the advertising expert, will speak before the Town Criers at Providence, R. I., on the subject, "Co-operation," next Monday.

J. L. Mapes, business manager of the Beaumont (Tex.) Enterprise, is in New York on a business trip. Mr. Mapes will return to Beaumont by way of Chicago and will call on the general advertisers and advertising agents in the Western field.

George O. Pritchard, of Pritchard's Religious Lists, Tribune building, New York, is on a trip up-State in the interest of these publications.

J. Bernard Lyon, advertising manager of the Augusta (Ga.) Chronicle, is in New York, where he is combining business with pleasure. Mr. Lyon, who recently became a benedict, is accompanied by Mrs. Lyon.

Clifford L. Lochridge, assistant manager of the advertising department of the Atlanta (Ga.) Constitution, fell five stories down a dark elevator shaft of the Masonic Building of that city last week. His left thigh and arm were crushed and he suffered serious internal injuries. He is believed to have mistaken the opening of an elevator shaft for a door into another room.

NEW PUBLICATIONS.

MOULTRIE, Ga.—A corporation composed of many of the leading business and professional men of the city was organized last Saturday for the purpose of establishing a newspaper. The capital stock was fixed at \$20,000 and the latest improved and most convenient equipment will be obtained.

JACKSON, Miss.—The capital stock, \$25,000, for a new daily to be published soon has been subscribed and the company formally organized. The paper will be called the Jacksonian, but it has not yet been determined whether it will be a morning or afternoon paper, or when it will appear.

BIRMINGHAM, Ala.—The Alabama Republican, a new Republican weekly newspaper, will make its first appearance next Thursday. The paper will be the organ of the Republican party in this State and support Taft for the Presidency in the campaign which is now being waged. Major E. E. Winters, of Montgomery, and Asa E. Stratton, also of that city, will have charge of the new paper as editor and associate editor, respectively.

KENT CITY, Mich.—Jasper Hallock, who at different times has edited several Michigan weekly newspapers, will issue the first number of the News within a short time. Kent City has been without a publication for eight years.

The New York Sunday World.

The Sunday World last Sunday introduced a new feature—a twenty-four page illustrated magazine and story section. The pages are larger than the usual size of magazine pages and give opportunity for the use of some striking illustrations. The new section is rich in interesting material which is sufficiently varied in character to appeal to all classes of readers. The weekly joke book, Fun, is becoming popular as a mail order medium. Frank A. Selah is the advertising manager of the World Sunday Magazine. John O'Hara Cosgrave, who, as announced last week, is the new Sunday editor of the World, because of his long experience knows what the people want and how to get it for them.

OBJECTS TO BILLBOARD ADS.

Proper Way to Advertise Is in the Press, Says Dock Commissioner Tomkins.

Calvin Tomkins, dock commissioner, denied on Tuesday the application of E. J. Shriver, of No. 51 Wall street, for permission to erect advertising clock dials in the Manhattan and Staten Island ferry terminals, and in doing so gave his views regarding billboard advertising. He said he thought that the placard kind of advertising meant "selling the eyes of the public," a kind of publicity which was "nothing less than a nuisance."

"The proper way to advertise is in the public press," declared the commissioner in a letter to Mr. Shriver. "Private exploitations and defacements of this character I know are tolerated. "Excepting a few kinds of public notices and the advertising of real estate on the site, it has always seemed to me that billboard display advertising is a nuisance, which public opinion will eventually eliminate."

WILL TRY TO ELECT TEDDY.

Bunch of Special Writers to Contribute Services Free in Campaign.

Frederick Palmer, the war correspondent, dropped into the Progressive Party headquarters a short time ago and suggested that some use be made of authors, special writers and novelists in the campaign. Will Irwin, the magazine contributor, proposed that they be employed to write a series of newspaper articles, and Richard Harding Davis endorsed the idea.

The high-muck-a-mucks at headquarters thought the suggestion a good one and persuaded Mr. Irwin to tackle the job of city editor and organize a staff. So, instead of returning to his summer home, Irwin tied himself to a telegraph and soon found himself blessed with the following list of contributors:

Richard Harding Davis, George Ade, Hamlin Garland, Gouverneur Morris, John T. McCutcheon, Jane Addams, Wallace Irwin, Frederick Palmer, Edna Ferber, Ines Haynes Gillmore, Richard Washburn Child, Jesse Lynch Williams, Dr. Woods Hutchinson, C. P. Connolly, J. B. Connolly, Franklin P. Adams, Emerson Hough, Herbert Croly, Walter Weyl, P. C. MacFarlane, Louis Evan Shipman, I. M. Marcossou, William Allen White, Judson C. Welliver, George Fitch, Frank A. Munsey, Samuel Merwin, Henry Kitchell Webster, Bert Leston Taylor, Roy Norton, E. S. Van Zile, Burgess Johnson, Harry Stillwell Edwards, Harvey O'Higgins and Henry Beach Needham.

There will be a series of articles, beginning early in October and continuing until Election Day. The authors are doing the work as a party contribution, and there will be no charge for the service, the value of which at market rates is put at \$15,000. This is said to be the first time this has happened.

KIRBY WITH KATZ AGENCY.

Former Chicago Representative of the Butterick Co. Makes a Change.

H. N. Kirby, a well-known and able advertising man, has joined the forces of the E. Katz Special Advertising Agency, No. 15 East Twenty-sixth street, New York. Mr. Kirby has had nine years of advertising work, three years as representative of the Butterick Co. in their Chicago office, and four years as assistant to the advertising manager in the New York office.

In this position he had the placing of the Butterick Co.'s newspaper advertising, which gave him an unusual opportunity to compare the values of newspapers and magazines. Two years ago he became a member of the William C. Freeman Co., whose president, Mr. Freeman, is advertising manager

DIRECTORY OF ADVERTISING AGENTS

General Agents

- ADVERTISERS' SERVICE**
5 Beekman St., New York
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
115 Broadway, New York
Tel. 4280 Rector
- BRICKA, GEORGE W., Adv. Agent.**
114-116 East 28th St., New York
Tel. 1528 Mad. Sq.
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 3831
- HOGUET ADVERTISING**
New York Office,
20 Vesey Street
Tel. Cortlandt 2252
- HOWLAND-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.
Frank Presbrey Co., N. Y. Corr.

of the New York Evening Mail. Mr. Kirby is a thorough believer in newspaper advertising.

The E. Katz Special Advertising Agency has a strong organization, making a specialty of the development of new business, and it is here that Mr. Kirby's experience will be of material aid.

The corps of solicitors in the Eastern office, under the direction of G. R. Katz, besides Mr. Kirby, are H. R. Goldberg and Adolph Lesser. In charge of the Western office is S. L. Katz, with his assistant, Roy R. Black.

The new officers of the E. Katz Special Advertising Agency are: G. R. Katz, president and treasurer; S. L. Katz, vice-president, and A. L. Skelly, secretary.

MORE TIPS FOR AD MANAGERS.

Williams & Cunningham, Heyworth building, Chicago, are sending out orders to a large list of dailies for the Mitchell-Lewis Motor Co.

Nelson Chesman & Co., Trude building, Chicago, are placing orders for the Marmola advertising with daily papers.

The Kilmer Co., Binghamton, N. Y., is making renewals direct.

The Wyckoff Advertising Co., 25 East Twenty-sixth street, New York, is making contracts for 7,000 lines, with some Western papers for Hazen Morse, Patent Medicine, New Rochelle, N. Y. This company is also placing orders with some Western papers for the Wendell Pharmaceutical Co.

The Royal Baking Powder Co., 135 William street, New York, is placing orders for their fall schedule.

Publishers' Representatives

- ALCORN, FRANKLIN P.**
33 West 34th St., New York
Tel. Gramercy 6332
- ALCORN, GEORGE H.**
405 Tribune Bldg., New York
Tel. Beekman 2991
- ALLEN & WARD**
25 W. 42nd St., New York
30 N. Dearborn St., Chicago.
- JOHN M. BRANHAM CO.**
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380
- BUDD, THE JOHN, COMPANY**
Brunswick Bldg., New York
Tribune Bldg., Chicago
Chemical Bldg., St. Louis
Tel. Madison Sq. 6187
- GRIFFITH, HARRY C.,**
Brunswick Bldg., New York
Tel. Madison Sq. 3154
- KELLY-SMITH CO.**
220 Fifth Ave., New York
People's Gas Bldg., Chicago
Tel. Madison Sq. 3259
- LINDENSTEIN, S. G.**
118 East 28th St., New York
Tel. Madison Sq. 6556
30 North Dearborn St., Chicago
- 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

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Will equip with their wonderfully convenient space-saving

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

