

THE EDITOR AND PUBLISHER AND JOURNALIST

Vol. 11, No. 17

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5 Cents a Copy

DRY MATRIX PROCESS.

WHAT ITS ADOPTION MEANS TO
NEWSPAPER PUBLISHERS THE
WORLD OVER.

By Benjamin Wood.

Newspaper publishers throughout the country should thank THE EDITOR AND PUBLISHER for its enterprise in giving them for the first time a clear idea of the new dry flong and the manner of using it in the making of stereotype moulds.

For some months rumors of the success the London Daily Mail was having with the dry flong have been reaching us, but the clever and convincing description of the cold matrix process, as told by A. G. Hawkins, one of the two men who perfected it, is the first tangible information that we have had on the subject.

The importance of the announcement that the successful dry flong has at last been found cannot be over-estimated. It is the greatest advance in the effort to save time and money and improve typography in the mechanical production of the newspaper since the advent of the typesetting machine and the Autoplate.

A WILL O' THE WISP.

For years the dry flong has been a will o' the wisp—found to-day but lost to-morrow. There are few of our large dailies that have not spent money and time in chasing this elusive rainbow. Nearly every stereotyper is at work on or is just about (?) to perfect a dry mat, but until now none has stood the test of heavy working conditions.

With all America's boasted supremacy in newspaper equipment it has remained for a German chemist, working under instructions of the experts of an English daily, to perfect the cold matrix process. There is, however, consolation for us in the knowledge that Charles F. Hart, "the father of the dry flong," is an American and, before locating in London, was the mechanical superintendent of the Brooklyn Daily Eagle, and one of our ablest newspaper engineers.

SIMPLICITY OF OPERATION.

The most striking feature of the process would seem to be the extremely simple and direct manner of its operation. I was fortunate to meet Mr. Hawkins while he was here, and to use his own words in describing the manner of using the dry mat: "There is nothing to it." When you read what he says you must agree with him; there is so little in working it that the process is almost disappointing. His simple instructions are: "Mould form with felt and rubber blankets and run through mangle once slowly, pack, scorch, trim and place in Autoplate."

It's been a long time since the publisher has had handed to him such an efficacious prescription for a sick pocketbook.

Mr. Hawkins tells us in such convincing words that the dry flongs give far better results on half-tones than do the wet flongs that none should doubt him; but if any do, the Coronation number of the Daily Mail, every curved

(Continued on page 4.)



ADOLPH S. OCHS,

PRINCIPAL OWNER OF THE NEW YORK TIMES.

(See Page 4.)

PRESIDENT BECOMES REPORTER.

**Busch of the Missouri Pacific Helps
Out the Newspapers.**

President B. F. Bush, of the Missouri Pacific, turned reporter Oct. 16, and sent out a thousand-word description of the wreck near Omaha, in which seven were killed and twenty-two injured. It was written in the form of a newspaper narrative, and stated that the engineer and conductor of the freight train seemed responsible for the accident, and that they "apparently forgot all about" the passenger train and its right to the track. Both men, the account said, had had twelve and a half hours for sleep and meals since their last run.

President Bush also had telegraphic notices sent to the families and relatives of the killed and injured. Hereofore the railroad's first communication with the relatives of wreck victims had been in the form of a claim agent's visit.

There was no effort to shift the blame. President Bush went even fur-

ther. He said the night was clear and there were no dangerous curves near the scene of the wreck.

Attorney General Wickersham when in Omaha gave out an interview in which he commended President Bush for the innovation.

World's Ten-Year Paper Contract.

The New York World, according to the Paper Mill, has placed a ten-year contract for newspaper with the DeGrasse Paper Company, of Pyrites, N. Y. Fifteen thousand tons are to be delivered the first year. The DeGrasse company at present has a capacity of 50 tons a day, but new machinery is to be put in that will enable it to turn out several times that amount.

Mack to Become State Chairman.

It is expected that Norman E. Mack, publisher of the Buffalo Times, will succeed W. A. Huppach as chairman of the New York State Democratic Committee. He is already chairman of the National Democratic Committee,

TO ENJOIN HITCHCOCK.

REVIEW OF REVIEWS OBJECTS
TO THE PRESENT FAST FREIGHT
TRANSPORTATION.

**Brings Suit in Equity to Enjoin the
Postmaster General from Alleged
Discrimination Against It—Says
Copies of The Outlook and Other
Publications go by Mail—This
Hurts Its Circulation.**

The publishers of the American Review of Reviews have begun in the United States Circuit Court in New York an equity proceeding in which it charges that Postmaster-General Frank H. Hitchcock is showing an undue preference against it in compelling it to use for the distribution of its magazine fast freight trains, whereas other publications of a like nature are permitted still to use the regular mail train. It mentioned in particular The Outlook and the Literary Digest, and also declared that Mr. Hitchcock had discriminated in favor of a number of other publications "for no valid public reason, but for personal or private reasons."

The magazine company points out that it aims to publish each month comment on current events up to ten days from the date of publication. For this purpose it is essential that it should be delivered on the regular date without fail, and that it should be delivered simultaneously throughout the United States.

THE NEW REGULATION.

On Aug. 26 the Postmaster General made a regulation that after Sept. 1 periodicals issued monthly, semi-monthly, bi-weekly, or at longer intervals, when sent over railroads in Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, and Missouri, should be withdrawn from the regular mail service and sent by fast freight instead. This, the magazine company alleges, has injured a circulation of approximately 60,000 and a valuable business and good will.

The complaint makes the allegation that the Postmaster-General has wrongfully divided the second-class mail matter into two classes and lays special stress on the exemption of the Outlook and Literary Digest, which it declares are its principal competitors in the field of comment on the current news. It makes extended reference to the Outlook, and alleges that "the difference in the case of the Outlook is very slight, since The Outlook publishes a monthly magazine of comment on current events, which is sold at 15 cents a copy, and in the other weeks of each month a very much smaller pamphlet, which is sold at 5 cents a copy."

SEVENTY-NINE EXEMPTIONS.

Consequently the magazine company asks for a temporary injunction against Postmaster-General Hitchcock and Postmaster Morgan and such general relief as the equities of the case may require.

It has been learned that altogether seventy-nine publications have been exempted from the regulation objected to, and many of these are of a trade character. Among them are the American Brewer, the American Hatter, American Hay, Flour and Feed Journal,

American Silk Journal, Best's Insurance News, Blackwood's Magazine, Brewer's Journal, Cold Storage and Ice Trade Journal, Dry Goods, Edinburgh Review, Ice Cream Trade Journal, Invited Guests, Mission Gleaner, Moody's Magazine, Pharmaceutical Era, Plumbers' Trade Journal, Soap Gazette and Perfumer, Sunshine Bulletin, Toilettes, the Nineteenth Century, and the Westminster Review.

Charles B. Lanier, secretary of the Review of Reviews Company, in an interview in the Times said:

"Theoretically the difference in speed of delivery by fast freight over the regular mail trains is to Chicago two days and to Seattle five days. But you know what freight trains are and how they have to give way to everything else. I believe it will mean as much as from eighteen to twenty-five days' delay at Seattle, according to conditions. As a matter of fact, some of our October magazines have not been delivered yet, and there have been many complaints from subscribers. How, then, are we to keep up our comment to within ten days of the day of delivery?"

INSUFFICIENT NOTICE.

THE HAMPTON-COLUMBIAN MAGAZINE MERGER EFFECTED ILLEGALLY.

Only Eleven Days Warning Given Western Publishing Co. Stockholders When Twenty Are Required—Deal Put Through Before Their Consent Was Given.

Records of the Secretary of State's office at Dover, Del., throw interesting light on the big magazine merger promoted by Frank Orff, formerly of St. Louis, but now president of the Columbian-Sterling Publishing Co., which is publishing the Hampton-Columbian Magazine in New York and several smaller magazines in St. Louis.

Orff promoted the Western Magazine Publishing Co., which was incorporated in Delaware with a capital of \$1,000,000. The Delaware laws permit corporations which have \$1,000 to start in business and sell stock. It is not necessary, as under the Missouri laws, for the capital stock to be paid up either in money or property.

MEETING IN WILMINGTON.

Letters sent to stockholders of the Western Magazine Publishing Co., under date of May 20, announced a meeting of stockholders at Wilmington, Del., May 31 to vote on the proposition to consolidate the Western company with the Columbian Magazine Publishing Co. The new company, according to the records, created to take over the assets of the merged corporations, was actually incorporated under the laws of Delaware three days before the stockholders of the Western Magazine Co. met to ratify the merger.

The Western Magazine Publishing Co.

FOR RENT CHEAP

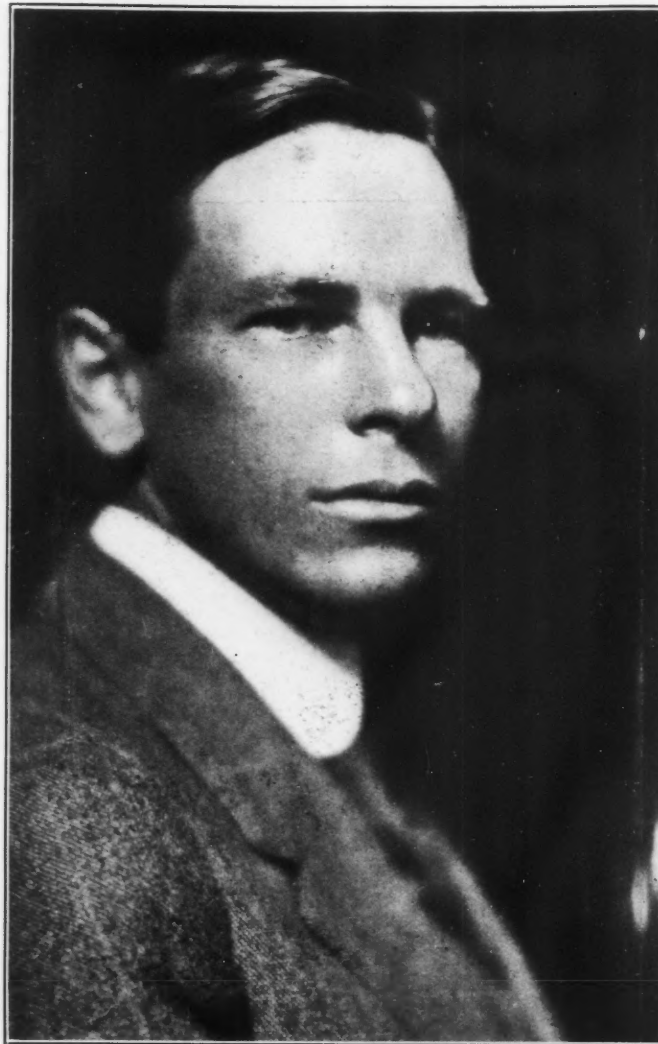
Office Facing 5th Ave. in
Brunswick Bldg.

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

Chance for Special Representative

Inquire 921 Brunswick Bldg.

Phone: 5674 Madison



FREDERICK L. COLLINS,
PRESIDENT OF THE MCCLURE PUBLICATIONS, INC.

and the Columbian Magazine Publishing Co. were both organized under the laws of Delaware, and both sold their stock to numerous persons throughout the United States.

NOTICE TO STOCKHOLDERS.

Corporation laws of Delaware require that notice of stockholders' meeting to consider mergers must be given by publication at least once a week for four successive weeks in the county where either corporation has its principal offices, and that a copy of such notice must be mailed to the last-known address of each stockholder at least twenty days prior to the date of the meeting. The notice of the stockholders' meeting of the Western Magazine Publishing Co., sent out by R. C. Haller, secretary, bear the date of May 20, which would make nine days short of the time required by law.

The Hampton-Columbian Magazine for November made its appearance this week.

Ben B. Hampton on Thursday issued a 9,000-word statement to the stockholders of Hampton Magazine, in which he gave a history of the magazine, the negotiations which led to the consolidation, and his experiences in trying to save the company from bankruptcy. He asserts that the suit of the Standard Oil Co. against the Magazine had a bad effect on the banks, which shut down on making loans to the company immediately afterward.

CORRESPONDENTS MEET.

Jamestown Journal Entertains Its Contributors at a Banquet.

An annual event, looked forward to with pleasure by every member of the editorial staff of the Jamestown (N. Y.) Evening and Tri-Weekly Journal, is the banquet given each season by the Journal Printing Company to its vicinity correspondents. The correspondents have an association formed at the first banquet, held four years ago, and each summer invitations are issued to the members to visit Jamestown, where a banquet and entertainment is provided.

The affair this year was held at the Y. W. C. A. building, over 100 correspondents and guests being present. The association president, Cassius B. Perrin, of South Stockton, presided, and Guy L. Mills, of Mayville, the county-seat town, was secretary. The entertainment which followed the banquet consisted of a literary and musical program, and a general discussion of correspondents' work.

At some previous meetings of the correspondents theater parties and steamboat rides had been provided as means of entertainment. It was the unanimous decision of the members of the association this year that time spent in discussing the practical features of their work was better spent than in diversions, and that next year's program should be of the same general character.

NEW INCORPORATIONS.

NEWTON PRINTING Co., Newton, Miss.—Capital, \$5,000. Incorporators, T. E. Waldrup, R. L. Breland, W. P. Chapman and others.

WREATH PUBLISHING Co., Columbus, O.—Capital, \$10,000. Incorporators, L. D. Luse and W. T. Mills.

HAMILTON PUBLISHING Co., Huntsville, Mo.—Capital, \$10,000. Incorporators, John N. Hamilton, S. C. Hamilton and Margaret S. Mabee.

AUBURN NEWS Co., Auburn, Wash.—Capital, \$3,000. Incorporators, E. A. Abbott and W. A. Coddington.

PONTIAC PUBLISHING Co., Pontiac, Ill.—Capital, \$10,000. Incorporators, A. Fischer, W. C. Graves, W. J. Butler, S. A. Rathbun and F. A. Ortman.

WYANDOTTE PUBLISHING Co., Nashville, Tenn.—Capital, \$5,000. Incorporators, T. Reid Parrish and J. B. Groomer.

POULTRY TIMES PUBLISHING Co., Norfolk, Va.—Capital: Maximum, \$7,500; minimum, \$1,500. Incorporators, H. B. Vesey, A. E. Holden and C. R. Wallace, all of Norfolk.

STERLING SUPPLY Co., Chicago, Ill.—Capital, \$75,000. Printing, publishing and advertising mail order business. Incorporators, C. Armitage, Walter A. Olsen and Edward A. Fisher.

THE HATCH PUBLISHING Co., New York.—Capital, \$10,000. Incorporator, George W. Hatch, New York City.

THE TIMES Co., Florence, S. C.—Capital, \$25,000. Incorporators, Hartwell M. Ayer, Walter H. Wells and Allen H. Gasque.

Star Receiver Discharged.

George W. Hitt, receiver of the Star Publishing Co., under an order of the Federal Court in Indianapolis, has been discharged and directed to turn over the money, property and assets of the Indiana Star League, comprising the Indianapolis Star, Muncie Star and Terre Haute Star, to their stockholders. John C. Shaffer, president of the Star Publishing Co., is now in charge of the business.

A Souvenir of New York.

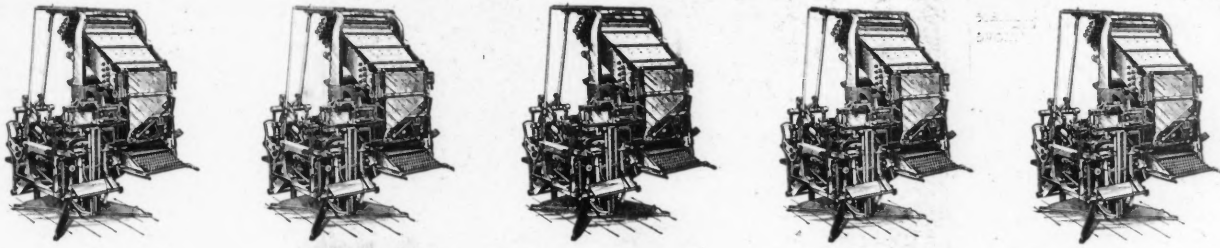
Moses King, Inc., has just issued a beautiful souvenir of New York in the form of a 24-page pamphlet devoted entirely to pictures of some of the city's most notable buildings, bridges, and other objects of interest, reproduced in colors. The work is a product of the Charles Francis Press, which is recognized as one of the leading printing houses of the city. The souvenir is well worth preserving.

The M. D. Bryant Co., 200 Fifth avenue, New York, publishers' representatives, have been appointed representatives in the foreign field for the Every Evening, Wilmington, Del.

The Mobile (Ala.) Register, which has been represented in New York by Smith & Kelly, is now represented by the Wilberding-Hand agency.

Sunday Gains in Nine Months

In nine months of 1911, the Sunday edition of The New York Times published 1,883,185 lines compared with 1,553,709 lines in the corresponding period last year, a gain of 329,476, over twenty times the gain of the next newspaper, and nearly eight times the combined gains of four other newspapers recording a gain in the Sunday Sections.



5 MODEL 9

Quick-Change Four-Magazine

LINOTYPES

are being installed this month in the ad room of

THE BOSTON POST

thus increasing its plant to 24 machines

THIS Model 9 battery will have a capacity of 40 complete fonts—with a total of 3,600 different characters—operative from five key-boards of only 90 keys each. This splendid equipment for department store ad work emphasizes Mr. E. A. Grozier's far-sighted recognition of *the multiple Linotype idea.*

The Linotype Way Is the Only Way

Mergenthaler Linotype Company, Tribune Bldg., New York

CHICAGO
1100 S. Wabash Avenue

SAN FRANCISCO
638-646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: CANADIAN LINOTYPE LTD., 35 LOMBARD STREET

DRY MATRIX PROCESS.

(Continued from page 1.)

printing plate of which was Autoplate cast from the dry mat, should remove all doubt on this point.

SAVES MUCH TIME.

To the newspapers to which the saving of seconds in going to press is not all important, the great value of this invention will be in the saving of the space needed for and the cost of operating the many and varied appliances and paraphernalia which are now required for the preparation of the wet flong and its transformation into a stereotype mould.

When we consider that the linotype, autoplate and rotary press are wholly self-contained, compact mechanisms and yet perform many varied and intricate functions, it seems absurd that such a simple thing as the making of a paper mould should require innumerable machines, materials, much room and the use of hand power, electricity, compressed air and steam.

In this age of competition and discriminating advertising the enormous saving in time alone made possible by the use of the dry flong will make it well worth its initial cost.

THE INITIAL COST.

When one considers that the progressive newspaper of to-day gladly spends thousands of dollars for machinery that will enable it to reduce its starting time by a minute or two, and that the Daily Mail has cut its starting time from ten to less than five minutes by the simple use of the dry flong, we get some idea of the great value of the new process. To quote Mr. Hawkins: "The initial cost of the dry flong is, of course, greater than that of the old wet flong, but by the time the paper is sold to the public it more than pays for itself."

It may not be generally known that the London Daily Mail, just previous to the adoption of the dry flong, had installed wet mat-making machines, designed by its own engineers, that reduced the cost and quickened the process of making wet mats to a considerable degree. That the mail should have unhesitatingly discarded this new machinery, which had effected a great advance in the old process, for the dry flong, is the best proof of its merit and actual low cost.

I shall be curious to follow the course

RATE CARD

The Evening Wisconsin

MILWAUKEE, WIS.
POSITION CHARGE.

Next to reading.....10% add.
Full position.....25% add.

DISPLAY.

Per Agate Line (14 lines to the inch). To be used within one year:

Less than 500 Lines.....	8 cents
500 Lines.....	7 1/2 "
1,000 ".....	7 "
2,000 ".....	6 1/2 "
5,000 ".....	6 "
10,000 ".....	5 1/2 "
14,000 ".....	5 "

READING NOTICES.

To be used within one year.
Less than 500 Lines.....55 cents
500 Lines or more.....30 "
1,000 Lines or more.....25 "
Telegraphic matter.....75 "

CLASSIFIED WANTS.

Six words to the line.
Per Line.....5 cents
No advertisement accepted for less than.....25 "

CARD RATES WILL BE STRICTLY ADHERED TO.

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

JOHN W. CAMPBELL, Business Manager.
CHAS. H. ENDY, Foreign Adv. Representative.
New York Office, 1 Madison Avenue.
Chicago Office, 150 Michigan Avenue
(MORSE J. VIZIUS, Manager).



CAMERON MacKENZIE,
TREASURER OF THE McCLURE PUBLICATIONS, INC.

of the adoption of this invention in the United States. Here conditions differ not in the needs of the papers, but in the fact that few publishers have an intimate knowledge of, or control over, the operation of their stereotype foundries. Here most stereotypers think that they hold their positions principally through the excellence of their wet mat formulas; they are secretive and sensitive on the subject, and it would be but natural for them to look upon the dry mat as an enemy and fight it off as long as they could. I know of a stereotyper, with a well-known paper, who keeps a scrap-book that contains upwards of 150 wet mat formulas, and he never misses a chance to add to the collection. He has confessed to me the fear that someone may come along with a better formula and take away his job.

DRY FLONG HAS ARRIVED.

I mention this simply to indicate the reception that the dry flong will receive in many parts of the country. On the other hand, the wideawake and intelligent stereotyper will welcome it as a mark of progressiveness, and such experts as John Healy, of the Hearst papers; Eckert, of the New York Evening Post, and Chase, of the Boston Globe, will undoubtedly be among the first to try it out, while clever engineers like Loveland, of the Philadelphia Evening Bulletin, and Irving Stone, of the Chicago Daily News, will probably discover merits and economies in the use of the dry flong that are as yet unsuspected.

At all events it would seem that the dry flong has at last arrived, and even though its primary cost might equal its weight in gold, it will soon become an economic necessity in every newspaper plant that prints from stereotype plates.

CLUBS AND ASSOCIATIONS.

The Georgia Weekly Press Association has passed a resolution urging H. M. Stanley, editor of the Dublin Courier-Dispatch, to become a candidate for commissioner of labor and commerce.

The Virginia-Carolina Associated Press held its semi-annual session at Raleigh early in the month. Josephus Daniels, editor of the News and Observer, entertained the visitors at luncheon. The following officers were elected: Chairman, Josephus Daniels, Raleigh News and Observer; vice-president, J. H. Caine, Asheville Citizen; secretary-treasurer, R. W. Vincent, Charlotte Observer. Executive Committee—J. M. Charlotte, Greenville (S. C.) News; T. H. Lamb, Norfolk (Va.) Landmark; J. E. Thompson, Wilmington Star.

The Seattle (Wash.) Press Club recently entertained Marc Klaw Frohman, Klaw and Erlanger, owners of Seattle's Metropolitan Theater.

The New Mexico Democratic Press Association is a new organization recently formed with the following officers: President, T. J. Mabry, editor of the Clovis Journal; vice-presidents, E. C. de Baca, William Butler and A. J. Clovis; secretary, Carl Green, and treasurer, Lucius Dills.

OCHS OF THE NEW YORK TIMES.

What a Southern Journalist Has Accomplished in Fifteen Years.

No journalist has come to New York in recent years who has accomplished so much as Adolph S. Ochs, with the single exception of William Randolph Hearst.

When he took hold of the Times in 1896, its fortunes were at low ebb. It had lost the position it once held, and was in a precarious condition financially when this quietly aggressive man from the South took hold of the property, and, by the adoption of a clean cut, aggressive policy and sane business methods, soon placed it on its feet and started it once more on its upward path.

Mr. Ochs had a clear idea as to what kind of a newspaper the New York public wanted, and bent his energies toward the production of such a journal. The Times stands to-day as a monument to his genius. No newspaper in the city stands higher in public estimation than the Times. Its advertising columns are free from objectionable announcements, and its news columns are crowded with records of the live and vitally important events of the day. Among its readers are found the best people in the community.

From the age of eleven, when he sold newspapers in the streets, until to-day, when as publisher of the Times, he sees its circulation rising above the 200,000 mark, Mr. Ochs' career has been one that any young man might admire, and study with profit.

His modesty in regard to what he has accomplished is well known to his friends. Indeed, it has always been his wont to ascribe to the men with whom he has been associated in the conduct of the Times, the credit for its present high standing.

Mr. Ochs has selected his staff with great care, and has never hesitated to bestow compliment or censure when they were deserved. He is still the owner of the Chattanooga Times, his first newspaper venture, and is largely interested financially in the Philadelphia Public Ledger.

George E. Hale, general manager of the Herald-Republican Publishing Co. Salt Lake, and Arthur J. Brown, managing editor, has been found guilty of contempt of court for publishing articles that were said to have influenced the jury in the suit of F. I. Sefrit against the Telegram.

How the Big Stores of Philadelphia Sell Things to Germans

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

German Gazette

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

Evening Democrat
Sunday Gazette **Weekly Gazette**

Also reach certain exclusive fields and prove their value to the advertiser. The German Gazette stands second among the morning newspapers of Philadelphia.

The following table shows the volume of display advertising printed in each of the Philadelphia morning newspapers for the month of August:

Record.....	306,875 Lines
GAZETTE.....	290,540 Lines
North American.....	281,890 Lines
Inquirer.....	211,300 Lines
Press.....	176,010 Lines
Ledger.....	158,270 Lines

The German Gazette Publishing Co.
PHILADELPHIA

Slug Misrepresentation vs. Single Type Facts

There appeared, under date of October 12, an advertisement of the Mergenthaler Linotype Co. containing a characteristic effort to discredit the Monotype by innuendo amounting to falsehood.

Referring to a purchase of several of its machines by the New York Globe, the advertiser said:

“Attempting to clip seconds through the use of one-type-at-time methods has become obsolete in the Globe office It [the purchase of linotypes] indicates Mr. Rogers’ conviction that mixing methods does not pay.”

If this is not a deliberate attempt to convey the impression that the Globe had discarded its Monotype machines, we don’t know what it is. Now, mark the answer:

On October 14, 1911,

The Globe Ordered Two More Monotypes

Following this order came a letter from Mr. Jason Rogers from which we quote as follows:

“The two Monotype machines installed by your Company in August, 1910, are giving complete satisfaction.

“We are convinced that there is an opportunity for using Monotypes in any composing room for economy and efficiency. Machine composition on advertising copy is unquestionably a great improvement, and the great flexibility of the Monotype must be appreciated by any one who gives it a fair trial.

“The fact that we have just given you an order for additional machines is the best evidence of our satisfaction with the Monotype.”

We would not give this matter this publicity if it were the first time—or the tenth—that such apparently deliberate misrepresentation had come to our notice. It is at least the twentieth case of the kind, and we believe that forbearance has ceased to be dignified or businesslike.

We, therefore, make public a delayed, a reluctant, but a justified warning to all interested to receive with caution and to investigate with care all statements made by the Mergenthaler Linotype Company or its representatives referring to the Monotype.

Our fight is against an intended monopoly of the composing-machine business, but there is no reason why such a fight cannot be clean and fair and settled on the merits of the competing machines.

LANSTON MONOTYPE MACHINE CO.

PHILADELPHIA

WASHINGTON GOSSIP

Kellogg Durland Loses His Suit Against the Post for \$2,275—D. H. MacAdam to Be Sole Representative of St. Louis Republic—Vernon of Chicago News and His Battle Relics—May Resurrect the Ad Club.

(Special Correspondence.)

WASHINGTON, Oct. 17.—Kellogg Durland, author and newspaper writer, also socialist, lost a suit he brought against the Washington Post Co. for \$2,272. A jury in the District Supreme Court found a verdict for the defendant, not being able to find any cause for action. Mr. Durland claimed that he had been employed under a contract at \$6,000 a year to write diplomatic articles for the Post. He said that he had expended money at a hotel, and had leased an apartment and furnished it, all on the strength of a verbal contract, and that he was dismissed by the Post after one week. John R. McLean said he had a very slight recollection of the plaintiff, but he was satisfied there had been no contract.

William E. Brigham, correspondent for the Boston Evening Transcript, whose Washington stuff is widely copied, is home from a vacation which he and Mrs. Brigham spent in the White Mountains, ending with a few days at Atlantic City.

W. R. McDonald, news editor of the Evening Times, says he had a great time touring Wyoming and surrounding region last summer. He was gone a month, was the guest of the sovereign State, and, strangely enough, came



ARTHUR S. MOORE,
SECRETARY OF THE M'CLURE PUBLICATIONS, INC.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives

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

THE NEWS SCIMITAR

of
MEMPHIS, TENNESSEE,
is the

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

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

PAUL BLOCK, Inc.,
Chicago New York Boston

THE EUREKA HERALD

OF EUREKA, CALIFORNIA

NET PAID CIRCULATION, 5,200
DAILY, AND GROWING LIKE A WEED

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

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

Circulation Guaranteed by \$5,000.00 in Gold.

Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD
EUREKA, CALIFORNIA

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

home "broke" but happy and vigorous Charles B. Lockwood, representing the Milwaukee Wisconsin and the Duluth Herald, spent his vacation on a farm in Maryland, and while there he became much interested in some live stock calley Jerseys. It was a new study to Lockwood, but there isn't anything now that he does not know about Jersey cattle.

Jacob Waldeck, of the United Press Associations, spent his vacation at the old home in Cleveland. He is doing his usual stunt again, looking much better for his rest.

John L. Wright, who has been doing general work on the Times, has been drafted by the New York office of the United Press. He has gone there to take up general work.

The St. Louis Republic has decided to make this a one-man office, and has sent for Frederick W. Steckman to take a desk in the home office, leaving D.

Hastings MacAdam in sole charge here. Steckman spent a month last summer in charge of the New York office of the Republic. He has not yet decided to return to St. Louis, having had several propositions made to him to stay in Washington.

Mercer Vernon, correspondent of the Seattle "P-I," took a few days off and ran up to New York. He's been trying vainly to break into the columns of the Post-Intelligencer, but there has been too much doing with the President's visit to give him even a look-in.

There's a regular golf contingent among the correspondents. Probably George Griswold Hill, of the Tribune, was the first, as he is still the most enthusiastic of the journalist golfers, but William E. Brigham, of the Boston Transcript, is a close second, and it's a toss-up whether John Ryan, of the San Francisco Post, who is out of town just at present, hasn't got the bug as

bad as any of them. New recruits to golf are coming over from the newspaper ranks all the time.

Leroy T. Vernon, of the Chicago News, is proudly exhibiting some scraps of iron and other articles which his friends irreverently term junk, but which Vernon affectionately regards as battle relics. He spent his vacation around Harper's Ferry, and spent a good deal of time picking up the things as to the value of which there is much difference of opinion.

The Navy Department and the Interstate Commerce Commission have been the chief centers of newspaper interest of late. Real news has been mighty scarce for the out-of-town contingent.

Washington boasts an advertising club, but it seems to be dormant for the summer. Members of the craft are wondering if it will be resurrected soon. The advertising agents, of whom there are a considerable number, report that while business has been very quiet all summer, the future outlook is good.

How Taylor Scored a Beat.

At a dinner given in Boston last week to Alfred Tennyson Dickens, son of Charles Dickens, by some of the publishers of that city, Col. Charles W. Taylor, of the Globe, related an interesting reminiscence of the great novelist. He reported the speech Dickens made at the last dinner given in his honor before he sailed for England, and held back his copy until the last edition to prevent the Associated Press from sending it out broadcast. In that way he secured a pure journalistic beat.

New Age Magazine

is read by Masons throughout the United States because it is the official organ of the Supreme Council, 33d Degree of Scottish Rite Freemasonry. Masons comprise the most prosperous class of people. They have money to spend and are liberal buyers. There is no better medium for reaching them than through the New Age Magazine.

No. 1 Madison Ave., New York City

LOS ANGELES

is now an evening newspaper field and the

RECORD

is the leading evening paper.

Can We Get Together ?

To Publishers :

There is a daily newspaper somewhere that wants more circulation and a larger revenue from advertising.

If you have the newspaper in the right field, I have the cash to buy an interest, and would put my whole soul into the development of the property.

Publishers say that my work produces results and that I am a valuable man on the business and promotion ends.

For several years I have been broadening my experience by doing special promotion work on many of the leading daily newspapers of the United States and Canada. Now I want to stop roaming, make a home, and apply the experience I have gained to building up a newspaper.

A strictly salary proposition would possibly interest me.

My past record is a convincing one.

All answers will be received in confidence.

FRANK S. ADAMS, care of The Sun, Indianapolis, Ind.

The BOSTON AMERICAN

Guarantees to advertisers the **LARGEST** circulation of any newspaper in Boston. This means that it is the most economical medium for general advertisers.

CHICAGO HAPPENINGS.

The Day Book, a New Tabloid Thirty-two Page Daily, Makes Its Bow—Record-Herald Staff Members Receive a Volume of Don'ts for Copy Readers—Memorial Service in Honor of the late W. E. Curtis.
(Special Correspondence.)

CHICAGO, Oct. 19.—Chicago's new afternoon daily newspaper in tabloid form, the Day Book, has made its appearance. It contains thirty-two pages, and is the size of an ordinary magazine. The office of publication is at 500 South Peoria street.

Rent day has no more terror for the Daily Socialist. The "comrades" have rallied to the support of their paper, with the result that the landlord received his rent. E. M. Stangland, the business manager, said that it had been a "hard pull," but that the "comrades" were used to pulling hard and did not mind it.

Every member of the writing staff of the Record-Herald has received a neat buckram-bound book of pocket size entitled "Hints and Don'ts for Writers and Copy-Readers," written by Robert W. Ranson, of the news staff, at the invitation of the managing editor of the paper. It is a book of terse and pointed instructions, largely on the use and misuse of words, and is accompanied by a notice that compliance with its rules "is expected and will be required."

Daniel O. Lantz, editor of the Grocer's Criterion, died last week at his residence, 310 South Hoyne avenue. He was sixty-four years old and had lived in Chicago for thirty years. Funeral services were held Saturday at 10:30 o'clock, in the Western Avenue Methodist Episcopal Church. The burial was at Constantine, Mich. Mr. Lantz was born in Williamsburg, Pa. He is survived by his widow and three children.

Memorial services for William E. Curtis were held by the Press Club of Chicago in its library at 1 o'clock on Wednesday. Acquaintances and former associates united in recollections of Mr. Curtis as a newspaper worker and as a man. Mr. Curtis was president of the Press Club in 1883.

Sidney P. Browne, for many years a newspaper man in Chicago, died at the county hospital last week. He had been in poor health for several months. Arrangements had been made by friends to send him to Denver, but he became suddenly worse and was taken to the hospital for an operation.

News has been received of the marriage in Anaconda, Mont., the other day of John H. Raftery, a former Chicago reporter, to Mrs. Leone Landon Key, also a former writer here, the beautiful divorcee by whom Paul O. Stensland, the president-wrecker of the Milwaukee Avenue Bank, was captivated when he looted the institution of funds, for which he was brought back from Morocco, sentenced and imprisoned.

YARD.

Jap Student Studies Journalism.

Yekizo Sasaki, a Japanese student who graduated from Waseda University in Japan in 1903, has enrolled in the course in journalism at the University of Wisconsin. There are a Hindoo and an Armenian also enrolled in the course.

McCardell a Prize Winner.

Roy McCardell, of the New York Evening World, won the first prize in the advertising phrase contest conducted recently by the Rice Electric Display Co. Mr. McCardell is \$2,000 richer in cash and the owner of a silver shield valued at \$1,000 as a result of his skill.

OBITUARY NOTES.

Edward S. Whatles, owner and editor of the West Haven (Conn.) Advertiser, is dead.

Maurice Murphy, a member of the Boston American staff, and one of its ablest reporters, died last week.

Llewellyn F. Chapman, editor and proprietor of the Catlettsburg (Ky.) Daily Tribune, is dead at the age of thirty-nine years.

Claude S. Burr, until last April managing editor of the Guthrie (Okla.) Capitol, died October 2 of hemorrhage of the brain. He was a veteran of the Spanish-American War.

Luke McKenny, editor of the Hackensack (N. J.) Democrat, and widely known as a newspaper man and labor leader, died of cancer of the stomach at his home in Trenton, October 4.

Louis S. Kuebler, owner and editor of the Mansfield (O.) Daily Courier since 1876 and twice State Representative, died after a long illness at his home in that city recently.

James Wallace, editor of the Cohoes (N. Y.) Evening Dispatch, is dead of neuralgia of the heart.

Patrick Tansey, formerly city editor of the New York News and a brilliant writer for the newspaper press, died at Bellevue Hospital, New York, October 7.

John Furlong, for sixteen years representing the Minneapolis Tribune and for eight years the South St. Paul Reporter, died in St. Paul, October 7. He was an active member of the Town Criers' Club of St. Paul.

D. M. Harris, editor and proprietor of the Missouri Valley (Ia.) Times, died last week. Mr. Harris was ninety years of age, and was probably the oldest employed newspaper man in the country.

John B. Read, one of the most prominent newspaper men of the intermountain country, is dead. Mr. Read was an Englishman, and in 1874 became editor of the Butte (Mont.) Intermountain. He was an incisive writer. His best work was accomplished with sentences of biting sarcasm and bitter irony. He had few equals as a humorous writer, and under the name "John Ginks" his writings were widely copied and read.

William S. Speed, who has filled positions at the Cleveland Press, the Detroit News and the Evening World of Baltimore, died in the later city recently. Mr. Speed was a relative of E. S. Scripps, head of the Scripps-McRae newspapers.

W. M. Miller, editor of the Wichita (Kan.) Searchlight, a paper devoted to the interests of the colored people, died October 10 in his thirty-seventh year.

John F. Michaels, who has been connected with the mailing department of the New York World for a quarter of a century, died on Thursday of last week of acute indigestion.

Gustav Boehm, of Hoboken, a contributor to newspaper and magazines, and for some time the Hoboken representative of the New York Herald, died October 10. Mr. Boehm earned quite a reputation as an art critic. He was also a translator of German and French plays into English. He was an organizer of the German Press Club of New York, with which he was connected at the time of his death.

Barnard & Branham, the publishers representatives of New York, have recently added to their list the Albany (N. Y.) Knickerbocker Press, the Muskogee (Okla.) Phoenix and the Fort Wayne (Ind.) Journal-Gazette.

REAL FACTS
THE WARD SYSTEMS COMPANY

R. H. Ward while President and General Manager of The Publishers' Circulation Service Co. (now dissolved) personally managed the following contests:

New Orleans, La.	\$65,255
Omaha, Neb.	\$41,000
St. Louis, Mo.	\$35,000
Denver, Colo.	\$34,765
Cleveland, O.	\$34,000

The following contests and hundreds of others were conducted under his direction:

Syracuse, N. Y.	\$20,000
Pottsville, Pa.	\$10,750
Washington, Pa.	\$10,698
Johnstown, Pa.	\$10,500
Jamestown, N. Y.	\$10,412
Oil City, Pa.	\$8,911
Towanda, Pa.	\$7,608

This company can use the word "expert" (which is so often misused) in its strict meaning. We do know Our Business. Write us for terms, etc. The time for a contest is NOW.

THE WARD SYSTEMS COMPANY
90e Marbridge Building, New York City

DETROIT TIMES CELEBRATES.

On Its Eleventh Birthday Holds a Reception in Remodeled Building.

In order to take care of its increasing business and to provide more comfortable quarters for its employes the Detroit Times has reconstructed and enlarged its building. Its offices now occupy 10,000 square feet of space. The exterior of the building has been finished in light gray, with window casings and trimmings in Pompeian green.

Many changes have been made in the interior of the building. The walls and partitions were removed and steel beams and metal ceilings substituted. The editorial rooms are cheerful, roomy, well lighted and well ventilated.

The Times is this week celebrating its eleventh anniversary. On Monday afternoon it held a reception, to which the people of Detroit were invited. The office was crowded, and many compliments were received by the management. The Times is winning many friends in Detroit, and is gaining in advertising strength daily.

Death of R. K. Munkittrick.

Richard Kendall Munkittrick, the writer of humorous verses and maker of jokes, and one-time editor of Judge, died, at the age of 59 years, at his home, in Stamford, Conn., on Tuesday. He had done little writing in recent years. He was on the staff of Puck from 1881 to 1889, and later was the

editor of Judge for five years. He was the author of many books, among them "Farming," 1891; "The Moon Prince and other Nabobs," 1893; "New Jersey Arabian Night," 1893; "The Acrobatic Muse," 1896, and "The Slambangaree," 1898. He had a summer home in Summit, N. J., and was a frequent contributor, after retiring from active life, in the leading periodicals, both in prose and verse. He was a big man physically and was an entertaining speaker.

Photograph Libel Suits Fail.

John A. McIntosh failed in the high court in his effort to collect \$2,000 for an alleged libel from each of the six Toronto daily papers, for publishing his photograph by mistake for that of Edward Elmer McIntosh, wanted in connection with the robbery of \$20,000 from the Dominion Express Co. at Smiths Falls. Failure to prove that notice of action had been served on five of the papers caused the actions against them to be non-suited by Justice Britton.

Facts About Kansas City Star.

The Kansas City Star's annual ink bill is \$30,000. It is the only American newspaper that manufactures its own paper, sixty tons of which are required daily to print its several editions. On its payrolls are the names of 750 people. There are seventy-four telephones, controlled by two exchanges, in its new building. On Saturday night thirty-two are required to handle the want ads for Sunday's issue.

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

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS

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

J. B. SHALE, Editor

FRANK L. BLANCHARD, Managing Editor

BY THE EDITOR AND PUBLISHER COMPANY

13 to 21 Park Row, New York City.

Telephone, 7446 Cortland

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

THE JOURNALIST Established 1884.

THE EDITOR AND PUBLISHER 1901

J. B. SHALE, President

T. J. KEENAN, Vice-President

F. L. BLANCHARD, Secretary

GEORGE P. LEFFLER, Treasurer and Business Manager

ADVERTISING RATES

Display, 15 cents per agate line
Classified, 1 cent per word

Reading Notices, 25 cents per agate line
Liberally discount for time contracts.

NEW YORK, SATURDAY, OCTOBER 21, 1911

Is the Saturday Evening Post becoming a menace in the clothing advertising field? It has been asserted that a few years ago the clothing manufacturers advertised extensively in the newspapers, but that since they began advertising in the Saturday Evening Post they have largely cut out their newspaper publicity. While it is undoubtedly true that several concerns that are using page spaces, at \$3,000 per, in the popular weekly, do not use as much space in the newspapers as they did, there are many more that continue to employ the newspapers in a liberal way. No general medium like the Saturday Evening Post or Collier's can ever take the place of the local daily in producing results, and the most of the clothing manufacturers know it.

CORRECTING A FALSE REPORT.

The Rev. Washington Gladden, of Columbus, O., tells in a current issue of the Outlook of a recent experience he had with a false report that had been printed in the newspapers to the effect that he had resigned his pulpit because the congregation had dwindled to such small proportions that he had lost heart in his work. As a matter of fact, Dr. Gladden had not resigned, and his congregations were as large as they had ever been.

"The trouble with such a report," says Dr. Gladden, "is that you can never get it corrected. I have done my best to secure such correction, but in this I have signally failed. The agencies which make haste to spread over the land such a damaging story appear to be powerless to get it contradicted.

"Anything which discredits a man is 'good stuff' which most newspapers are ready to print, provided it is not actionable; any correction which is made of such a report is not so apt to find a place on the wires, and is pretty sure to be blue-penciled by the telegraph editors.

"This story, which inflicts a serious personal injury, will not, probably, be contradicted by one in ten of the newspapers that have printed it. This is the situation which we are confronting and which must be taken into account in any attempt to estimate modern journalism.

"In all these misreports there is little or no malice. I have no idea that any of these newsmen wished to injure me. I have had many proofs of the good will of the newspaper fraternity. It is a condition and not an evil mind with which we are dealing. Whether anything can be done to lessen such abuses is a problem for newspaper men."

Dr. Gladden states what is undoubtedly true, as every newspaper man will admit, when he says that it is impossible to entirely correct a false report, the reason being that even if

the correction is printed in every paper that contained the original statement, all those who read the first article might not and do not see the second.

We are inclined to take issue with Dr. Gladden in his contention that not one newspaper in ten will print a correction of a false report. If the matter is trivial, the editors are justified in refusing to publish another item about it. But if it concerns a man or woman of prominence, or affects a social or other organization, most newspapers would cheerfully, as a matter of justice, print the correction.

CHURCH ADVERTISING.

The question as to whether churches should advertise their services has long since been settled in the affirmative, and many now carry notices in their local newspapers on Saturday, and occasionally on Sunday. Few of the clergy or church officials, however, have had the courage to use much more than two inches for this purpose; therefore the appearance of a whole page advertisement is something of an innovation. The Park Universalist Church of Tacoma, Wash., of which the Rev. W. D. Buchanan is pastor, on October 8, printed a full-page advertisement in the Daily Tribune of that city.

It was the first of a series of twelve pages that it will use during the coming year. This is probably the largest amount of advertising space ever contracted for by a church in twelve issues of a daily newspaper.

The clergyman, believing that business methods should be employed to interest people in his church, has, for three or four years, made generous use of advertising space in the local newspapers. When he began the church was poorly attended and had a hard time to get along. Through the use of printer's ink the church, although not centrally located, has now become one of the best attended in the city, and in order to provide for the increased congregation it has been found necessary to erect a new building.

The page advertisement is headed "A Church with Ideals." One column contains the creed of the Universalist faith.

In another the conditions of fellowship are given. Something is said about the Sunday-school and a complete list of the different services during the week is presented.

There is more need of intelligent advertising by the churches to-day than ever before. The theaters use large space and so do other amusement enterprises. If public interest is to be aroused in a public event or organization the newspapers are employed. Therefore, if the churches desire to increase their membership they must follow their example by employing a similar method.

It has been said that the power of the church is waning, that many congregations are without pastors, and that many more are on the verge of failure. The most of these churches would become prosperous if they would advertise. If people are to be induced to go to church reasons must be given and they must be made to believe that regular attendance on religious worship is desirable and necessary. Everybody reads the newspapers, therefore the place to make such an appeal is through their columns.

WORLD'S BEST SHORT STORY,

According to W. J. Locke, Was the Story of Joseph.

In an interview with a correspondent of the New York American in Paris William J. Locke, the author of several popular novels, said:

"America is the home of the short story, but the best short story ever written is the story of Joseph and his brethren. It is most perfect even from the artistic point of view—no padding, not a word too much—all plain, direct narrative.

"American writers to-day take the national life in its various phases instead of going to foreign fields, as formerly. The literary descendants of Hawthorne and Washington Irving interpret life around them. American magazines to-day have influence that the old-time English newspapers used to have when the readers of the Times could turn out the Ministry. There's nothing like them in France or England."

Smallest Daily Newspaper.

What is said to be the smallest newspaper in the country is the Daily Bulletin, published each day at the central police station of Los Angeles. It is six by nine inches in size, and two columns wide. It carries no advertising, although a large part of its space is devoted to persons wanted. The edition is 600 copies, and is distributed every day in the year among the police of the State and the larger cities of other States.

California Zeitung's Special Edition.

The California Zeitung, published in San Francisco, recently printed a special "Fall and German Day Edition" in two colors. The half tone illustrations were unusually good, and reflect much credit on the mechanical department of the paper. A large amount of advertising was carried. Max Binheim, editor and publisher, is to be congratulated on his success in building up a German newspaper in San Francisco.

NEW PUBLICATIONS.

MILWAUKEE, Wis.—Business Ethics is the latest addition to the list of magazines published in this city. The editors are Thomas J. Sullivan and Edgar T. Wheelock.

MILWAUKEE, Wis.—Il Corriero Del West (The Western Courier), an Italian weekly, has made its appearance under the editorship of Frank La Piana.

MARENGO, Ia.—The Sentinel, Marengo's third weekly paper, has just been brought out by Grant B. Fullmer, who formerly edited the Victor Record.

ATLANTA, Ga.—The Lutherans of this city are to have a new newspaper organ, to be known as the American Lutheran. It will represent a consolidation of the Lutheran Observer and two small periodicals.

HAPEVILLE, Ga.—A new weekly paper has been launched called the Hapeville News, edited by H. M. Sutton and John T. Moore.

WHITESBURG, Ky.—The Eastern Kentucky News has made its initial appearance with N. T. Hale and E. P. Blair, late of the Hazard Mountainer, as editors.

DULUTH, Minn.—Henry L. Fedi and William D. Adams have decided to introduce the Merchants' Industrial Weekly.

AGUSTA, Mont.—The Times is a new weekly newspaper recently brought out by Will J. Randall.

ST. PAUL, Minn.—The Birchbark, the only magazine of its kind in the United States, will be issued next month by State Forester W. T. Cox. It will appear monthly and will supersede a quarterly publication issued by the State Forestry Association.

CRAIG, Ia.—This new town has now a newspaper of its own called the Craig Booster. J. A. Day is the publisher and O. L. Brooks is editor and business manager.

JOHNSTOWN, Pa.—The Leader, a new evening paper, has made its bow to the public, with Bruce H. Campbell as president, Elmer E. Conrath secretary and editor, and John E. Gable managing editor.

Compliments for Editor O'Reilly.

Joseph J. O'Reilly, editor of the New York Chief, which represents the various departments of the city government, was complimented by a convention of Public Service employes which recently met at Elmira. A resolution was adopted by that body, extending the thanks of the members to Mr. O'Reilly for the able manner in which he and his associates are assisting them in their efforts to secure remedial legislation and to safeguard their interests.

PRESS CLUB DOINGS.

The New York Press Club has arranged a series of Sunday afternoon musicales for the ladies. The first will be held to-morrow, Oct. 22, at 3.30 p. m., under the direction of Prof. Maurice Nitke. Among the artists who will appear are Elsa Ryan, prima donna of "The Kiss Waltz"; William Pruette, basso of "The Kiss Waltz"; May Baley, of "The Duchess" company; Lillian Heirlein, prima donna of "The Never Homes"; Charles Elbert, zither, and Wm. E. Hamer, tenor soloist.

The first smoker of the season will take place on Saturday evening, Oct. 28, beginning at 9.30 p. m.

The annual handicap pool tournament, entry fee \$1, will be closed on Oct. 23; up to that date any member may enter his name, and careful handicapping will give each contestant a fair chance for the prizes offered.

PERSONALS.

Erman J. Ridgeway, editor of Everybody's Magazine, and Fullerton L. Walden, of the Philadelphia Ledger, were guests at the dinner of the Greek Letter Delta Upsilon at the Hotel Astor, New York, on Saturday evening.

Professor Charles Zueblin has succeeded B. O. Flower as the editor of the Twentieth Century Magazine, published in Boston.

The Rev. P. W. Welsh, of Chicago, has been appointed editor of the New York Observer, a Presbyterian newspaper, succeeding the late Rev. John B. Devins.

G. W. Fowley, of the local staff of the Cincinnati Commercial Tribune, has taken a position on the New Orleans Item.

John J. Leary, of the New York Herald, has been visiting old friends in Lynn, Mass.

The Rev. Dr. Stephen J. Herben, editor of the Epworth Herald, Chicago, delivered three addresses in the churches of Utica, Sunday, Oct. 8.

The engagement of Miss Gertrude A. Corbin, of New Britain, daughter of Willis P. Corbin, manager of H. H. Corbin & Sons, of that city, to Harry S. Moeller, of Brooklyn, who is connected with the advertising department of the New York Tribune, is announced.

Marlin E. Pew, late managing editor of the Boston Traveler, has been appointed New York news manager of the United Press Associations. Mr. Pew was formerly manager of the Enterprise Newspaper Association, which is affiliated with the Scripps-McRae League. He has an extensive acquaintance in the newspaper world, and is a brilliant writer.

Periton Maxwell, formerly editor of the Cosmopolitan Magazine, New York, now occupies a similar position on Nash's Magazine, in London, which is owned by William Randolph Hearst.

Harry Leroid, formerly managing editor of the New York Evening Post, is managing editor of the London Budget, owned by William R. Hearst. The Budget recently moved into new and commodious quarters in Fleet street.

Charles R. Welch, formerly of Meriden, Conn., has been appointed managing editor of the Boston Traveler. Mr. Welch had been filling the position of city editor of the Traveler for some time, and his promotion is regarded with great satisfaction by his friends.

David G. Casen, formerly wire chief of the Western Union at Wilkesbarre, Pa., has been appointed assistant editor of the South Bethlehem (Pa.) Globe.

James W. Foley, one of the regular contributors to the Saturday Evening Post, of Philadelphia; Leslie's Weekly, and other leading magazines of the country, has returned from a trip to Helena, Mont., where he met President Louis Hill, of the Great Northern road, with whom he had a conference relative to a publicity campaign.

C. P. Connelly, of Collier's Weekly; Angus McSweeney, of the Philadelphia North American, and Samuel G. Blvthe, of the Saturday Evening Post, Phila-

delphia, have recently visited Minneapolis and other Minnesota cities for the purpose of gathering material for articles concerning Minnesota's political leaders.

Sabuso Shimada, editor of the Tokio Mainichi, or Daily News, formerly a member of the Japanese House of Representatives, and for several years secretary of the Japanese Department of Education, has arrived in Los Angeles for the purpose of delivering a number of lectures at the request of the Japanese Christian League of America.

R. O. Schafer, general manager of the Hot Springs (Ark.) New Era, and publisher of the State Builder, will shortly begin the publication of the Construction News to cover the territory of Tennessee and Mississippi.

J. P. Hurley, editor of the Albert Lea (Minn.) Daily Tribune, has been succeeded by C. M. Hobart.

A dinner will be given at the Hotel Astor, Oct. 25, in honor of C. B. Wolfgram, publisher of the New Yorker Herald, and Representative Richard Barthold, who represented this country at the presentation of the replica of the Steuben monument in Washington to the German emperor at Potsdam.

James E. Beale, for a number of years owner and publisher of the Berlin (Conn.) News, has been placed in charge of the Harmon Connecticut campaign, with headquarters in Hartford.

Edwin S. Harris, of Schuylerville, N. Y., publisher of the Up-State Democrat, a country weekly, has been appointed a deputy State comptroller at a salary of \$5,000 a year.

John W. Hunter, publisher of the Washington (D. C.) Herald, and J. F. Broadfoot, circulation manager of the Herald, accompanied by a party of Washington friends, attended the opening game between the New York Giants and Philadelphia Athletics last Saturday.

T. A. Wilson, who has been connected for several years with the Pine Bluff (Ark.) Commercial, has been made city editor of that publication.

Lyman R. Meekins, formerly managing editor of the Baltimore Star, is now with B. N. Baker, who is promoting a syndicate to run a line of steamships between Atlantic and Pacific ports via the Panama Canal.

Hugh T. Miller, of Columbus, has been selected by the Republican editors of Indiana as their candidate for Governor.

"In Reno," is the name of a clever one-act farce, written by Edward Lyall Fox and Walter S. Turnbull, two New York newspaper men, which will be seen in one of the big vaudeville houses of that city this winter.

Joseph Lewis French, of New York, who has been abroad for a year, returned this week. While in Ireland Mr. French interviewed Richard Croker for the New York World, and contributed several articles to the New York Evening Post on Irish economic questions.

Ernest L. Briggs, formerly editor and proprietor of the Illinois Illustrated Review, sold that publication last June and began work on a department for the Chicago Evening Post. The new

feature was a page "For Playgoer and Music Lover," with a sub-heading for opera, concert and oratorio "Calendar of News for Musical Chicago." The plan has proved successful and has attracted considerable advertising, including a "Directory for Musical Chicago."

Fred High, editor of the Platform, of Chicago, is enjoying a short vacation at his old home, Waynesburg, Pa., where he began his career as a local editor.

Philip Mindil, who has been dramatic editor of the New York Journal of Commerce, has severed his connection with that publication in order to devote himself to his press agency bureau.

Charles R. Woodward, who was recently appointed Western manager of the Crowell Publishing Co., with headquarters in Chicago, left this week for his new field.

\$20,000 CASH

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

\$5,011

returned owner in recent fiscal year by central west daily. Can be bought for \$33,000. About \$18,000 cash required. 3 linotypes, Duplex and 2 other presses, 6 motors, 4 typewriters, etc. Proposition No. B. O.

C. M. PALMER
Newspaper Broker
277 BROADWAY, NEW YORK

Metropolitan Newspaper

For sale near New York City. Prosperous and influential. Write with references to H. F. HENRICHS, Newspaper Broker, LITCHFIELD, ILLINOIS

"GOTHAM GOSSIP"

is the newest, snappiest, breeziest and brightest weekly review of life in New York. Makes a crackjack feature for both daily and weekly newspapers. Only one paper in a town.

National News Service
9 E. 26th Street, New York, N. Y.

WEEKLY PUZZLES

A New Series by George O. Baker

THE INTERNATIONAL SYNDICATE
Features for Newspapers: Baltimore, Md.

A REAL CIRCULATION BUILDER
GEORGE FITCH
(Author of "Good Old S wash")
"Vest Pocket Essays"

Original, snarky, smile-producing. Illustrated. Six weekly. Send for sample set. Furnished exclusively by
The Adams Newspaper Service
2015 Peoples Gas Building, CHICAGO

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word.

CAN YOU USE

a thoroughly reliable man of 35 who has spent the past 16 years in the newspaper business, having worked in all departments, including the business management of newspapers? Married, strictly temperate, at present employed as advertising manager (local and foreign) on evening paper in a city of 25,000. Record clear, with excellent recommendations, wants change where prospects for the future are favorable even though the present wage is not as high as might be expected. Have increased present business over 35 per cent. in year, both foreign and local. My recommendations speak for themselves. Get in touch with me as I will make a change not later than Jan. 1. Address "EXCELLENT," care THE EDITOR AND PUBLISHER.

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

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

WOMAN STAFF WRITER

on Household Magazine desires editorial position offering larger field. Competent reader. Can produce editorials, fiction and special articles of high standard. Address "D. D.," care THE EDITOR AND PUBLISHER.

WANTED—AN EDITORIAL

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

HELP WANTED

POSITIONS OPEN

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

FOR SALE

FOR SALE—PART OF

the late equipment of the Oklahoma City Pointer. Battle Creek Duplex, tubular, sixteen-page press, with full stereotyping equipment; nearly new, splendid machine, runs like a sewing machine. One Potter eight-page press, with stereotyping equipment, old, but capable of doing good work. A fine assortment of advertising type, galleys, brasses, etc. Will be sold at reasonable figures and on easy terms. Address publisher of Times, Oklahoma City, Okla.

NEWSPAPERS—WE HAVE

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

MISCELLANEOUS

DAILY NEWS.

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

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

NEW YORK.

THE BUFFALO EVENING NEWS

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

WASHINGTON

THE SEATTLE TIMES

The wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published.

CIRCULATION—DAILY, 64,741; SUNDAY, 84,202.

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

NEW YORK HERALD SYNDICATE.

Special Services of all Kinds for Newspapers

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

AD FIELD TOP-LINERS.

HENRY W. HUMPHREY, PRESIDENT OF THE PILGRIM PUBLICITY ASSOCIATION OF BOSTON.

During the last two years no other man has had greater influence on the activities of the advertising men of New England than has Henry B. Humphrey, the Boston advertising agent, who has just begun his work as president of the Pilgrim Publicity Association.

Ever since he addressed the Admen's Club, in April, 1909, offering a plan for the closer affiliation of the Admen's Club and the Merchants' Association, which were soon after merged with the Chamber of Commerce, Mr. Humphrey has been a dominant figure in advertising circles.

One of the opening paragraphs of his address which transformed the Admen's Club from a small body of newspaper and magazine men, who got together primarily for good fellowship, into the beginnings of one of the most important associations for the common good in New England, prophetically described many of the accomplishments of the great advertising convention held in Boston last August.

"This club," said Mr. Humphrey, "can resolve itself into a great powerful publicity bureau and show Boston and New England how the world at large shall be made better aware of the great importance of our section of the country; its industries, its civic spirit, its beautiful residential suburbs and last, but not least, its attractiveness as a place of recreation."

VALUABLE RECOMMENDATIONS.

Continuing Mr. Humphrey recommended the booming of all New England in catalogues of all sorts; the securing of a slogan for use by New England business men, the breaking down of cliques among the advertising men; the amalgamation of all similar interests in an advertising men's association with a dignified name; the broadening of the limits as to membership so that all might join who wished to help business conditions, the starting of a lecture bureau for improving the talks on advertising which members of the Admen's Club were giving, and to secure openings for these talks. All of these suggestions were immediately adopted.

The organization of the Pilgrim Publicity Association followed and Mr. Humphrey was elected chairman of the board of directors and, the following year was re-elected. His campaign for results was so forceful and his methods so direct, his refusal to tolerate dilly-dallying, shunning, soldiering and the similar drawbacks with which every executive in a gathering of this kind is familiar, often developed tense moments in the board meetings and misunderstandings that were discouraging.

\$250,000 Cash

Available for full or part purchase price of monthly magazine of character and standing. Will also consider smaller proposition or national weekly with development possibilities. This capital is ready for investment. Parties can be interviewed in this office in confidence.

Harwell & Cannon

Brokers in exclusive newspaper and magazine properties.

Fifth Avenue Building
Cor. 5th Avenue and 23d Street
NEW YORK CITY



HENRY B. HUMPHREY,
PRESIDENT PILGRIM PUBLICITY ASSOCIATION OF BOSTON.

But the results were there; and the Pilgrim Publicity Association, with its 521 members and with the popular Carroll J. Swan as chairman of the most representative and ablest board of directors that the association has had, is now facing what ought to be a most successful year.

MR. HUMPHREY'S START.

Mr. Humphrey's experience with the advertising business and with advertising men, has extended over a long period than that of almost any other member of the association.

He began his career when in his teens in the advertising agency of T. C. Evans in Boston. Seven years later he established an advertising agency under his own name, which has been in existence ever since.

He attained national recognition as an advertising man of unusual ability in 1891, when he created the Plymouth Rock Pants Co. advertising. Previous to that time there had been only two similar mail order accounts of national importance; those of the James Means Shoe Co., and of Wm. L. Douglas. The Plymouth Rock Pants Co. developed an enormous mail order business from an original capital of \$75. A feature of this advertising was the successful popularizing of the expression "Do You Wear Pants," which stepped into instant favor, even greater than that which greeted Uneda biscuit, which followed years later.

HANDLED LAWSON'S PUBLICITY.

In 1897 Thomas W. Lawson entrusted to Mr. Humphrey's care the handling of a small but very important adver-

tising campaign. He was well satisfied with the service obtained and has used Humphrey's service continually, having bought through this agency in a single week over \$150,000 worth of newspaper space, much of which was filed by telegraph.

Among recent campaigns which Mr. Humphrey has directed and which have attracted more than usual attention are the advertising of Pippin and Traico cigars and the advertising of Boston Garters. Judged by the results the handling of these three accounts has been nothing less than brilliant.

No one who peered inside the machine that turned out the seventh annual convention of the Associated Advertising Clubs of America could fail to see that much was due to the foresight and executive ability of this new president of the Pilgrims.

HIS PART IN THE CONVENTION.

Charles H. Taylor, Jr., who served on the finance committee with Mr. Humphrey, declares that without the latter the convention would not have been possible. The care of raising the great convention fund was on his shoulders more than on those of any other man; the unpleasant duty of prodding stragglers was delegated to him by common consent and he was the man, above all others, who watched for leaks and loose ends and kept all the details well in hand.

On the 19th of last January Mr. Humphrey laid before the officers of the P. P. A. the outline of a convention programme that named meeting

places, time of meetings, speakers and subjects of addresses for the great convention which differed from the official programme carried out six months later only in a few unimportant details.

This work in planning the programme of the convention was admitted by the other officers of the Pilgrim Publicity Association to have been the biggest single thing done by one man in connection with the convention.

Mr. Humphrey was one of the 200 Boston men who raised a fund of \$100,000 to finance the amalgamation of the Boston Merchants' Association and the Chamber of Commerce and has done excellent work on the publicity committee of the Chamber.

He is president of the Minard's Liniment Manufacturing Co., vice-president of the Boston Advertising Agents' Association, a member of the Twentieth Century and other clubs and is active in church and fraternal work.

ENTERPRISE OF FARGO PAPER.

Courier-News Presents Report of Banquet at Its Close.

The Courier-News, of Fargo, N. D., pulled off a piece of live newspaper enterprise on the night of Tuesday, Oct. 10. A big boosters' banquet was given on that evening by the Commercial Club of Fargo to five hundred invited guests.

Hugh Chalmers, of Detroit, Mich., made the principal speech of the evening and immediately upon its conclusion and at the end of the program the Courier-News placed in the hands of those present as they were leaving the hall an eight-page special "booster" edition containing the evening's program in full, the address of Mr. Chalmers, several fine special articles relative to Fargo and North Dakota, and other matter especially interesting upon such an occasion.

The Courier-News was generally complimented upon its enterprise in getting out such an edition six hours ahead of its regular morning edition and its general attitude of boosting its home city and State.

United Press Changes.

Perry Arnold, who was acting manager of the United Press Washington Bureau during the vacation period, has been transferred to Chicago as assistant manager of the bureau there. Wilson Burke, formerly of the Chicago Bureau, has been transferred to New York. W. N. Taft has been made manager of the St. Louis Bureau, succeeding H. G. Wales, Jr., resigned. Dudley Harmon and S. Early, of the Washington staff, who have been away on a leave of absence, have returned to duty. George A. Hughes, of the Los Angeles Examiner, has joined the San Francisco U. P. staff.

Recent Suspensions.

Araphoe (Neb.) Pioneer.
Floresville (Tex.) Advertiser.
Jamestown (N. Y.) Falconer Bulletin.
St. Marys (O.) Weekly Graphic.

ANNOUNCEMENT

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

The United Contest Company

(Incorporated)

"Not the cheapest, but the best"

811 Citizen Bldg. Cleveland, O.

DUQUESNE'S STRENUOUS LIFE.

He Is Only 34, but Has Participated in Wars in Many Lands.

Captain Fritz Duquesne, newspaper correspondent and magazine writer, today sailed on the Hamburg-American liner Prince Joachim for the West Indies and South America. He has been invited by prominent Brazilians to visit that country and tell them how the Indian elephant may be introduced in that country to work in the forests and assist in the agricultural development of the land.

It was Captain Duquesne who suggested the introduction of the hippopotami in the swamp lands and rivers of



CAPTAIN FRITZ DUQUESNE.

the southern parts of the United States, where there is an abundant growth of water hyacinths for food.

Captain Duquesne's life has been full of adventure. He was born in South Africa thirty-four years ago, and has served in every Kafir war that has occurred since he reached the age of nine until the Boer war, in which he participated as an officer, having been educated in the Ecole Militaire for the army.

In fighting the enemy on numerous occasions he has received many wounds. At the battle of Elands Leagte one of his feet was split by a lancer, and an arm broken by a bursting shell. A bullet through his body laid him up in the hospital for some time, and when he got out he was bayoneted through the thigh. When fighting in the Transvaal he was captured while carrying dispatches and sentenced to death at Barbarton. He killed the jailor and escaped from prison on the very day he was to have been shot.

On another occasion while carrying dispatches to President Kruger in Europe he was captured by the Portuguese in Delagoa Bay and sent to a prison in Lisbon. While there fever broke out among the troops and Duquesne contracted the disease. When he had recovered he escaped and returned again to the war, but was captured in Cape Town and sentenced to death with seventeen others. Later his sentence was changed to life imprisonment. He again succeeded in making his escape and boarded Isaac Emerson's yacht, the Margaret, and made his way to the United States.

Captain Duquesne afterwards represented the Petite Bleu in Macedonia. He was a correspondent of the same paper in the Russian-Japanese war on the Russian side. In this country he has been employed on the Herald, Journal and Evening Sun in New York, and during the recent Mexican war was a free lance correspondent for several papers.

AND now comes a slug machine company and under the side heading emits a dismal yelp to the effect that wily solicitors with facile tongues are making it appear to Business Managers that the proper way to set advertising matter is with individual type.

That means *us*, we suppose. We take it so, anyhow, for our representatives *are* convincing Business Managers of the advantages of the Monotype every day. Hence the yelp?

But not by wily or facile tongue. Business Managers are not convinced by such means. Our experience is that they are not so easily impressed. What they want are figures and facts—and they get them. Monotypes have never been sold by conversation, by artifice or by knocking the other man's machine.

Besides the superiority of the Monotype for ad work, there are two other reasons why Business Managers believe in the Monotype: (1) Because of the real service rendered by the Monotype Company and (2) because there is

Only one Model—and that always the latest

Built on the Unit Plan

DO NOT TAKE ANYTHING FOR GRANTED—
LOOK INTO THE MONOTYPE FOR YOURSELF

Then buy the machine that best *impresses* you

LANSTON MONOTYPE MACHINE CO.
Philadelphia

305-10-11-190-F

*The Lure
of a
Tongue*

PLUS

*The
Evidence
of the
Cost
Sheet*

REPRESENTATIVES MEET.

First Meeting of the Season Brings Out a Large Attendance.

The Representative's Club of New York, held its first annual dinner of the year at the Hotel Martinique, Monday night, October 9, with an unusually large attendance.

The first three speakers discussed the general problem of soliciting the manufacturer. J. T. Ashbrooke, of the Butterick Trio treated the question "Why I Am Soliciting the Advertiser's Business," and in the course of his address quoted Antony's speech in Shakespeare's "Julius Caesar," as a model selling talk.

George F. Howard, of the Curtis Publishing Co., delivered the main address on soliciting. He spoke of the value of adapting the arguments to the conditions that surround a manufacturer's special business.

Charles E. Jones, of the Cosmopolitan, followed with the closing talk, and told some interesting stories about his experience as a "closer."

S. C. Dobbs, formerly president of the Associated Advertising Clubs of America, was introduced as "Dobbs of Dixie." He spoke from the advertiser's point of view, maintaining that it was

essential to learn from a representative how his periodical was going to help him and other advertisers.

William C. Freeman outlined a plan he had been evolving while listening to the speeches, whereby newspapers of towns of 25,000 and over, by associating themselves in some way could form a national medium for advertisers.

William H. Ingersoll, of R. H. Ingersoll & Bro., New York, was the last speaker of the evening. He urged the construction of a central advertising building in New York, where all the factors working for the promotion of New York and of the goods manufactured here might gather.

Will Write for Magazines.

George Saint Armour, who has been manager of the New Enterprise Association in Cleveland for some time, has decided to re-enter the magazine field as a writer of special articles and stories. In collaboration with Newton Fuessle he contributes to the Railroad Men's Magazine for November an entertaining article about telegraph operators. He has also written articles for the Overland Monthly, the Mediator and other publications. He has an entertaining style and usually tells his story in a gripping manner.

WEDDING BELLS.

Arther Tibbets, of the Southern Patriot, New Orleans, and Miss Ethel Taylor, who had charge of the business office of the Tulane University, were married recently.

Miss Coral Isabelle Clyce, society writer of the Albuquerque (N. M.) Journal, and George R. Partridge were married in that city recently.

Otto E. A. Wenzing, local editor of the German Daily Gazette, of Philadelphia, and Mrs. Carrie Wenzing, widow of his cousin, were married in Baltimore Oct. 11.

John H. Rafferty, formerly well known in Chicago newspaper circles as a feature writer, and for the last seven years connected with the editorial department of the Helena (Mont.) Independent, and Mrs. Leone Langdon Key were married in Anaconda (Mont.) last week.

Miss Grace Titherington, daughter of Richard H. Titherington, editor of Munsey's Magazine, was married to Myron Fuller at St. Michael's Church, New York, Oct. 18.

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing contracts for five inches, eight times, with Minnesota and Kansas papers for the Barnes-Smith Co., Anti-Nicotine Cigars, same city.

The George Batten Co., Fourth Avenue building, New York, is sending out orders for New York State papers for the Chautauqua Dairy Co., Sheford's Snappy Cheese, Syracuse, N. Y. This agency is also placing experimental orders with New Jersey papers, for the Armitage Varnish Co., Newark, N. J.; and is also sending out orders to New England papers for the Toiletine Co., 15 Hope street, Greenfield, Mass.

Calkin & Holden, 250 Fifth avenue, New York, are making contracts for 7,000 lines, with Ohio papers, for the Young's Safety Razor Co., Philadelphia.

J. Walter Thompson & Co. are placing some contracts for the Heartshorn Shade Roller Co., of Newark, N. J.

W. H. H. Hull & Co., Tribune building, New York, is placing orders for 200 lines, five columns, one time, with large city papers, for Lord & Taylor Merode Underwear, New York. This agency is also sending out orders for seventy lines, two t. a. w., four weeks to a selected list of papers, for Joseph Brenn & Sons, Inc., Brenn Mohair, Greystone, Providence, R. I.

Nelson Chesman & Co., 1127 Pine street, St. Louis, Mo., is placing orders for three inches, e. o. d., seventy-two times, with Pennsylvania papers, for the Tonsiline Co., Canton, O. This agency is also sending out orders for fourteen lines, fifty-two times, to Pennsylvania papers for the Carr Drug Co., Muncie, Ind.

The Cowen Co., John Hancock building, Boston, Mass., is sending out orders to a selected list of papers for the Massachusetts Corset Co., Union street, Worcester, Mass.

Frank Kiernan & Co., 156 Broadway, New York, is placing telegraphic readers with Pennsylvania papers, for Frank Parker, New York.

John M. Leddy, 41 Park row, New York, is sending out orders for twenty-eight lines, d. c., six times, to a few New York State papers, for the Sight Seeing Yacht, Clifton, South Ferry, N. Y.

The H. E. Lesan Advertising Agency, Fourth Avenue building, New York, is placing orders on contracts for the

Charles B. Knox Co., Gelatin, Knox avenue, Johnstown, N. Y.

Samuel Lloyd, 25 West Forty-second street, New York, will shortly start a campaign with newspapers generally, for the General Drug Co., Plexo Preparations, 14 Vesey street, New York.

The Morse International Agency, Dodd-Mead building, New York, is sending out orders for forty lines, four times, to a few Southern papers, for G. Street & Co., Barbadoes, London, England.

The M. Volkmann Advertising Agency, Temple Court, N. Y., is sending out orders to a few New York State papers, for the Wintergreen Compound Co., Livingston building, Rochester, N. Y. This agency is also placing orders with a selected list of papers for the Lorrimer Institute, James Macdonald Hair Restorer, Baltimore, Md.; also placing orders with a few New York City papers for the present, for F. Behrend, Behrend's Bouillon Cubes, 54 Front street, New York.

Albert G. Wade, Old Colony building, Chicago, is placing orders for twenty-eight lines, one time, with a large list of mail order papers, for the Croft & Reed Co., 2335 Carroll avenue, Chicago.

M. Wineburg & Co., 576 Fifth avenue, New York, is making new contracts with same list of papers as last year, for the Omega Chemical Co., Omega Oil, 576 Fifth avenue, New York.

Wood, Putnam & Wood, 161 Devonshire street, Boston, Mass., is placing orders with large city papers, for the Peerless Knitting Mills Co., Peerless Union Suits, Mattapan, Mass.

The Beers Advertising Agency of Havana, Cuba, is sending 12-inch double column ads to various Spanish papers, for Dr. T. Frank Lynott, of Chicago; also a six months' contract for Monkey Brand Soap, from the Sunlight Soap Co., of Port Sunlight, England. This copy runs twice a week.

On and after November 1st, 1911, the St. Joseph, Mo., News Press, which has heretofore been represented by C. F. Kelly & Co., in the eastern territory, will be represented by Wilberding-Hand Co.

Sealshipt Oyster Systems, Boston, is placing contracts generally through the Van Cleve Co., 250 Fifth avenue, New York.

The Lotus Advertising Agency, 1123 Broadway, New York, is placing orders in daily papers for the Magistral Chemical Co., Nurita, New York.

The Volkmann Agency, 5 Beckman street, New York, is putting out orders generally for the advertising of Vapocresolene Co., 180 Fulton street, New York.

Lord & Thomas, Trude Building, Chicago, are placing with western papers, 3,000 lines, to be used within one year, for the Goodyear Tire and Rubber Co., Akron, O. This agency is also sending out orders for 1,499 lines, to be used within one year, for the Hygienic Food Co.

ROLL OF HONOR

List of Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained.

ALABAMA.	OHIO.
ITEM Mobile	PLAIN DEALER Cleveland (September, D. 99,398--125,099)
CALIFORNIA.	VINDICATOR Youngstown
INDEPENDENT Santa Barbara	PENNSYLVANIA.
BULLETIN San Francisco	TIMES Chester
CALL San Francisco	DAILY DEMOCRAT Johnstown
EXAMINER San Francisco	JOURNAL Johnstown
FLORIDA.	DISPATCH Pittsburgh
METROPOLIS Jacksonville	GERMAN GAZETTE Philadelphia
GEORGIA.	PRESS Pittsburgh
ATLANTA JOURNAL Atlanta (Cir. 53,163)	TIMES-LEADER Wilkes-Barre
CHRONICLE Augusta	GAZETTE York
LEDGER Columbus	SOUTH CAROLINA.
ILLINOIS.	DAILY MAIL Anderson
POLISH DAILY ZGODA Chicago	DAILY RECORD Columbia
SKANDINAVEN Chicago	THE STATE Columbia (Cir. August 1911 8, 17,969-17,614)
HERALD Joliet	TENNESSEE.
HERALD-TRANSCRIPT Peoria	NEWS-SCIMITAR Memphis
JOURNAL Peoria	BANNER Nashville
INDIANA.	TEXAS.
NEWS-TRIBUNE Marion	RECORD Fort Worth
TRIBUNE Terre Haute	CHRONICLE Houston
THE AVE MARIA Notre Dame	TIMES-HERALD Waco
IOWA.	WASHINGTON.
EVENING GAZETTE Burlington	POST-INTELLIGENCER Seattle
CAPITAL Des Moines	WISCONSIN.
REGISTER & LEADER Des Moines	EVENING WISCONSIN Milwaukee
THE TIMES-JOURNAL Dubuque	SENTINEL Milwaukee
KANSAS.	CANADA
CAPITAL Topeka	ALBERTA.
KENTUCKY.	HERALD Calgary
COURIER-JOURNAL Louisville	BRITISH COLUMBIA.
TIMES Louisville	WORLD Vancouver
LOUISIANA.	ONTARIO.
ITEM New Orleans	FREE PRESS London
TIMES-DEMOCRAT New Orleans	QUEBEC.
MAINE.	LA PRESSE Cir. Sept. 1911, 105,177, Montreal
JOURNAL Lewiston	
MARYLAND.	
THE SUN Paid for in Cash Cir. .. Baltimore Morn. and Eve. 111,561 Sun., 60,702	
MICHIGAN.	
PATRIOT (1910) D. 10,720; S. 11,619, Jackson	
MINNESOTA.	
TRIBUNE, Morn. & Eve. Minneapolis	
MISSOURI.	
DAILY AND SUNDAY GLOBE, Joplin	
POST-DISPATCH St. Louis	
MONTANA.	
MINER Butte	
NEBRASKA.	
FREE PRESSE (Cir. 142,440), Lincoln	
NEW JERSEY.	
PRESS Asbury Park	
JOURNAL Elizabeth	
TIMES Elizabeth	
COURIER-NEWS Plainfield	
NEW MEXICO.	
MORNING JOURNAL Albuquerque	
NEW YORK.	
BUFFALO EVENING NEWS Buffalo	
BOLLETTINO DELLA "A" New York	
LESLIE'S WEEKLY (Cir. 340,000) New York	
EVENING STANDARD Troy	
RECORD Troy	
NORTH DAKOTA.	
NORMANDEN (Cir. 9,450) .. Grand Forks	

The George Batten Co., Fourth avenue Building, New York, is placing orders for 2,704 lines, to be used within one year with southwestern papers for George P. Ide & Co., Troy, N. Y.

The D'Arcy Advertising Agency, Fullerton Building, St. Louis, Mo., is making contracts for 500 inches, one year, with Mississippi papers, for George A. Dickel & Co., St. Louis.

Paris Medicine Co., St. Louis, is placing orders generally, direct.

M. Wineburg & Co., 576 Fifth avenue, New York, is sending out orders to middle west papers for the Omega Chemical Co., New York.

During the six months ending September 30, 1911, the New Orleans Daily States carried over 159,000 more lines of local display advertising than any other New Orleans paper. The States also carried over 60,000 more lines of local department store advertising than its next nearest competitor. The reason is that the States has both quantity and quality circulation. It goes into 6,000 more homes of white citizens than any other paper, and the local merchants know it. Carrier delivery is over 16,000 daily.

The States is the only New Orleans paper that publishes a detailed circulation statement at regular intervals.

Foreign Advertisers Please Note
DAILY STATES, NEW ORLEANS, LA.
The S. C. Beckwith Special Agency
Sole Agents—Foreign Advertising
New York Chicago Kansas City

THE New Orleans Item

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

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

TIPS FOR BUSINESS MANAGERS

Nelson Chesman & Co., 1127 Pine street, St. Louis, Mo., are making contracts for 7,000 lines with Western papers for Dr. A. E. Robinson same city.

The Clague-Painter-Jones Co., First National Bank building, Chicago, has secured the advertising account of the Cudahy Packing Co., Old Dutch Cleanser, Chicago, formerly handled by Frank Seaman, Inc., of New York.

The D'Arcy Advertising Co., Fullerton building, St. Louis, Mo., it is reported, will shortly start a campaign in New York City papers and later may use other city papers for B. T. Babbitt, soap manufacturer, 11 Broadway, New York.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York, is again placing orders with large city papers for Weingarten Brothers, W. B. Corsets, Marbridge building, New York.

Levin & Bradt, 1269 Broadway, New York, are reported to be making up a list of papers in large Eastern cities for the Phoenix Knitting Works mufflers, 216 Broadway, Milwaukee, Wis.

The Morse International Agency, Dodd-Mead building, New York, is placing extra copy on contracts for B. F. Allen & Co., Beacham's Pills, 365 Canal street, New York. This agency is again placing orders generally for the Rumford Chemical Works, Rumford Baking Powder, Providence, R. I.

The Frank Presbrey Co., 3 West Twenty-ninth street, New York, it is reported, will place the advertising of the Vanderbilt Hotel, Madison avenue, New York.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is making up a list of papers for the advertising of the Regal Shoe Co., Boston, Mass., in cities where they have stores.

The Russell M. Seeds Co., Claypool building, Indianapolis, Ind., is sending out orders to Southern papers for the Pinex Co., Fort Wayne, Ind.

The Taylor-Critchfield Company, Brooks building, Chicago, is placing orders with Western papers, to be used during October and November, for the Bemis Bros. Bag Co., Minneapolis, Minn.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, it is reported, will place orders with papers

in New York City and vicinity for the Woolworth building, Broadway and Park place, New York.

The Collin Armstrong Advertising Co., 25 Broad street, New York, is using half-page space in a large number of local newspapers. It is the first copy in a campaign for the development of the upper portion of the Bronx that the company is conducting for the New York, Westchester and Boston Railway Co., and a number of the larger real estate owners in that section of New York City.

J. W. Blosser, catarrh cure, Atlanta, Ga., is making contracts for 3,500 lines, to be used within one year, with western papers, direct.

The J. Walter Thompson Co., 41 East Twenty-third street, New York, is placing orders for two and one-half inches, 156 times, with western papers, for the Horlick's Malted Milk Co., Racine, Wis.

Alfred Gratz, 1001 Chestnut street, Philadelphia, is sending out orders for 2,500 lines, generally, for the Welsbach Co., Gloucester, N. J.

CHURCHES SHOULD ADVERTISE.

Must Warm Up If They Are to Attract the People.

Jerome D. Barnum gave the members of the Syracuse Ministerial Association some sound ideas on church advertising at a recent meeting of that body, when he said:

"The church to-day must come down from above and stand on the same footing, the same foundation, as the business man. The church must reach out and tell its story to those thousands who won't answer its call.

"Why is it that the theater attracts so many thousands where the church fails? Because it tells its story, it interests the public, it awakens curiosity and a desire to see and listen. The church to-day, my friends, from an advertising man's opinion, from the outside, is too cold. It must be made to bustle with human interest. Its music, so sweet and beautiful, must be sung in advance just as the advance agent of the theater awakens the spirit of the multitude for his wonderful troupe.

"I believe if the churches would devote one-half the amount of money to advertising which they give yearly to the cause of missions they would bring into their buildings twice the number of converts that the missionaries enroll. Use the newspapers to tell your story and tell it well."

Four Striking Monotype Ads.

During the Typothetae and Cost conventions recently held in Denver, the Lanston Monotype Machine Co. printed in the daily newspapers of that city a series of four column ads of a striking character. Each was surrounded by a fancy border, the text being set in large type with cross head lines to break it up into easily read lengths. They were written in the conversational direct-to-the-reader style, of which they were good examples, and were much admired by the delegates to the convention.

The Geneva Times has added another column to its pages, eight in all. Its pages are now eight columns wide.

William Michael Byrne has been appointed by Judge Lacombe special examiner to take evidence in the Federal dissolution suit against the Periodical Clearing House and other defendants.

MANAGER BOLLES QUILTS A. & S.

Disposes of His Interest and Will Take a Trip Abroad.

A. Eugene Bolles, who has been vice-president and general manager of Advertising and Selling for the past two years, has sold his stock in that publication and resigned his position.

Mr. Bolles has been successful in building up the magazine until it is now recognized as one of the leaders in its field, and his retirement at this time is



A. EUGENE BOLLES.

in pursuance of a plan of action which he adopted many years ago when he discovered that his special forte lay in reorganizing and putting onto their feet trade papers of various kinds.

Since then Mr. Bolles has been connected with Marine Review, of Cleveland; Hardware, American Exporter, Horseless Age, House Furnishing Review and Glass and Pottery World.

After a trip abroad to obtain a much-needed rest he will return to New York.

Two Great Ad Displays.

The Washington (D. C.) Herald on Thursday, October 5, printed a fourteen full page advertisement of G. & G. Cornwall & Son, grocers, Washington. This is said to be the largest grocery house ad ever printed. The advertisements were well written and artistically displayed. Each page, with the exception of the first and last, was broken up into separate ads.

It remained for the Meridian (Miss.) Star to pull off one of the most notable big space advertisements yet printed in this country. In its daily issue of October 5, Winner Klein & Co., who conduct a departmental store, employed twenty-two pages to set forth the attractions of their establishment. In the weekly publication, printed the same day, it used twenty-three pages, or forty-five pages in all. The total amount of space used was 75,600 agate lines. The Meridian Star is the leading newspaper of the State. It is represented in New York by the S. C. Beckwith Agency.

J. T. Emery has succeeded Mr. Bolles as advertising manager, with A. F. Nagle, Jr., as assistant. A. F. Britton has recently been appointed circulation manager.

Adopts Film Advertising.

Des Moines, Ia., has made arrangements with a film company to prepare a 1,500-foot film showing the principal features of the city, which will be shown in 500 cities the coming winter for advertising papers.

PUBLICATION NOTES.

The Business Equipment Journal for October is bubbling over with good things. Indeed, it is one of the best issues we have seen of the enterprising periodical, which is edited by A. H. McQuilkin and published by the Inland Trade Press Co., of Chicago. Some of the articles are "Advertising a Retail Store," by Harry Davis; "Originality in Business Literature," by M. T. Frisbee, and "How Cheap Imitations Help the Real Thing."

The Wichita (Tex.) Daily News, a morning newspaper, suspended publication Sunday, October 8. In its notice of suspension it was stated that its advertising and subscription contracts would be carried out by the Times Publishing Co. The latter issues an afternoon paper, and announces the publication of a Sunday morning paper starting Sunday, October 22.

The Advertising World, of Columbus, O., has absorbed Modern Advertising, of Grand Rapids, Mich.

The Newark (N. J.) Morning Star has increased its price from 1 to 2 cents a copy.

The Bergen County Democrat, a weekly newspaper published at Hackensack, N. J., has made its debut as a daily. James Norton is its editor, and Mayor Bell owns a majority of the stock in the publishing company.

Congratulations for Westfall.

E. A. Westfall, for the past three years advertising manager of the New York Globe, but now business manager, has been receiving the congratulations of his friends the past week on his promotion. Mr. Westfall has had long experience in the ad field, although still a young man, and his present advancement is very gratifying to those who know him. G. Franklin Bailey, who succeeds Mr. Westfall as advertising manager, has been a member of the Globe advertising staff for six years.

The Philadelphia Public Ledger has joined the Daily Newspaper Club.

To Newspaper Managers.

The Editor and Publisher will place before you each week a column or more of advertising tips from which you can secure business for your publications. In addition it will keep you posted on what other newspapers are doing to increase circulations, and give you the news of the advertising and publishing worlds. You can get all the information for \$1 a year. Send in your subscriptions now. The Editor and Publisher, 19 Park Row, New York.

Edited by America's Foremost Ad Critic Harry Albro Woodworth

You (Even You) can—

Sell to Newspaper Publishers Reach the Retail Advertisers Attract the General Advertisers

If you will use—

BRAINS

The only weekly in the world which goes directly to "local" as well as general advertisers.

\$5 THE YEAR

For further information

BRAINS Corporation,
Scranton, Pa.
Kindly tell me how "BRAINS" covers the "local" advertiser and enclose your rate card.

NAME

ADDRESS

CITY

BUSINESS

The Wm. L. Betts Company
SUITE 406, WORLD BUILDING
NEW YORK CITY, N. Y.

Newspaper Contest Experts

The Worcester, Mass., Telegram's Around the World and Mediterranean contest which closed October 16th, took in nearly \$25,000. Ask them or us about it.

FIERCE (?) DUEL IN HAVANA.

Editor and Collector Fight With Swords and Both are Scratched.

(Special Correspondence.)

HAVANA, Oct. 14.—Despite the oft-declared opposition of President Gomez and Governor Asbert to dueling, encounters between editors, or editors and government officials continue to occur from day to day. Following the publication, in the conservative newspaper organ, El Dia, of a series of articles alleging certain irregularities in the Havana customhouse, accompanied by impassioned, provocative editorial attacks on Collector Mencia, and Editor Andre's refusal either to go into the courts with proofs to sustain his charges or retract the same—Dr. Mencia sent him the usual invitation through accredited seconds, which was accepted, and a meeting between the principals occurred at sunrise on Saturday—sponsors for Andre being General Piedra, ex-chief of police of Havana, and Congressman Fernandez, editor of El Comercio, and those of Collector Mencia, a couple of government officials equally as prominent. Swords were chosen, and each of the principals was slightly wounded when they were separated by the seconds.

President Gomez has pardoned a Pinar del Rio journalist, lately convicted of shooting a citizen who had come to his office in a menacing attitude and armed, to demand the "correction" of an article to which he had taken offense instead of going into the courts. The matter was a personal one, and pardon of the editor was petitioned by nearly every citizen of the town.

Señor Arturo R. de Carriarte, editor of El Debate, organ of General Nuñez, which, although representing the Cuban National party, of which the present Conservative organization is an offshoot, supported the Gomez-Machado Liberal regime against recent attacks of the pro-Spanish Conservative press, has resigned and will withdraw from the journalistic field altogether. He is the consul of the Republic of Panama in Havana, and official duties claim his undivided attention. It is reported that Nuñez still has a Presidential bee in his "bonnet" and some hope that the Conservative nomination may be tendered him.

Col. John Caldwell, correspondent of the Associated Press, has returned to Havana, after a brief outing in the States. It is reported that he expects shortly to be transferred to the City of Mexico or Panama.

Honoré F. Laine, a former war correspondent of the New York Evening Journal in Cuba, now employed by the Cuban Government in chasing bandits, has returned from Mississippi, via the

For the Fourth Consecutive Month

The San Francisco Chronicle Gains

For the month of September 1911 the Chronicle again shows a larger gain in local and foreign display advertising than either of the other morning papers.

The Call Loses in Local Advertising

Call Loses Over September 1910, - - 3,948 Lines
 Examiner Gains Over September 1910, - 16,458 Lines
 Chronicle Gains Over September 1910, - 26,432 Lines

Foreign Display Advertising

Chronicle Gains Over September 1910, - 19,320 Lines
 Next Newspaper Gains Over September 1910, 12,600 Lines
 Next Newspaper Gains Over September 1910, 9,520 Lines

CHAS. J. BROOKS

Eastern Representative

213 Temple Court Building

New York City

New Orleans boat, bringing another fine pack of "Nigger" hounds of the finest blooded stock obtainable, which will be employed by the Guardia Rural and mounted police in an ultimate effort to capture Solis, supposed chief of the outlawed gang that are alleged to infest the mountains of Trinidad and the central districts of the island.

Major Laidlow, sporting editor and ship and hotel reporter of the Havana Post, has gone to New York on a month's leave of absence, to recuperate. He's a veteran of the San Juan Hill charge, in which he lost an arm.

GEO. EUGENE BRYSON.

MORE PERSONALS.

Mrs. Sarah Beaumont Kennedy, an editorial writer on the Memphis Commercial Appeal, is the author of a new romance based on the devastation of Atlanta during the Civil War.

J. J. Van Fleet has been appointed editor of the South Jersey Star, published at Hammonton, N. J.

Prescott McKinney, son of J. P. McKinney, the New York special representative, has been appointed managing editor of the Tulare (Cal.) Daily Advance.

Elizabeth Mallet is said to have been the first editor in the world to publish a daily newspaper. It was called the Courant, and made its first appearance May 11, 1702.

ADVICE FOR AD-WRITERS.

Twenty-third Street Y. M. C. A. Ad Class Addressed by F. L. Blanchard.

"The Ad Writer and His Duties" was the subject of Frank Leroy Blanchard's lecture before the Twenty-third Street Y. M. C. A. class in advertising on Wednesday evening.

"To be a good advertisement writer," said the speaker, "a person should have a good education, possess business sense and the ability to express himself in English clearly and forcibly. The better his education the better all round ad writer he may become. That a college education is not a necessity is shown by the fact that the majority of the ad writers of the country did not go to college. Newspaper men usually make successful writers of advertising because they have cultivated the 'news sense' and can set forth propositions in an attractive manner.

"In writing advertisements you should try to put into print the strong selling points of the article which is to be offered. Tell the story simply, avoiding long and uncommon words;

no not misrepresent, even to the slightest degree, the qualities of the advertised article. Deception of this kind breaks down confidence and loses further sales to the same customer. Don't try to be funny, the public prefers to seek its humor elsewhere than in the advertising columns of the newspapers they read.

"After writing all you want to get into the ad, take a blue pencil and go over it carefully, cutting out every word and every sentence that is superfluous. Space in desirable publications is costly and every unnecessary word is money thrown away. Don't try for bizarre effects. The man who makes a fool of himself on the street is laughed at. The man who prints a ridiculous advertisement simply to attract attention fails to move the public in a favorable manner."

"Simplicity, directness, brevity and strength should be the qualities aimed at in the production of advertising matter."

IN TOWN THIS WEEK.

Homer F. Robinson, business manager of the Salt Lake Tribune and Evening Telegram.

Alexander B. Kohn, advertising manager of the Charleston (S. C.) Evening Post.

L. C. Johnson, advertising manager, Beaumont (Tex.) Enterprise.

Joseph S. Mims, auditor of the Tampa (Fla.) Tribune.

Edwin D. Lambricht, assistant editor, Tampa (Fla.) Tribune.

Petitions in Bankruptcy.

A petition in bankruptcy has been filed against the Toilettes Fashion Co., publishers of two monthlies, Toilettes and Dry Goods. Liabilities are said to be \$26,000, and assets \$10,000.

A petition in bankruptcy has been filed against the Draper-Hansen Co., New York, advertising agents. Assets are estimated at \$4,000. The company was incorporated April 7, 1909, with capital stock of \$50,000, which was increased to \$100,000 in October, 1909. George Otis Draper is president.

Will Manage Kingston Leader.

Ralph D. Goble, for several years business manager of the Lockport Union Sun, has resigned in order to take a position as manager of the Kingston (N. Y.) Leader, the Democrat organ of Ulster County. Mr. Goble is well qualified for his new position, having had plenty of experience in the editorial department.

The Asbury Park (N. J.) Press has just closed a contract with the Duplex Press Co., of Battle Creek, Mich., for a new twenty-page tubular plate press.

IN MEXICO CITY

the advertiser only has to use

THE MEXICAN HERALD

(Only English Newspaper)

EL HERALDO MEXICANO

(Leading Afternoon Spanish Newspaper)

THE S. C. BECKWITH SPECIAL AGENCY

(Sole Representatives)

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

The Macon, Ga., News

only afternoon paper within 100 miles of Macon. Sworn circulation of 10,000. Covers this rich territory thoroughly.



MacQuoid & Tilden

New York Brunswick Bldg. Chicago Boyce Bldg.

GET THE BEST ALWAYS!

The Pittsburg Dispatch
 Greater Pittsburg's Greatest Newspaper

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

The Greensburg Tribune

Has Largest Circulation in Westmoreland County, Pennsylvania

FLAT DISPLAY RATES

Set matter, per inch.....16c.
 Plate Matter, per inch.....12c.
 Matrices at Plate rate.....12c.

No Special Representatives

R. W. HERBERT, President

DIRECTORY OF ADVERTISING AGENTS

General Agents

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

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

ARMSTRONG, COLLIN ADV. CO.
Broad Exchange Bldg., New York
Tel. Broad 6148

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

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

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

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

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

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

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

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

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

PENNSYLVANIA

FRORERT ADV. AGENCY
Stephen Girard Bldg., Philadelphia
Tel. Filbert 5137

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

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

MEXICO

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

CUBA and WEST INDIES

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

Pilgrims Elect Officers.

The Pilgrims' Publicity Association of Boston have elected these officers for the ensuing year: Patrick F. O'Keefe, 1st vice-president; Howard W. Dickinson, 2d vice-president; William J. Neal, secretary; D. N. Graves, treasurer; Walter E. Anderson, F. F. Baker, J. K. Allen, Hugh Burke and Irving J. French, directors. Other directors, who will continue in office another year, are Elmer J. Bliss, Arthur J. Crockett, George E. Hopkins, Ben S. Jacobs, Tilton S. Bell and George W. Coleman.

The Birmingham (Ala.) Ledger's new building will be ready for occupancy early in October.

Leonard W. Gray has succeeded D. B. Schreiber as editor of the Morgan City (Pa.) Democrat.

James W. Helme, editor of the Michigan Patron, has been appointed deputy dairy and food commissioner for Michigan.

Publishers' Representatives

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

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

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

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

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

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

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

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

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

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

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

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

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

NEW AD INCORPORATIONS.

SHERMAN ADVERTISING Co., Sherman, Tex.—Capital stock, \$5,000. Incorporators, C. A. Sanford, John Durham and W. A. Vinson.

MANUFACTURERS' ADVERTISING Co., Boston, Mass.—Capital, \$50,000. Incorporators, John H. Blake, John F. Gallagher and Cornelius J. Gallagher.

INTERSTATE ADVERTISING Co., Indianapolis, Ind.—Capital, \$10,000. Incorporators, H. A. Moore and J. W. Shannahan.

RETAIL ADVERTISING, INC., New York, N. Y.—Capital, \$5,000. Incorporator, Charles E. G. Aff, of Woodhaven.

THE GENERAL CAR ADVERTISING Co., St. Louis, Mo.—Capital stock, \$100,000. Incorporators, Charles Van Dyke Hill, E. S. Little and E. M. Lewis.

THE GOLDEN RULE COUPON ADVERTISING Co., Canton, O.—Capital, \$75,000. Incorporators: W. R. Shaver and others.

W. W. Dunkle, who formerly represented the Katz Agency in Chicago, and L. M. Barr, who has been on the advertising staff of the Chicago Daily News, have joined the Wilberding-Hand Chicago office.

G. E. Newth, formerly with the Saturday Evening Post, has been engaged as circulation manager of the Detroit Saturday Night.

AD. FIELD PERSONALS.

Arthur Connors has been appointed advertising manager of the Holyoke (Mass.) Telegram.

Clyde E. Kink, advertising manager of the Moline (Ia.) Plow Co., has resigned and W. L. Clark has been appointed his successor.

G. Franklin Bailey, advertising manager of the New York Globe, and Edward Randolph, who was recently appointed advertising manager of the New York Press, were the guests of honor at a dinner given at the Castle Cave by a group of advertising men on Friday evening.

Ernest H. James, for ten years advertising representative of the Omaha Bee, is now in charge of the advertising department of the Joplin (Mo.) Globe.

Frank J. Campbell, president of the Campbell-Ewald Co. Advertising Service, delivered an address on "The Fundamentals of Advertising" before the Detroit Technical Institute of the Y. M. C. A. on Monday evening.

Howard A. Noble, advertising agent of the Great Northern Railroad at St. Paul since 1906, has been promoted to the position of general passenger agent.

Sidney H. Lewis, of the advertising department of the Rochester (N. Y.) Post Express, has been appointed secretary of the Rochester Chamber of Commerce.

W. J. Hilliker, of the advertising department of the Altoona Gazette, has resigned to join the advertising staff of the Altoona Times.

Alfred W. Fischer, a prominent advertising representative, has become attached to the Chicago office of McClure's Magazine.

Charles W. Fraser, of the McManus Co., of Detroit, has joined the Baker Advertising Agency, of Toronto.

Frank Lamkin, of Norwalk, O., who recently returned from Mexico and Central America, where he spent considerable time, has been made advertising manager of the Inter-State Automobile Co. at Muncie, Ind.

J. J. Gillen, formerly with the Hampton Advertising Agency and for the last two years with the Lesan Agency, is now advertising manager of City Life, published by the Allied Publishing Co., New York.

George H. Perry, advertising counselor, of New York City, formerly advertising manager of the Siegel-Cooper Co., addressed the Cleveland Advertising Club, October 4, on "Some Causes of Waste in Advertising."

Clark Carson, of South Bend, Ind., has accepted a position as assistant advertising manager of the Mobile (Ala.) Register.

I. R. F. Spiegel, who has been with

the Ben Levin Agency for a number of years, is now connected with the plan department of Lord & Thomas.

F. W. Geisler, for three years advertising manager of the Fuller & Johnson Co., Madison, Wis., has taken a position with the N. W. Ayer & Son Advertising Agency, Philadelphia. Mr. Geisler was previously connected with the advertising department of the Northern Electric Co.

We Are Chief in Newspaper Work

Chesnut Street Engraving Co.
Philadelphia, Pa.

WRITE FOR PRICES

Press Clippings

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

BURRELLE

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

OUR GLOSS BOOK NEWS

at 10c. per lb.
IS THE BEST

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

TAKE IT TO POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4900-4 Beekman

THE LOVEJOY CO. Established
ELECTROTYPERS
and Manufacturers of Electrotypes Machines
444-446 Pearl Street New York

Are you attending the Birthday party of low prices during our Mr. Louis A. Hoffmann's natal month?

International Publishers Supply Co.
Phone: 2929 John 117 John St., New York, U. S. A.

Lloyd's Weekly Newspaper, of London,

following what has become the universal practice among conservative and carefully managed newspapers has abandoned Hand Stereotyping and entered its order for

- 3 Standard Autoplates**
- 3 Junior Autoplates**
- 1 Autoshiver**

This equipment will produce 21 finished plates a minute.

Publishers are beginning to realize the inestimable value of celerity and volume in the production of their printing plates.

AUTOPLATE COMPANY OF AMERICA

Henry A. Wise Wood, President

No. 1 Madison Avenue, New York

