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WASHINGTON GOSSIP.

WHAT CORRESPONDENTS FIND TO DO DURING THE WEEK BEFORE CONGRESS MEETS.

Why George E. Lathrop Wants One Law Repealed—Newspaper Reports Show Large Expenditures for Advertising—Mr. Hearst Urged to Call a Public Meeting for the Discussion of Important Election Questions.

(Special Correspondence.)

WASHINGTON, Oct. 30.—George E. Lathrop, a playwright of Boston, Mass., has written a letter to representatives in Washington requesting that the law making it a criminal offense to make and send through the mails art photos, half tones, cuts, paintings, drawings, pictures or other representations of the human form, whether nude or draped, be repealed. He states in his letter that the violation of the law subjects the person to five years' imprisonment or \$5,000 fine, or both, which he claims is an "outrageous penalty." It has been ascertained that Mr. Lathrop is interested in a painting entitled "The Temptation of Eve," which he has evidently been prohibited from placing on exhibition for money-making purposes.

The Play Bills is the name of the newest addition to the advertising field in Washington. It is issued weekly, and not only contains valuable information about what is going on at the local theatres, but carries advertising of merchants in every line of business.

GRATEFUL TO SENATOR CHILTON.

Charles S. Albert, of the New York World, chairman of the Standing Committee of Washington Correspondents, has written Senator William E. Chilton of West Virginia, owner of the Charleston Gazette, thanking him on behalf of the correspondents for the use of his private committee room while the Clapp Campaign Committee was in session. Senator Chilton's room, which was just across the corridor from the room in which the hearings were held, was fitted with telephones, typewriters and desks for the use of the newspaper men attending the hearings, and it proved of great convenience to them.

The Supreme Court sessions interest many, and the thousands of publicity statements filed by candidates for Congress, both in the Senate and House, have kept many busy going through them getting the items as to contributions and expenditures. It has been noted that in a majority of statements the largest items of expenditure have been for advertising in one form or another. Enormous sums have been spent by the candidates for newspaper advertising.

The Washington Herald has rented a three-story building to show the prizes and awards that will be distributed in its \$25,000 subscription contest. In inviting the public to see the exhibit, the Herald states that "they (the public) will see there the most magnificent collection of awards ever offered to the newspaper-reading public by a contest management in the National Capital."

James Milford Place, in an open letter to William Randolph Hearst, printed on the front page of the Washington Herald of Oct. 28, which incidentally is not marked "adv.," requests that Mr. Hearst, who has "the confidence of laboring men and women, organized and unorganized, as no other man in this country has," should arrange for a public mass meeting of the toilers of New York City so that they could hear the questions of the election discussed by both sides.

MAY LOSE MAIL PRIVILEGES.

Dismayed by the ambiguities of the newspaper publicity section of the new Post Office Appropriation Act, the Philadelphia Tageblatt has decided to stop worrying and mark everything it prints "advertisement." By this action it has "advertised" itself out of the second-class mailing privilege, according to a statement issued by the Post Office Department this week.

The second-class mail laws deny the

Editor Denies Assault Charge.

Van Davis, editor of the Huntsville (Mo.) Times, who was charged with assault with intent to kill and carrying concealed weapons, as the result of a pistol duel between himself and John N. Hamilton, editor of the Huntsville (Mo.) Herald, was arraigned at Moberly last week and entered pleas of not guilty to both charges. The cases were adjourned to Nov. 21, with bond fixed at \$1,100.

POSTAL LAW UP DEC. 2.

SUPREME COURT ADVANCES CASES TO TEST ITS CONSTITUTIONALITY.

Journal of Commerce to Be Represented by Robert C. Morris, and the Lewis Publishing Co. by James M. Beck—Decision May Be Expected Within Three Months from Date of Argument—Interesting Facts.

(Special Correspondence.)

WASHINGTON, D. C. Oct. 31.—The Supreme Court has set Dec. 2, as the date upon which the arguments in the cases testing the section No. 2, of the new Postoffice appropriation law known as the Postal Press Section, will be heard. The cases, which will be argued on the date named, immediately after the rendering of decisions on that date, are those of the Lewis Publishing Co., New York, publishers of the Morning Telegraph and of the Journal of Commerce and Commercial Bulletin against the postal officials.

The motions to advance these cases were made last Monday a week ago, and the decision of the court to advance them was rendered last Monday. The motions to advance were made for the Journal of Commerce by Robert C. Morris, of the firm of Morris & Plante, attorneys at law, New York City, attorneys for the American Newspaper Publishers' Association, and by Attorney James M. Beck, 55 Wall street, for the Lewis Publishing Co.

IS THE A. N. P. A. IN IT?

The printed copies of the motions to advance do not mention the American Newspaper Publishers' Association as a party to the test cases, and so far as the court records are concerned, the two newspapers, the Morning Telegraph and the Journal of Commerce, are individually testing the constitutionality of the press law.

The necessity of an early decision in these cases was clearly set forth in the motions of the attorneys for the newspapers, and the court evidently took the urgency of the situation into consideration, for all the other cases which the court has advanced for early hearing have been made for January 6, 1913, and it was thought that these cases would be set for that date.

The average time for a decision of the court after the hearing has been made is two or three months. Decisions have been made in cases as early as two weeks after they have been heard, but it is not expected that the court would render a decision in these cases in so short a time. Solicitor General William Marshall Bullitt will represent the Government in these cases before the Supreme Court. If he is to be assisted in presenting the Government's side of the question, it has not been determined as yet who his assistants will be.

BRIEFS NOT YET FILED.

The attorneys for the appellants, the Lewis Publishing Co. and the Journal of Commerce, will open and close the arguments before the court. The briefs of the attorneys have not been filed up to the present time. The attorneys for the newspapers in this case have until three weeks before the time set for the hearing before they are required to file briefs, and the Government's representative until one week before argument begins.

That the Supreme Court took cognizance of the urgency of a decision in these cases is evidently due to the great



FRANKLIN MATTHEWS,

ASSISTANT DIRECTOR OF THE PULITZER SCHOOL OF JOURNALISM.

cent-a-pound rate of postage to newspapers and periodicals "primarily designed for advertising purposes," and since this publication has made itself wholly an advertising sheet, it has, by its own words, denied itself the benefit of the pound rate.

The Tageblatt says in an editorial: "An editor can never be sure whether money or any other consideration has been paid or promised for any article. Still this knowledge is a matter of moment if he does not want to risk the fine of from \$50 to \$500 which the law imposes.

"One of our novel writers makes his hero ride frequently in an Apollo car. The editor never found fault with such passages. But now he hesitates. Who knows whether the author did not get any valuable consideration from the manufacturer of the Apollo, be it only a 'joy ride'?"

Collier Sells the Housekeeper.

The McClure Publications, the corporation which publishes McClure's Magazine and the Ladies' World, has bought the Housekeeper from P. F. Collier & Son. Beginning with March 1, it will be amalgamated with the Ladies' World, and appear under the joint title of the Ladies' World and Housekeeper. The latter magazine, which claims a circulation of 400,000, was established in Minneapolis in 1877, and to this day its chief circulation strength is in the Middle West. Three years ago Mr. Collier bought it and brought it to New York.

Newspaper Man Held as Forger.

Charles Wilharn, formerly connected with the Philadelphia Bulletin, was arrested at Lancaster, Pa., last week and confessed to forging large checks on a number of Pennsylvania banks.

interest the newspapers throughout the country are taking in the matter. The great importance of an early settlement of the test cases was very clearly and forcibly set forth in the arguments to advance by the attorneys for the newspapers making the fight.

HAVE COMPLIED WITH LAW.

Eighty per cent. of the publications and periodicals required to send in statements under the new postal press law, which requires owners of said publications to state the editor and ownership of the publications, and in the case of daily newspapers the average "of the paid subscribers" for the previous sixth months, have complied with the law.

In other words the owners of about twenty-two thousand publications have sent in their statements and of this number 1,750 have been from publishers of papers, or 70 per cent. of those required. The statements that have been filed with the Post-Office Department are not now available for public inspection, but it is the intention of the Postmaster General to have them so arranged that they can be inspected by those desiring to do so.

Just what methods will be employed in making them available has not yet been determined. The statements are filed with the third assistant postmaster general. As the handling of twenty-five thousand statements is a large undertaking, some system will have to be devised to make them readily accessible before the public is invited to inspect them. The Postmaster General believes that it was the intention of the framers of the law that the statements should be available for public inspection.

NEW PUBLICATIONS.

KERRVILLE, Tex.—The Advance, published by T. A. Buckner, has been launched this week.

LA GRANDE, Ore.—The Morning Examiner, an eight-page daily, with an enlarged Sunday edition, will make its appearance soon. E. Haywood and W. A. Hearst are on the editorial staff.

KELLOGG, Idaho.—Will Grove and J. P. Heckert have issued the first number of the Review, a weekly newspaper.

YONKERS, N. Y.—The Record, a weekly periodical to appear each Sunday, is a new eight-page paper under the editorial care of Harry Malone, for many years city editor of the Yonkers Herald.

ANDERSON, Ind.—The first issue of the Morning Republican came out Oct. 24. W. H. H. Quick is president of the publishing company and Robert Marinville business manager.

FITZGERALD, Ga.—W. G. McNelly will issue the first number of the Press, a semi-weekly newspaper, about the middle of November.

BENTON HARBOR, Mich.—John F. Baldwin has organized the Leader Publishing Co., capitalized at \$40,000, and will launch the Daily Leader about Nov. 15.

MUSKOGEE, Okla.—The Press, an evening paper, will be established here Nov. 20 by Col. Clarence B. Douglas, former editor of the Phoenix.

BALTIMORE, Md.—The Trades-Unionist, a four-page weekly paper, made its initial appearance Saturday. The leading editorial of the first edition announces that the paper will fight for any candidate who is a friend of organized labor. Charles W. Lemkuhl is the editor.

Alabama Publishers' Convention.

The first annual convention of the printers and publishers of Alabama was held last week at Montgomery. More than sixty-five delegates were present from all parts of the State, and an especially interesting program of speeches was carried out. The officers elected are as follows: president, Robert E. Ewing, of Birmingham; vice-president, H. C. Crenshaw, of Montgomery; secretary, W. P. Chilton, of Montgomery; treasurer, G. H. Norwood, of Anniston.

THE EDITOR AND PUBLISHER is the best \$1 investment you can possibly make.

ROOSEVELT SUES FOR LIBEL.

Charge Based on Statement of his Drinking Habits in Newspaper.

Col. Roosevelt, through Judge James H. Pound, of Detroit, brought suit last week for \$5,000 damages for a libel alleged to have been printed on October 12, by George A. Newett, of Ishpeming, Mich., in his weekly newspaper, the Iron Ore. Newett was arrested, but later released on his own recognizance.

The article upon which Mr. Roosevelt is said to base his suit is headed "The Roosevelt Way," and contains the following statement: "Roosevelt lies and curses in a most disgusting way. He gets drunk, too, and that not infrequently, and all his intimates know about it."

At Progressive headquarters it was stated that the publication of the alleged libel in the Ishpeming Iron Ore was the first case that had come to the notice of Col. Roosevelt or his friends of the publication of such a slander by a responsible individual. The Colonel was not seeking to recover money damages, but to nail the lie about his drinking habits.

WAR OF WORDS COSTS \$5,000.

Publisher of Atlantis Wins Libel Suit Against Panhellenic Owner.

Demetrius J. Vlasto, one of the publishers of the Greek newspaper Atlantis in New York, who has been engaged in a battle of words with Socrates A. Xanthaky, formerly of the Atlantis and now publisher of the Panhellenic, with resulting libel suits and counter suits, got a verdict of \$5,000 last Saturday against Xanthaky from a jury before Supreme Court Justice Benton.

Vlasto alleged in his complaint that he was "Arch Exarch General" of the Greek Orthodox Church in America, and that Xanthaky in the Panhellenic called him an "international swindler" and "shameless exploiter of things holy and sacred, stigmatized by the curses of thousands of Greeks in America."

It was also alleged that Xanthaky called Vlasto the "beggar Exarch," and referred to the Atlantis as a scycophantical, insulting and blackmailing organ.

Improvements on Munsey's Press.

Frank A. Munsey in a statement to the readers of the New York Press, printed in that newspaper on Monday, said that on taking over the property a little more than a month ago, he had increased the number of pages from ten to twelve and with the current issue has added another column to the width of the page, thus providing a total of twenty-six additional columns in which to present news and advertising matter. In addition, he had installed new printing presses, a new engraving plant, additional typesetting machines, and in other ways had improved the physical equipment of the newspaper. The editorial and art departments have been strengthened and other changes made that will make it possible to print a better newspaper. The present circulation of the Press, Mr. Munsey states, is 108,000 as against 90,000 when he purchased the Press.

On a Long Walk.

Erminio Grosser, Vezio Brushi, Jose L. Cosso and Carlos Ruano, said to be members of the press of Barcelona, Madrid, Milan and Florence, are on their way from New Orleans, afoot, and expect to reach New York within three months. The pedestrians are being received by the leading officials of the cities and States en route and expect to be greeted by Mayor Gaynor on their arrival here.

Hische in New Quarters.

George B. Hische, Western representative of THE EDITOR AND PUBLISHER, with headquarters in Chicago, has taken larger offices in the Adams Express Building, that city, where he will be at home to his friends after to-day.

LINOTYPE COMPANY'S REPORT.

President Dodge Comments Optimistically on the Year's Mergenthaler Business.

The annual report of the Mergenthaler Linotype Co. for the year ending Sept. 30 last has just been issued. The net gain, as shown by the treasurer, was \$2,738,521.89.

Philip T. Dodge, president of the company, in his report speaks optimistically of the development of the company's business. Besides the practical necessity of the linotype machines in newspaper offices in the field of high class book and job printing, Mr. Dodge says the linotype is steadily gaining ground, and a large proportion of the finest periodicals in the country and books in vast numbers are printed from linotype slugs.

"The policy of the company of extending long credits and accepting small payments on the installation of machines," Mr. Dodge adds, "has been of vast benefit to printers of limited means, and has resulted in the establishment of hundreds of small daily papers which could not otherwise have existed."

"Although the introduction of the machines has revolutionized the printing art, it has been effected in such manner as to benefit the hand compositors as well as the employers, the final result being a greatly reduced cost of composition with increased pay and decreased hours of labor for the compositors."

"During the year a large number of plants have increased the number of their linotypes, and in the United States alone 530 additional offices have adopted the machines."

Ad Men's League Dinner on Nov. 7.

The Advertising Men's League of New York will hold a dinner at the Aldine Club rooms in the Fifth Avenue Building on Thursday evening, Nov. 7, and discuss "Efficient Manufacturing and Selling Policy." H. W. Mix, president of the Dodge Manufacturing Co., will speak on "Efficient Analysis of Manufacturers' Sales Problems," and Herbert N. Casson, of the H. K. McCann Advertising Agency, and author of several books, on "Applying the Twelve Principles of Efficiency to Selling and Advertising." The league is forming its own orchestra in addition to its established quartet.

Jewish Forward in Its New Home.

An event of importance to the lower East Side was the formal opening and housewarming last Saturday night of the New York Daily Forward's new home at 173-175 East Broadway. The new Forward building, a handsome ten-story structure, faced with marble and white terra cotta, towers far above its neighbors and forms a new and easily recognized landmark in that section of the East Side. It occupies a plot of approximately 50 by 100 feet directly opposite Seward Park.

Ohio Liability Board Makes Appeal.

The Ohio Liability Board of Awards is making an appeal to the newspapers of that State to avail themselves of the protection afforded by the Workmen's Compensation Act. It is sending out letters to publishers of all newspapers in the State, asking them to supply information on which rates can be based. The reports are expected to show exactly the number of accidents. The Board believes that newspapers may have a lower rate than was established as a trial rate, and is trying to provide industrial insurance at actual cost.

The New York Evening World printed more than 150,000 words on the Becker case during the seventeen days of the trial, and these were first written in long hand by the reporting staff.

The journalism classes of the Indiana State University this fall contain 102 students. J. W. Piercy is the director.

HOW PALMER GOT TO THE WAR.

New York Times Correspondent's Record Rush to Balkan States.

Frederick Palmer, the first American war correspondent to reach Europe from the United States, had an interesting experience as he rushed through Paris one day last week on his way to the Balkans, where he represents the New York Times during the war of the five nations.

Although with his experience as a veteran war correspondent, Mr. Palmer carried with him a complete camping outfit, saddle, bridle, and all, he was met in the French capital with the news that food would have to be carried as well, for, according to the latest reports, each man for himself appears to be the law anywhere near the fighting line.

Money had also to be changed into gold. This proved one of the hardest tasks, as to obtain enough coins by five o'clock in the afternoon was almost an impossibility in Paris, where the scarcity of gold is becoming acute, owing to the international situation. Thanks, however, to the valuable assistance of the manager of the American Express Company, who placed at the disposal of the representative of the Times all the gold available in every till in his office, enough coins were collected to fill a spacious belt.

The help of the friendly Felix Potin was next sought, and a collection of sardines, boxes of canned beef, chocolate, crackers, tea, matches, etc., were soon stuffed in his grip. Meanwhile the travel expert of the Times Information Bureau was busy arranging a schedule of the trains and other means of transportation which would carry Mr. Palmer as swiftly as possible to the center of operations. He reached the Balkans the early part of this week.

CHANGES IN INTEREST.

NORTH LITTLE ROCK, Ark.—Hope Wheeler, formerly connected with the Searcy News, has purchased the Times from W. R. Barrow.

HODGENVILLE, Ky.—The Larne County Herald, which has been under the management of C. C. Howard for twenty-seven years, has been sold to Charles R. Creal and Roy M. Munford, who take possession this week.

MASSENA, Ia.—Raymond Cornell has bought the Echo from the Hon. D. P. Hogan.

LONGFORD, Kan.—Frank Patee has sold his interest in the Leader to Fred Myers.

CANON CITY, Col.—The Fremont County Leader, a Democratic newspaper, has passed into the ownership of Clarence P. Dodge and others, who will turn it into a Progressive paper.

ALLIANCE, Neb.—Ben Sallows, of Battle Creek, Mich., has bought the Times.

POPLAR BLUFF, Mo.—The Citizen-Democrat has been sold by R. V. Copper to L. C. Cullison.

DORCHESTER, Md.—William B. Dimon, a newspaper man, has bought the Standard, which was purchased some months ago by A. Stengle Marine.

EVANSVILLE, Ind.—The Weekly Review, local periodical of Senator William B. Carpenter, has been bought by Howard Tillon and Charles Pritchett.

WAYLAND, Ia.—John Dolph, editor of the News for several years past, has sold the paper on account of ill health and will retire from active labors. The purchaser is his son-in-law, J. E. Cowgill, of Indianapolis, Ind.

CLIMAX, Mich.—Herbert Smith has purchased the property of the old Cereal, which suspended publication some time ago, and will start a new weekly paper in this city. The plant was formerly owned by L. A. Hubbard.

BELLEVIEW, Tex.—A. L. Hubbard has sold the Times to R. E. Zeiske.

The New York Herald will flash the returns on election night by a huge searchlight from the Metropolitan Tower, which will be visible within a radius of fifty miles. A system of flash signals has been arranged.

CHICAGO HAPPENINGS.

The Tribune Sued for Libel by County Board President for \$100,000 Damages—Press Club Changes the Name of Its Publication—Typographical Union Condemns Federation for Attacking the Hearst Newspapers.

(Special Correspondence.)

CHICAGO, Oct. 30.—G. Ashley DeWitt, formerly city editor of the Fond du Lac, Wis., Reporter, and until recently connected with the staff of the Chicago Examiner, has gone to Joliet, Ill., where he has accepted the position of managing editor of the Joliet Herald. Although he has been engaged in newspaper work only three years, Mr. DeWitt's progress has been remarkably rapid.

J. Arthur Dixon, for twenty years on editorial departments of Chicago newspapers, died last week in Lakeside hospital. His death followed an operation for appendicitis Oct. 21. Funeral services were held Monday at 10 a. m. from the late residence, 5630 Monroe avenue.

Under the caption "Church Advertising Spreading," the Continent, the national Presbyterian weekly, calls attention in its current issue to the benefits being derived by many churches from advertising in the daily press. Several instances are cited where display advertisements have resulted in the churches being crowded.

Suit against the Chicago Tribune for \$100,000 damages has been filed by Peter Bartz, president of the county board. The action followed a series of articles published in the newspaper alleging that Bartz was connected with the contemplated purchase of various sites of branch hospitals.

Aaron Wright Baldwin, editor and author, died suddenly at his home, 6656 Southport avenue, Sunday, of pneumonia. Mr. Baldwin was at his desk Saturday. He was 62 years old. Mr. Baldwin began newspaper work in Chicago nearly thirty years ago. At the time of his death he was editor of the American Contractor and legal editor of the Banking World. He wrote several books. One was a history of Judas Iscariot. His widow survives him.

George Buckley, formerly western manager of the Style Book, is now with the Chicago office of the J. Walter Thompson Co.

D. H. Lawson, Chicago representative of the Kansas City Star, is making a several weeks' trip to the Pacific coast, combining business with pleasure.

Eddie Bode, of the Chicago Examiner, has been enjoying a few weeks' vacation on his farm down in Florida.

The Press Club of Chicago has change the name of its bright club organ to The Scoop. The last issue shows some very clever stuff, and the directors feel that the boys and the friends of the club will be willing to pay one dollar a year for the paper. And your Uncle Sam has admitted the paper to second class privileges of mailing. Editor Cairns says that this is the only thing about the sheet that is not strictly first class.

Typographical Union No. 16, at its meeting last Sunday, adopted resolutions condemning the action of the Chicago Federation of Labor in attacking the Hearst newspapers and instructed its delegates to the central labor body to oppose the attacks in every way possible. The union also indorsed the action of the board of governors of the National Allied Printing Trades Council in revoking the charter of the Chicago Allied Printing Trades Council for its refusal to seat delegates from the recognized union of stereotypers.

They Looked Fine.

A company of war correspondents, sixty strong, that left Constantinople last week for the front, were dressed as Turkish generals and privates and wore fezzes. All were armed.

LECTURES ON JOURNALISM.

Notable List of Editors Who Will Speak at Columbia Monday Afternoons.

The series of lectures on journalism and public life inaugurated at Columbia University a few weeks ago, have proved to be so interesting and popular that they are to be continued during the next three months. They are given

NO JOURNALISM FOR YALE.

Makes University Savor of the Business College, Says Undergraduate Organ.

The following editorial appeared in the Yale Daily News of October 26: "Of all practical creations in the modern university the school of journalism, where embryo editors learn to use the blue pencil, where future reporters

COULDN'T RESIST TAXICABS.

So Texas Editor Used Up Mileage Books Meant for Four Men.

Louis G. Wortham, of the Fort Worth (Tex.) Star-Telegram, figured royally in a story which his partner, Amen G. Carter, told on him last week, when both were in New York. Mr. Carter, besides his part ownership of the Star-Telegram, is president of the Fort Worth Chamber of Commerce, and had the appointing of the delegates to the recent International Congress of Chambers of Commerce in Boston.

"I appointed myself, as I expected to come North, Wortham and two others," said Mr. Carter, "and then when the time came Wortham was the only one of the delegation that could get away from business."

"You may not know it, but every one of the delegates to the congress had a book entitling him to \$5 worth of taxicab rides, and Wortham got the four books. Well, I got through my business in time to reach Boston at the tail end of the congress, and I confess I had ideas of using up the taxicab book that belonged to me, and perhaps one other. I sought Wortham, and asked him where the books were. He looked sheepish.

"To tell the truth, I have ridden the last one of 'em up," he said. "The idea of getting something for nothing in the North, and taxicab rides at that, appealed to me so strongly that I have spent my spare time just watching the taximeter work, and feeling that it wasn't costing me a cent."

DAVID LEE TAYLOR.

David Lee Taylor, who died as the result of a nervous breakdown on Oct. 23, as announced in our Chicago correspondence last week, was one of the guiding lights in the advertising and publishing field of America.

He was born in Geneseo, Ill., in 1866 and began his advertising career with the Lord & Thomas Co. years ago. In 1908 he left the firm and entered the Long-Critchfield corporation. Two years ago the company was reorganized as the Taylor-Critchfield Co. and Mr. Taylor became president.

No formal obituary could adequately portray the passing of this splendid soul, for he was sincere, above all things, and a true man always. Only such a man could have held the loyalty of his associates as did Mr. Taylor, and no tribute could have been more touching than the sorrowing hundreds who gathered at his bier. Rich and poor, business associates and unfortunates he had befriended—all joined in a last tribute of respect to this friendly man.

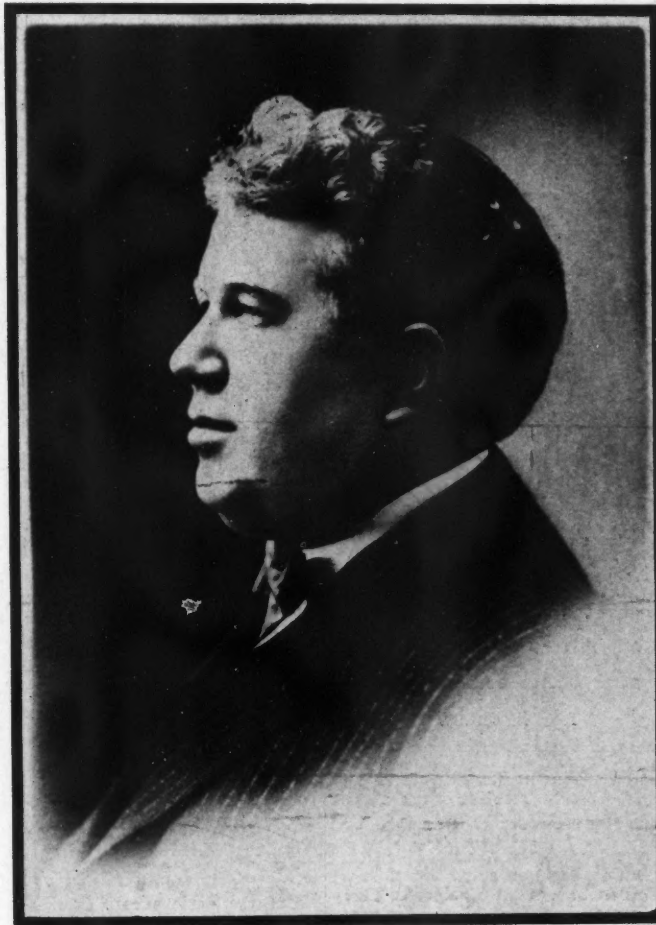
His was a master mind and harbored the creative genius. His ideas on advertising plans, copy and merchandizing methods were seemingly inexhaustible—brilliant in their originality, yet decidedly sound, sane and practical.

It has been said that Mr. Taylor had more friends than any other advertising man. The advertising world to-day mourns his death; the publishers have lost a valued friend, and the world a kind heart.

Editor Sued as Men's Assailant.

Alan Cunningham, associated editor of the Philadelphia Public Ledger, is the defendant in two suits, aggregating \$16,000, which have been started at Media, Pa., by alleged victims of his gunshots on the night of Sept. 7. Salvatore Gorodano, who alleges that his left eye was shot out asks \$10,000 damages, and Angelo D. Filippo, who was shot in the chest and lungs, demands \$6,000 damages. On the night in question someone went to the Cunningham home with the report that a woman was being murdered nearby and the shooting followed.

The Riegelsville (Pa.) News, a weekly paper, recently burned out, will begin publication again this week in new quarters in the Bean Block, Riegelsville.



DAVID L. TAYLOR, PRESIDENT OF THE TAYLOR-CRITCHFIELD CORPORATION, CHICAGO, WHO DIED LAST WEEK.

at Earl Hall on Monday afternoons at 4 o'clock under the direction of the Pulitzer School of Journalism. No cards of admission are required. The list of lectures and speakers follows:

- Nov. 4, "The Magazine and Its Responsibilities," Robert Underwood Johnson, of the Century Magazine.
- Nov. 11, "The Editorial Writer's Opportunity," Arthur Brisbane, of the New York Journal.
- Nov. 18, "Writing for the Press," Rollo Ogden, of the New York Evening Post.
- Nov. 25, "The Newspaper of To-day," Chester S. Lord, of the Sun.
- Dec. 2, "The Newspaper Value of Non-Essentials," Edward P. Mitchell, of the Sun.
- Dec. 9, "The Presentation of News," Carr V. Van Ande, of the New York Times.
- Dec. 16, "Accuracy in Journalism," Ralph Pulitzer, of the New York World.
- Jan. 6, "The Truth in the News," Ida M. Tarbell, of the American Magazine.
- Jan. 13, "Newspaper Power and How to Direct It," George S. Johns, of the St. Louis Post-Dispatch.
- Jan. 20, "Art and Conscience in Newspaper Making," Samuel Bowles, of the Springfield Republican.

Women of Newark Edit Newspaper.

Under the guidance of Mrs. Mina Van Winkle, the women of New Jersey issued on Tuesday a special edition of the Newark Evening Star, in which they displayed every phase of their fight for the ballot. They gathered all the news in it, from police courts to financial matter; wrote the news and the editorials, assisted in setting the type, in the make-up of the paper and its circulation.

"cover" sermons and murders, is the newest and certainly the most practical. This kind of school marks the latest and broadest step away from the delightfully 'useless' Latin and Greek training of yesterday.

"It makes the modern university savor of the business college, and, though it is useful, though it may even be necessary politically and socially it is lamentable."

"There is such a school at Columbia, and there are others, we understand, elsewhere. If private munificence should seek to plant one here we would discourage it. A new department would merely increase the size of the university without increasing its strength."

"When the college has a new recitation building, when the medical school has an adequate endowment, when Sheff has dormitories for all its students, we may bow down before the golden calf of things practical and pray for a school of journalism."

A Statement No One Will Question.

"If newspapers were as inaccurate in their advertising departments as they are in their news columns, the majority of them could not live," said Sidney Smith, editor and publisher of the Northwestern Freeman in a recent talk to the students of journalism at the University of Washington, Seattle.

HOW TO WIN NATIONAL ADVERTISERS.

Vice-President Sheehan, of the Durham Duplex Razor Co., Shows Newspaper Publishers How They May Easily Increase Their Volume of Business by Effective Co-operation with the Local Merchant.

The first monthly luncheon of the Six Point League this season was held on Wednesday, Oct. 23, at the Aldine Club. President M. D. Hunton presided, and the luncheon was very largely attended by the members. The speaker of the occasion was T. C. Sheehan, vice-president and advertising manager of the Durham Duplex Razor Co., who took occasion to give an analysis of the problem that confronts the average national advertiser to-day. Mr. Sheehan succeeded in presenting a very comprehensive view of the problems that have to be solved before an advertising campaign is on the road to success.

Mr. Sheehan was particularly eloquent in his praise of the newspapers for the wonderful showing they have made for the Durham Duplex Razor since the inauguration of his newspaper advertising campaign. In fact, Mr. Sheehan stated that the newspapers have pulled so well that he does not contemplate using any other form of advertising for nearly another year. Mr. Sheehan said in part:

CIRCULATION AND PUBLICITY.

"There are thousands of men in the advertising business to-day who cannot get it out of their heads that because they have enormous circulation they have a perfectly good advertising medium. Some few take the character of circulation into consideration; but it's the rarest thing to find a man who takes the character of his periodical, for which he is trying to sell advertising, into consideration.

"The advertising man generally comes to you and talks publicity. Publicity to him is printer's ink and a piece of high-sounding copy. I do not consider printer's ink and copy anything in the world other than a means of arousing curiosity, which is really only the beginning of advertising.

"Take any reader. Ask him ten minutes after he has read an advertisement what the advertisement was about and you will be surprised to find how very few there are who retain for more than a few minutes the name or the character of the article advertised. What a man reads is generally stored away, and if you reiterate and keep constantly putting before him the name of the article and its quality you can get a certain amount out of advertising.

EDUCATIONAL ADVERTISING.

"In this way, and in this way only, are the great periodicals with large circulations valuable as advertising mediums, and until a company gets in a position where it has a maximum of distribution, it is never in shape to do any great amount of so-called educational advertising.

"The first move in marketing an article is to hook up distribution and advertising. Consequently, the daily newspaper is in my mind the only medium that will in any great degree admit of making anything like the proper connection between distribution and advertising. Publicity is never complete until the article advertised is on display. To

get the article on display, to get the local enthusiasm of the clerk and the shopkeeper behind it, is 75 per cent. and more of the work of distribution and advertising.

"Let us take a look at the general means of so-called purely national advertising by newspapers. The advertising manager looks over the pages of the exchanges. He looks over the advertising columns of his contemporaries or competitors. They are carrying advertising that he is not carrying. Im-



T. C. SHEEHAN.

mediately his mouth starts to water, and he thinks of the nice fat check that is coming in for the page or half-page to his competitor. He gets busy, calls up his representative, or sends his local man to the advertiser and wants to know why his paper was not considered. There is no reason in the world why his paper should be considered, except for the fact that he considers he has the best newspaper, and again, the largest circulation.

DISPLAYING A LIVE ARTICLE.

"On the shelves of nearly every dealer, or the greater portion of the dealers, in the territory where his paper circulates, is the finest advertising copy in the world. His solicitors carry his paper from one store to the other looking for advertising. All the solicitor knows is: 'Please, mister, give me a column to-day, a half-page to-morrow,' and lets it go at that. While if he were to go into Jones' store and find that Jones was selling a proprietary article that had only a fair distribution, or practically no distribution, examine the article, find out whether it had merit or not, look over the various dealers in his section or town who handle the article and who do not; if he went to these dealers and said: 'The Durham Duplex Razor Co. is making a good razor. It sells well. We believe if you would put the article on display with a little assistance back of it we could get the Durham Duplex Razor Co. to start an advertising campaign to help you.'

"The solicitor would probably call on forty or fifty dealers. Thirty or forty of them would say: 'Why certainly we will give a window display. We are always looking for a live article. We will give them the assistance they want if they will do something for us.' If the solicitor would go to his newspaper, tell his manager about it, the manager would, in ninety-nine cases out of a hundred, jump all over his collar and reply: 'We aren't running a sales department for the Durham Duplex Razor Co.'

CO-OPERATION BY RETAILER.

"But if the manager were to write to the Durham Duplex Razor Co. saying, 'We have called on fifty dealers. Forty of them say they are willing to give you a window display, make a Durham Duplex week here, and put in a small quantity of your goods, you to get busy and advertise in our paper,' the manager of the Durham Duplex Razor Co., if he were a live one, would say: 'Certainly.' The result, a page, a couple of half-pages, some quantity of advertising, would be secured by the newspaper.

"Advertising for four or five other articles could be secured each in like manner. The show windows of the town would constantly be carrying good, live articles that were being advertised locally. Selling would be an easy matter, and the results—well, we know something about that.

"For instance. One ad in the Pioneer Press sold 85,000 razors in one day. One ad in the Los Angeles American sold better than 50,000 razors. One ad in the Star of Kansas City, supplemented by two smaller ads, sold 23,000. One and one-half pages published in St. Louis sold better than 30,000, and so the story goes from one end of the country to the other.

ENTHUSIASM IN SALESMANSHIP.

"The daily newspaper is not wise to its power. It is the greatest selling force in existence. But it is a great selling force when it is backed up by the only thing in the world that is worth while—enthusiasm. That is the first word in salesmanship. It is the first word in manufacturing. It is the first and last word in advertising. No man can do anything in advertising without it, and your man on the street or in the office who merely goes out after advertising and puts up his little argument as to the value of his circulation, the quantity of it, etc., is handing out the same old line of 'bunk' that has been handed out for years. I want to tell you frankly that it is a line of 'bunk' and every good, live buyer of advertising is getting to the point where he will not consider it. Advertising has got to have something else back of it. The enormous selling power that it has got to be proven. The enormous selling power it has can only be proven when the advertising manager becomes enthusiastic; not only about his periodical or newspaper, but about the various articles that he advertises from time to time.

"Any man selling advertising will tell you that it pays. But no man selling advertising can make advertising as a mere proposition in itself pay. It's got to have a potent force behind it, and in the past that force where advertising has paid has been supplied, and to-day is being supplied, not by the advertising medium, but by the work that is being done by the manufacturer.

ATTRACTING THE AD.

"In every town there is offered for sale any number of good, live articles. It takes railroad fare, hotel bills, salesman's time and an enormous percentage to the jobber and the retailer to secure probably one order in that town. A good, live newspaper proprietor, who is on his job, who is acquainted with all of the articles that have merit (and any article that hasn't merit should never be advertised), would like to have the pages of his newspaper, no matter how small, constantly filled with the best

class of national advertising, and the way to do this is for him to turn his attention to some scheme of merchandising.

"John Jones gets hurt in an automobile wreck. He is of some prominence in the community. It is considered news. Every reporter, the city editor, the proprietor of the paper and even the office boys are working like beavers to get every item of sensation they possibly can in connection with that piece of news.

"In that same town there are fifty men who are figuring on buying an automobile. That's a mere incident. Nobody connected with the paper pays any attention to it. But if a good, live newspaper were to write to the manufacturer of a good car, and were to say, 'The following is a list of the names of fifty men who can and who will buy automobiles in the next year, and if you will do some advertising with us, put your car in proper shape before them, have a demonstration made at your local agency, we will take the trouble to interest these men in your machine, and see if we cannot get them out to see your car.' Answer: Any good, live business man would buy advertising under these conditions.

ADS MUST SELL THE GOODS.

"And so the story goes. If you want to sell advertising your advertising has got to sell goods. When you can go to the manufacturer and say, 'We know that advertising in our periodical will sell goods, because here are forty people who say they will give you all the assistance possible, if you will give us the advertising,' your argument is convincing in itself.

"The New York Times has a good, live wire. A short time ago he came into my office and wanted to know why the Times couldn't carry our advertising as well as any other paper in New York, showing a piece in the New York World and Journal. I replied: 'We published the advertising that you are talking about in support of fifty window displays that we have at the present time in the Riker-Hegeman stores. Go around the city looking for fifty places to move these displays to when we have finished with the Riker-Hegeman Stores and we'll talk with you.'

(Continued on page 16.)

Detroit News (evenings) . . . over 140,000
 Detroit News Tribune (weekday) " 22,000
 Total Daily Circulation . . . " 162,000
 Sunday News Tribune . . . " 100,000

Valuable Pointers for Advertisers Wishing to Cover Detroit and Michigan

- 1st. The above daily papers have more circulation than all other Detroit dailies combined.
- 2d. More copies of the News sold daily in Detroit than there are accounts on the Water Board books.
- 3d. The News covers the towns surrounding Detroit as thoroughly as the city itself. In many Michigan towns there are more subscribers to the Detroit News than to their own local papers.
- 4th. The News receives over one-half the entire advertising appropriation in Detroit week-day papers, three competitors dividing the balance.
- 5th. The Sunday News Tribune has 20,000 more net paid circulation than its only competitor.
- 6th. The Sunday News Tribune is the only Detroit Sunday paper which permitted examination by the A. A. A. auditor when last in Detroit.

The Biggest Value in New England

A Quality and Quantity Combination that Cannot be Exceeded.

THE BOSTON HERALD
(Morning)

THE BOSTON TRAVELER AND EVENING HERALD

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

Each month shows remarkable gains in Local and Foreign Advertising.

The S. C. BECKWITH SPECIAL AGENTS
(Sole Foreign Representatives)

New York Chicago St. Louis

The Evening Wisconsin Milwaukee's Favorite Home Newspaper

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

Cheap quantity class means large waste and unsatisfactory returns 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 5486.

HELP FOR RETAILERS.

How the Newspaper Solicitor May Aid Merchants in Preparing Their Advertisements—Arguments That May Be Used to Advantage in Getting Business—Why Mail Order Houses are so Successful.

By George A. Miles.

The retail merchant must first have the goods, then make a right price, then advertise. These are the three essentials in the retail business, and the latter is as essential as either of the others. It will not be enough for the retail advertiser to say that he has the goods and will sell them at reasonable prices, but he must convince the public of the fact in his advertisement. Nearly all retail merchants have the goods and their prices are as low as good business principles will allow, but in nine cases out of ten they either fail to do the advertising, or what they do is not effective.

The writing of effective advertising is not an art, it is not a business that requires much time to learn. A few hours of careful study and comparison will give any live retail merchant sufficient knowledge for every essential detail.

ADS SHOULD BE INTERESTING.

Advertising matter should be made as interesting as the local editorial page, for there is nothing more important or of greater interest to the reader than information in regard to the things that they must buy every day. When ads are properly written and nicely displayed they are as carefully read as any part of the paper. If the merchant simply announces that he has dry goods, groceries, hats, caps, boots, shoes, etc., etc., to sell, he gives the readers no information and he tells them nothing that they did not already know.

As a general thing the readers know what the merchant has to sell, and what he would like to see in the ad is what the merchant charges for the goods. In this the local merchant might profit by the mail order house's advertising, as they give the price for every article they have to sell.

BROTHERS IN BUSINESS.

To have the goods and make the prices and then not announce the fact to the public has ruined more retail merchants than any other element connected therewith. The advantages that accrue to the merchant from advertising is mutual with the publisher. The two are essentially brothers in business. It is the publisher's business to help the retail merchant with his advertisement in every way he can. He may help by suggestion, and he can help by careful composition.

The merchant who does not believe in advertising and the merchant who advertises in a slipshod, half-hearted way is the merchant who is always growling about the mail order houses getting the trade from those who should be his customers.

We invariably say to such merchants that they should treat these people as well as the mail order houses do if they expect to get their trade. In order to get the trade the local merchant should offer the buyer the same advantages that the mail order houses do. The mail order house sends to its customers a descriptive catalogue containing the price for every article, while the local merchant expects the buyer to come to him and get the description and the price.

WORK OF THE CATALOGUE.

The mail order houses keep their catalogue constantly with the buyer so that he can at any time look up the article he wishes to buy and find the description and just what it will cost. The public will not run after anybody. Neither will it take the time to go and hunt for something that it can have without any trouble; hence, the man whose catalogue with description and price is handy to the buyer is bound to get more than his share of the trade.

It is specific advertising that draws the trade. The merchant who describes in detail the goods he has to sell and gives the price he asks for them will attract the favorable attention of the public more often than he who deals in generalities. It is this kind of advertising that pays. It is the kind that is drawing the dollars from the smaller cities and towns and the farms to the mail order houses of the cities of the east. Over \$200,000,000 that should have been spent at home found its way into the tills of the mail order houses of Chicago alone last year.

This would not have happened had the local merchant used the same inducements to the buyer as did the mail order houses of Chicago. Specific advertising by the local merchant is the one thing feared by the mail order houses. When the local merchant uses this kind of advertising and keeps constantly at it, as the mail order houses do, the mail order houses will have to go out of business. As long as the local merchant does not properly place his goods before the buyer, just so long will the mail order houses continue to thrive and increase in patronage.

BE SPECIFIC IN YOUR ADS.

On the subject of ad writing very little need be said, for there is but one rule that may be laid down for successful ad writing. Be specific. Do not use generalities. Describe the article in a crisp and truthful way and make the price a prominent feature. This rule strictly followed will make the ad attractive to the buyer. Three things are essential in ad writing—the thing advertised, the price and the place where they can be had. These points should always be well displayed and made to stand out plainly.

It takes time to properly look after a paper's advertising, but it pays to do so. The advertiser, as a rule, knows little or nothing about displaying an ad and the printer must know how to bring out the strong points. Care should be taken with copy for ads. It should be carefully arranged and edited before going to the ad setter. An attractive ad will help the paper as well as the advertiser, and as the benefits are mutual, both the advertiser and the publisher will receive benefits therefrom. There is no occasion to waste white space, but a certain amount of it is necessary in a well-displayed ad.

AVOID LARGE TYPE.

Do not use such large type that it gives the ad the appearance of being crowded. A crowded ad repels more than it attracts. Care should be used in spacing out the ads. A uniform, dreary sameness should be guarded against in spacing. Use your white space to emphasize the important parts of the ad. Do not try to condense a long description into a few words. Use no superfluous words, but use those that will make your meaning clear to the buyer. Use plain type for your ads. Fancy type has but little use in a well-regulated print shop. The buyer does not care to take the time to decipher it. He wants to know what your ad has to sell and how much of his money it will take to buy what he needs.

Fighting Fake Advertisers.

The Spokane Ad Club, an organization embracing more than 400 members, is waging a determined fight against fake advertising. The club, headed by President Raymond E. Bigelow, endeavored to secure passage of an ordinance in Spokane embodying its ideas, but the measure was prevented on a technicality. The club is now endeavoring to have the next session of the Washington Legislature pass a bill prohibiting misleading and untruthful advertising. At the recent election Raymond E. Bigelow was re-elected president of the club; D. R. Barrett, first vice-president; J. J. Schiffner, second vice-president; F. H. Lloyd, secretary-treasurer; C. E. Hickman, Thomas S. Griffith, E. R. Anderson and J. H. Clemmer, members executive committee.

Remember These Things

ABOUT

THE EVENING MAIL

1. Your advertisement will appear in good company. Every effort is made to print only such advertisements as are clean and reliable.
2. You will pay a rate based on the number of insertions or the volume of space you give, and that rate will be the same as all other advertisers pay using a similar number of insertions or an equal amount of space. In other words, there is no necessity to argue about rates. They are uniform and they give every advertiser a square deal.
3. You buy advertising in the Evening Mail based upon a net paid circulation which is only exceeded in the evening field by that of the Journal and World. The quality of the circulation multiplies its value to advertisers. Readers know that they can depend upon the advertisements that are printed.
4. You get the co-operation of the workers on the Evening Mail in every possible way to make your advertising pay. Advertising is regarded as important as news and is played up accordingly. A real service is given. There is genuine appreciation of business given to the paper.
5. Every effort is made to interest readers in the advertisements printed in the Evening Mail. Good, honest advertising is helpful to readers. The Evening Mail impresses this fact on them. They respond generously to the advertisements printed.

Therefore it pays to
Advertise in

THE EVENING MAIL
NEW YORK

ONE CENT JOURNALISM.

Mayor George F. Williams, Formerly Managing Editor of the Herald, Presents Some Interesting Figures.

New York Press Club, Oct. 24.

THE EDITOR AND PUBLISHER:

In a sarcastic note, a "Business Manager" takes issue with my assertion that selling a daily newspaper for a cent is a mistake, and asks how a newspaper with an edition of 300,000 copies can afford to lose circulation by doubling its price?

While I have no desire to enter into any discussion of the question, it is only fair to answer my correspondent. He says that while I may have been a very good editor "in my time," I am ignorant of the details in newspaper business management.

Now, if my correspondent was an older man than he evidently is, he would know that during my career I have had a good deal to do with the business branch of the newspapers I was connected with. But let that pass.

In the first place, I am convinced that the one cent price for a New York daily newspaper is purely of accidental origin. It is within my own knowledge that Mr. Hearst, on coming East, wanted to purchase the two-cent Recorder. Failing to do so he took the one-cent Journal, and with his millions, proceeded to issue an enlarged paper at tremendous loss until he built up a big circulation.

Had Mr. Hearst secured the Recorder, I believe the price of New York newspapers would never have fallen to one cent. Newspaper men of experience know that the World dropped to one cent in recognition of the Journal's attack upon its circulation, and so opened the door for others.

While it may be claimed that the one cent price tends to increase circulation, it is also a fact the larger circulation yields very little, if any, profit over the cost of white paper.

My "Business" friend talks about dollars and cents, but there is no sense and very few dollars in his assertion that "there is more money" in a one-cent paper, as compared with one published at two cents.

Let us now do a little figuring. A paper prints 150,000 at three cents and gives the hardworking newsdealer a profit of three-quarters of a cent. Its circulation at \$2.25 per hundred yields a daily cash return of \$2,625, or \$819,000 per annum.

For convenience, let us take the cost of raw paper for twenty pages at half a cent. On this basis the 150,000 circulation costs \$750, leaving a balance of \$1,875. The 300,000 one-cent paper brings sixty cents per hundred, the newsdealers getting only forty cents, the total cash receipts per day being \$1,800, out of which has to be paid \$1,500 for raw paper, thus leaving only a balance of \$300.

It will thus be seen that the higher price gives a revenue not to be despised for the difference between \$585,000 (three cent) and \$93,600 (two cent) annual profits is quite apparent.

Business managers of to-day may claim that it is best to win big circulations "at cost" and so secure remunera-

tion. I am not at all sure about that. The advertiser has, by modern methods, been made a master instead of a customer. I can remember when New York newspapers (compelled by the limitation of press facilities) actually omitted whole pages of advertisements to make room for important news. Just imagine such a situation to-day!

Look at the magazines. One by one their price was raised from ten to fifteen cents, yet we hear no complaint among publishers about loss of circulation or yearly profits on advertising.

It is only by experiment that knowledge is gained. Mr. Munsey bought the Republican New York Press with its 100,000 circulation and transmogrified it into a Bull Moose organ. Naturally the Press lost Republican readers—probably 35 per cent.—but it is a fact that the Press now has a circulation of fully 110,000.

Probably as long as daily newspapers continue to be printed on the moving picture plan, we cannot look for any change.

GEO F. WILLIAMS.

SCHOOL WILL ACT AS BROKER.

Kansas University Department of Journalism to Deal in Newspaper Properties.

The University of Kansas School of Journalism has established a department that will act as a confidential agent of Kansas editors in disposing of newspaper properties or in making "buys" in the newspaper field. If an editor for any reason wishes to dispose of his paper, it will be necessary merely for him to write to the State university and the department of journalism will attempt to find him a buyer.

This new special department has been established owing to the numerous requests which come to the journalistic school every week from persons who wish to buy or sell newspaper properties.

The plan is to keep in its private files all the information furnished by owners of newspaper plants that are for sale. When a possible purchaser's name is received it will be sent to the owners of such papers as would be likely to interest him. The editor then can take up the matter directly with the prospective purchaser.

Through co-operation with departments of journalism in other States, this service will be extended to cover a wide territory.

This work will be handled as a feature of the State service activities of the university, and will be done absolutely without any expense to the editors.

Fallon Joins the New York Globe.

John P. Fallon, formerly director of the sales promotion bureau of the Daily Newspaper Club of New York, has joined the staff of the New York Globe as advertising counselor and sales expert. Mr. Fallon was for a number of years advertising manager of the Adam, Meldrum & Anderson Co., Buffalo, and has done effective work in support of the newspaper as an advertising medium. During his several months' association with the Daily Newspaper Club Mr. Fallon displayed marked ability and initiative, attracting the attention of Jason Rogers, publisher of the Globe, with the resultant addition to its executive staff.

New Weekly for Authors.

The Manuscript is the name of a new weekly published in the interest of publishers and authors at Newburyport, Mass., by Fred E. Green, the second issue of which has just made its appearance. The number contains a long story by Mr. Green, entitled "The Fortune Hunters." The publisher states that a copy of each issue will be sent to every newspaper in the United States.

The Fairest and Squarest Policy Ever Adopted by Any Newspaper

THE GLOBE believes, practices and preaches the policy of a newspaper's AVERAGE Net Paid Circulation for a full year, as being the fairest and squarest basis upon which to compute circulation.

"It has been said that 'success is won by honesty of purpose, though wooed in many ways.' To hold a belief and fail to practice it is hypocrisy. To practice a belief and fail to preach it is cowardice. He who believes, practices, preaches, and who attacks with all his vigor the wrongs which his doctrines aim to correct, is a useful and noble citizen."

THE NEW YORK GLOBE believes that the advertiser is entitled to a square deal—therefore all the facts concerning a newspaper's net paid circulation.

THE GLOBE practices this belief by selling its advertising space on a strict commodity basis—that is, a definite amount of PROVEN net paid circulation for a definite amount of money.

THE GLOBE preaches this doctrine continuously, persistently and fearlessly.

THE GLOBE attacks and will continue to attack the policy of Unquoted Circulation, Fictitious Circulation and Inflated Circulation.

THE GLOBE proves a daily average cash sale of 127,713 for the year ended September 30, 1912. It proves the largest quantity of the best quality circulation, year by year, in New York. It proves a steady, healthy and valuable growth in circulation each year on merit alone and not by resorting to premium schemes and the like. It proves a total gain in advertising, for the year 1911-1912, over the year 1910-1911, of 730,779 lines, or an average monthly gain of 60,898 lines.

Every advertiser who advertises in New York City should insist upon the SQUARE DEAL with regard to circulation.

The  Globe
AND COMMERCIAL ADVERTISER, 1912.
NEW YORK'S BIGGEST NEWSPAPER.

NEW YORK

The last official examination of the circulation of the Los Angeles newspapers gives the

Los Angeles Record

over 7,000 greater city circulation than any other paper in Los Angeles.

SOME THOUGHTS ON "COPY."

By Thomas E. Dockrell.

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

SELF-INTEREST is an instinct. It is so basically rooted in every human being that any man engaged in influencing other people's minds—which, of course, is the object of all advertising—must drill himself continuously to keep the fact before him.

Suppose I ask you to come to my office and see some paintings I have there. Provided my description of the paintings is sufficiently vivid and the inconvenience of visiting my office is not too great, it is quite possible that you will come. But—if I add, "there is one of these paintings that I want you to buy," it will be a much more difficult proposition to get you to call and see them. Why? Because the moment I mention taking money from you, my interest in your call is too evident, and this evidence of my self-interest kills your self-interest in merely calling to view.

Now, if I know that I have so good a salesman in my office that he will sell you, provided you call, it is foolish for me to say anything about having you purchase, and I should confine my solicitation to a description of the paintings and the interest which they will provide you.

Now, keeping this simple illustration in mind and applying it to a great deal of advertising that you see, it is extraordinarily evident that much advertising is defeating itself by showing a too-evident desire to sell the reader. The function of advertising is to create interest, to build up good will, and, in most cases, to create traffic to the article. And this last is the most important.

The writer who desires to create traffic is decreasing the amount of traffic that he possibly can create, in proportion as he usurps the function of the salesman. He cannot create a maximum sense of self-interest to the reader if at the same time his self-interest in the sale of the goods is too evident.

This condition in advertising is again the result of the forcing process of American business. We have developed advertising, store architecture, store fittings, mechanical equipment, etc., to a tremendous degree, but we have not developed the human element on which sales at retail depend—the salesman and saleswoman who meet the readers of our advertising.

Once upon a time it was the fashion to consider the Wanamaker Store in New York as a pyramid resting on a solid base, thus:

WANAMAKER.



The ordinary observer considered that this pyramid rested on a solid base of sales people, the floor managers in the strata above, buyers on the strata above that, and so on, up to the apex, where the head of the business presided. It was a popular fallacy to assume that each customer approaching the Wanamaker Store was met by this solid pyramid. But evolution has shown the fallacy of this mental attitude.

Suppose the executives of the Wanamaker Store decide to hire a new buyer. This buyer decides to put in a new line. After constant investigation and conference with manufacturers, he decides to purchase a given quantity of this new line of goods, and it is delivered to the store. Expensive window and counter displays are given, and an expensive advertising department considers the goods and describes them to the public in expensive newspaper space.

The first woman customer comes in to purchase. Is she confronted by this pyramid resting on a solid base? Not at all. She finds she is confronted by a little sales-girl, whom we will call \$4-Annie, and the pyramid is inverted and resting on its apex on Annie's head. So—



\$4-ANNIE.

Because, it doesn't matter how well Mr. Wanamaker chose his buyer, it doesn't matter how well the goods were manufactured, it doesn't matter how good the window displays or the advertising were, if \$4-Annie doesn't sell the customer, down comes the pyramid. And the success or failure of any day's or year's business in the Wanamaker Store is nothing but a report of the total number of times

that the \$4-Annies and \$12-Jimmies held the pyramid up, or let it drop.

In a queer, blind, sub-conscious way the writer of advertising has realized this weakness at the point of contact, and in the endeavor to strengthen that weak link, has tried to make his advertising do work that should be left to salesmen or saleswomen. By endeavoring to strengthen the sales-person, the main function of his advertising, the creation of traffic, was minimized.

This is a subtle consideration that does not apply in all cases, but does in very many. But it's the subtle considerations that so often are terrifically powerful in their effect. One blow of a sledge-hammer will kill one man, but one whiff of sewer gas will kill fifty.

The incapacity of the point of contact to make good even on some of the most truthful advertising, the weakness of the weak link, the lack of attention to the development of sales-people, drag like a ball and chain upon the feet of advertising, because, although its prime function is the building of good will and the creation of traffic, it, itself, is dependent for its very existence upon closed sales.

And so the question of just how we shall handle our copy is always indissolubly connected with the comparative strength or weakness of the point of contact—the man or woman whose business it is to close the sale. It is like shooting driven game; it matters not how many birds the beaters flush, if the men in the "butts" can't shoot them. The advertising man can't write just as he would. The degree of interest which he can put into his copy is conditioned by the strength or weakness of the human element which supports or fails him. And the analogy holds good in many a manufacturing business. Inquiries can be got, merchants can be interested, but the whole plan falls if the human element in the sales department isn't strong enough to back it.

And so, in many instances, it is better policy to go slow, and spend less on our advertising, until we can develop the human element on which we must depend to cash in on it.

Of course, a lot of this failure on the part of the point of contact to back up advertising has been due to the prevalence of magazine advertising. The magazines being a quality proposition, of course, did not reach the mob. Consequently, poor little \$4-Annie and \$12-Jimmy, who couldn't afford magazines, didn't know anything about magazine-advertised goods. And most of the other employees, not being up to the quality of magazine readers, were also ignorant of the claims of many lines of goods which they handled.

The newspaper, however, is, to a slight extent, helping in the education of the point of contact, because it is read by all the reading public in a community, and in it sales-people have an opportunity to get some portion of their neglected education on the goods they handle.

This, of course, while it is a thought that applies primarily to manufacturers, has a great bearing on many retailers who do not give sufficient information about broad store-policy and advertising, to get the necessary co-operation from the rank and file of their sales-people—the clerks who individually apparently don't count, but who, in the aggregate, are responsible for success or failure.

It is a big subject when you think about it, and it is occupying the attention of big minds. The bonus system in the factory, efficiency and motion study applications are all phases of this new movement recognizing the importance of the weak link, the man lower down. Of all business executives, the advertising man must be most interested in this movement, as it sweeps from the factory into the sales-force, because in this case the mouse is very important to the lion.

An advertising intellect that borders upon genuine herds with the commonplace if \$4-Annie fails to cash in on its advertising efforts. Harmony and balance are the basis factors of progress. You can't push one regiment out in front of an army unsupported, and expect it to win the battle. It can keep in the lead, but it must be supported, and it's just so with advertising. You can take it a certain distance ahead of a business, but then you've got to wait for supports to come up. And American business to-day is handicapped not at the top, but at the bottom.

But when you get on to the subject of developing the rank and file, you're getting on to a very big subject. When you think on it for a little while, it gives you a new viewpoint towards the advertising proposition, and the way you have been used to looking at things, and the millions of people who look at them a different way to yours, and the whole proposition becomes bigger, and at the same time simpler.

There are a great many important factors entering into the preparation of "copy" besides the art of merely arranging words.

VALUE OF LITTLE ADS.

Their Possibilities Not Generally Understood, Although They Have Been a Great Asset in Building Up Circulations—Real Estate Operator Says Classified Ads Produce the Best Results for His Business.

The value of the classified columns of a daily newspaper to a real estate dealer was the topic of an interesting address delivered before the New York State Real Estate Dealers' Association in convention assembled at Binghamton last week, by Fred V. N. Patten, head of a leading real estate company in Syracuse.

"It is said that every famous man is called crazy upon some subject. If ever I am crazy enough to be called famous it will be upon the subject of 'The Unlimited Possibilities of Classified Advertising,' said Mr. Van Patten in the course of his remarks, which were received with applause.

Mr. Van Patten gave it as his opinion, based on extended experience, that classified advertising was probably the most commonly used, and its possibilities the least understood of any of the income-producing agencies in connection with the real estate business.

"Last winter, as I stood by the side of the first printing press of the renowned Benjamin Franklin, I thought how little he realized that the local news columns of his paper, which was so eagerly scanned by the colonial dames and swains for its gossipy news, was the cradle of the classified advertising page.

TELL LIFE STORY OF PEOPLE.

"As the local news columns built up the circulation of the country weeklies, so have the classified advertising pages been one of the greatest assets for building up the circulation of our dailies of enormous circulation. The classified pages inadvertently tell the life story of our country and its people, for on these pages the classes and masses meet on common equality, their wants being expressed in the fewest words possible.

"Over twenty years ago I pinned my faith to two 25-cent advertisements and it brought inquiries, and when any advertisement brings an answer it has done its work. One advertisement a day will not bring business to support a family any more than one dose of medicine will cure a chronic invalid.

"One must study conditions to produce the best results from classified advertisements. We have found that advertisements in a morning paper find a more ready response from the man of leisure, the business man, the country merchant and the farmer in comfortable circumstances who scan the news columns that appeal to his fancy, but reads all of the classified advertisements. The evening paper is extensively read by the family whose home is its club, and the quicker the realty dealer prepares his classified advertisements to conform to modern ideas, the quicker the reading public will notice it and the drawing power be doubted.

NEWSPAPER THE BEST MEDIUM.

"We have tried street car advertising, circulars, expensive and medium-priced booklets, calendars, thermometers and advertising novelties, but our experience has been that classified advertising produces twice the results of any other advertising medium.

"Many merchants of Syracuse have started a business and built it up to a profitable one with classified advertisements. Every small merchant can greatly increase his business with classified advertisements.

"If the weekly publications of national circulation would establish classified columns it would be of inestimable value to the home owners in different parts of the country who wish to change location. This would also apply to the merchant and expert employe whose condition demands a change."

The Oglethorpe (Ga.) Echo, edited and owned by W. A. Shackelford, was forty years old last week.

United Sunday Newspaper Magazines

**NEW YORK WORLD
BOSTON GLOBE
ST. LOUIS POST-DISPATCH
PHILADELPHIA INQUIRER
PITTSBURG PRESS**

**CHICAGO INTER OCEAN
MILWAUKEE FREE PRESS
DES MOINES REGISTER & LEADER
DENVER TIMES
SAN FRANCISCO CALL**

**INDIANAPOLIS STAR
SEATTLE POST-INTELLIGENCER
NEW ORLEANS STATES
SHREVEPORT TIMES**

To The Editor and Publisher:

This advertisement is a reduced reproduction of an eighth-page 4-color advertisement of Imperial Granum we inserted in the newspapers comprising the United Sunday Magazine Association, reaching from the Atlantic to the Pacific and from the Gulf to the Great Lakes. This color advertisement as well as the others which we placed in the same Association has been one of the means by which we have increased the sale of Imperial Granum to the leader among foods for Babies.

*John Carle & Sons
Retailers*

October 29, 1912.



**SAVES BABIES' LIVES
IMPERIAL
GRANUM**

The Unsweetened **FOOD**
Pure Wheat

More babies die of diarrhoea and bowel troubles than any other cause. Imperial Granum overcomes these troubles—used in time prevents them. Trial Size, 25c. All Druggists.

**IMPERIAL GRANUM FOOD
FOR THE NURSING MOTHER**

Taken thrice daily, increases the quality and quantity of her milk and gives strength to bear the strain of nursing.

Send your name and address to-day to
JOHN CARLE & SONS, Desk 19, 153 Water St., N. Y. City,
and you will receive FREE

1. A LARGE SAMPLE OF IMPERIAL GRANUM.
2. THE INVALUABLE BOOK, "THE CARE OF BABIES," showing what to do in hot weather.

Include your druggist's name, and names and addresses of 3 friends with babies and we will send a cute rag doll. If possible send names of sick babies. Imperial Granum will help them.

A MESSAGE TO OUR READERS.

C. R. Sutphen, business manager of the Pittsburgh Dispatch, characterizes the Dockrell articles now occupying up-stage position each week in the columns of THE EDITOR AND PUBLISHER, as "the most logical and effective arguments ever put forth in favor of the daily newspapers."

D. E. Town, business manager of the Chicago Evening Post, says:

"Permit me to congratulate you upon the progress you are making with THE EDITOR AND PUBLISHER. It is very marked, and I hope you will continue on the road to success uninterruptedly."

The following are some of the prominent advertising managers, handling large appropriations, who have sent in subscriptions or renewals to THE EDITOR AND PUBLISHER during the past few days:

B. G. Moon, advertising manager of the United Shirt and Collar Co., Troy, N. Y.

Cy Warman, general assistant, Grand Trunk Railway, Montreal, Canada.

J. C. Woodley, manager of sales promotion, General Roofing Manufacturing Co., East St. Louis, Mo.

Division Advertising Manager, New York Telephone Co., Buffalo, N. Y.

M. B. Claussen, advertising manager, Hamburg-American Line, New York City.

E. C. Tibbitts, B. Goodrich Co., Akron, O.

Advertising Department, American Tobacco Co., 111 Fifth Avenue, New York City.

Otto J. Koch, advertising agent, Milwaukee, Wis.

H. M. Parker Advertising Agency, Chicago.

Goodyear Tire & Rubber Co., Akron, O.

The Siegfried Co., 50 Church street, New York City.

Joseph H. Nichols, Nichols-Finn Advertising Agency, Chicago.

E. E. Ryan, advertising manager, National-Acme Manufacturing Co., Cleveland, O.

H. R. Drummond, advertising manager, Conrad & Co., Boston.

E. N. Erickson Agency, 21 Park Row, New York City.

Carl J. Balliett, Foster-Milburn Co., Buffalo, N. Y.

Charles B. Hall, Lennox Chemical Co., Cleveland, O.

Carlton L. Woods, general sales manager, Savage Arms Co., Utica, N. Y.

National Cloak & Suit Co., New York City.

These subscribed for THE EDITOR AND PUBLISHER because they have found that the news it contains in respect to newspapers and their publishers, and to advertisers' campaigns, is of vital interest.

If you doubt that THE EDITOR AND PUBLISHER is read regularly each week by the "men behind the national advertising campaigns" just as completely as your paper reaches all the buyers of your town, let us know and we'll convince you speedily of your error.

THE EDITOR AND PUBLISHER.

Lewis to Address Gas Convention.

E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Co., of Detroit, will deliver an address before the convention of the National Commercial Gas Association on the subject "Efficiency in the Advertising Department," at its Georgia convention, to be held at Atlanta during the first week in December.

Three New A. N. P. A. Members.

The following newspapers have been recently elected to membership in the American Newspaper Publishers' Association: The Erie (Pa.) Herald, the Battle Creek (Mich.) Journal, and the Brockton (Mass.) Enterprise.

RELIABLE DAY AND NIGHT WAR CABLES!! PICTURES!!

Eight Special Correspondents

Ten Special Photographers

ROBERT C. LONG

is now en route to join the Turkish Army against Servia.

H. F. BALDWIN

is now in Constantinople, to join the Turkish Army against Bulgaria.

J. C. CONWAY

is now at Belgrade, to join the Servian Army against Turkey.

H. J. WOODLEY

Distinguished journalist now in the field with the Greek Army.

ANGUS HAMILTON

is now in Constantinople, to join the Turkish Army against Greece.

B. J. HODSON

Boer War correspondent, now at the front with the Montenegrin Army.

Also **DR. A. GROHMANN** and **DR. E. KAFKES**

PHOTOGRAPHS FROM THE FIELD

will be forwarded by special courier to nearest point for mailing. Write for details of this

INCOMPARABLE WAR SERVICE

INTERNATIONAL NEWS SERVICE

NATIONAL NEWS ASSOCIATION

200 William Street, - - New York

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.,
18 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. HISCH, Manager.

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

New York, Saturday, November 2, 1912.

THE UNIT RULE A MISTAKE.

Enthusiastic as we are over any movement of co-operation among daily newspapers in the national advertising field, we cannot help feeling that the National Newspapers made a vital error at its recent organization meeting at the Waldorf-Astoria.

The National Newspapers voted (by the narrow margin of one vote, we are told) to adopt the "unit rule" in soliciting national advertising; that is, to sell an advertiser space in all the publications on the list or none.

It is to be hoped that this new organization, which includes so many excellent newspapers, will not insist upon the "all or none" fiat. It appears to us to be a proposition that kills the very strongest argument that newspapers have been able to lay before a national advertiser in their efforts to wean him from the wasteful magazine circulation habit.

In buying magazine space, an advertiser pays for all the circulation the publication has, whether it is useful to him or not. And in offering an arbitrary list of newspapers on the "all or none" basis, the National Newspapers is putting up to the advertiser just the same proposition as the magazines.

Newspapers can get many millions of dollars' worth of business now going into the magazines, but not by the "all or none" route. The wonderful economy and efficiency of newspaper circulation hinges largely on the fact that it can be bought in accordance with distribution, that it can be used in actually making a market for a product in any community.

The fact that magazines have sold waste circulation for real money, and have got away with it, is no excuse for the "all or none" plan. Better things are expected of the newspapers.

BREVITY NECESSARY IN AD WRITING.

A celebrated author who was asked why he devoted three columns to an article that his critic believed could have been better told in one, replied that he did not have time to make it shorter. The truth he emphasized especially applies to advertising matter. There are too many adcrafters whose copy calls for large space when briefer matter occupying smaller space would often be much more effective.

If advertisers could be made to realize that a quarter of a page three times a week is more effective than an entire page one time they would be better able to understand and appreciate one of the fundamental principles of advertising. It has been found that advertising that carries the "punch" is that which contains a few well-expressed thoughts. Generalities in advertising are unproductive of results. If

an advertiser wants to make an impression on the public he stands a much better show if his advertising is so constructed that it requires only a brief time to read it.

If we can so prepare our advertising matter that it will catch the reader's eye as it moves swiftly over the page and hold its attention long enough to make an intelligent impression as to the value of what we have to offer, we are doing all that we can reasonably expect to accomplish in a printed message to the public.

The consensus of opinion among men who are devoting serious attention to the publisher's problems and the tendencies of the times is that the newspapers of the future will contain fewer pages than at present, and that the amount of space occupied by advertising will be much restricted. In other words, individual advertisements will occupy less space but at a higher rate than is now paid. This, of course, means condensation of copy, and the ad writers of the future must know how to express in a few words arguments and statements that will accomplish as much as is now effected by the use of pages and half pages.

EDITORIAL COMMENT.

When women are turned loose in a newspaper office and undertake to get out an issue of the paper for the benefit of some charity, or a political cause, they do a lot of queer things, if left to their own devices. The editor of the Hutchinson (Kan.) Gazette allowed a group of suffragettes to run his paper for a day, with full permission to put in or leave out anything they chose. The result was that when the Gazette appeared the first two columns were blank, except for a brief explanation that the space had been reserved for telegraph news. Continuing, the feminine editors for a day said:

Voicing, as we believe, the sentiment of the women of Reno County, the women of the great State of Kansas, and the women of the United States, we have omitted telegraph news that is undesirable. We believe this news is undesirable to be taken into the homes; undesirable to be read in the business office, or in any other place where newspapers are in demand. The stories of the night related to such subjects as:

JACK JOHNSON'S disgraceful conduct in Chicago.
The war in Mexico, which we deplore.
The revolution in Cuba, which we deplore.
The Balkan War, which we deplore.

What dull, dreary things newspapers would be if all news that is to be deplored should be omitted! Verily, if the women had their way the newspapers would record only the good deeds of men, and we would all become such perfect prigs and be so oblivious to the existence of evil that we would become little tin gods on wheels.

The young men who edit the Yale Daily News have expressed the hope that no school of journalism will be inflicted on the university, because such an institution would be "politically and socially lamentable" and "savoring of the business college!" Too bad, isn't it?

If you want to know what is going on in the newspaper field all you need to do is to read THE EDITOR AND PUBLISHER. Its news resources are superior to those of any of its contemporaries and its correspondents are selected with a view to their reliability and accuracy. In our issue of Oct. 5 we printed a first page story to the effect that W. W. Chapin, late of the Seattle Post Intelligencer, was to succeed Charles W. Hornick as general manager of the San Francisco Call. The following week a local trade paper said the story was false, but in its issue of Oct. 19 this same periodical published as real true news, with some embellishment, the story as originally printed in THE EDITOR AND PUBLISHER three weeks before!

Newspapers all over the country are cleaning house these days—a most encouraging sign of real journalistic progress. Fakers, swindlers, bogus doctors, loan sharks and manufacturers of worthless nostrums are finding it more and more difficult to place their announcements in respectable daily papers. Publishers are no longer willing to place their readers at the mercy of these harpies. The Indianapolis Sun, which had previously cast out of

its columns certain classes of what are now regarded as objectionable advertisements, recently announced that it had taken another step forward by banishing from its columns the advertisements of doctors who were engaged in questionable practices. Some newspapers we know ought to follow suit.

KEEPING TRACK OF FRIENDS.

St. Paul, Minn., Oct. 25, 1912.

THE EDITOR AND PUBLISHER:

From the fossils of the museum of which I am curator, let a "still, small voice" pipe forth in justification of loyalty to old, unforgotten friends and the mellow delights of "auld lang syne." THE EDITOR AND PUBLISHER is especially valuable to me for the clues it furnishes to ancient acquaintances who have wandered far from old St. Paul.

It speaks, for example of Col. Julius A. Truesdell, now the Washington head of the New York Times news service. But isn't this a mistake? Is he really a colonel? It strikes me that, being a Virginian, he is a "kunnel." When I was associated with him he was exchange editor of the Pioneer Press and was noted for the possession of the largest fund of personal information that had at that time ever cuddled under one hat in this latitude.

He was also a lightning worker. Frank A. Carle, managing editor, himself a steam engine of effective energy, told him one day: "I never saw one get so far behind in his work as you do, and catch up so quick." When Julius left here he turned over the Boston Herald and Milwaukee Sentinel correspondence to me, which was nice of him. Mr. Carle drifted to Washington, then to Portland, Ore., where he was managing editor of the Oregonian for several years. Then he went to New York and took charge of the editorial page of the Commercial Advertiser. He is now, and has been for ten years or more, editorial writer for the Minneapolis Tribune.

Then there is "Charlie" Hornick, of the San Francisco Call. When I first knew him he had charge of the railroad printing for the Pioneer Press job department. Everybody was in the habit of liking him in those days, and, "as at present advised," nobody has broken himself of the habit.

THE EDITOR AND PUBLISHER made me grin a week or two ago by speaking of A. R. "Flemck," managing editor of the Seattle Post-Intelligencer. Of course, you meant A. R. Fenwick. He used to be managing editor of the St. Paul Globe, which was "chloroformed" in 1905 by its owner, James J. Hill. Fenwick afterward managing editor of the Cincinnati Tribune, and then his suave, statuesque blondness "bobbed up" in Pacific Coast journalism.

My relative, the late Albert Roland Haven, author of the play "Josephine, Empress of the French," I lost sight of completely and for many years, until THE EDITOR AND PUBLISHER located him for me by announcing his death in 1910, when I learned for the first time that he was editor-in-chief of the Rochester (N. Y.) Union and Advertiser.

JOHN TALMAN.

FIRST SCHOOL OF JOURNALISM

NEW YORK, Oct. 30.

THE EDITOR AND PUBLISHER:

I notice that in your issue of Oct. 26 you mention editorially that the first school of journalism was founded in 1908 at the University of Missouri.

As a graduate in journalism of the University of Washington, I would like to call your attention to the fact that the catalogue of the Seattle institution announced courses in journalism in 1907 and in September of that year actual instruction was begun under Merle Thorpe, now head of the journalism work at the University of Kansas.

A complete \$20,000 printing plant was installed in the next year and 102 students registered for the work in 1908.

The first American recognition of printing as a fine art by a university was given by the University of Washington in this year, when courses in the mechanics and art of printing were offered.

Sincerely,
J. H. LEWIS.

PERSONALS.

Theodore W. Noyes, editor of the Washington Star, has just returned from a three months' trip to Australia and New Zealand.

C. C. Wanamaker, formerly managing editor of the Philadelphia Press, has severed his connection with that publication to devote all his time to personal business.

George H. Larke, general manager of the W. D. Boyce Co., of Chicago, who has been on a vacation to Europe with Mrs. Larke, has returned and is busy getting the new Boyce plant in running shape.

James Oppenheim addressed the students in magazine writing at New York University last week on the subject of "Magazine Fiction." The lecture is one of a series to be delivered during the present college year.

John M. Francis, city editor of the Troy (N. Y.) Times, is conducting a class in journalism in connection with the educational work of the Y. M. C. A. of Troy.

Prof. H. F. Harrington, director of the school of journalism at the Ohio State University, is the author of a new book on "The Essentials of Journalism," which has been adopted by the Pulitzer School of Journalism as a text-book for class use.

Chester L. Wynn, formerly of the editorial staff of the Philadelphia Record, has been elected secretary of the Rotary Club, of Spokane, Wash., one of the largest rotary organizations in the United States. Wynn went to the Spokane Chronicle about six months ago from the Tacoma Tribune. Later he resigned to become publicity manager of the nineteenth annual Spokane Interstate Fair.

L. S. Bowler, colored, nearly thirty years ago a newsboy in Ypsilanti, is now at the head of the McKinney Polytechnic Institute, of McKinney, Ky.

Elton R. Eaton has resigned after ten years' service as editor on the Kalamazoo (Mich.) Gazette. F. F. Rowe, the proprietor, has assumed personal management of the Gazette.

Charles C. Hart, formerly city editor of the Spokane (Wash.) Spokesman-Review, now secretary to Representative William L. La Follette of Washington, is home for a few weeks for the political campaign.

J. S. McLain, for several years editor-in-chief of the St. Paul (Minn.) Pioneer-Press and the St. Paul Dispatch, has retired from active newspaper work because of failing health.

Burton E. Hillborn, for two years secretary to Senator Miles Poindexter of Washington State, has returned to the staff of the Spokane (Wash.) Chronicle.

Walter Adams Davenport, who severed his connection with the staff of the Philadelphia Public Ledger to enter the New York field, was given a farewell dinner by his associates last week.

Frank O. Merrill, formerly city editor of the Oklahoma City Oklahoman, has been appointed night editor of the Associated Press at Dallas, Tex.

Malcom M. Gillis, formerly connected with the Calgary (Alta.) Herald and latterly publicity commissioner for the town of Wetaskiwin, Alta., has become correspondent for a syndicate of American trade and financial journals, with headquarters at Lethbridge, Alta. He will cover the provinces of Alberta, Saskatchewan and Manitoba.

WASHINGTON PERSONALS.

Elmer Murphy, of the New York Tribune bureau, looks so much like Governor Woodrow Wilson as to be mistaken for a younger brother. Most of his intimate friends call him Governor.

Fred A. Johnson, a well-known Minnesota newspaper man, is clerk to the Clapp Campaign Committee.

Charles P. Hunt, veteran correspondent of western newspapers, continues seriously ill.

G. A. Mosshart, of the Washington Times, is now covering the White House for that paper.

R. F. Wilson, formerly of the United Press Association, has joined the reportorial staff of the Washington Times.

J. R. Hilderbrand, managing editor of the New Britain (Conn.) Herald, has been spending his vacation visiting old friends in this city.

Major Alfred J. Stofer, of the Baltimore Evening Sun, is one of the cleverest entertainers with the banjo that can be found anywhere.

Edward B. Clark, of the Chicago Evening Post, is an ornithologist of note.

John B. Smallwood, of the Washington Star, has returned from an enjoyable trip to Panama.

John E. Monk, of the New York Sun, has gone to New York to stay until after the election.

C. C. Brainerd, chief of the Brooklyn Eagle bureau at Washington, who has been traveling extensively for his paper, writing political letters, will be at the home office until after election.

George P. Conn, of the Manila Cable-News American and press agent for the Columbia Theater, has contributed some interesting articles to the new Philippine monthly, which has just been established in this city.

John T. Suter, of the Chicago Record-Herald and vice-president National Press Club, who has been in charge of the New York office of his paper for the last few weeks, has returned to the city.

Albert Whiting Fox, of the New York Herald, who suffered a broken arm while automobiling in New England recently, is recuperating rapidly in this city.

WEDDING BELLS.

An international romance had its sequel at New York last Wednesday with the marriage of Miss L. H. Dell Force, member of a prominent family in Detroit, to Rafael O. Galvan, president of the Spanish Cable Association and editor of the Spanish newspaper, La Novedades.

Charles P. Sweeney, formerly news editor of the Harrisburg (Pa.) Telegraph, and Miss Doris B. McFadden were married at Philadelphia, Oct. 24.

The wedding of Joseph F. Kivapie, of the Pittsburgh (Pa.) Post, and Miss Ida B. Freeman took place at Philadelphia last week.

Joseph F. Price, sporting editor of the Calgary Albertan, and Miss Elizabeth Bailey, society editor of the same journal, who were married at Calgary a few days ago, are passing their honeymoon in Edmonton. The bride is the author of a series of child sketches, called "Wicked Willie Stories," and has written prose and verse for a number of Canadian publications.

IN NEW YORK TOWN.

Barton W. Currie, of the Evening World staff, has written a series of Western stories which will soon appear in Adventure. The first of these is entitled "A Pair of 38s."

Roy W. Howard, of the United Press, is the subject of an excellent biographical sketch in this month's issue of the American Magazine.

Glenmore Whitney Davis, formerly associate editor of Everybody's, for one year with the Globe, then dramatic critic of Ainslee's Magazine, and more recently general representative for Fred Thompson, Ringling Brothers and A. H. Woods, successively, has been appointed dramatic critic for the New York Press. He is co-author with Gillette Burgess of the play, "Find the Woman."

Jerome Beatty, of the Globe, is on a vacation at Goshen, whence he is reporting farmers' horse racing for his paper.

"Mike" Berrien, financial editor, and Frank Symons, editorial writer of the Sun, commute daily to Montclair, N. J., which has recently become the haven for a host of live New York newspaper men.

"John" McLean (first name unknown to informer), who has been on the "lobster" edition of the Evening World and is an enthusiastic choirmaster, has joined the editorial staff of the Churchman.

James E. MacBride, of the Evening Globe, after writing up in long hand all the Rosenthal-Becker story, is now resting at the re-write desk of the Globe.

Richard Rooney is now covering ship news for the Evening Globe.

Louis Ginsberg is a recent recruit on the editorial staff of the Evening Mail.

W. R. Lesser, Jr., who has been exploiting a railroad and hotel development on the island of Haiti, returned to New York recently.

The New York Herald's Straw Vote.

The final instalment of the New York Herald's nation-wide canvass of the Presidential situation will appear tomorrow. More than 300,000 votes have been polled in this interesting attempt to forecast the election, both in the State and Nation, and many are inclined to believe that the Herald figures will prove true in the main.

The New York Press, beginning with the issue of Nov. 10, will publish an eight-page supplement dealing with the drama, opera and concert, as a regular feature of its Sunday edition. Glenmore Whitney Davis is the new dramatic editor.

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, 107 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.

FOR SALE

FOR SALE—PHOTOGRAPHS.

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

\$20,000

or more available for purchase of a daily newspaper property in a small city near New York City. All correspondence confidential. Proposition E. U.

C. M. PALMER

Newspaper Broker
277 Broadway New York

SITUATIONS WANTED

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

EXPERIENCED DAILY

newspaper man wants a position on daily paper as editor or editorial writer. W. E. ADAIR, 2049 North 19th St., Omaha, Neb.

AGENCY OFFICE MAN,

Thoroughly experienced in figuring estimates, rates, billing, etc., also competent bookkeeper; married, age 26; wishes to connect with first-class advertising or special agency. Address "BOX 502," care THE EDITOR AND PUBLISHER.

MANAGING EDITOR.

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

Editorial writer, with New York experience and good address, at present employed, desires change for legitimate reasons; association with first-class medium only considered; experienced along art, typographical and makeup lines, in general editorial work, ad writing and in layout designing; out-of-town assignments covered; satisfactory references. Address "BLOOMFIELD," care THE EDITOR AND PUBLISHER.

HELP WANTED

WANTED—AN ADVERTISING MANAGER WHO CAN GET BUSINESS

An established national publisher now issuing in Chicago a weekly class paper paying 20 to 25 per cent. on gross business has a big opportunity for a real business getter, who is young, ambitious and trustworthy, who would invest \$10,000 to \$14,000 in extending scope of business with a second publication and book publishing. Address "Open Air," care The Editor and Publisher.

BUSINESS OPPORTUNITIES

NEW FIELD.

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

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.

AFTERNOON NEWSPAPER.

Successful newspaper man with rare qualifications as publisher will buy, lease or manage on percentage basis afternoon paper in field offering opportunities for development. Preferably one that is not earning satisfactory profits. Address "H. H. H.," care THE EDITOR AND PUBLISHER.

BUFFALO'S LIVE CLUB.

What Its Advertising Organization Has Done to Benefit the City and Suppress Bad Advertising—How Its Work Is Carried On—Membership Limited to Real Ad Men.

By C. J. Balliett,

President of the Buffalo Ad Club.

Buffalo is one of the oldest ad club towns on the map.

In 1903 there was a club organized in Buffalo, but later it took in Rochester and Toronto, and the name was stretched from time to time until it was known as the Ad Club of Western New York and Ontario.

The boys used to meet once in a while in the evening, have a dinner and a couple of spread-eagle speeches, and then fraternize until daybreak. Every ad man traveling out of New York used to keep track of the dates and show up. There was no serious purpose and the first ad club in this latitude died a natural death.

The present Buffalo Ad Club was started in 1908 by eight or ten earnest advertising men who met weekly for lunch.

Since then it has been a mighty busy organization.

The club grew rapidly and soon was able to start useful things. It hammered at the Chamber of Commerce until that body took up municipal advertising and industrial promotion in a practical way. The Chamber's Publicity committees have been Ad Club men from the beginning.

BRACED UP CHAMBER OF COMMERCE.

It helped a moribund Chamber to become strong again by aiding in a funds and a membership campaign. A \$100,000 war fund was raised and the membership increased by 1,150 added men or firms.

The Ad Club created new local interest in advertising as long as three years ago by getting the live wires of the advertising world to appear in Buffalo and make practical talks before invited crowds of business men not yet on the club's roster.

Then one of our first officers, William W. Reed, conceived the idea of the Advertising Affiliation, and getting in touch with Billy Orr, of Detroit, and Harland Wright, of Cleveland, put it across.

ADVERTISERS ADVERTISING.

The Promotion Committee is just starting a line of newspaper, billboard, street car and program advertising intended to open the eyes of the non-advertiser and the small advertiser to the possibilities of extension of trade through advertising. This committee has also planned a series of topical meetings at which merchants of different indifferently advertised lines will be shown how they can reap practical benefits from advertising.

The Vigilance Committee was formed to suppress bad advertising of Buffalo. Since its organization no serious example of unfavorable publicity for the city has come up, but when the occasion comes this committee will be quietly on the job.

The Grievance Committee has framed a creed for clean advertising, and constitutional amendments are proposed, which will make the signing of this creed and the living up to it a requisite of membership.

The Topic Committee works with the Topic Committee of the Affiliation in framing a connected, logical series of money-value talks, the speakers to make the rounds of the four cities.

is no limit, but the idea is to take members in carefully, interest and assimilate them and not to drag anybody in. We hold up nobody for ads or exhibit space in club rooms. Ad Club Doings, the club journal, established this year, is used to chronicle club events, partly, and also to carry forward the promotion and membership work. It is mailed to a selected list of advertisers outside the club, as well as to members.



C. J. BALLIETT,
PRESIDENT OF THE BUFFALO AD CLUB.

The Sales Managers' Division has a director on the board of the Ad Club and holds separate meetings, devoted strictly to personal salesmanship.

A Retail Division is in process of formation, with the similar individual ends in view.

Membership in the Buffalo Ad Club is limited to real advertisers. It is not a civic club, nor a business man's club, nor a luncheon club, but a bona fide advertising men's club.

The present membership is 230. There

The Buffalo Ad Club has two large rooms in the Lafayette Hotel. One room is the office, reading and committee room. The other is a big club room capable of accommodating two pool tables, a player-piano and a crowd of 100 fellows seated at lunch.

There is everything in Buffalo Ad Club life that an advertising man wants. The Ad Club slogan has always been: First, for Buffalo; second, for advertising; third, for the club; fourth, for the fellow ad man.

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 DETROIT TIMES

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

Kindly remember it next morning!

THE DEMOCRAT Nashville, Tenn.

A newspaper with something to hide is a newspaper with a weak spot. The Democrat stands in the light.

ASK

THE JOHN BUDD CO.

New York

Chicago

St. Louis

YOU MUST USE THE LOS ANGELES EXAMINER

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

The Elizabeth (N. J.) Times

Only Democratic daily
in Fifth Congressional District

THE 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

GET THE BEST ALWAYS!

The
Pittsburg Dispatch

Greater Pittsburg's Greatest
Newspaper

WALLACE G. BROOKE,
Brunswick Bldg.,
New York

HORACE M. FORD,
People's Gas Bldg.,
Chicago

European Offices

OF
The New York Times

LONDON—2 PALL MALL EAST
PARIS—RUE LOUIS LE GRAND 32
BERLIN—FRIEDRICHSTRASSE 60

Welcome given to American travelers
and others seeking information or wish-
ing to consult recent issues of The
New York Times.

Advertisers who have always
used THE NEW YORK TRIB-
UNE 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.

INTERTYPE

the new line-casting machine, which is being manufactured by the INTERNATIONAL TYPESETTING MACHINE CO.

The "INTERTYPE" is a Two-letter Line-casting Machine, having a quickly removable magazine, an improved assembler, a quick change knife block, a new universal adjustable mold, an improved casting apparatus and an improved distributor. These features place it far ahead of the antiquated machines now in use. The "INTERTYPE" will be ready for the market in February.

The Company will have Matrices, Spacebands and all other supply and repair parts ready for delivery in December. These can be used interchangeably on Intertype or Linotype machines, and will be sold at a very material reduction. It will pay you to wait.

⌘ INTERNATIONAL ⌘
TYPESETTING MACHINE CO.

Factory :

Foot of Montague Street

BROOKLYN, N. Y.

New York Office:

182 William Street

P. O. Box 2072

TRAINING OF A NEWSPAPER MAN.

How It Helps Develop the Qualities That Make for Success in Magazine Writing, Told by George Buchanan Fife to Pulitzer School Students.

The Monday afternoon lecturer of the Pulitzer School of Journalism this week was George Buchanan Fife, of the editorial staff of the Associated Sunday Magazines. Mr. Fife was formerly managing editor of Harper's Weekly, and has been identified with New York journalism many years. His address was listened to with marked attention by an audience which filled Earl Hall.

Mr. Fife began his remarks by explaining the purpose of the Associated Sunday Magazines, with which he is connected. He stated that it is a co-operative publication issued by twelve newspapers as a Sunday magazine supplement. As the papers differed in politics, all political matter had to be excluded, and as all dealt with news subjects, these, likewise, had to be omitted. Therefore, it was the aim of the editors to secure articles and stories from authoritative pens and not a collection of ephemeral things which depend for their interest upon the reader's fondness of the exploits of some actress, criminal or spendthrift. Mr. Fife explained how, through the co-operative principle these publications were enabled to get the benefit of the work of high grade, and therefore high cost authors at a minimum price.

The principal topic of Mr. Fife's address was the preparation a newspaper man receives that fits him for magazine writing. He stated in part:

VALUE OF NEWSPAPER TRAINING.

"There is no doubt whatever that newspaper training does peculiarly fit a man to write things a bit more lasting in character than those he does for his paper. It is axiomatic that the faculty of observation is as much of a necessity to the writer as the ability to set down what he observes. Now, the newspaper man must be an observer, a very close observer, no matter whether he is gifted as a writer or not. To be a good reporter a man should have a camera-like eye. He must see all the details of a scene. He must be able to take things in at a glance. He must be able to understand the significance of everything he sees—in fact, he must really go back of the things he sees. Your successful newspaper man, the one popularly known as a "star" man, must be able to retain impressions, just as wax retains them.

"To give you an example of the faculty of observation possessed by a star man, to say nothing of his ability to write, I will make use of Martin Green, of the New York Evening World, who has been called the best newspaper man in this country. A year ago last July there was a disastrous wreck on the New Haven road at Bridgeport. Those of you who are fans will remember that Bresnahan and the St. Louis team were on their way from New York to Boston on this train when it was derailed and several persons were killed.

A MODEL REPORTER AT WORK.

"Martin Green, who lived in Harlem, was called up about half-past seven in the morning by Mr. Chapin, city editor of the Evening World, and told to get to Bridgeport as soon as possible to cover the wreck. While he was dressing he hailed a passing taxicab from the window of his house and told it to wait. Then he hustled into his clothes and caught an eight o'clock train at 125th street. This took him to Bridgeport in about an hour. A little after nine he was on the scene. What he did is best told by saying that the Evening World that went to press at 11:45 o'clock, something more than two hours after Green arrived at the place of accident, had from his pen a complete story of the disaster, interviews with eyewitnesses, with the baseball players on the train, and furthermore, a story which needed no correction as to essential details throughout the day of publication.

"You see what that meant? It meant getting the story in its various ramifications, getting the picture of the wreck impressed on his mind, realizing the drama, the tragedy of it, and then it meant writing it, having it put on the telegraph wire and getting all of it, every word, into his office in a little more than two hours. And that is one of the best examples of a newspaper man's powers of observation that I have ever known. It did not mean the taking of page after page of notes, because on a story of that kind there is not time for other notes than those dealing with names, dates and the like. Martin Green had to retain all the details in his mind, but first of all he had to see them.

PECULIAR FITNESS REQUIRED.

"It is having to do things like that for a newspaper that engenders in a man the ability to see things at a glance, as it were. If he be a good newspaper man, one well fitted for the work, and there is no doubt whatever that there is such a thing as a peculiar fitness for the work—some men have it and some do not, no matter how long they remain in the business—his powers of observation are augmented year after year, and with a faculty of memory which is remarkable, for I have known newspaper men who have been amazing in their ability to cover stories without a single note, relying entirely upon their memories. Then, too, he must possess imagination. Don't infer from that that a newspaper man's work is purely imaginative, as some unkind critics of the calling would have you believe.

"Imagination is as essential for good newspaper work as facts. I mean by that that the newspaper man dreams facts, but that he has to have imagination to dress them. It is imagination that makes a story interesting. It does not take the least bit of imagination to begin the story of a great fire with this sort of thing:

THE CUB WAY OF WRITING.

"While Policeman John Smith, of the Brown Street Station was patrolling his beat at nine o'clock last night he saw flames issuing from the fourth floor of the Amalgamated Orphan Asylum, at the corner of First and Main streets."

"But it does take some imagination to make a reader see the scene of children leaping out of the windows and nurses standing on flame-swept window ledges with babies in their arms; it takes imagination to picture the heroism of these nurses, to tell the story of their ready giving up of life for the sake of the children in their care. What the man who reads the paper wants is a picture; he wants to feel himself a spectator at the fire, he wants the thrill of the thing just as those who watched it felt it. In a word, he demands imagination of the man who prepared the story for his reading. What in the world does he care for the Policeman John Smith, unless Smith dashed into the asylum and came out with his uniform ablaze, carrying two of the youngsters under his arms? Smith was at the fire all right, but it took imagination to keep him out of the story of it.

TRAINING IN OBSERVATION.

"Now, the successful newspaper man possesses both observation and imagination, and these are the two things in which he is trained. They are the two requisites of the magazine writer, the writer of enduring things—I mean more enduring than the usual newspaper story. Of course, in a man of this kind one presupposes a facility in writing, because writing must be combined with these to produce the star man. So you see with what an equipment the trained, skilled newspaper man is fitted to undertake magazine writing.

"Now, add to these three attributes the fact that the newspaper man is daily brought into contact with life in its every phase. He is face to face with the tragedies as well as with the humors of life. He is at hand-touch with the grimmest of things. Like so many writers, it is not necessary for him to manufacture situations for the benefit of his readers. If he is writing the story of a fire, he remembers anyone of a dozen big blazes he has covered, he can recall the smallest detail of such a scene. He recalls the terrible tragedy of the Triangle fire when the women jumped out of the windows one after another until the impact of their bodies on the pavement broke the iron and concrete sidewalk light.

IN ACTUAL TOUCH WITH LIFE.

"He doesn't have to rack his brain to discover what a room looks like after a murder has taken place there; he doesn't have to imagine the shock and destruction of a railway accident, because he has been upon the scene a little while after, seen it all, heard the tales of the people in it before they had time to construct their feelings beyond the hysteria of the moment; he doesn't have to contrive from his brain the picture of a disaster at sea, because he has had all the details from those who have suffered in one. There is not one note
(Continued on page 17.)

NEW YORK HERALD SYNDICATE

"Dream of the Rarebit Fiend"

A New Page in Full Color

Order To-day.

Full-Page Sunday Features

Special Cable and Telegraph Service

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

For particulars apply to

NEW YORK HERALD SYNDICATE

Herald Square, New York

Canadian Branch:

Desbarats Building, Montreal.

SATURDAY SPORT PAGE!

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

Expert Comment. Best Illustrations. YOU NEED IT!

Write for particulars to

INTERNATIONAL NEWS SERVICE

200 WILLIAM ST. NEW YORK CITY

Write for Option on

"Says Old Man Jones"

A New and Delightful 3-Column

DAILY SERVICE

OF HUMOR
IN PICTURES AND VERSE

To be furnished in mat form and released shortly by

The McClure Newspaper Syndicate

45 West 34th St., New York City

Lasker Indoor Games Syndicate

PORT RICHMOND, NEW YORK CITY

Weekly articles on

Chess, Bridge, Auction Bridge

Exclusive rights given. No contract.

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

In Omaha

In St. Paul

In Minneapolis

BUMPER CROPS
Now Get Yours

The Daily News

of course

Best Advertising Buys in the Best Cities of the Middle West

Steady Advertising Increases and Regular Renewals Prove Our Claims

Foreign Advertising Department,
C. D. BERTOLET, Manager.

Kansas City, Boyce Bldg., New York,
O. G. DAVIES, Chicago, J. F. ANTISEL.

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



Some Advertisers

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

THE PITTSBURGH POST

Daily and Sunday

EMIL M. SCHOLZ, General Manager

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

PRESS ASSOCIATIONS.

The Woman's Press Club of the Ozarks, the first organization of women writers in Missouri, was launched at Springfield, October 18. The principal address was given by Dean Walter Williams of the Missouri School of Journalism. He took journalism as his subject, and told of the progress of the Columbia school and of the success being met by its graduates. He said women writers can and do hold just as

by President Anderson of the association; J. L. Enochs, of the Fair; Editor S. S. Abbey, of Crystal Springs; Fred V. Sullens, of the Jackson News, and Colonel Henry, of the Clarion-Ledger.

At the annual meeting of the Norwegian-Danish Press Association, held October 18 at Minneapolis, Minn., the establishment of a Scandinavian building at the University of Minnesota, where visiting Scandinavians of the Northwest could make their headquarters, was pro-

posed and favorably acted upon. Officers elected were: J. B. Wist, Decorah (Ia.) Posten, president; P. O. Thorson, Grand Forks (N. D.) Normanden, vice-president; Carl Hanson, Minneapolis (Minn.) Tidende, secretary; A. U. Sundheim, Augsburg Publishing Co., Minneapolis, treasurer.

Members of the Milwaukee and German Press clubs were guests of the Deutscher Club at an informal stag luncheon at Milwaukee last week. A large delegation from both organizations was present. Humorous speeches in which the three leading presidential candidates were satirized proved the features of the entertainment. Oscar Morris, president of the Milwaukee Press

A True Story

A New York manufacturer (name and address furnished upon request) came out to Paterson, N. J., this week with the intention of placing some advertising with one of the two other evening papers in this field. He went to one of the papers direct, and made a contract. During the evening while at his hotel he bought all the evening papers published in the city, and after looking over them and comparing them from the standpoint of their makeup and general news, he was surprised to learn that The Paterson Press, the one paper that he had not considered, was the best of all three. So far in advance of the others from every standpoint that he was surprised, and immediately set on foot inquiries. Before he left Paterson, instead of advertising in one paper, he advertised in two. This was necessary, as after reading the Press, and learning what the other advertisers in the city thought of it as a medium, he wished to get his story before Press readers. The other ad he felt that he had to carry, because he had a contract with the paper in question. The conditions in Paterson were found by this advertiser to be somewhat different than what he had been led to believe, and on his own findings he chose the Press as the medium that would give him the best results.

IF ALL AGENCIES

Handling Foreign Advertising would investigate the true conditions in every city and not take circulation or other claims as Gospel they would be rendering a real service to their clients.

PRESS-CHRONICLE CO.

Paterson, N. J.

PAYNE & YOUNG,
Foreign Representatives,
New York and Chicago.

Imitating No One.

BROOKLYN, Oct. 17, 1912.

THE EDITOR AND PUBLISHER:
I would like to call attention to some pertinent facts in regard to recent advertising, which has appeared in your publication. No company is the creator of any art. All arts are the creation of the minds of men, and as men's minds improve, so improve the arts thus created. Any copyrighted name is reserved from use by others, but no one is prohibited from developing any art whatsoever. The first product of any new art is followed by betterments and improvements. Hoe did not "imitate" Konig, Bruce did not "imitate" Caxton. Imagine no one having "imitated" the first maker of automobiles. If no one had improved, refined or perfected the first product of any art, all art would stand still and be in the grasp of monopoly. We are "imitating" no one. We have taken the basic principles of the line casting machines, which are fundamentally correct, and from which a more than merited reward has already been reaped. These are no longer withheld from public use. We have improved, refined and perfected these basic principles, thereby producing a better machine, at a lower price, than monopolistic control would ever have allowed. Very sincerely,
J. ARCH MEARS,
Sales Manager.

The New York Press has now a circulation of 108,000 net, which is an increase of 18,000 since its purchase by Frank A. Munsey last September. "This increase is wholly spontaneous," says Mr. Munsey, "and in no sense forced."



NEW BOARD OF OFFICERS OF THE CHICAGO PRESS CLUB.

high a place in the journalistic world as men. Other addresses were by Gov. Hadley, Winifred Black of Kansas City, Miss Emily Newell Blair of Carthage and Judge Howard Gray of Carthage. The next meeting will be held in May during Journalism Week at Columbia.

Members of the Southern California Editorial Association, who returned to Los Angeles after a four days' sight-seeing trip through the Owens River Valley recently, expressed great enthusiasm over the prosperous conditions they found in that locality. At Bishop the party was entertained with horse racing, cattle exhibits and other forms of country amusement, many members of the association being personally entertained by the ranchers.

Press Association Day of the Mississippi State Fair, held at Jackson last week, was marked by an interesting speaking program including addresses

posed and favorably acted upon. Officers elected were: J. B. Wist, Decorah (Ia.) Posten, president; P. O. Thorson, Grand Forks (N. D.) Normanden, vice-president; Carl Hanson, Minneapolis (Minn.) Tidende, secretary; A. U. Sundheim, Augsburg Publishing Co., Minneapolis, treasurer.

At the recent meeting of the Lancaster County (Pa.) Publishers' Association, held at Lancaster, the following subjects were discussed: "Importance of Style and Character in News Matter," "What is a Fair Rate Per Inch for Transient Advertising?" and "What Can Our Association Do That Will be Most Helpful to Its Members?"

The New Mexico State Editorial Association met for reorganization at Albuquerque last week and unanimously elected the following officers for the ensuing year: President, Nestor Montoya, Albuquerque; secretary, J. H. Tou-

Club, responded to the address of welcome.

Jersey City Papers Make Changes.

The New Inquirer and the Jersey City Eagle, Sunday papers, were merged this week, and the Hudson Dispatch, which has been an afternoon paper for twelve years, became a morning daily on Monday. Haddon Ivins, who has had twenty-one years' experience in the newspaper field, has been put in charge of the daily and Sunday papers as managing editor. He began his career as a printer's apprentice at thirteen and has been in turn printer, reporter, advertising man and editor. Mr. Ivins did successful work on the Hoboken Inquirer, the Perth Amboy Chronicle, the Jersey City Journal, and was for one year advertising manager at Saks', New York.

The La Grande (Ore.) Morning Star has suspended publication.

THE
**NEW YORK
EVENING
JOURNAL**

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

The Circulation of
THE BOSTON AMERICAN
IS OVER

400,000

DAILY and SUNDAY
THE LARGEST IN NEW ENGLAND

**KNICKERBOCKER
PRESS**

**ADVERTISING
SERVICE**

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

Telephone 6696 Greeley

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

WINNING ADVERTISERS.

(Continued from page 4.)

"You're on!" he said.

"The result was we published better than a half-page of advertising in the New York Times a little over a week ago, and that advertisement carried the names of thirty-eight new accounts that we opened through the work of this advertising man, who called the attention of buyers in the various stores to our advertising campaign. It didn't cost him anything. He merely sent us a list of people on whom he had called, and we sent a salesman to see them.

"Now, I say frankly that if we had secured one order only we would have given him the advertising anyway, because he showed a disposition to give something for what he got.

LIVING ON THE CONSUMER.

"There is a little newspaper, we'll say, in Pine Bluffs, Ark. It's a little town. There are probably three dealers in the town who could carry our razors. It would take fifteen minutes of an advertising manager's time to get a window display in each of these places, and this would probably get him a half-page of advertising.

"The American public cannot stand the drain that is being put upon it by the thousands of periodicals that are living on the manufacturer. Let us make an analysis, just as a matter of interest. Let us say that the Durham Duplex Razor Co. is in the \$5 razor game; and let us say that they have a fair sales manager, as well as advertising force. Let us say that they can sell 10,000 \$5 razors a month. They will get \$5 apiece for their razors. Let us see what the American public will get if the said manager paid dividends out of the said \$5. The retailer and jobber will get \$2, leaving \$3. The advertising man will get \$1, leaving \$2. The hotel man, railroad fares and salaries to salesman will eat up another dollar, leaving \$1. In order to make it possible for the article to look like \$2 for the jobber and retailer, \$1 for the advertising man and \$1 for the hotel man, salesman, etc., we would have to put the razor in a fancy case, which, with trimmings, would cost seventy cents. Thirty cents left for the article! In that thirty cents is an item of 100 per cent. overhead expense, leaving fifteen cents' worth to be put into the box by the manufacturer, if he broke even; not to speak of a profit. Now, say that the manufacturer insisted upon making a profit. What would the consumer get?

WHAT NEWSPAPERS SHOULD DO.

"This is a perfect analysis of the high cost of living. It is the story of waste between production and consumption, and is a preposterous proposition to the man who thinks. When we consider the lead of non-productive labor, etc., and the people supported in between, who do not produce, it makes us wonder what the answer will finally be.

"Advertising is essential. It is absolutely necessary. Advertising consists of more than merely publishing. We have got to have an article before we advertise. We have got to give it to the public, and we have got to make the public believe in it. That is the secret of the wonderful success of the Durham demonstrator razor. On a house-to-house canvass, without one line of advertising, without the assistance of a single periodical, without one word being said to the public by means of printer's ink on the subject, we sold 250,000 Durham demonstrators in three months.

"But there is a large waste in our distribution—in getting to the dealer; in getting the proper results from our advertising. That waste can be stopped by the newspapers of the country in a large measure by simply getting behind not only our article, but any manufactured article of merit, getting dealers to ask us for local assistance, and getting them to give us in return window displays. We will take care of the quantity of goods ordered. If the medium is of any use whatever, orders for quantities will very soon follow."

OBITUARY NOTES.

CAPT. FRANK BRINKLEY, Japanese correspondent of the London Times for many years, died at Tokio last Monday, at seventy-one years of age. He was the author of several authoritative books on Japan and was highly honored by the late emperor for his services and advice in the organization of Japan's educational system.

FRANK E. HATCH, formerly editor of the Concord (N. H.) Monitor and later of the Lowell Times, died on Saturday in Boston, in his sixty-eighth year.

ROBERT H. ROGERS, associate editor of the Railroad Man's Magazine, died at a New York hospital on Oct. 21, following an acute attack of pneumonia.

MRS. KATHERINE C. MURPHY, editor and proprietor of the Sunday Courier of Toledo, and editorial writer on the Toledo Times, died at her home in that city last week.

A. T. MOOREHEAD, senior editor of the Indiana (Pa.) Progress, died at his home in that city last Friday, aged seventy-one years. He was engaged in newspaper work most of his life and was active in civil war days in assisting run away slaves to Canada.

WILLIAM A. WHITE, who was for fourteen years managing editor of the Ansonia (Conn.) Sentinel, died at Stamford, aged sixty-two, on Oct. 21. He was at one time editor of the Ridgefield (Conn.) Press and for the past eight years publisher of the Stamford Free Lance.

A. H. EVANS, editor of the Delaware (Okla.) Register, died, Oct. 19, on a train at Ada, Okla., while on his way to Brownsville, Tex., for his health.

GEORGE PHILLIPS, former editor of the Frederick (Okla.) Enterprise, died of consumption last week at Rocky Ford, Colo.

NEW INCORPORATIONS.

OTTAWA, Ohio.—The Putnam Gazette Printing Co.; publishing newspaper and doing general job printing; capital, \$10,000. G. A. Stauffer, N. E. Matthews, W. E. Laibe.

MUSKOGEE, Okla.—Press Publishing Co.; capital, \$25,000. Incorporators: H. B. Spaulding, C. B. Douglas and N. A. Gibson.

DONNA, Tex.—Donna Publishing Co.; capital stock, \$3,000. Incorporated by G. B. Werriwether, L. J. Hagestoad and others.

CLEVELAND, O.—The Publishers' Service Co.; assisting publishers of magazines and other periodicals in obtaining increased circulation; capital, \$10,000. Frank Butler, D. B. Stone, N. Kluger, A. J. Hale and E. L. Geismer.

Big List of Linotyped Periodicals.

The Mergenthaler Linotype Company has recently issued a twenty-page pamphlet containing a list of more than 1,600 periodicals, magazines and trade journals in the United States and Canada that are set up on its linotype machines. Harper's, the Century, Collier's, Scientific American and many other periodicals of world-wide repute are among them, while hundreds of publications of more local scope, but of similar excellence in typography, printed in almost every town of any consequence, here and in Canada, may be found in this booklet.

As to Status of Writer's Cramp.

Is writer's cramp an industrial disease? This question has been submitted by the British Home Secretary to the departmental committee which was appointed to consider the extension of workmen's compensation to certain industrial diseases. The report of the committee is being looked forward to with a good deal of interest by the members of the English press.

THE BEST COMIC ISSUED

SCOOP

The International Syndicate, Baltimore, Md.



The Special Service Co.

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

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

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

For Washington Correspondence

write

AMERICAN TELEGRAPH PRESS

District National Bank Building

Washington, D. C.

GET Today's News Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

HAVE YOU READ MR. DOCKRELL'S BOOK?

"The Law of Mental Domination"

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

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

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

The Editor and Publisher

A Different Christmas Page

Black or four color Mats

Just the feature for a first page CHRISTMAS Number

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

Want Proofs?

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

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

WIRE



WRITE

Adams Features

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

NEWTON, Mo.—The Chronicle has changed hands, former editor J. P. Wilson selling to F. P. Reed, who takes charge at once.

"Perfect Dry Matrix"

A specially prepared dry mould ready for instant use.

Perfect cast can be secured from type or coarse screen half-tones.

Write for full particulars.

Sold for 35c. per sheet, size 19 x 24. F. O. B. New York. Give our perfect dry matrix a trial and be convinced of its merits.

PREMIER FLONG COMPANY

99 Nassau St., Room 808, New York

Metal Economy

MUSH on the metal pot shows separation, the Tin and Antimony coming to the surface. DON'T SKIM IT OFF! Use OXODIO, amalgamate it and prevent the deterioration of your metal. Skim off only dust!

Thomas Wilder's Son
METALS

NEW YORK

INDEPENDENT CHANGES HANDS.

Hamilton Holt, the New Owner, Retains Editorial Staff, but Makes Business Changes.

The issue of the Independent to be published next week contains the announcement that Clarence W. Bowen, the proprietor and publisher, retires, having transferred his ownership to Hamilton Holt, who, for the past ten years, has been managing editor. Mr. Holt has organized a company entitled "The Independent Weekly, Inc.," which will henceforth own and publish the magazine. Founded by Henry C. Bowen in 1848, the Independent passed after his death, in 1897, into the control of his son, Clarence W. Bowen, and is now transferred to his grandson, Mr. Holt.

Dr. William Hayes Ward, who has been with the Independent for forty-five years, continues as editor. The rest of the editorial staff will also remain the same under the new management: Hamilton Holt, managing editor; Frank D. Root, political editor; Edwin E. Slosson, literary editor; Warren Barton Blake, assistant editor, and Franklin H. Giddings, associate editor.

The publication department will be reorganized owing to the retirement of Mr. Bowen, the publisher, and Gardner Richardson, the assistant publisher. George French becomes publisher; Frederic E. Dickinson, business manager, and J. Stuart Hamilton, advertising manager.

Though Mr. Holt contemplates making some important changes in the Independent, he will maintain its historic traditions. As in the past its aim will be to provide its readers with an accurate account of important events and competent discussion of the problems of the day from various points of view.

Editor Acquitted of Charge.

Myron Jordan, an editorial writer on the Rock Island (Ill.) News, was last week acquitted of the charge of sending obscene literature through the mails, by a jury at Peoria. Jordan was indicted with John Looney, editor and publisher of the paper, in consequence of a newspaper attack upon the personal character of Mayor Scriver, of Rock Island. The article aroused friends and enemies of the Mayor alike, and the resultant feeling culminated in a series of riots, which were suppressed by State troops. Several persons were killed during the disorders.

Boston, Mass.—National Art Advertising Co.; \$15,000; incorporated.

TURNER'S₁₂BULLETIN

Publishers should bear in mind that our Circulation Examination Reports go to thousands of

Interested Advertisers

many known personally, while all know this signature and for what it stands.

C. GODWIN TURNER
DATA CO., NEWARK, N. J.

Press Clippings

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

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

NEWSPAPER TRAINING.

(Continued from page 14.)

in the gaunt of human feeling with which he is not familiar. And it takes your newspaper man to say after reading a novel, 'Well, he may be a novelist, and he may write successful books, but if that is a description of a horse race or a prize fight, or a ball at Sherry's, then I've been blind all these years.'

"It is being up against these things so many times in the months of a newspaper year that gives a newspaper man an amazing viewpoint. He has been spectator at so many of these things that he knows just how they are. He can sit down, and in no time at all, write you a description of a fire or a fight or a wedding or a murder or a suicide. He has seen them all at first hand, and what he writes will be real, because it means simply turning on the particular stream from his mental reservoir. It's imagination—yes, but it has been part of his experience.

"Now, just to show you what imagination will do, let me call to mind the achievement of a man I know in newspaper work. I know the man well, because I worked side by side with him for a number of years in one of the hardest newspaper offices in this city. This man has always had an enviable imagination. He is a trained newspaper man in all that the word means. He was quick finding the path leading from newspaper work to magazine work, and at the time of which I speak had had considerable success as a magazine writer. He was asked by the editors of a well-known magazine to write a love story for them. They said that they wanted a two-part story, with plenty of love element in it, and the one stipulation they enacted was that it should revolve, so to say, about an automobile. This was at the time that the automobile was in its early days and engrossing much attention to the public prints.

A LOVE STORY BY CATALOGUE.

"Now, this newspaper man did not know overmuch about motor cars, but he did know the newspaper business and he did have the most superior imagination. And when they asked him to write his story about an automobile, did he hesitate? Not for a moment! What did he do? He went uptown in New York, to upper Broadway, known now as Gasoline Alley, and there he obtained from the dealers' agents a number of catalogues of motorcars, with pictures and full description of parts. The catalogues were filled, naturally, with automobile lingo, and this was really all that the newspaper man wanted. He could construct the love affair, probably from some remote experience of his own; all he wanted was something about spark plugs, and carbureters and differentials and gears.

"So, with a catalogue close beside him, he wrote a love story that was charming, and it had more intimate things about automobiles in it than you can imagine. The writer seemed to know as much about the mechanism of the machine as any man in the world. I know the man, as I say I know the facts of the story, because he told them to me. It was your admirable preceptor, Robert E. MacAlarney."

Homer Robinson, business manager of the Salt Lake (Utah) Tribune and Telegram, who spent the past week in the East calling on the general advertisers, has left for Chicago and the Middle West. He has met with considerable success among the advertisers of the East.

Robert Sheldon Wildes, of Thomas Wildes' Son, metal dealers, and Miss Mabel Thrush were recently married in Brooklyn and are spending their honeymoon in the Pocono Mountains. Mr. Wildes has an extensive acquaintance among the newspaper publishers of the country.

107,000 REPLIES

from one advertisement

Extract from W. W. Garrison's News Article

(Printers' Ink, October 3, 1912)

"A certain manufacturer of a food product some time ago was utilizing straight 'general publicity' advertising in newspapers and magazines. He once ventured the assumption to his advertising man that experience had proved that if it was possible to get his goods into any household for a single trial, they would become the regular purchase of the housewife—in seven cases out of ten.

"The advertising man got up large newspaper copy telling of the coming gift of a package of this product, describing it and telling its merit, and stated that on a certain date and on a certain page in 'this paper' the coupon would appear. Other advertisements along this line followed at intervals.

"The final ad was the largest of all, and contained the coupon, which was to be clipped out, handed to the grocer with the housewife's signature on the bottom, and in return she was to receive the free package.

"The scheme was brought to the section surrounding Chicago. In one Sunday paper it brought over one hundred and seven thousand coupons from the Chicago market. That was over 17 per cent. of this paper's entire circulation, and the coupon ad appeared but once."

This paper was the

Chicago Sunday Examiner

Which then—as now—led all other Chicago Newspapers by 200,000 circulation

M. D. HUNTON
220 Fifth Ave.
New York, N. Y.

E. C. BODE
Hearst Building
Chicago, Ill.

TIPS FOR THE AD MANAGER.

The Blaine-Thompson Company, Fourth National Bank building, Cincinnati, O., is making contracts for 1,000 inches, to be used within one year, with Southern papers, for Magnus & Co.

The Blumenstock Brothers Advertising Agency, Chemical building, St. Louis, Mo., is placing orders for ninety lines, twenty-six times, in selected cities, for the advertising of the Make Man Tablets, Chicago.

H. W. Kastor & Sons Advertising Company, Steger building, Chicago, is making 2,000-line contracts, one year, with Southern papers, for the Lloyd Chemical Corporation.

The Charles H. Touzalin Advertising Agency, Kesner building, Chicago, is sending out orders for three inches, twenty-six times, with weekly Western papers, for the Department of the Interior of Canada.

The Stewart-Davis Advertising Agency, Kesner building, Chicago, is making contracts for 5,000 lines, to be used within one year, with Western papers, for the Andrews Magnetic Mineral Springs, St. Louis, Mich.

The Frank Presbrey Company, 456 Fourth avenue, New York, is placing orders for 140 lines, six times, with Southwestern papers, for the Hende Manufacturing Company.

The Dauchy Company, 9 Murray street, New York, is making renewal contracts for the advertising of Parker's Hair Balsam, Patchogue, L. I.

The Morse International Agency, Dodd-Mead building, New York, is sending out 240 inches extra space for Beecham's Pills advertising.

The Frank Presbrey Company, 456 Fourth avenue, New York, is sending out orders for fifty-seven lines, eleven times, to Eastern papers, for the Seaboard Air Line.

The Amsterdam Advertising Agency, 1178 Broadway, New York, is placing orders with some Michigan papers for Hiram Ricker & Sons, Poland Water, 1178 Broadway, New York.

The Andrews & Warrington Advertising Agency, Drexel building, Philadelphia, Pa., is now placing the advertising of the Pennsylvania Smelting & Refining Company, Philadelphia.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are placing the advertising of the Dover Stamping and Manufacturing Company, Dover Safety Ash Barrel, Cambridge, Mass.

Ewing & Miles, Fuller building, New York, are sending out some of the advertising of the Glidden Varnish Company, Japalae, Cleveland, O.

The Ferry-Hanly Advertising Agency, Gloyd building, Kansas City, Mo., is making 5,000-line contracts with some Western papers for the Peet Brothers Manufacturing Company, Crystal White Soap and Wild Rose Glycerine Soap, Kansas City, Mo.

The Charles H. Fuller Company, 623 South Wabash avenue, Chicago, is placing new orders to run until December 15th, for Walter Luther Dodge, Tiz Foot Powder, Chicago. This company is again placing copy with a large list of papers for the Perspo Company, Chicago.

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	MISSOURI. POST-DISPATCHSt. Louis
CALIFORNIA. ENTERPRISEChico RECORDLos Angeles TRIBUNELos Angeles <small>Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.</small>	MONTANA. MINERButte
FLORIDA. METROPOLISJacksonville	NEBRASKA FREIE PRESSE (Cir. 128,384)....Lincoln
GEORGIA. ATLANTA JOURNAL(Cir.55,117)Atlanta CHRONICLEAugusta LEDGERColumbus	NEW JERSEY. PRESSAsbury Park JOURNALElizabeth COURIER-NEWSPlainfield
ILLINOIS. POLISH DAILY ZGODA.....Chicago SKANDINAVENChicago HERALDJoliet HERALD-TRANSCRIPTPeoria JOURNALPeoria	NEW MEXICO. MORNING JOURNAL.....Albuquerque
INDIANA. LEADER-TRIBUNEMarion THE AVE MARIE.....Notre Dame	NEW YORK. KNICKERBOCKER PRESS.....Albany BUFFALO EVENING NEWS....Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York STANDARD PRESS.....Troy RECORDTroy
IOWA. CAPITALDes Moines REGISTER & LEADER.....Des Moines THE TIMES-JOURNAL.....Dubuque	OHIO. PLAIN DEALER.....Cleveland <small>Circulation for July, 1912</small> Daily110,742 Sunday136,431 VINDICATORYoungstown
KANSAS CAPITALTopeka	PENNSYLVANIA. TIMESChester DAILY DEMOCRAT.....Johnstown DISPATCHPittsburgh GERMAN GAZETTE.....Philadelphia PRESSPittsburgh TIMES-LEADERWilkes-Barre GAZETTEYork
KENTUCKY. COURIER-JOURNALLouisville TIMESLouisville	SOUTH CAROLINA. DAILY MAIL.....Anderson THE STATE.....Columbia <small>(Cir. July, 1912, S. 20,986; D. 20,956)</small>
LOUISIANA. DAILY STATES.....New Orleans ITEMNew Orleans TIMES-DEMOCRATNew Orleans	TENNESSEE. NEWS-SCIMITARMemphis BANNERNashville
MARYLAND. THE SUN.....Baltimore <small>has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.</small>	TEXAS. STAR-TELEGRAMFort Worth <small>Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.</small> CHRONICLEHouston
MASSACHUSETTS. THE HERALD.....Boston <small>Guaranteed daily circulation 110,714 (average for whole year 1911). The Herald is the newspaper of the home owners of New England.</small>	WASHINGTON. POST-INTELLIGENCERSeattle
MICHIGAN. PATRIOTJackson <small>The Six Months Average Was</small> A.A.A. Figures.....D. 10,366; S. 11,289 Patriot Figures.....D. 10,331; S. 11,235	WISCONSIN. EVENING WISCONSIN.....Milwaukee
MINNESOTA. TRIBUNE, Morn. & Eve.....Minneapolis	CANADA. ALBERTA. HERALDCalgary
	BRITISH COLUMBIA. WORLDVancouver
	ONTARIO. FREE PRESS.....London
	QUEBEC. LA PATRIE.....Montreal LA PRESSE (Ave. Cir. lor 1911. 104,197). Montreal

NEW YORK. RETAIL BAKER.....New York

TIPS FOR THE AD MANAGER.

The Richard A. Foley Advertising Agency, Bulletin building, Philadelphia, is making contracts with a selected list of newspapers for Luckett, Luchs & Lipscomb, Inc., Reynaldo Cigar, Philadelphia.

Hill & Tryon, May building, Pittsburgh, Pa., are placing orders with a selected list of papers for the Johnston-Slocum Company, stoves.

Charles W. Hoyt, 25 Elm street, New Haven, Conn., is sending out orders to New England papers for the Beers Sales Company, The Lyhue Lamp, Bridgeport, Conn.

Julius Kayser & Co., Kayser's Gloves, 45 East Seventeenth street, New York, are making arrangements for next year's advertising. It is believed that they will clear it through W. L. Houghon, of Newark, as they have in the past.

Edward D. Kollock, 201 Devonshire street, Boston, Mass., is placing reading notices with Southern and Southwestern papers for Eimer & Amend, Rheumatism Remedy, 205 Third avenue, New York.

The Lyddon & Hanford Company, 452 Fifth avenue, New York, is placing copy on contracts for A. C. Meyer & Co., Dr. Bull's Cough Syrup, 210 East Lexington street, Baltimore, Md.

The Matos-Menz Company, Bulletin building, Philadelphia, is placing some of the advertising of the West Disinfecting Company, C. N. Disinfectant, 2 East Forty-second street, New York.

The Frank Presbrey Company, 456 Fourth avenue, New York, is again placing orders with a selected list of large city papers for the Encyclopaedia Britannica Company, 29 West Thirty-second street, New York.

The Procter & Collier Company, 15 West Sixth street, Cincinnati, O., is sending out orders to large city papers for the Leach Chemical Company, Leach's Virgin Oil of Pine, Cincinnati.

The Rubincam Advertising Agency, Drexel building, Philadelphia, is placing the advertising of Father Deles's Remedies, Camden, N. J., with Pennsylvania papers.

Julius Scheek, 9 Clinton street, Newark, N. J., is making contracts with Pennsylvania papers for the Eastern Sales Company, Newark, N. J.

The F. P. Shumway Company, 373 Washington street, Boston, Mass., is placing the advertising of the William G. Bell Company, Bell's Seasoning, Boston, with New England papers.

Street & Finney, 45 West Thirty-fourth street, New York, are again placing classified advertising with a selected list of papers for the Marine Corps of the Navy Department, Washington, D. C.

The Taylor-Critchfield Company, Brooks building, Chicago, is placing orders to run during November and December, with some Western papers, for the Bemis Brothers Bag Company, Minneapolis, Minn. This company is also placing new copy with a selected list of papers for the Books Supply Company, 231 West Monroe street, Chicago.

Henry Webb, U. B. building, Dayton, O., is placing orders for the Miller Addison Company, Dayton, O., with newspapers in cities where demonstrator will call.

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 26%, or 4,026 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.

Carl H. Brockhagen, who left the Seattle Post-Intelligencer to become advertising manager of the San Francisco Call, recently bought by W. W. Chapin, was tendered a farewell dinner last week by his P.-I. associates, at which were present Governor Walter E. Clark, of Alaska, and members of the Seattle Ad Club, the Press Club and the Tillikums.

Robert W. Mitchell, Record-Herald building, Chicago, has been appointed western representative of the Associated Medical Publishers (the "Big Six").

Krebs Beebe, advertising manager of the W. D. Boyce Weeklies, Chicago, is in New York City to open offices to take care of the business of his concern. He plans to make a long stay in the East. He will be assisted by Henry Gittler.

Miss Anna M. Long holds a rather peculiar position for a woman, that of solicitor on the classified advertising staff of the Knickerbocker Press, Albany, N. Y. She has made good.

J. M. Evans, for the past year advertising manager of the Lozier Co., Cleveland, severed his connection with the Lozier interests last week. He first came into prominence through his publicity work for the Brush Runabout Co.

A. K. Hammond, special representative, 366 Fifth avenue, has been elected a member of the Six Point League, New York.

George M. Burbach, Chicago advertising representative of the St. Louis Republic, is the new financial secretary of the Chicago Advertising Association.

W. J. Little, manager of the circulation department of the Montreal Star, was in New York this week.

Le Roy Browne, on the advertising staff of one of the Troy, N. Y., newspapers, has invented a sectional radiator for auto truck use. It is reported that several of the auto truck manufacturers are interested.

George Auer Addresses Ad Club.

The semi-monthly meeting of the Capitol District Ad Club, of Albany, N. Y., was held at the club rooms of that organization in the Knickerbocker Press Building Wednesday evening, Oct. 30. George Auer, business manager of the Knickerbocker Press, addressed the members.

New Advertising Firm in Milwaukee.

The Loche-Riley Co. is the name of a new advertising agency which has entered the Milwaukee field as successor to the Apple Advertising Agency. L. J. Apple, who retires, will soon enter the department store business at Raton, N. M. A. M. Loche, who heads the new firm, was formerly a member of the Milwaukee Journal. He is editor of the Booster, official organ of the Advertisers' Club, and an all around ad man. Robert W. Riley comes from Chicago.

**In Consolidation
There Is
Strength and Profit**

Harwell, Cannon & McCarthy
Newspaper and Magazine
Brokers
200 Fifth Ave. New York, N. Y.

Parker Strikes Out for Himself.

Harrison M. Parker, who recently sold his interest in the Stack-Parker Advertising Agency to Mr. Stack, has opened up an advertising agency of his own at 535 Hearst Building, Chicago. Before associating himself with Mr. Stack, Mr. Parker was the advertising manager for some years of the Chicago Tribune. Prior to that time he was in charge of the advertising for the Philadelphia North American, and earlier still was with Mr. Munsey on the News, New York. He was publisher of the Louisville Herald in 1901 and 1902.

Armstrong with the National.

When Paul E. Richter recently secured the entire stock of the National Advertising Co., in Denver, Col., he immediately secured the services of W. R. Armstrong, for over twenty-five years connected with the Scripps-McRae papers. Mr. Armstrong has served with the Detroit News, Cleveland Press, Cincinnati Post and Denver Express, and one year as advertising manager of the Denver Times.

Knill to Handle Thomson Papers.

Charles P. Knill, 910 Steger Building Chicago, who several months ago became Western representative of the New York Sun, has added to his charges the Michigan newspapers owned and published by William Thomson. The publications include the Kalamazoo Telegraph Press, the Battle Creek Journal, the Flint Evening Press and the Lansing Evening Press. Mr. Knill has been appointed Western representative of these publications.

Editors in Development Campaign.

Editors of the Spokane country, through the Inland Empire Press Association, have inaugurated a community development campaign designed to aid in the upbuilding of country towns and increasing their prosperity. The association will combat the tendency that draws trade and population away from the country districts to the large cities. The work will be carried on by a series of bi-monthly articles to be supplied to all papers in the district known as the Spokane country. The articles will suggest and encourage methods of developing the country towns and of making them more desirable in which to live. The committee of editors in charge of this work consists of Dale Strong, Spokane; Henry Michaels, Cheney, Wash.; F. J. O'Day, Malden, Wash.; E. R. Edgerton, Sandpoint, Idaho, and E. A. Walker, Reardan, Wash.

Big Gain in Classified Advertising.

In July, 1911, the Knickerbocker Press, of Albany, N. Y., carried about two columns of classified advertising in both the daily and Sunday editions. At the present time the daily edition carries a page and over, while the Sunday edition carries nearly two pages. This department is under the management of E. F. McGowan.

New A. of A. Members.

During the last few weeks the following national advertisers have joined the Association of American Advertisers: United Shirt & Collar Co., Troy, N. Y., represented by Byron G. Moon. Wyeth Chemical Co., New York City, represented by J. F. Murray. International Milk Products Co., Cooperstown, N. Y., represented by W. W. Hovey. Oakland Chemical Co., New York City, represented by J. G. Timolat. The B. V. D. Co., New York City, represented by S. C. Erlanger. The D. D. D. Co., Chicago, Ill., represented by B. E. Page. Chautauqua School of Nursing, Jamestown, N. Y., represented by W. S. Bailey. Quaker City Rubber Co., Philadelphia, Pa., represented by C. A. Daniel.

DIRECTORY OF ADVERTISERS AIDS.

General Agents

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

Publishers' Representatives

- ALLEN & WARD**
25 W. 42nd St., New York
30 N. Dearborn St., Chicago
- JOHN M. BRANHAM CO.**
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380
- BUDD, THE JOHN, COMPANY**
Brunswick Bldg., New York
Tribune Bldg., Chicago
Chemical Bldg., St. Louis
Tel. Madison Sq. 6187
- CARPENTER-SCHEERER,**
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago.
- GRIFFITH, HARRY C.**
Brunswick Bldg., New York
Tel. Madison Sq. 3154
- KELLY-SMITH CO.**
220 Fifth Ave., New York
People's Gas Bldg., Chicago
Tel. Madison Sq. 3259
- LINDENSTEIN, S. G.**
118 East 28th St., New York
Tel. Madison Sq. 6556
30 North Dearborn St., Chicago
- NORTHRUP, FRANK R.**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- PAYNE & YOUNG**
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York
Tel. Mad. Sq. 6723
- PULLEN, BRYANT & CO.**
200 Fifth Ave., New York
Tel. Gramercy 2214
- PUTNAM, C. I.**
45 W. 34th St., New York
Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.**
225 Fifth Avenue, New York
Tel. Madison Sq. 962
- WARD, W. D.**
Tribune Bldg., New York
Tel. Beekman 3108
- WAXELBAUM, BENJAMIN**
Jewish Newspapers
102 Bowery, New York
Tel. Spring 7500

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.

ADVERTISING MEDIA

ILLINOIS.

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

WASHINGTON

THE SEATTLE TIMES
The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 65,200; Sunday, 84,350—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

Fisk Interlocking Advertising Service

\$10 PER YEAR
Helps newspapers to get more local advertising. Send for sample copy.
FISK PUBLISHING CO.,
HENRY STERLING FISK, President,
Schiller Building, Chicago.

GET YOUR COST

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

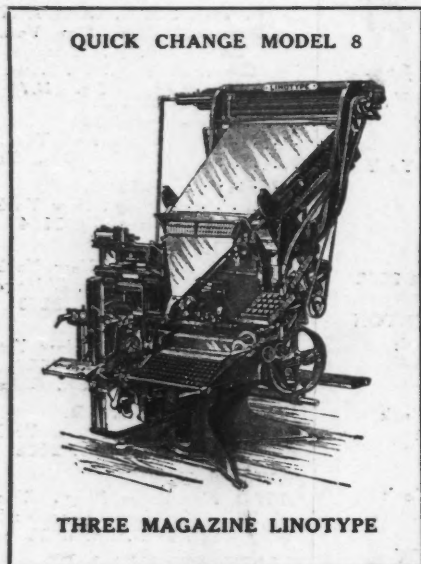
NOTICE

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.

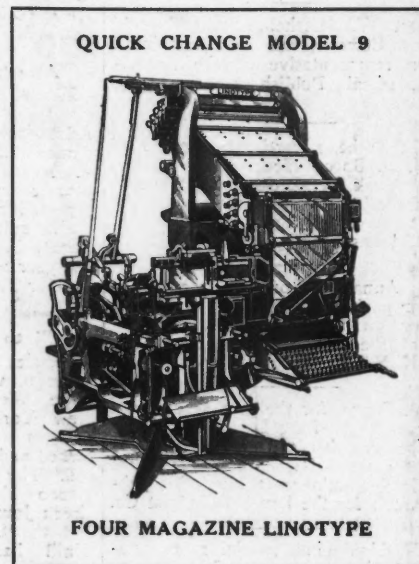
Let the American Ink Co. of New York City be your 4-cent inkman.

THE NEW YORK TIMES

RECOGNIZES THE VALUE OF



THE MULTIPLE MACHINE IDEA



By Installing in Its New Composing Room

3 MORE MODEL 9 and 8 MODEL 8 QUICK CHANGE LINOTYPES

The aim of the New York Times in this equipment of its new mechanical plant is efficiency and progress.

THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY

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

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO:

1100 S. Wabash Ave.

SAN FRANCISCO:

638-646 Sacramento St.

NEW ORLEANS:

549 Baronne St.

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

