

REICK BUYS THE SUN.

FORMER MANAGER OF HERALD ACQUIRES MAJORITY OF COMPANY'S STOCK.

New Publisher Will Dispose of His Interest in the Times and Devote Himself to the Development of the Property—E. P. Mitchell Continues as Editor and Old Staff Will be Retained Under New Owner.

A controlling interest in the New York Sun has been purchased by William C. Reick, who for many years was James Gordon Bennett's right hand man in the conduct of the Herald, and who for the past three years has been actively engaged in the management of the New York Times, in which he was financially interested.

The announcement was first published on Saturday by the New York Tribune, which secured a beat over all of its contemporaries.

Mr. Reick purchased the majority stock from Mrs. William M. Laffan, widow of the late publisher of the Sun. The Sun Publishing Company's stock consists of 350 shares, of which Mr. Reick now owns 176 shares. The balance of the stock is held by various estates and private individuals. Mr. Laffan died Nov. 19, 1909, and since then there has been much speculation as to possible changes in the Sun's ownership.

PAID A GOOD PRICE FOR STOCK.

It was believed that sooner or later Mrs. Laffan would be induced to part with her holdings in the company. Mr. Reick, it is understood, offered her a very handsome price for her interest, and the offer, after considerable negotiation, was accepted.

The rumor that James A. Stillman, president of the City Bank, is interested with Mr. Reick in the purchase of the controlling interest in the Sun is officially denied.

The formal announcement of the sale occupied six lines in the Sun on Sunday, and read as follows:

The controlling interest in The Sun Printing and Publishing Association has been purchased from the estate of William M. Laffan by William C. Reick, who will direct the property in future as president and publisher.

Reorganization of the Sun Printing and Publishing Association, which prints the Sun and the Evening Sun, has been brought about by the election of the new owner, William C. Reick, as president and treasurer. Edward P. Mitchell, who succeeded Charles A. Dana as editor, and had been president of the association since William M. Laffan's death, is now vice-president, and Chester S. Lord, who has been managing editor of the Sun for twenty-nine years, is the secretary.

Mr. Reick has spent nearly all of his business life in newspaper work. He was born in Philadelphia, Sept. 29, 1864, and studied for a while at Harvard and the United States Naval Academy. As a naval career did not appeal to him, he turned his attention to journalism as the field which was more attractive.

MR. REICK'S CAREER.

He began newspaper work in Philadelphia, and afterwards was connected with the Newark Daily News. It was while holding this latter position that he became suburban correspondent for the Herald. Mr. Reick's enterprise in getting news, and his originality in putting it together, attracted the attention of Mr. Bennett, who sent for him, and offered him a position upon the staff. Here he so distinguished himself that Mr. Bennett sent him to Paris and



WILLIAM E. LEWIS.

PRESIDENT OF THE LEWIS PUBLISHING COMPANY, WHICH HAS PURCHASED THE NEW YORK MORNING TELEGRAPH.

London, where for a time he edited the Herald's foreign editions.

In 1889 Mr. Reick was made city editor of the Herald in New York, a position which he held for a number of years. When the New York Herald Company was formed, he became president and general manager of its affairs, under Mr. Bennett's direction.

HIS WORK ON THE HERALD.

Mr. Reick showed unusual ability in the administration of the Herald. He gathered around him a capable staff of men and soon gave to the paper a larger news clientele than it had enjoyed for some years. He was frequently summoned to Paris for consultation with Mr. Bennett, as the Herald's proprietor visited the United States only at rare intervals.

In 1907, Mr. Reick resigned from the Herald and acquired an interest in the Times and the Philadelphia Public Ledger, controlled by the Ochs brothers. He was second vice-president and general manager of the New York Times Company, and president of the Public Ledger Company, until a few days ago when he sold his stock and resigned from the company.

Mr. Reick will devote his entire energies to the development of the Sun property. Whether or not the Sun will move uptown has not been definitely settled by Mr. Reick. It is quite probable, however, that the paper will continue to be published from its present location.

NO CHANGE IN SUN'S CHARACTER.

Mr. Reick doesn't intend to change the character of the Sun, which occupies

a unique position in metropolitan journalism. It will continue to be the high class literary news paper that it has been since the days of Charles A. Dana.

It is gratifying to learn that the present staff of the Sun is to be retained. E. P. Mitchell, who has been the editor for a number of years, has, after much persuasion, consented to remain. This insures a continuance of the characteristic features that have made the Sun famous.

The New York Sun was founded as a penny paper in 1833 by Moses Y. Beach. Charles A. Dana secured control of the property in 1868. It was Mr. Dana who really molded the Sun and gave it that unique original flavor, which has survived his death and the usual staff changes which take place in a newspaper office.

THE SUN'S UNIQUE POSITION.

The Sun has always stood for independence in politics. It has been fearless in its criticism of public men. It has had a characteristic style of its own in the presentation of news, which is appealing to newspaper men the country over. In fact, no New York newspaper is more generally read by newspaper men than the Sun. In spite of the fact that the Sunday issue rarely runs over thirty-six pages, it contains more interesting and valuable matter than many of its neighbors with their huge editions of seventy-two to 108 pages.

A new daily has been launched at Pulaski, Va., called the South West Times.

LEWIS IN CONTROL

EDITOR ORGANIZES LEWIS PUBLISHING CO. TO TAKE OVER THE MORNING TELEGRAPH.

Scope of the Popular Sporting Daily to be Enlarged by Addition of Several New Features—Mr. Lewis in Charge of the Property Since 1903—His Career as a Newspaper Man.

William E. Lewis, who since 1903 has been editor and general manager of the New York Morning Telegraph, announced on Sunday that the Lewis Publishing Company, of which he is president, had purchased a controlling interest in that publication from the Morning Telegraph Company, of which E. R. Thomas was the principal owner.

Mr. Lewis states that the paper will be continued along the same lines that have made it the leading sporting and theatrical daily of the city. A number of improvements will be made, however, which will somewhat extend its general news scope.

The officers of the Lewis Publishing Company, which was recently organized, are: President, W. E. Lewis; vice-president, William Barclay Masterson; secretary and treasurer, John H. Delaney.

Mr. Lewis was born in Cleveland, O. He studied law and was admitted to the bar at an early age. Finding the practice of law in Cleveland and later in Kansas City ungenial, he gave it up and turned his attention to newspaper work. During the next few years he was managing editor of the Kansas City News, the Chicago Times and the Philadelphia North American.

PARIS MODES PRINTING BILL.

Suit Begun Against Huyler Estate and Thomas J. Gaines, Jr., for \$26,757.

The estate of John S. Huyler, the millionaire candy manufacturer, who died a year ago, and Thomas J. Gaines, Jr., have been sued for \$26,757 by the Wynkoop, Hallenbeck & Crawford Co., printers, of New York City.

The complaint alleges that John S. Huyler and Gaines promoted a fraudulent concern called the Paris Modes Co., which they incorporated in 1905 with a capital stock of \$200,000 and alleged paid up capital of \$100,000, and that the corporation published a fashion magazine and incurred a large printing bill.

It is alleged that no capital was ever paid in and no stock ever issued and that the business was done entirely on money advanced by Mr. Huyler to the extent of \$200,000, for which he took the company's demand notes. Gaines was treasurer of the company until Sept. 1, 1908, when he became president.

The complaint states that on Sept. 3, 1908, Huyler and Gaines told R. G. Dun & Co. that the company was solvent, and relying upon this statement the plaintiffs furnished the defendants with goods of the value of \$26,757. A petition in bankruptcy was filed against the company on March 1, 1910, and it was subsequently adjudged a bankrupt. Gaines had taken over Huyler's interest in the company in September, 1909. It is alleged that the company was never solvent.

A Prize for Hard Luck.

A unique prize offered to the automobilists who recently participated in the Tour Around Georgia was a silver cup valued at \$50, offered by the Atlanta Ad Men's Club to the one who had the toughest luck during the trip.

SPECIAL'S NEW IDEA.

John Budd's Original Plan of Helping Advertisers with Carefully Prepared Information About His Papers and of Presenting Compact Arguments in the Trade Press—Scheme Amply Justified by Results.

Very likely mossbacks in the advertising business, more afraid of a new idea than of plague, pestilence or famine, would dissent from the doctrines preached and consistently practised by John Budd, special agent. But nobody can listen to Mr. Budd for five minutes without a deep respect for his sincerity and for the thoroughness of his methods. He and his carefully organized staff represent a goodly list of daily newspapers, and he has offices in New York, Chicago and St. Louis.

Time-honored precedent supports special agents in pushing the papers that pay their salaries and commissions, and in ignoring almost everything else in print. Mr. Budd takes another and what he and his friends consider a broader view. For several years he has carried on a vigorous missionary campaign to educate the advertiser to the advantages of newspaper advertising in general. And he has shown his faith in his idea by backing it with his own money.

NOVEL TRADE PAPER ADS.

With this end in view, he has put out some remarkable advertising, prepared by himself, in trade papers devoted to advertising and publishing. A writer on composition has said that the first requisite of a good style is to have something to say. Before Mr. Budd began his addresses to advertisers he had laid the foundations for such a service as few special agencies render.

HE HAD A NEW STORY TO TELL.

Members of his staff visit two or three times a year every city in which a paper on his list is published. There they dig into things. They turn the advertising situation 'round and 'round,

Newspapers that pay the Advertiser

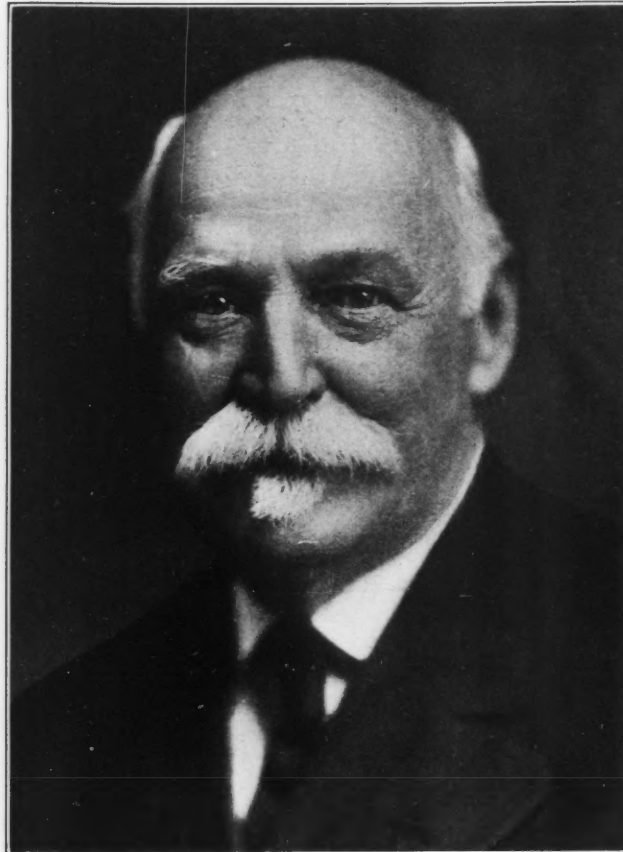
Fort Wayne Sentinel
Dubuque Times-Journal
Waterloo (Ia.) Courier
Portland (Me.) Press
Nevada City (Cal.) Transcript
Grass Valley (Cal.) Tidings
Jornal Do Comercio
Rio de Janeiro, Brazil

Circulation 100,000 daily

ALFRED B. LUKENS
New York Representative
Tribune Building New York

New 'Phone Numbers:
5674 MADISON
5675 MADISON

Wilberding-Hand Co.
225 Fifth Ave., New York



COLONEL W. B. HALDEMAN,
EDITOR OF THE LOUISVILLE (KY.) TIMES.

study it from every point of view, inside and out, and embody the results of their observations in detailed reports, copies of which are soon in the hands of all members of the Budd organization.

Then, when a solicitor visits an advertiser, he can tell him far more than the stereotyped tale of widening circulation, "great gains" in local, classified and foreign advertising, "covering the field like a blanket," etc. Mr. Budd's young man is equipped with ample and precise illuminating information, which it would be impossible for the space buyer to obtain direct without great trouble and expense, and he might not be able to get it at all. How the sale of a given article may most effectively be promoted in a given territory is the question Mr. Budd and his associates answer, and they are prepared for the hardest of cross-examinations.

TIMELY BULLETINS TO ADVERTISERS.

Whenever, in the day-to-day history of one of Mr. Budd's papers, anything of general interest occurs, advertisers are promptly informed by means of a concise bulletin. This is a simple statement of fact. No conventional comment or "hot air."

In his New York office, in the Brunswick Building, the other day, Mr. Budd showed a reported for THE EDITOR AND PUBLISHER some of the ads. he had been using in trade papers during the past year. Only one of them contained a list of his papers. In none of them were the name and addresses of the John Budd Company conspicuous.

"My purpose," said Mr. Budd, "is to offer advertisers expert assistance in the way of statistics and other matter regarding the papers I represent and the fields they cover. To this end I make my copy impersonal. We are not

looking for individual glory here, but we want to help the advertiser get results, and we give him only such advice as, in our honest judgment, will bring results.

"In a town where I represent one of two or more good papers I never urge the advertiser to use my paper to the exclusion of others. I don't believe you can cover a big city and the adjacent territory with one paper, and I don't hesitate to say so. Sometimes I make comparisons between one of my papers and another, but only on the basis of demonstrated recorded facts."

Mr. Budd added that he heartily approves the movements among special agents to promote newspaper advertising. He does not regard them as in any sense competing with his own plans. On the contrary, he would like to see not merely organizations, but individual special agencies follow his example.

THE QUESTION OF RESULTS.

"Do you trace results to your plan?" asked the reporter.

"Yes, but not in the way some advertisers might expect," was the reply. "Our trade paper ads. are not directly productive of sales of space, and I never supposed they would be. That is not the function of trade paper advertising of newspapers. But we feel the strong pull of our advertising in another way when we go after contracts.

"We have no trouble in getting a hearing. Our men are courteously received by general agents and advertisers, who listen to what we have to say. We don't have to take up their time with mere introductory, preliminary talk. The pioneer work has been done, the underbrush has been cleared away. People on whom we call know about us and our work, and we can get

right down to a particular case at once. Every member of our force knows about all our papers and about advertising conditions in the territory they cover, and our ability to supply detailed specific information is appreciated."

* Mr. Budd has his ads. reprinted and sent out with correspondence. He uses direct, simple, every-day English, boils down his arguments into few words and abstains from cuts and typographical freakishness.

HONOR FOR W. B. HALDEMAN.

Editor of Louisville Times Likely to Be Appointed Adjutant-General.

Col. William B. Haldeman, editor of the Louisville Times, whose picture appears elsewhere on this page, is one of the most distinguished journalists of the South.

He is the eldest son of the late Walter N. Haldeman, who with Col. Watterson founded the Courier-Journal in Louisville. He served in the Civil War as a confederate soldier, and was one of the youngest men in the Southern service. At present he is the major-general, commanding the Kentucky department of the United Confederate Veterans. It is rumored that he will shortly be appointed adjutant-general of Kentucky by Governor McCreary.

Col. Haldeman has been engaged in newspaper business during his entire life. He was formerly general manager of the Courier-Journal, and during the past ten years has been editor-in-chief of the Times, both papers being owned by the same estate. Col. Haldeman, with his brother, Bruce Haldeman, who is president of the American Newspaper Publishers' Association, and Col. Watterson are the board of directors.

In addition to other positions which Col. Haldeman holds, he is president of the Kentucky Press Association, the winter meeting of which will be held in Louisville, December 28 and 29.

Col. Haldeman, who is married, spends his summers either abroad or in the north, with his family, and his winters at Naples, Florida, where, with his brother, he owns a large estate on which is built the town of Naples.

In manner he is one of the most courtly of gentlemen and finds special happiness in helping a friend. A sterling Democrat he has never aspired to office, but has been delighted to devote his best efforts in gaining position and prominence for those whom he deems worthy of such recognition. He has an engaging personality, loves the good things of life, is a fine judge of a Kentucky thoroughbred, and understands bridge whist far better than he plays golf.

Italian Herald's Enterprise.

The Christmas edition of L'Araldo Italiano, of New York, consisted of eighty-eight pages, and is said to have been the largest Italian paper ever issued in New York.

SUPREME IN BOOK ADVERTISING.

In eleven months of 1911 The New York Times published 318,895 lines of Book advertisements, compared with 220,847 lines in the corresponding period last year, a gain of 98,048 lines—a greater volume than in any similar period and a greater volume than any other New York morning or evening newspaper.



ANNUAL BANQUET ADVERTISING CLUB OF BALTIMORE, NOVEMBER 22, 1911.

CIRCULATION VALUES.

O. C. HARN DISCUSSES THEM IN THE 23D STREET Y. M. C. A. ADVERTISING COURSE.

O. C. Harn, advertising manager of the National Lead Company, was the lecturer in the advertising course of the Twenty-third Street Y. M. C. A., on Wednesday, December 6.

His subject, "Newspaper and Magazine Circulation," proved to be one of the most interesting that has been presented to the class the present season. Mr. Harn, in his introductory remarks, stated that the distribution of merchan-

dise was the biggest problem that modern business had to solve.

Advertising, he said, is a phase of business, not a professional part of it. Many professional interests are now being merged with those of business. For instance, a graduate of the Sheffield Institute of Technology is now devoting his technical skill and experience to the perfection of the product of a paint manufacturing concern.

NEED OF BUSINESS SYSTEM.

If advertising is to become an essential part of business, it must be carried on in a businesslike way and by men with a business training. It is, of course, essential to know about copy, display, typography, etc. But the advertising man should not only be acquainted with these things, but he should also understand the business side—the organization of departments, the selection of men to conduct them, and to map out and carry on campaigns in co-operation with the sales manager.

Mr. Harn was of the opinion that the buying of space should be carried on in a more systematic and business-like manner than it is at present by many firms. Circulation should not be purchased without knowing what is being received for the money paid. Mediums should not be employed unless their managers are willing to furnish honest, straight-forward circulation statements. To say that the circulation of a periodical is a certain number is not very illuminating. A business man would not think of buying soap if told that a lot would be sold for \$200, without knowing the number of pieces, their size, and weight and the quality of the soap.

Most circulation figures are misleading and unsatisfactory. Some publishers multiply the number of copies sold by five, assuming that there are five readers to each paper. Some figure their

circulation by the number of copies printed. The fairest determination of a true circulation is arrived at by deducting from the number of papers issued, the returns from the news-stands, the complimentary copies issued to advertisers, and those sent out for increasing the subscription list.

After determining the number of copies in its circulation, advertising men should know how it is secured. A medium with a circulation of 50,000 may be better than one with 75,000. Many schemes are used to bolster up circulation, such as premiums, travel tours and clubbing arrangements. As a rule, circulations acquired in these ways are not good markets for advertisers. Those who subscribe do so, not because they want the paper, but because they want to get the premiums. The best test of the value of a publication's circulation is to ascertain the percentage of renewals. Those having a high percentage are the most profitable to use, because that fact alone shows that the periodical is bought for its own true worth.

ANALYZING CIRCULATIONS.

When you have found out the size of the circulation, and how it has been secured, you should learn its composition—who takes it, what is its topographical distribution, what are the vocational pursuits of the subscribers, etc. Knowing these facts, you can determine whether your copy is being prepared to appeal to the right class of readers, and whether that class will be interested in the product you have to advertise.

The advertising manager should insist on clean advertising columns. A man is known by the company he keeps. So are advertisements. False and improbable statements should not be permitted in advertisements. From the readers' view point, this is a moral question, but from the advertiser's it is a

business question. It is morally wrong to publish false and improbable statements for the advertisers, and it is a misrepresentation and a fraud upon the readers. It is wrong from a business standpoint, because, if a reader is once deceived by such advertisements, he is not apt to believe the others which appear in the columns of the paper, although the statements made may be honest and sincere.

In conclusion, Mr. Harn stated that it was a source of much gratification that advertising men promoting the principles he had enunciated, were receiving the earnest co-operation of the newspaper publishers.

THEO. SIEGEL.

The Evening Wisconsin.

MILWAUKEE'S LEADING HOME PAPER

Has the largest HOME Circulation of any Milwaukee Newspaper. Its advertisers tell us they can trace absolute, direct results. Ask any of the leading merchants in Milwaukee, and they will tell you "It is the BEST paper in Milwaukee, and we spend more money with them for advertising than with any other paper."

If you only intend to use "one" paper in Milwaukee, the Evening Wisconsin is the one to select.

Rigid examination of circulation completed by the Association of American Advertisers.

JOHN W. CAMPSIE, Business Manager

FOREIGN ADVERTISING REPRESENTATIVES
 CHARLES H. EDDY, EDDY & VIRTUE.
 Metropolitan Building Peoples Gas Building
 NEW YORK CHICAGO

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, Snellenburg'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 morning newspapers from Nov. 1, 1911, to Nov. 30, 1911:

First English Newspaper...	386,620 Lines
Second English Newspaper...	328,330 "
GAZETTE	306,605 "
Fourth English Newspaper...	278,195 "
Fifth English Newspaper...	218,660 "
Sixth English Newspaper...	188,095 "

This does not include Sunday editions.
The German Gazette Publishing Co.
 PHILADELPHIA

DR. SHRADY'S CHRISTMAS GIFT.

HOW THE GREAT SURGEON SAVED A MAN'S LIFE AND MISSED A CHRISTMAS EVE DINNER WITH HIS FAMILY.

By Frank Leroy Blanchard.

Among the prominent citizens of New York whose friendship I enjoyed for many years when connected with daily journalism in this city as a reporter and editor was the late Dr. Geo. F. Shradly, for many years one of the foremost surgeons and medical editors of the United States. It was soon after the death of General Grant, whose physician he was during his last illness, that I first met Dr. Shradly. I had called to see him on a news story and he had invited me into his study, where he proceeded to give me the information I desired. From that time on I was an occasional visitor at Dr. Shradly's home and as a result of the interviews I had with him I learned to admire his many-sided genius.

While it is something unusual for a busy physician of the first rank to keep alive his interest in the highest forms of literature, yet occasionally one is found possessing this characteristic. Dr. Shradly was one of the best Shakespearean scholars I ever met. His library of Shakespeareana was, I believe, one of the largest private collections in New York. He could repeat whole plays of Shakespeare from memory. Oftentimes as we sat in his study a quotation would come to his mind, and, springing to his feet and walking to and fro across the room, he would repeat it with the art of a skillful elocutionist.

HIS ENTHUSIASM.

Dr. Shradly's enthusiasm for his profession was well known to all of his friends. No night was too dark and no storm too severe to keep him from going to the bedside of any person who vitally needed his services. In his lectures before medical students, in his talks at various scientific gatherings, in his editorial discussions of notable cases, he always exhibited a broad sympathy and a keen professional interest in the subject presented.

One day in December, a few years before he died, Dr. Shradly and I fell to discussing Christmas and its influence on human lives. The topic was a favorite one with him and on this occasion he talked with unusual freedom and spirit. He told me of an experience of his own which illustrated as clearly as anything could his love and thoughtfulness for his fellow-man in time of trouble. I will repeat the story as he told it to me, without embellishment:

THE DINNER ENGAGEMENT.

"A few days before Christmas some years ago," he said, "Mrs. Shradly informed me that she had invited several friends to dine with us on Christmas Eve, and exacted from me a promise that I would not allow professional duties to interfere with my presence on that occasion. On the morning of the day set for the dinner she reminded me of my promise and I laughingly told her that I would certainly not miss the feast.

"A snowstorm set in soon after luncheon and within an hour or two a white blanket was spread over the dirty streets of the city. Few patients engaged my attention during the morning and afternoon, and by 4 o'clock I felt that my day's work was ended, and had just taken down a volume of Shakespeare to read "King Lear" when my telephone bell rang. Picking up the receiver I recognized the voice of a physician I had known for some time. He said he had been called in on a serious surgical case on the lower East-Side, and had found upon examination of the patient that an operation would have to be performed immediately in order to save the man's

life. He did not feel equal to the task himself and wanted to know if I would not come and perform the operation for him. The urgency of the case was such that he had appealed to me as a last resort. Would I come to his aid?

THE CALL OF HUMANITY.

"Forgetting all about my promise in regard to the Christmas Eve dinner I told him I would come down immediately. I called my carriage and seizing a case of instruments was soon on my way to the address given me over the phone. By this time the snow on the ground was three inches deep, and although our progress along the streets and avenues was not as rapid as usual, nevertheless, within three-quarters of an hour my carriage had crossed the Bowery and was making its way through the narrow, high-tenemented thoroughfares of the East Side. As it was the first snowstorm of the season the streets were swarming with children who were enjoying the novelty of making snowballs and sliding along the pavement on improvised sleds.

"When my carriage drove up to the number given me by my friend, the physician, it was quickly surrounded by dozens of youngsters who gazed with considerable curiosity upon my carriage and pair as if they expected Santa Claus himself to emerge with his pack of gifts to distribute among them.

VISITS EAST SIDE TENEMENT.

"Making my way up three flights of stairs dimly lighted by kerosene lamps I knocked at the door of the tenement occupied by the patient. The rooms were wretchedly furnished, but the floor was neat and clean, and the pictures on the walls indicated that at some time the family had been used to better quarters. My friend, the physician, awaited me in the room in which the patient was lying on an old lounge, the excelsior from which had been pulled out, evidently by a child's hands, through several holes in the cover. He briefly outlined the case for my benefit and then I examined the patient. I found his condition so critical that I decided that the operation, which was a dangerous one, must be performed at once. The man, who was a street car conductor, had been hurt in an accident and had gone home unaided, but within twenty-four hours his condition became so serious that the physician was called.

OPERATING UNDER DIFFICULTIES.

"To perform the operation of a critical nature under the circumstances was a task few surgeons would be willing to undertake. There were no accommodations such as are usually deemed necessary in work of this character. There was not even a table upon which the man could be placed. It was quite evident that the operation would have to be performed on that rickety old lounge upon which he was lying. The chances for success were slim, but with my friend's assistance and such help as the weeping wife of the patient could give, I used the scalpel and other instruments with all the skill I could command. You can imagine how gratified I felt an hour later to find that the chances for the patient's recovery were satisfactory, as the operation had turned out far better than I had dared to hope or expect. The grateful thanks of the poor woman whose husband had come so close to death's door were still ringing in my ears as I went down the stairway to the street and drove away.

"It was nearly 8 o'clock when I ar-

rived home. The windows were ablaze with light, and as the door opened and I felt the warm air laden with the balsam fragrance of the Christmas decorations I thought that home was indeed a good place to be in on a stormy Christmas Eve.

"No sooner had I entered the hall than Mrs. Shradly came up to me and in her gentle way said:

"How could you be away from the dinner to-night after you had promised me so faithfully that you would not allow any professional engagements to interfere? We have missed you so much. Things did not seem as they do when you are here, and I am afraid the Christmas dinner was spoiled for some of the children as well as for myself."

GRATEFUL THANKS BETTER THAN CASH.

"Then I explained to her as briefly as I could the circumstances that had kept me away, and closed by saying: 'My dear, I couldn't be with you because I was giving a man a Christmas present which he will never forget—his own life.'

Several months later a big, strapping-looking man was ushered into my office. I did not recognize him, and when I in-

quired the object of his visit, he said: 'Doctor, you evidently do not know me. I am the man whose life you saved by an operation on Christmas Eve, and I have called to thank you for the service you rendered me and to ask the amount of the bill that I may pay it.'

"Tears gathered in the man's eyes as he spoke and his gratitude was reflected from every feature of his strong, rugged face.

"Of course I refused to accept any money from him, for his deep-felt thanks were worth more to me than any fee he could have paid me even though he possessed the wealth of a Rockefeller."

News Print Shipments Break Record.

The largest quantity of news print paper on record for a single month was shipped during October, 110,544 tons, according to reports to the commissioner of corporations from the American Paper and Pulp Association. Stocks at the end of October were 43,638 tons, against 49,120 at the end of September. The October production was 105,062 tons, an increase of 7,763 tons over September. Paper men are much pleased over this unusual output.

THE INCREASING INFLUENCE OF The Philadelphia German Gazette

Is demonstrated by the increased sales
to the German people by the big stores

It's interesting to know that the great department stores of Wanamaker, Gimbel Bros., Strawbridge & Clothier, Snellenburg'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

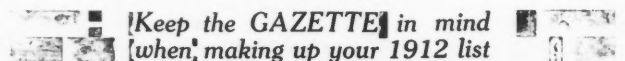
Evening Democrat
Sunday Gazette Weekly Gazette

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This does not include Sunday editions.

 [Keep the GAZETTE in mind when making up your 1912 list]

The German Gazette Publishing Co.
PHILADELPHIA

THE EDITOR AS A PREACHER.

By The Rev. James B. Wasson, D.D.

In my boyhood days there were still a few of the old three-decker pulpits; and there was one in the little Anglican Church in Canada, which I attended. But they have almost completely disappeared now; and indeed, pulpits of any kind are far less conspicuous in our churches than they used to be.

This is because the function of preaching is far less prominent in the churches to-day than in former times. In fact, the decay of preaching is one of the favorite themes of the modern critic of the Church, who, as often as not, is himself a churchman. It is true there are a few great preachers in the churches and many who are clever and able. But preaching is no longer the supreme and important function that it once was; first, because the churches are more and more learning to lay the stress on a religion of service to men and women; and, secondly, because other agencies have taken away the function of preaching from the churches and are making more of them than the churches ever did.

PULPIT IN EDITORIAL SANCTUM.

I refer more especially to the press, whether daily, weekly or monthly, which has come to be the most universal, the most persuasive and the most potent pulpit forum that the world has ever seen. And that, among other reasons, is why the pulpit is no longer prominent in the church. It has been moved into the editorial sanctum. The editor is practically the only preacher who is listened to to-day by the masses of the people. And so far as we can judge from the present tendencies of civilization, he will continue to sway mankind even more than he does now, as he becomes more worthy to instruct and lead his fellow men by reason of his wisdom, knowledge and character.

Now at first sight it might seem as though church members, and more especially the clergy, ought to lament the loss of this great power; and, indeed, many of them do, and see in such loss a proof that the influence of the church is waning. Superficially it looks that way, but superficial appearances are often deceptive, especially when we are trying to get at the heart of so complicated a thing as Christianity.

FUNCTION OF PREACHING.

From whom did the church get the function of preaching, which up to recent times has bulked so large in our ideas of Christian worship? Why, from the Greek sophists, who were declaimers and rhetoricians, and very windy rhetoricians at that. The late Dean Hatch, of Oxford University, has proved that very conclusively.

It was after the Christian church came in contact with Greek life and Greek

thought that the pastors of the churches noted the popularity of the sophists, and determined to steal their thunder. So they began to deliver carefully prepared homilies, after the manner of the sophists, full of trope and metaphor,

whether pulpit or otherwise, is a great power and for the time being can do what it will with men and women. But only for the time being. Its influence is passing, ephemeral and uncertain. And therefore it is not to be compared with the function of teaching and training which the church has always exercised, and by which alone it can ever hope to regenerate the world.

If by some miracle—and believe me,

times, all but engulfed him. The very universality of his commission is a source of weakness to him. The preacher in the church limits himself to a few great themes, relating to faith and conduct, and yet not even the grace of apostolic succession if he believes it, can always prevent him from being banal and jejune.

We parsons are naturally prone to exalt preaching, especially if we happen to be good preachers ourselves. But no less a judge of such matters than the Apostle Paul referred to the "foolishness of preaching" and if we are honest we will have to admit that that sort of preaching has come down to our own time. Nor is it found exclusively in the Christian pulpit. It sometimes emanates from the editorial sanctum.

Now, if the Christian preacher cannot always handle wisely a few great themes, as to which there is a general consensus of opinion, it is not strange that the editor sometimes makes mistakes, since his field of discussion includes man in all his relation, past, present and future. Not even a cub reporter would claim the wisdom and omniscience necessary to cover such a field.

THE PREACHER'S ADVANTAGE.

Moreover, the editor cannot always "duck" awkward questions that come up for discussion, while the preacher generally can. If my congregation is about equally divided on the question of, say, prohibition, and I would therefore alienate half of my people by taking sides on that burning question, I can solve the problem by saying that the question is a political one, in regard to which the pulpit should not speak, and then I can satisfy both sides by making eloquent pleas for temperance. Once in a while the editor can take the same course, but even he realizes that it is a source of weakness to him thus to be muzzled on any great question; while on the other hand, it may mean a serious loss of popularity or income boldly to say what he thinks; so he is generally between the devil and the deep sea.

Hardly a weak passes in which some newspaper does not make me indignant, either because it suppresses what I believe must be the honest belief of the editor on some question, or because it misleads the public by appearing to support some view which every thinking man knows the editor cannot hold.

DIFFICULTIES OF THE EDITOR.

But having been for many years in journalism myself, my indignation dies away as I begin to realize the difficulties of the editor. Certain superior persons indeed speak with much virtuous scorn of the editor whose opinions are shaped by the counting room, as is sometimes the case. But such critics forget that in this respect the editor is not a sinner above other men. The preacher who carefully prepares his sermons so that they will not offend certain moneyed in-

(Continued on page 23.)



THE REV. JAMES B. WASSON.

Dr. Wasson is chaplain of the Strangers Welfare Fellowship, which is, first, a non-sectarian religious ministry for sojourners in New York, and, second, a bureau of welfare, advice, introduction and moral guidance for any isolated families or individuals. For several years Dr. Wasson was a member of the editorial staff of the New York Tribune. In 1904 he gave up newspaper work to become an assistant of St. Thomas' Protestant Episcopal Church, which position he resigned in 1909. Bishop Potter shortly afterward appointed him Chaplain to Strangers, a new and important clerical office in which he has been eminently successful. Dr. Wasson is a broad minded, sympathetic and scholarly clergyman—one of the kind who inspires confidence and helps others, not because it is a duty but because it is a pleasure for him to serve his fellow man.

and delivered with great oratorical effect. And they had their reward, for the people deserted the sophists to listen to their rivals.

It became the fashion for idle seekers for sensation to frequent the churches where popular Christian orators held forth, and when such a preacher as St. John Chrysostom made a telling point, the congregation applauded the sentiment wildly by clapping their hands—and forgot all about it five minutes afterwards.

DECLINE OF PULPIT ORATORY.

This is the genesis of the pulpit oratory whose loss to-day some of us are lamenting. It is not denied that oratory,

it would be a miracle—every Christian pulpit in the world were filled by a pulpit orator, a great preacher, Christianity would be the loser rather than the gainer. For it would result in an undue and harmful emphasis being laid on hearing rather than doing, and it is only by doing that Christianity can finally make good. The delivery of pulpit homilies is no essential part of Christianity.

WHAT THE EDITOR DID.

So when the editor stole the pulpit from the church and set it up in his sanctum he relieved the church of a serious problem which it didn't quite know how to solve and brought upon himself a sea of troubles which has, at

If both volume and character of advertising unite—as they do in the columns of the Evening Mail—is it not well for an advertiser to use such a medium?

THE EVENING MAIL,
203 Broadway,
New York City.

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

FEAST OF THE AD MEN.

Representatives Club Gives the Largest Attended Advertising Men's Dinner Ever Held in New York—Over 800 Members and Guests Were in Attendance—Minstrel Entertainment Presented.

The members of the Representatives Club of New York, have been crowing all week over the great success of their dinner held at the Hotel Astor, Friday evening, Dec. 15. They have good reason for crowing, because the dinner was the largest gathering of advertising men ever assembled in New York, and the minstrel entertainment presented by a group of the members was received with special favor.

Men who have had experience in handling big dinners, know what a great amount of work is involved. It takes weeks, and sometimes months of preparation to pull off an affair of this kind in a manner that will be creditable to the promoters and satisfactory to the guests. Hence the members of the Representatives Club are to be congratulated on the splendid manner in which their dinner and entertainment were carried out on Friday evening.

GUESTS FROM OUT OF TOWN.

The 800 or more members and guests of the club didn't all come from New York City. Delegations were present from Baltimore, Philadelphia, Boston, and even more distant cities. The din-

ner itself was thoroughly enjoyed by the entire crowd, and when the cigars were at length lighted, everybody was ready to listen to the entertainment.

It might be said in passing, however, that all through the dinner, popular songs and ditties were sung by the diners to the music of the orchestra and a number of special stunts were given.

Owen H. Fleming, of the People's Magazine, acted as manager of the minstrel show, which followed the dinner. Mr. Fleming had, with commendable zeal, planned a unique entertainment and had been indefatigable in drilling the members in their parts. The entertainment was entitled "It's Now Our Chance." Frank L. E. Gauss was the interlocutor, and the end men were Charles C. Fairchild, of the Monthly Magazine Section; O. S. Kimberly, of Doubleday, Page & Co.; William Z. Izor, of Uncle Remus' Home Magazine, and Don M. Parker, of St. Nicholas Magazine.

SOME OF THE SONGS.

The titles of some of the songs provoked considerable merriment in themselves. Here are some of them: "When the Frost's on Uncle Remus and the Sun Shines on the Daisy," "Pass the Hat for Standard Oil," and "We're Going Crazy, Don't You Want to go Along?"

There were numerous hits presented by the minstrels that provoked hearty laughter.

One of the end men asked a question "Did you ever notice how many men make good in advertising who failed in their chosen profession?" a sally that was greeted with loud applause.

Each diner was presented with a copy of the Representatives' Magazine, especially created for the occasion. Those who sat around the tables declared the magazine was a failure, because it contained only a single page of paid advertising.

Charles C. Fairchild created considerable merriment as a special policeman in a red satin coat, especially when he sang a touching ballad, and did a turkey trot.

CLUBS AND ASSOCIATIONS.

The Newswriters Union No. 3, of Scranton, Pa., has elected the following officers: President, S. J. MacDonald; vice-president, C. H. Derby; financial secretary, D. D. Lenihan; recording secretary, Tom V. Nealon; sergeant-at-arms, John Ruddy.

The Utah Press Association and the Utah Development League will hold a joint session in Salt Lake City early in January, for the purpose of discussing the best method of attracting the home seekers to the State.

At the annual election of the St. Louis Advertising Men's League, held last week, the following officers were elected: President, Isaac H. Sawyer; first vice-president, William Clendenin;

second vice-president, Allen W. Clark; third vice-president, Roy B. Simpson; secretary-treasurer, G. L. Gold.

The Dallas Press Club held its annual ladies' banquet on December 4. The affair was a great success—over 150 members and guests being present. An entertainment of unusual excellence was given at the close of the dinner.

The Periodical Press Publishers' Association will hold its annual banquet in Philadelphia at the Bellevue-Stratford, February 2. Cyrus H. K. Curtis, of the Curtis Publishing Company, who is chairman of the committee of arrangement, announces that Governor Woodrow Wilson, Col. Theodore Roosevelt and Senator Robert M. La Follette have accepted invitations to be present.

The date of the annual meetings of the Michigan Press Club and Eastern Michigan Press Club has been fixed for January 18 and 19, at Detroit.

A Two Page Laundry Ad.

The New Orleans Item on December 17 contained a double truck advertisement of the Chalmette Laundry of that city. It is probably the largest laundry advertisement ever printed in the South. The story of the laundry is told in 49 chapters—each chapter consisting of about two sticks of matter. A picture of the laundry building itself occupies the center of the page. The method of presentation is appealing.

10.03%

of all the advertising in eleven leading magazines for December was placed by The Frank Presbrey Co., General Advertising Agents, 3 West 29th St., New York, and there are over 100 advertising agencies recognized by these publications.

	Total number pages carried exclusive of publishers' own matter.	Pages placed by the Frank Presbrey Co.	Percentage of total advertising placed by F. P. Co.
American	91 pages	11 pages	.121
Century	100 "	11½ "	.115
Cosmopolitan	167 "	15¾ "	.0913
Everybody's	130 "	11¾ "	.0904
Harper's	101 "	9 "	.0891
McClure's	116 "	12½ "	.108
Munsey's	100 "	10½ "	.104
Scribner's	112 "	15¾ "	.141
Review of Reviews	164 "	12¼ "	.0747
World's Work	134 "	11¾ "	.0886
Country Life in America	186 cols.	15 cols.	.0807
Total Average			10.03%

The above figures furnish convincing evidence that the service rendered our clients is satisfactory.

FRANK PRESBREY COMPANY
3 West 29th Street, New York

Removing on or about January 1st to new and larger offices at Fourth Avenue and 31st Street.

New York's Population Nearly Half Foreign

[NEWS ITEM.]

NEW YORK A FOREIGN CITY.

Tide of Incomers Has Overwhelmed the Native Population.

Washington, Dec. 5.—Of the 4,766,883 persons in New York City, as indicated by the recent census, 2,741,504 are native born whites. This is 57.5 per cent. of the entire population. The foreign born whites, on the other hand, number 1,927,720, or 40.4 per cent. of the entire population.

Do You Know All About The Germans?

DO YOU KNOW there are a million Germans in this city—200,000 families of sturdy, home-loving successful Germans?
DO YOU KNOW that they all read German newspapers—that their opinions are formed largely by what they read in their favorite German paper?
DO YOU KNOW they look to their German paper for news of what to buy, and where to buy it?
DO YOU KNOW there is no other way to reach these 200,000 German families so closely, so intimately, so confidentially as with the

MORGEN-JOURNAL
NEW YORK'S LEADING GERMAN NEWSPAPER

Circulation greater than the combined circulations of all other German morning newspapers printed in New York.

Only New York German newspaper to show advertising gains for each consecutive month of 1911 compared with 1910. In the first eleven months of this year, January to November inclusive, the

MORGEN-JOURNAL - - GAINED 101,609 Lines
New Yorker and Revue - - LOST 129,007 Lines
Staats-Zeitung - - LOST 337,851 Lines

THE DAILY STATES

IS THE GREAT HOME PAPER OF NEW ORLEANS

The examiner for the Association of American Advertisers has just concluded his investigation and practically confirms *The States'* own published report.

For October, 1911—the last month examined—he reported a NET average daily circulation of 28,503.

For the month of November, 1911—the NET daily average was 29,390.

Its carrier delivery every evening right into the homes of New Orleans citizens is 16,646. This is from three to four thousand more than the carrier delivery of any other New Orleans paper.

The only New Orleans paper that publishes on its own front page a sworn detailed statement of its circulation every month.

For the six months ending September 30th, 1911, *The States* carried 160,000 lines of local advertising more than any other New Orleans paper.

The States is on the up-grade—November, 1911, circulation exceeded November, 1910, by 7,207 daily.

The out-of-town advertiser cannot afford to leave it out of his list.

It is the best result producer in the South.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Agents—Foreign Advertising

NEW YORK

CHICAGO

KANSAS CITY

KENTUCKY'S NEW CLUB.

Louisville Newspaper Men Organize a Press Club—Irish American Indicted for Libel by Federal Grand Jury—Col. Watterson Doing Missionary Work for Ratification of Arbitration Treaties—Banquet at the New Tyler a Notable Success.
(Special Correspondence.)

LOUISVILLE, Ky., Dec. 18.—Plans for the incorporation of the Louisville Press Club were approved on Thursday afternoon and other important business disposed of at a meeting held at the Seelbach Hotel. Charter membership list, showing an enrollment of 106, was officially closed. Future nominations for membership will be acted upon by ballot only.

The business transacted up to the time of the incorporation was annulled. This included the recent nominations for office to be voted upon at the annual election of officers in January. S. J. Duncan-Clark, of the Herald, as acting president of the club, who was authorized to appoint a nominating committee, has announced the personnel of this committee as follows:

Alwin Seekamp, Courier-Journal; James Kellar, Louisville Times; Charles H. Musgrave, Evening Post; C. W. Dudley, Herald; Dr. Fred Moser, Anzeiger.

New quarters of the Louisville Press Club, which are located in a building situated between two of the most handsome club homes in Louisville—the Pendenis and the Elks' Retreat—will be available for use early this week.

William Higgins and John J. Barry, proprietors of the Kentucky Irish-American, a weekly newspaper devoted

to the interests of Roman Catholics in Kentucky, were indicted by the Federal Grand Jury at Bowling Green last Monday. It is charged in the indictment that the paper printed a defamatory article concerning Daniel E. O'Sullivan, a local attorney, and that the proprietors caused the same to be sent through the mails. Messrs. Barry & Higgins executed a bond for their appearance. In the alleged libelous attack Mr. O'Sullivan's political fortunes were referred to. Grand juries previously holding sessions at Owensboro and Paducah failed to take cognizance of the alleged illegal practices on the part of the Irish-American.

Col. Henry Watterson, editor of the Louisville Courier-Journal, now touring the country in the interests of the ratification of the arbitration treaties now pending between the United States, Great Britain and France, is meeting ovations in every city he visits. Word has been received here that the Colonel is to be tendered a testimonial banquet at Charleston, S. C., on the occasion of his visit there December 28. While in that city he will lecture under the auspices of the Chamber of Commerce.

A banquet in honor of members of the Louisville Press was tendered by the management of the Tyler Hotel, on Wednesday evening, the new hotel which opened its doors to the public last week. Those present included S. J. Duncan-Clark, Charles Hamilton Musgrave, Robert and John Rodgers, Joe Heenan, Tom Cooke, Wayne King, Woodson Dudley, Malcolm Bayley, A. Y. Aronson, Robert Carr and Ben Washer.

The occasion was delightfully informal and the hits in the speeches were heartily applauded.

CHANGES IN INTEREST.

HAYNESVILLE, Ala.—The Haynesville Citizen-Examiner has been purchased by Frank Sunnellee, from Mrs. W. H. Garrett.

MANKATO, Minn.—The plant of the Le Sueur Sentinel has been moved to Waterville, where a stock company will publish a Democratic newspaper. E. M. Lawless will be manager.

PETALUMA, Cal.—The Daily Courier has been sold to E. A. Every, of Sacramento.

VAUGHN, N. Mex.—Dr. N. D. Tobey is the new editor of La Voz Publica and W. L. Patterson is the publisher.

OGDEN, Utah.—The Morning Examiner has been purchased by J. U. Eldredge, Jr., LeRoy Armstrong, of Hood River, Ore., and associates, from Mayor William Glasmann.

GROVE, Okla.—The Delaware County News has been sold to W. D. Fuller, of Skiatook.

BARTLESVILLE, Okla.—The Dewey Sentinel and the Bartlesville Weekly Enterprise have been united, under the name of the Washington County Sentinel. S. J. Culver is the editor.

FAYETTE, Mo.—H. B. Burckhardt, for the last six years editor of the Fayette Advertiser, has sold his interest to Walter Ridgeway, of Kansas City.

FRANKFORT, Ia.—Editor Mahurin has sold the News-Messenger to Richard W. Shoemaker, of Meadow, S. D.

HINESVILLE, Ga.—The Liberty County Herald, has been acquired by the Hinesville Publishing Co., which has leased it to G. W. Cooper.

IDA GROVE, Ia.—M. Mansfield, who has been manager of the Carroll Times for some time, has purchased a half interest in the Record-Era of this city.

DECATUR, Ind.—Messrs. Thad Butler and Morton Stults have bought out the

property of the Adams County Publishing Co., which published the Decatur Herald and Weekly Journal.

MARCELLUS, Mich.—The Marcellus News, which for more than seventeen years has been owned by A. E. Bailey, has been sold to E. K. Kane, of Lawton.

LAUREL, Miss.—The Laurel Daily News, the Weekly Argus, The Laurel Chronicle and the Jones County News passed into the hands of the Consolidated Printing Co., a new corporation with a capital stock of \$15,000. It is announced that the Daily Argus will be continued. The Weekly Argus and the Chronicle will be known as the Argus-Chronicle, and the Jones County News published at Ellsville, will be operated as before.

WILL FIGHT PROHIBITION.

Newspaper to Be Established at Farmington, Me., for That Purpose.

A weekly newspaper is to be established in Farmington, Me., to fight prohibition in Franklin County. A company with \$10,000 capital has been incorporated, with Jacob Wirth, of Boston behind the plan. A \$7,000 plant has already been purchased, and \$30,000 will be spent, if necessary, to make the paper a success.

The editor of the new paper will be Henry P. White, formerly editor of the Franklin Journal, which was absorbed by the Chronicle some twenty-five years ago. H. B. Brown will be news editor, Clarence Merrill will be foreman and Frank W. Laury pressman. These are all Farmington men. A Boston man has been engaged as linotype operator.

The new concern will be vigorously fought by the existing papers in that section and the temperance element.

XMAS IN WASHINGTON.

How the National Press Club Will Entertain the Newspaper Men of the Capital—Popularity of Speaker Champ Clark—The Congressional Recess—Sam Blythe Has Faded Fifty Pounds—Press Club Election.
(Special Correspondence.)

Washington, Dec. 22.—Christmastide will find plenty of good cheer for the newspapermen who are in Washington. Most of them have their families here, and as it will be a season of extreme dullness for news there will be little to interfere with the plans for family gatherings.

However, many of the "boys" are unmarried and are far from home and family. For these there will be a haven within the cosy precincts of the National Press Club, where the Christmas Fund Committee has made preparations for the season of fond memories and goodfellowship. The committee has issued a general invitation to everyone to gather around the yule log and drink a bumper to sweethearts and wives, to the absent, to the Old Man who signs the pay checks, to Santa Claus—to, well, to any one or every one, for they're all jolly good fellows at Christmastide and there's enough charity and love and benevolence to include the whole world.

The Christmas Fund Committee of the club, consisting of A. C. Johnson, of the Denver Rocky Mountain News; Jackson S. Elliott, chief of the Washington office of the Associated Press; Henry E. Eland, of the Wall Street Journal; Elmer Murphy, of the New York Tribune, and Fred W. Steckman, of the Washington Post, issued a Christmas circular from which the following excerpts are quoted:

"At the National Press Club the hailing of Yule Tide is a custom as fixed as your nightly proceeding of winding the clock and putting out the cat.

"Regularly as the joyous season comes 'round, the club members roll in the log, fill the bumper to the brim and proclaim the best of cheer. It is the most enjoyable part of the year. We are all here and the club rooms fairly sparkle with good fellowship.

"You can look for the usual Christmas gatherings and events at the club as the holiday period advances.

A CLASS PUBLICATION with a QUALITY CIRCULATION

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

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

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

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

The 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.

Foreign Advertising Representative,

PAUL BLOCK, Inc.,
CHICAGO NEW YORK BOSTON

"This 1911 has been the best year in the club's history. The Christmas Fund Committee, herein proceeding on its annual mission, solicits a response on your part that will enable it, with the grand total, to put the dolings of former Christmases at the National Press Club far, far back in the storehouse of fond memory.

"Christmas comes but once in a twelfth-month—and its here.

"Beginning Saturday, December 23d, a special luncheon will be provided in the assembly room each afternoon at 4.45. The usual Yule Tide bowl will be set forth on Christmas afternoon and on New Year's Day. Don't miss these holiday receptions—they are for you and your guests. There will be special music."

PRESS CLUB ELECTION.

The annual election of officers and directors will take place at the Press Club on Wednesday, Dec. 27. The polls will open at 10 and close at 7. There are several amendments to the constitution to be voted on. President Arthur J. Dodge, of the Minneapolis Tribune, has made such a fine executive that half a dozen members of the club are anxious to see if they can't outshine him. There is reported to be great rivalry for the presidency, but as the club members are forbidden to gossip on the outside about the club's affairs, and as there is no way for information of this sort to leak out, particulars are necessarily omitted. A vice-president, secretary, financial secretary, treasurer and four members of the board of governors are to be elected.

Speaker Clark, having once been a newspaper scribe, and his secretary, Wallace D. Bassford, having been a newspaperman also, it is not strange that the atmosphere around the Speaker's rooms is congenial to the correspondents. Bassford, indeed, is never too busy to stop and hand out a story, although it is likely to be about some State that is solid for Champ Clark. And the Speaker too is as accessible as one could wish. He'll almost chuck out a constituent from Pike County, Mo., if a chap wants an interview or a favor.

SPEAKER FURNISHES "GOOD COPY."

And almost anything the Speaker says is "good copy," for he talks to the point, has opinions, and doesn't care a hang, sometimes, who hears them. But he does say, occasionally, after a frank outburst, "—, but you'd better not say that." Sometimes a chap will say "that" anyhow; but mostly the Speaker is not quoted when he'd rather not. They say that if it depended on a vote of the House the Speaker could be elected almost any time to the presidency by acclamation. If it depended on the Press Gallery he'd surely get a mighty fine majority. How much of the Speaker's popularity is due to his diplomatic secretary is a matter that, perhaps, might better not be discussed.

The Congressional recess began the 21st inst. and will end Jan. 3. It released some of the correspondents, but most of them are still in the city. The Lorimer investigating committee adjourned Dec. 19 and will not meet until Jan. 8. J. B. Wood, who was covering it specially for the Chicago News, left for home as soon as the committee adjourned. Also covering the committee from the home office is Arthur Crawford, of the Record-Herald.

After spending a year lecturing and studying in England Mrs. Clara B. Colby, editor of the Woman's Tribune, of this city, is home again. She gave a talk last Monday evening at the public library on "Woman and the Destiny of Nations."

E. M. Kerr, editor and owner of the Muscogee (Okla.) Times, who was in Washington as a delegate to the Rivers

and Harbors Congress, told an interviewer that a very large majority of the editors of Oklahoma were for Champ Clark for President; that Missouri and Oklahoma were overwhelmingly for Clark, and that the Republicans of his State were for Taft. Mr. Kerr was formerly a newspaperman of Ohio and a friend of the late Senator Hanna.

Robert W. Wooley, formerly on the Washington bureau of the New York World, and after that a magazine writer, is now a special investigator for the Stanley steel-probing committee of the House.

L. C. Quintero, of New Orleans, legal representative of the United Fruit Company, was in Washington last week. He was formerly on the staff of the Picayune and was reared in the newspaper business, but there was something wrong with him for he preferred making money to writing news, so he became a lawyer.

Hugh McIsaacs, who is described by his papers, the San Francisco Examiner and the Los Angeles Examiner, as a "legislative expert," has become the proud and happy father of a bouncing boy. (N. B.—They're always bouncing.)

About four-fifths of Samuel G. Blythe, Esq., was breezily zephyred into this village the other day. His acquaintance, as he met them, stopped him and asked him what made him look so strange. "Merely lost about fifty pounds," he replied. Well, he looked it, and he doesn't seem to have the same old smile; it's not so expansive and all-enveloping, but he declares that his western jaunt did him good and that he's feeling fine—and then some.

H. C. Hallam, of the Hartford Courant, Springfield Union and other papers, has been laid up for a week with a bad cold and symptoms of malaria.

Arthur Willert, correspondent of the London Times, made an extended tour of the West, the Pacific Coast and Mexico last summer and fall for his paper. He tried to analyze conditions in Mexico, but he admits that it was a difficult task.

William E. Smyth, once famous as founder of the Irrigation Age, and always an enthusiastic advocate of irrigated farming, is in Washington to attend the sessions of the Senate Committee on Commerce for the United Press, and to become acquainted with the political situation. He is political adviser for the Scripps organization, which is interested in progressive policies. Mr. Smyth is founder of the "Little Landers" colony below San Diego, and he says that the possibility of making more than a living on one acre of land has been solved there. It is to be demonstrated at the San Diego-Panama-California Exposition in 1915.

RALPH PULTZER, TRUSTEE.

Justice Putnam to Resign in Favor of Late Editor's Eldest Son.

The New York Tribune on Friday contained the second newspaper news beat of the week—the announcement that Ralph Pulitzer is to become a trustee of the New York World and the St. Louis Post-Dispatch in place of Supreme Court Justice Harrington Putnam, who has resigned.

This announcement will be received by all of Mr. Pulitzer's friends with much satisfaction. When the will of Joseph Pulitzer was read it was found that Ralph's name had been omitted as one of the trustees through an oversight, according to William B. Hornblower, who drew up the will.

Sphinx Club Dinner.

The Sphinx Club of New York will have as its principal guest at its dinner on January 8 Robert C. Ogden, for many years a partner of John Wanamaker. Among the other guests will be several members of the New York Chamber of Commerce and other organizations, with which he has been connected.

The Los Angeles Record and the San Diego Sun are the only papers in these two cities which furnish upon request sworn city circulation statements. Both papers guarantee the largest city circulation in each city.

THE PITTSBURG PRESS
Has the Largest
Daily and Sunday
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives

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

IN MEXICO CITY
the advertiser only has to use
THE MEXICAN HERALD
(Only English Newspaper)
EL HERALDO MEXICANO
(Only Afternoon Spanish Newspaper)
THE S. C. BECKWITH SPECIAL AGENCY
(Sole Representatives)
NEW YORK KANSAS CITY CHICAGO
Tribune Bldg. Reliance Bldg. Tribune Bldg.

YOU MUST USE THE
LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN 120,000

GET THE BEST ALWAYS!

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Greater Pittsburg's Greatest
Newspaper

WALLACE G. BROOKE, HORACE M. FORD
Brunswick Bldg., New York Peoples Gas Bldg., Chicago

Greenville, S. C., Daily News

Circulation 5,000. Published every morning in the year, with full Associated Press news.

MacQuoid & Tilden
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JOURNALISTIC REFORM.

HOW IT MAY BE ACCOMPLISHED THROUGH THE ADOPTION OF A SIMPLE PLAN.

By Frank Munro.

"Liberty of the press" has become something of a fetish in democratic countries; and yet vague and imperfect notions prevail as to the scope and precise meaning of the thing so reverently regarded. A good principle upheld in semi-ignorance may be better in consequences than a bad principle maintained in intelligence, but there is grave danger to society in either situation.

While the public is slowly awaking to the fact that the newspaper of to-day is primarily a commercial enterprise, the advertising and news columns (and often the editorial) of which may be "secured" by the financial promoter, or politician, or quack, as the case may be, no popular concerted effort has been made, no system worked out, looking to a correction of the evil involved. Even in the face of gross sensationalism the tradition of "sacredness" of the liberty of the press has apparently operated to impair the discriminating power of men in general.

LIBERTY OF THE PRESS.

As a rule one does not reason that the rights of the press are greater than the rights of the citizen, because when an institution, to paraphrase the great Declaration, becomes subversive of righteous social ends it is the privilege, it is the duty of the people to change it.

But, says the first amendment, "Congress shall make no law abridging the liberty of speech or of the press."

Now to put a ban on oral scandal-mongering and lying is not considered unconstitutional, though obviously an abridgment of the liberty of speech. Likewise to prescribe analogous and more offensive acts on the part of journalists cannot be deemed a curtailing of the liberty of the press.

In short, the Federal Constitution proclaims what it does not mean literally; and the various State governments by libel and slander laws emphasize the point that the people are rightfully the masters of the press.

Assuming that a majority in a commonwealth decide that the freedom of the press, as at present enjoyed, is working in some directions an evil to society, a scheme of journalistic reconstruction, perhaps involving only in the experimental stage the responsible editorial manager, is called for. To hold a position of this character certain personal qualifications should be required, namely:

NECESSARY QUALIFICATIONS.

1. A genius for apprehending principles—social, moral, economic.
2. Ability to think clearly and to write correctly and tersely.
3. Moral character and courage.
4. A news sense.

These may be contrasted in passing with the "essentials" or characteristics that seem too often apparent in those who manage newspapers.

1. A "nose" for news chiefly of the vulgar or (supposedly) popular kind.
2. Ability to "make good," not primarily in an ethical or a literary sense, but in a financial one.
3. Non-grasp of a broad and sound economy.
4. Absence of moral courage.

In reviewing the evolution of the prominent professions (other than journalism) it is seen that either through original initiative or the direct demand of the people safeguards for the common weal, more or less effective, have been provided. For example, a bar as-

sociation stands in some degree as sponsor for the practising lawyer; and the faithless or unworthy advocate may be punished by disbarment. The same thing is true of the medical, the clerical, the pedagogic and similar organizations.

WHO SHOULD BE DEBARRED.

The journalistic profession, on the other hand, with its tremendous power for good or ill, is practically unrestricted in its activities, even when they are corrupt. The man who sees in the business merely a chance to pander and play the showman for the money there is in it or to aid some selfish purpose; who, to use a theological term, has not been spiritually "called," and does not feel that the editing and publishing of a newspaper is an ethical privilege primarily, and an economic (trade) opportunity secondarily—should be debarred from the profession for the common good.

Now since it cannot be expected that the great body of the press, profiting by a bald commercial policy, will purge itself, or conform analogously to the standards which regulate other professions, it follows that the great body of the people, who, we are told, cannot be fooled all the time, will eventually take the matter into their own hands in the effort to protect their interests.

The following plan is suggestive, the adoption of which might result in placing the conduct of journalism on a higher and better plane.

WHAT CAN BE DONE.

Legislators will some day pass a law requiring all newspaper managers to take an examination under some such syllabus as that suggested above. The board of regents in journalism, as it may be called, should be representative of the progressive citizenship of the State and confirmed by the Governor on nomination of various reputable organizations. The bar, the clergy, the teaching and medical professions, the political parties, the leading universities, organized and unorganized labor, journalism itself—each body might have the privilege of naming a member of the new commission. Safeguards against possible injustice due to partisanship, could be adopted, although the decisions of the majority of such a comprehensive assembly of thoughtful men might well be considered adequate and democratically sound.

If the newspaper manager failed to pass the test, or declined to undergo it, a license would be refused. While in the exercise of the broadest liberty, no legal penalty could, perhaps, be imposed in such cases, the fact that the editor continued business without the regents' endorsement would suggest to the public possible editorial unreliability. Moreover, all official advertising, State and municipal, would, of course, go only to the licensed publishers. This restriction would gradually bring about the elimination of the newspaper head who did not conform to the ethical standard demanded by the people.

EFFECT ON RURAL PRESS.

It may be argued that such a statutory regulation would virtually destroy the rural press, which, in spite of its shortcomings is an institution not easily to be dispensed with. The more or less imperfectly educated printer-editor does not always write correctly and tersely, it will be pointed out, and his news sense is too often lacking; he would have to "beat it," and there would be none to take his place.

This apprehension is hardly well founded. What would happen, in part, would be a change in personnel. There would, no doubt, be a decimation in the number of "local" papers, but this would not be altogether an evil, and it would

bring about the establishment of a higher standard in the remaining editorial managements.

As to the contention, frequently heard, that the desideratum of newspaper independence is only possible by making the business commercially profitable, it may be observed contrariwise, that the making of the business "profitable" has resulted too often in a shameless sacrifice of independence. The subsidizing of the press by a political party could be no more baneful than, for instance, the common subsidizing by a financial manipulator.

LAW OF SUPPLY AND DEMAND.

After all is said and desired, one is forced to believe that the true adjustment of the press to the body politic is that of supply and demand. If a journal conforming to the best standards is not supported under this natural law, it ought to die, in the irony of logic and democracy. But the point is here: A duty ever rests on the judicious to make the people understand more clearly than is the case, that diversion from what is truly instructive, healthful and stimulating in news and literature to that which in large degree is corruptly selfish, misinforming, fakish and coarse, is simply self-injury, and, of course, retards the world's progress.

New Associated Press Members.

The following newspapers have been recently elected to membership in the Associated Press:

Roswell (N. M.) Morning News. Alliance (O.) Leader. East Liverpool (O.) Review. Iowa City (Iowa) Republican. Lynchburg (Va.) Advance. Trinidad (Colo.) Advertiser. Lakeland (Fla.) Evening Telegram. Bozeman (Mont.) Chronicle and Newark (O.) Advocate.

AGAINST NEWSPAPER "MUGS."

Paterson Club Asks Local Papers to Cut Them Out.

Regarding the publication of pictures of convicted or confessed criminals to be detrimental to the morals of the community, the Lincoln Club of Paterson, N. J., a political and social organization, has unanimously adopted a resolution requesting the local newspapers to refrain from publishing all such pictures.

In the discussion of the matter it was held out that the publication of pictures of Beattie, the wife murderer, and of the McNamaras is demoralizing.

The Lincoln Club members contend that one of the evils of displaying the pictures of criminals in the newspapers is that it causes the weak-minded to think that the easiest way to become a hero is to commit a crime.

CANADIAN NEWS ITEMS.

(Special Correspondence.)

OTTAWA, Ont., Dec. 15.—The British and Colonial Press Association at the opening of the Canadian House of Commons, January, 1912, will add two men to its Ottawa staff, by transfer, to meet the demands for more service. They are S. I. Galt, who has been for two years in charge of the Montreal Star's correspondence, and John H. James, formerly of St. John, New Brunswick.

E. P. Patrick, one of the best known and most reliable men in the press gallery, will be back on the House of Commons end when Parliament opens.

George Pelletier, of Le Devoir, Montreal, returned to that city this week after several weeks' absence in covering political assignments in Ontario and in nearby territory.

COLLIN ARMSTRONG ADVERTISING COMPANY

25 BROAD STREET
WHITE BUILDING

NEW YORK
BUFFALO, N. Y.

The business of bringing producer and consumer together effectively and at a minimum cost is one of the most important economic services of to-day.

This we undertake to do by planning and executing sales and distribution campaigns.



President.

After January 1st at 115 Broadway

STORY OF THE RED HAT

AN INCIDENT IN THE CAREER OF BUFFALO BILL RELATED FOR THE FIRST TIME.

By Major John M. Burke.

"This world is not all Sunshine,
nor is it yet all showers;
But calm and storm alternate,
As sun among the flowers.
And while we pluck the roses,
The thorns full oft we scan;
Still, let us though they wound us,
Be as happy as we can."

Notwithstanding the universal yuletide gladness eminently appropriate to this season of the year those of us who have been long separated from sweet "sixteen" and passed the meridian of life are prone, on occasion, to revert in memory, and rightly, too, to the vacant chairs of those we have known, with whom we have lived and loved, and who have now crossed the Great Divide.

With this idea in mind I desire to refer to some whom we all knew and who were, through their magnetic personality, living exponents of Christmas cheer and spirit that abounds in each heart.

The custom of celebrating the Christmas with joyous festivities is a universal one, and the season is also an appropriate time for the foregathering of family and friends to indulge in mirth and song, and in stories and reminiscences. On such occasions, if one has a retentive memory, he becomes a welcome addition to the fireside friends because of his ability to recall a wealth of incidents of other days in a manner to add to the interest as well as to the gaiety and pleasure of the assemblage.

A TOAST TO THE DEAD.

I ask your readers when at this year's festive board to lift their glasses and drink a silent toast to three brave, spirited, genial and beloved men who have passed away since the incident related below occurred several Christmases ago, but who will live in the hearts of their friends until they too cross the Styx. They were Gen. Eugene A. Carr, of the United States Army, whose brave deeds in the Indian and Civil wars are emblazoned on the pages of our country's history; Capt. Allison Nailor, a typical American citizen, and that heroic figure, romantic actor, lovable man and soldier of fortune, Kyrle Bellew.

Washington happens to be my grazing ground at Christmas time. Two years ago, with Capt. Nailor, I had occasion to call upon the retired veteran, Gen. Carr, to learn some of the details of the Indian campaign which culminated in the battle of Summer Springs in 1869, and scenes in which Messrs. Cody and Lillie were to reproduce later in Madison Square Garden in New York.

GENERAL CARR'S REMINISCENCES.

During the interview Gen. Carr related to us an incident in the fight at El-



MAJOR JOHN M. BURKE,

FOR MANY YEARS PRESS REPRESENTATIVE OF BUFFALO BILL'S AMUSEMENT ENTERPRISES.

ephant Rock, in which Buffalo Bill was wounded while returning from pursuit of the Indians, because he was taken for a renegade Apache on account of the absence of his sombrero and proverbial Apache headgear, which "looked like a cardinal's little red hat." I quote the following from the general's description of the fight:

"A few days before Christmas Gen. Sheridan had ordered my command to take the field and pursue the Dog Soldier band of Indian renegades to a finish. Buffalo Bill Cody was my chief scout in this arduous campaign, which finally resulted in the annihilation of the band of Indians, 86 being found dead on the field in the last battle, and in which Scout Cody added to his laurels by killing the noted chief Tall Bull.

"A few days previous to this engagement Cody, with Lieut. Babcock's advance guard, had a sharp and hot engagement, in which they were greatly outnumbered, at Elephant Rock. The main command hastened to reinforce them. On reaching the scene we found the Indians in retreat. A figure wearing what appeared to be a red cap rode slowly up the hill. For an instant I puzzled us, as the man wore buckskin and had long hair, but on seeing the horse I recognized it as Col. Cody's "Powder Face" and then knew that the figure on his back was Buffalo Bill without his broad-brimmed sombrero.

RED WITH HIS OWN BLOOD.

"On closer inspection I saw that his head was swathed in a bloody handker-

chief, which served not only as a temporary bandage, but as a covering for his head, his hat having been shot off, the bullet plowing his scalp badly for about five inches. It had ridged along the bone and he was bleeding profusely—a very "close call," but a lucky one. The advance guard had been relieved and the Indians severely punished, with a loss on our side of but three killed.

"Our greatest need was supplies, which had been sidetracked in the excitement of the pursuit of the defiant foe. As the country was infested with Indians, and it was fifty miles to the nearest supply point, Ft. Kearney, it was about as much as a man's life was worth to make the trip. After the matter had been duly discussed, Col. Cody decided to undertake the job himself, an act that was characteristic of him, as he never shirked duty nor faltered in emergencies.

CODY LEAVES FOR FT. KEARNEY.

"I gave him the best horse in the outfit, and when twilight arrived, after patching up his head a little, Cody was off to bring relief to us at a point northwest, about a day's march. These were about as definite directions as any scout received in the trackless wastes of those days. That the officers and scouts could find their way showed that they possessed a peculiar sixth sense or acumen born of experience. This explains why in the wide terrestrial seas of the great plains they rarely ever missed connections.

"Col. Cody made a ride of fifty miles

during the night and arrived at Ft. Kearney at daylight. He had chased and fought Indians all day, been wounded, and when, through his rare frontier instinct, he reached us, he had been almost constantly in the saddle and without sleep for forty hours."

Capt. Nailor and I were greatly interested in Gen. Carr's narrative, as it was a new incident in the career of Buffalo Bill, whom we had known intimately for so many years.

BOX PARTY AT THE THEATER.

At dinner that evening Captain Nailor told the story to Mrs. Nailor, Mlle. Steger and the Misses Grady and Haskell, of Philadelphia, who were greatly impressed. The Philadelphia guests had planned a theater box party for the evening and an hour later we were all listening to the recital of a similar incident by Kyrle Bellew in his heroic characterization of Brigadier Girard.

Those who have seen the play remember that Girard had gained national fame in the Peninsula campaign and had been assigned to a command that had just returned from Moscow under the shame of defeat. Among the officers were some who sneered at his record, and one, a noted duelist, decided to test his courage in a battle of repartee and cynicism by eventually asking impertinently, in sarcastic tones: "Well, and how did you acquire the sobriquet of 'Little Red Hat'?"

BRIGADIER GIRARD.

This incident was presented in a thrilling manner in the play. Bellew, as Brigadier Girard, in appearance an ideal D'Artagnan, standing at the left of the stage, in a fervor of dramatic art gave a magnificent description of a battle in which Napoleon's defeat appeared inevitable, as every charge against the enemy had met with stubborn repulse. He told how the Corsican's favorite legions had been beaten back until they were exhausted. At this moment, through the accidental concentration of artillery fire in front of Girard's position, the latter saw an opportunity to break the solid lines of the enemy, but only by breaking orders not to leave his post.

In a moment Girard decided to risk all. Shouting to his men to follow, he led his soldiers in a brilliant charge through the English and Spanish columns, threw them into confusion, the French legion rallied and the victory was won.

BELLEW'S VIVID PORTRAYAL.

In relating the story as Girard, Bellew told how a bullet knocking off his hat had ploughed along his scalp, causing the wound to bleed profusely. He bound up his head with a white handkerchief, which soon became dyed a carmine hue.

When summoned to the Emperor's presence he expected a reprimand, but instead received Napoleon's congratulations and notice of promotion. Then seeing that Girard wore no chapeau, but instead a blood-stained handkerchief, the Little Corporal gave him the sobriquet "The Little Red Hat."

Bellew's dramatic recital of the story thrilled everyone in our party and moved the ladies to tears, because Girard's experience was only a repetition, in some particulars, of the story of Buffalo Bill, to which they had listened a few hours before. It is unnecessary to state that not one of our party will ever forget the tales of the two "Little Red Hats" we heard that evening.

If you are a live newspaper or advertising man and do not read THE EDITOR AND PUBLISHER every week you don't know what is going on in your own business.

Two Leading Papers

of Venango County, Pennsylvania

The Franklin Evening News

established over 34 years, has a sworn circulation of 3,250 and covers Franklin thoroughly, as well as all the suburbs.

THE VENANGO-CITIZEN PRESS

established over 60 years, a weekly, and the only paper that covers Venango County, as well as a large part of Clarion County, with a sworn paid circulation of over 4,500.

Both papers are the leading advertising mediums in the county and are "home" papers. Advertising rates made known on application. Published by

THE EVENING NEWS PRINTING COMPANY

JAS. B. BORLAND, Mgr. FRANKLIN, PA.

PRINTING OUTLOOK.

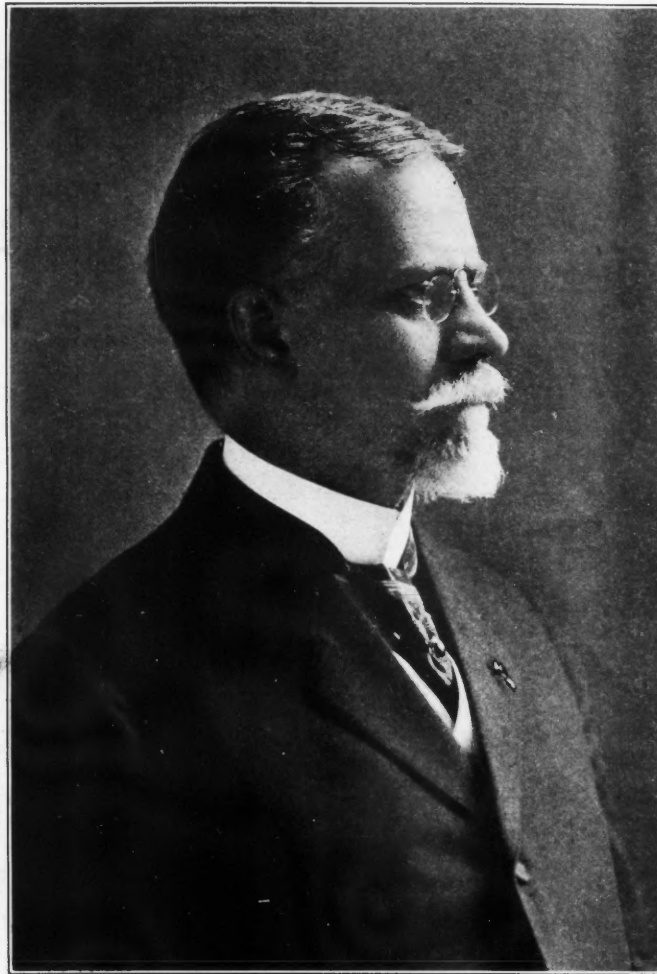
Good Prospects for New Year—Many Ingenious Devices for Cutting Down Costs and Otherwise Promoting Efficiency—Steel Furniture in Novel and Helpful Forms—Manufacturers Look Forward to a Busy Time in 1912.

Signs in the publishing and printing industries are hopeful, and men engaged in making supplies for newspaper and job plants look forward to largely increased business in 1912. Old equipment is on its way to the scrap heap, and orders are coming in briskly for machines and furniture that save time, space and labor, and consequently, money.

The usefulness of these new devices is so obvious, the manufacturers say, that there is little trouble in introducing them, even where proposed changes involve discarding totally outfits that were strictly up to date half a dozen years ago.

On his rounds among the manufacturers of printing material, a reporter for THE EDITOR AND PUBLISHER found Richard L. Weithas, manager of the F. Wesel Manufacturing Company, 10 Spruce street, immersed in correspondence, but smiling and serene.

"Conditions in the trade are improving right along," he said, "and the outlook for 1912 is good. We are getting



DR. C. E. DE M. SEJOUS,
WHO HAS BEEN APPOINTED EDITOR OF THE NEW YORK MEDICAL JOURNAL.

cause editors to break out in language more forcible than pious.

KEYSTONE'S NEW FACTORY.

W. A. Vitty, manager of the Keystone Type Foundry, was up to his elbows in work when the reporter called at his office at William and Spruce streets. He spoke interestingly of the age of steel in the printing trade. After remarking the excellent condition of business and the sunny outlook for the coming year, he said that the call for steel furniture for composing rooms was growing louder. The Keystone Foundry has built a large and well appointed factory at Chester, Pa., for this branch of its business exclusively.

The three great advantages of steel cabinets, makeup tables, etc., Mr. Vitty said, is that they are durable, safe and sanitary. This sort of furniture brings down the rate of insurance, in itself an economy of special importance in a trade that must get every item of cost down to rock bottom.

Mr. Vitty showed some new cabinets in which everything is steel except the cases, and he said that in a short time they would be steel, too. A foreman's desk with handy drawers for cuts, copy, etc., had a line of steel hooks, which were not really hooks, but straight pieces of pointed steel. No delay in giving out takes, no confusion, no line of comps before one hook waiting and wasting golden minutes.

(Continued on page 15.)

ROCHESTER

AND THE

DEMOCRAT

AND

CHRONICLE

are so closely associated in the minds of advertisers that to think of one is to also instantly think of the other.

**OVER
60,000
NET DAILY**

It covers Rochester and Northern New York like a blanket.

PAUL BLOCK, Inc.
Foreign Advertising Representatives
Boston NEW YORK Chicago

**THE
ST. LOUIS
TIMES**

recently furnished a detailed statement to a national advertiser which showed a daily circulation of

Over 80,000

Of this splendid circulation the statement showed that over 65,000 is in the city of St. Louis, delivered by carriers or agents. No wonder the TIMES is called "the home paper of St. Louis." No wonder it carries the second largest volume among the St. Louis dailies. No wonder it is "the fastest growing newspaper in the World."

PAUL BLOCK, Inc.
Foreign Advertising Representatives
Boston NEW YORK Chicago

a lot of inquiries and requests for estimates from establishments newly founded, as well as from older ones that realize the need of better material. Take conditions in New York City as an example. The printer pays a rent of about 50 cents a square foot a year. Within a short time the cost of labor has risen 50 per cent. Printers receive on the average \$7 a week more than they used to, a direct increase in money of 30 per cent. Their working hours have been reduced from ten hours to eight, a difference of 20 per cent.

ONLY HOPE OF ECONOMY.

"In these circumstances you might say that the only hope of keeping costs of production down lies in better mechanical facilities. Newspaper publishers and job printers are impressed with the importance of the business efficiency idea, and because our company is able to help them, we are getting many inquiries. The New York Globe, as you are aware, has just installed a complete new outfit in its composing, press and stereotyping rooms. Time is literally money in a printing office, and fractions of minutes saved make a big difference in the profits.

"Forced to pay high wages for a short day's work, and with floor space renting at figures not likely to decrease, and fighting competition on every hand, the printer welcomes a machine such as we make in one shape or another, which costs only \$1,000 and enables him to dispense with a man. Steam drying tables, autoplate presses, improved cabinets, new styles of makeup tables and

a host of other things save that most precious of all commodities, time.

"Here, for instance, is an electric machine for nailing plates to their bases, and here is an electric proof press."

WONDERFUL PROOF PRESSES.

It was almost a miracle of economy that modest little press, as different from the slow, cumbersome, smudgy proof-presses of day before yesterday as a torpedo boat from an ancient Spanish galleon. It can turn out 2,000 beautiful, clean proofs an hour without turning a hair, Mr. Weithas said, and it asked only a little standing room of the precious floor space. Another style of greased lightning proof-press prints from a web, not from separate sheets.

Mr. Weithas showed a new style of cabinet, a wonder of convenience and compactness, with places for galleys, rules, tools, copy, etc. That cabinet does not have to be particular where it stands. The darkest corner of the office is good enough, for there is an ingenious system of electric lights, which shine just where they are needed, nowhere else. A man using the top of the cabinet pushes a button and gets light where he wants it. Another, coming for type, pulls out the case he needs and presses a button. Light is thrown on the copy and on the type. No groping nor guesswork, nor time lost in carrying the case to and from a window.

Another new wrinkle is a linotype bank, on which unused slugs are dropped into a slot where they can do no mischief. This device goes far toward obviating those lamentable errors that

AMONG NEW BOOKS.

THE LIBRARY OF ADVERTISING, compiled and edited by A. P. Johnson, advertising manager of the Chicago Record-Herald, published in six volumes by the Cree Publishing Company, Chicago.

If our memory serves us right this is the most pretentious work of the kind on the subject of advertising that has ever been brought out in the United States. Individual authors, notably Nathaniel Fowler, Jr., of Boston; Truman A. DeWeese, of Buffalo; Calkins & Holden, of New York, and others, have published ambitious single volumes, but no one has attempted to present in available form such a mass of matter covering the entire field.

Advertising, as we know it to-day, is a new art, and its history, therefore, is brief. It may be said in all truthfulness that it did not engage the attention of many great minds on its constructive side until within the last fifteen or twenty years. One reason for this was the contempt in which advertising men were formerly held. Before the real value of advertising was fully appreciated those engaged in its promotion were regarded as belonging to the same class as lightning rod agents and gold brick men.

But those days have gone by. Adver-



tising now attracts to its ranks some of the best-minds that modern civilization has produced. Its wonderful development the last few years has been the surprise of most thinking men. College professors, scientific investigators, men of high literary attainment, shrewd business promoters, and even statesmen, who are supposed to be entirely absorbed in their work, have taken time to investigate and study this modern art.

The literature of modern advertising is extremely limited. All of the books ever published in America on the subject would not fill a medium-sized bookcase. Perhaps the reason for this is that advertising men have been so busily engaged in the development of the business that few have had the time to prepare serious volumes on the subject. We have now, however, reached a point where it has become necessary that the experiences, experiments and observations of men who have been busy in its promotion should be put into book form for the assistance of the young men who are now turning their attention to the subject and for the general benefit of all who have to do with advertising.

The first text book of advertising suitable for the needs of the classroom is now in process of preparation by Gerald B. Wadsworth, of New York. Several volumes on psychology and its relation to advertising have already made their appearance—the work of Prof. Walter Dill Scott having attracted, perhaps, most attention. Books on mediums and the various kinds of advertising have been published from time to time in the great commercial centers.

It has remained for Mr. Johnson to compile and present in the Library of Advertising the first pretentious and ambitious compendium of information on the entire subject of advertising that has made its appearance. Mr. Johnson is well fitted for his task. He is not only the advertising manager of a great newspaper, but he is a conscientious student of advertising in all its phases.

In preparing the present work Mr. Johnson has called to his aid some of the ablest advertising men in the United States. The list includes among others: Truman A. DeWeese, Seth Brown, editor of Standard Advertising; George R. Horton, publisher of the Modern Grocer; M. C. Robbins, manager of the Iron Age; Joseph A. Appel, director of publicity of the John Wanamaker store in Philadelphia; George H. Perry, formerly advertising manager of the Siegel Cooper Company, New York; W. C. Freeman, advertising manager of the New York Evening Mail; Col. W. C.

Hunter, formerly advertising manager of the Boyces' publications in Chicago; Robert Tinsman, president of the Federal Advertising Agency of New York; E. H. Kastor, of the H. W. Kastor & Son Advertising Company, of Chicago; John Lee Mahin, of Chicago; Edward R. Babcox, advertising manager of Yawman & Erbe Mfg. Co.; Julius Schneider, advertising manager of The Fair, Chicago; Thomas A. Bird, editor of the Merchants Record and Show Window, Chicago, and G. R. Schaeffer, advertising manager of the Tobey Furniture Company.

The contents of the six volumes is arranged as follows: Volume No. 1 deals with the "Fundamental Principles and Advertising Mediums;" volume No. 2, "Advertising Different Lines of Business," including mail-order, financial, piano, men's wear, boots and shoes, drug, soap, stoves and ranges, and electrical light and power advertising; volume No. 3, "Selling Advertising and Advertised Goods," "Selling and Advertising American Goods in Foreign Countries;" volume No. 4 treats of "Methods of Appeal, Outdoor, Street-car and Miscellaneous Advertising;" volume No. 5 treats of "Department Store and Retail Advertising;" volume No. 6 has to do with "Window Display and Specialty Advertising."

As the articles contained in these volumes are written by men of experience and recognized standing in the advertising field they have a practical value, not only to the student, but also to advertisers and others who have to do with advertising men and advertising methods and mediums. The style of the articles is simple, direct and forcible. Technical expressions are avoided except when necessity demands their use.

Mr. Johnson, the editor, has evidently endeavored to present in this library the best thought he could command on the many phases of advertising. His success has been notable and the volumes should become a part of the library of every up-to-date advertising man. The volumes are bound in half leather, are printed in large type on a high-grade book paper, and are swarming with reproductions of the best advertisements that have been printed in recent years. Anyone who is desirous of seeing what has been accomplished in advertisement writing can find no better collection of specimens for study than are contained in these volumes. If the articles themselves were valueless the illustrations alone would make the Library of Advertising worth all it costs its purchaser.

HEARST IN SOUTHERN FIELD.

John Temple Graves Says He Will Soon Establish Paper There.

John Temple Graves, one of the leading editors of W. R. Hearst's New York American staff, while in Birmingham, Ala., on December 11, according to the News of that city, stated that Mr. Hearst would establish a newspaper in the South during the next four months or would acquire one already organized.

Mr. Graves stated positively that the new Hearst newspaper would not be in Birmingham, that he could not give any information as to where it would be located.

LARGER LINOTYPE FACTORY.

When Completed the Company Will Occupy Nine Acres of Space.

In order to meet the steady demand for linotypes the Mergenthaler Linotype Co. has again found it necessary to enlarge the output of its extensive factories in Brooklyn.

It is about to erect a nine-story fire-proof structure as an extension to the large building last erected. The new building will have a floor space of about 57,000 square feet. This, with various minor extensions and improvements, will bring the total floor space of the linotype factories to approximately nine acres.

THE SYRACUSE POST-STANDARD

has the confidence and esteem of its readers. By pure newspaper value alone and without schemes or premiums it has built up a circulation many thousands greater than any other Syracuse newspaper. During November the daily average was

44,734

NET PAID

Of course it carries a greater volume of advertising than is carried by any other Syracuse newspaper.

PAUL BLOCK, Inc.

Foreign Advertising Representatives
Boston NEW YORK Chicago

TOLEDO

has a population of
168,000.

Approximately
40,000 homes.

THE TOLEDO BLADE

has over 40,000 paid
circulation daily.

It enters nearly
every home in its city
—is a clean home
Newspaper and carries
more advertising
than any other Toledo
Newspaper.

PAUL BLOCK, Inc.

Foreign Advertising Representatives
Boston NEW YORK Chicago

CHICAGO HAPPENINGS.

Deal for Erection of a 14-Story Advertising Building Closed.
(Special Correspondence.)

Chicago, Dec. 21.—Dr. Richard H. Gault, head of the department of psychology of the Northwestern University, has been appointed editor in chief of the Journal of Criminal Law and Criminology, published as the official organ of the American Institute of the Criminal Law and Criminology, with headquarters in Chicago. Dr. Gault has been with the Northwestern University only a few years.

An informal luncheon was given by the Press Club Tuesday noon in honor of Peer Stromme, a member who has been abroad since last May. He went to cover the coronation for a Dakota paper and came back to Chicago through Siberia and China. He was in China when the revolution began.

Samuel Dunn, editor of the Railway Age Gazette, addressed members and guests of the Traffic Club of Chicago on "Two Governmental Tendencies Affecting Public Regulation of Business," at the monthly luncheon of the club, held at the Hotel La Salle Tuesday.

Thornton Smith has been promoted by the Associated Press from the Chicago office to the Cincinnati office.

Thirty editors, members of the Progressive Democracy Editorial Association of Illinois, met here on Saturday. They are the publishers of important

down State papers and among them are a dozen editors of German papers who have always hitherto held aloof from any party organization. They agreed on some political plans.

The realization of a hope long entertained by the Chicago Advertising Association of possessing an attractive home in which it should have more than a passing interest is finally announced. The deal with Fred. F. Barnheisel, whereby he is to erect a 14-story fire-proof store and office building at 119 to 123 West Madison street, north front, between Clark and La Salle streets, to be known as the Advertising Building, has been closed. The two upper floors will be occupied by the association and the remaining office space devoted entirely to advertising agencies, agents, publishers' representatives and firms with allied interests.

WHITE DECLINES NOMINATION.

Editor of Emporia (Kans.) Gazette Doesn't Want to Be Postmaster General.

(From the Emporia Gazette.)

"We have been nominated for postmaster general by some of our intimate, sarcastic enemies. We are not a candidate for postmaster general at this time, nor shall we be at any time, etc., etc. We should proudly but firmly decline.

"What we want and what we shall have is the royal American privilege of living and dying in a country town, running a country newspaper, saying what we please when we please, how we please and to whom we please.

"Compared with the power and influence of a good permanent country newspaper 'the little brief authority' of a measley old postmaster general in office for four years and forgotten forever is a small and uninteresting proposition.

"We want no job. We want a good living in a good town, with the chance to grow old with a lot of good people. The Gazette is out of debt. Its owner has no political obligations out to any man on earth. Why should he corrode his intestines yearning for an office that would only shorten his life. Fame is about the cheapest tinfoil that a prize package ever was wrapped in. Power is a gun that kicks. And the chance to do good may be found just abundantly in a country printing office as it is in the halls of the rich and the great.

"To write a book, to print a newspaper, to help one's friends, and to love one's family—what is better than that? And when the good Lord passes in the opportunity now and then to take a club and lend a feeble hand at smashing a political machine when it gets too gay—what has the postmaster general's office in it that should tempt a man from these realities?

"This world is so full of a number of things.

"I am sure we should all be as happy as kings.

"So g'long with your old postmaster generalship. We couldn't have it if we wanted it, and we shouldn't want it if we could get it.

"This world, ladies and gentlemen, is full of good gravy, if you only have the bread to sop in it."

New Stunt in Advertising.

A small tailor in the Twin Cities has a head for advertising. In front of his store stands an oil barrel with the head knocked in. The barrel is bright green, and on it in red letters is painted:

"Stand in my barrel while I press your suit for 50 cents."

PRINTING OUTLOOK.

(Continued from page 13.)

A composing room with Keystone equipment throughout, Mr. Vitte explained, could be so arranged that the foreman could see the heads of all the men from his desk and satisfy himself that they were doing some more productive work than talking politics.

"We have no trouble in proving to a publisher that if he will spend say \$8,000 with us, we can save him from ten to twenty per cent.," said Mr. Vitte.

The Keystone people are proud of their all iron self-dumping metal truck for linotype and other metals. The weight is carried on two large twelve-inch main wheels and a double-swivel front caster, which makes rolling easy either empty or loaded to its capacity. The truck can be turned around within its own space and is self-dumping. Height, twenty-five and one-half inches; width, eighteen inches; length, twenty-four inches at top. Finished in dark green enamel, baked on the metal.

LOOKS GOOD TO MR. WALDO.

Mr. Waldo, of the American Type-founders Company, would not commit himself to a forecast, but said that the company's business was steadily increasing. The last business year, ending with August, showed a large gain in New York City over the preceding year, and the first quarter following was marked by a decided increase over the corresponding period of 1910. Mr. Waldo thought the advance due in a large measure to the starting of new printing shops. He had noticed, he said, that after a quiet period in the trade it often happened that men who had been laid off and had saved a little out of their earnings started in business on their own account.

CHICAGO HONORS GILLILAN.

The Hoosier Society of Chicago Hands the Baltimorean Huge, Unsolicited Bouquets.

Strickland Gillilan, the humorist, is feeling frankly swollen. He was to be near Chicago at the time of the annual ten-per-plate banquet of the Indiana Society of Chicago. As he was living in Hoosierdom when he wrote "Finnigan," he is claimed by the Hoosiers. He was persuaded to try to get there before the banquet was ended, anyway, though he had to speak twenty miles from town that evening.

Being in the city through the day—December 9—he was a guest of George Ade (president of the Indiana Society of Chicago) at a 1 o'clock luncheon at the Blackstone. He was introduced to the company as follows by Mr. Ade:

"The man you now see is trembling for fear I'm going to say something about 'off agin, on agin,' etc., but I'll fool him. I'll only say that whenever the Indiana Society is planning anything the first question they all ask is 'Where's Gillilan going to be then?'"

"Well, here he is. I said we weren't going to have any speeches at this luncheon. I meant no oratory. But what Gillilan does is so much better than oratory that I'm going to let him say whatever he pleases. Maybe he'll tell us a story."

In the light of the fact that there were three college presidents, two governors and an ex-governor present, Gillilan would have been a horrible egotist not to have felt complimented at being the only one permitted to speak.

And that night at the banquet every once in awhile Ade (who was toastmaster) would call out to the 600 guests: "Where is Gillilan?" and Wilbur D.

Nesbit would arise and read a stanza in the meter and style of Sheridan's ride, chronicling the progress of Gillilan's suburban train in from Downer's Grove. When at last the Baltimore ex-Hoosier-ex-Buckeye did arrive, the way had been paved for a tremendously dramatic entrance.

CALGARY'S PUBLICITY FUND.

Citizens Raise \$100,575 in Thirty-Six Hours to Advertise City.

The business men of Calgary, Alberta, in a campaign lasting thirty-six hours, raised \$100,575 for a publicity fund, every dollar of which will be spent under the direction of a publicity expert in advertising Calgary and tributary territory.

Calgary is a concrete example of what well-directed advertising will do. In 1901 it had a population of 4,901. In 1906 its population had increased to 11,976, and in 1908 to more than 20,000. Last year its population exceeded 40,000 and this year it claims 60,000 with probably 50,000. That is what advertising has done for Calgary. Admirably situated it undoubtedly is; destined to be a great city, it probably is; but it is no more admirably situated, nor are its prospects better, than many American cities that have not made anything like its showing.

The Lawton (Okla.) Star, a morning newspaper, has quit that place and moved to Guthrie.

Ladies' World History

In the December number of the Ladies' World, S. H. Moore, its founder and for twenty-five years its publisher, tells his own story of long and successful struggle.

This story is of keen interest—as would be any story of big success built on a foundation of unswerving integrity and rigid honesty of purpose.

This December Anniversary number marks the close of the first quarter-century of Ladies' World History. Mr. Moore's story is the principal feature—from the business man's standpoint.

Read it!

THE
LADIES' WORLD
NEW YORK

An Advertising Record

The NEWARK STAR, morning and evening, during the months of October and November, 1911, made the remarkable increase in advertising over the corresponding months of last year of

343,980 Agate Lines

GAIN		GAIN	
Oct., 1911, over same month last year,	165,004	Nov., 1911, over same month last year,	178,976
AGATE LINES.		AGATE LINES.	

The growth of advertising in the NEWARK STAR is due solely to the fact that advertisers are convinced that it produces sustained and profitable results, and that the NEWARK STAR is keeping pace with the wonderful growth of Newark as a city of progressive people, busy industries and comfortable homes.

This increase of advertising in the NEWARK STAR is net and not forced by any special edition of any character.

PAUL BLOCK, Inc.

Foreign Advertising Representatives
Boston NEW YORK Chicago

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 LEROY BLANCHARD, Managing Editor

BY THE EDITOR AND PUBLISHER COMPANY

13 to 21 Park Row, New York City

Telephone, 7446 Cortland

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

THE JOURNALIST Established 1884

THE EDITOR AND PUBLISHER 1901

J. B. SHALE, President

T. J. KEENAN, Vice-President

F. L. BLANCHARD, Secretary

GEO. P. LEFFLER, Treasurer and Business Manager

ADVERTISING RATES:

Display, 15 cents per agate line

Reading Notices, 25 cents per agate line

25 per cent. discount on yearly contracts

Classified, 1 cent per word

NEW YORK, SATURDAY, DECEMBER 23, 1911

THE SEASON'S GREETING.

The best way to begin this editorial is by wishing our subscribers, readers and advertisers "A Merry Christmas and a Happy New Year!" While this phrase trips easily off the point of the pen and will be repeated by millions of people on Monday, it means nothing unless there is heart behind it.

A phonograph or a parrot can utter it a thousand times without arousing a response, except of annoyance at the repetition, in the breast of any human being.

But when someone you know warmly grasps your hand and looking earnestly into your eyes, says in a tone that is hearty and sincere: "I wish you a Merry Christmas and a Happy New Year," it gives you a thrill of pleasure.

While the writer of these words does not probably know personally a hundred of those who read these columns each week, yet he feels acquainted with everyone. A man cannot write editorials and news articles month after month, for a live body of intelligent journalists and advertising men and women without becoming attached to them. Sometimes they send to him words of appreciation, of good cheer, of kindly suggestion, and perhaps criticism. Out of this relationship, there at length develops a feeling of mutual interest, and even friendship that is exceedingly gratifying, especially to the editor.

Therefore, when the winter holiday season comes around and our hearts respond to the spirit of peace and good will that usually prevails, we are sincere in wishing our family of readers "A Merry Christmas and a Happy New Year!" It is a greeting that carries with it good fellowship, an earnest wish for your happiness and prosperity, and the hope of better things to come in the new year about to dawn.

THE OLD SUN STILL.

It will be a source of gratification to newspaper men all over the country to learn from our columns to-day for the first time that although the control of the New York Sun has passed into the hands of a new owner the general policy which has been maintained in its conduct and the characteristics that have

differentiated it from other newspapers are to be continued.

The Sun is unique among the hundreds of newspapers published in the larger cities. It has an individuality that is strikingly original. Its style is inimitable. Every worker in a newspaper office recognizes the distinctive character of a Sun news story. It has a virility, a picturesqueness and a charm that is seldom found in stories appearing in other papers.

No American journalist ever left his imprint so indelibly fixed upon the paper he edited as Charles A. Dana on the New York Sun. St. Clair McKelway, in an editorial in the Brooklyn Eagle, said this week that people who claim that the Sun has lost the character given it by Mr. Dana don't know what they are talking about, and he is right. Mr. Dana was the greatest journalist this country has ever known. Greeley, Bennett, Raymond, Bryant, Godkin, Bowles and Pulitzer were great editors, but Dana was the master of them all.

When he laid down his pen at the summons of the grim reaper he left behind him in the Sun a newspaper upon which he had impressed his own personality and which remains until this day, fourteen years after his death, a monument to his genius.

We are glad to know that Will'am C. Reick, the new owner of the Sun, is not an iconoclast, and therefore will preserve the individual characteristics that have endeared the newspaper to so many admiring readers. It is a pleasure to learn that the Sun is not to be converted into a sensational, screaming and feverish panderer to morbid tastes, but is to continue to shine for those who love the best there is in modern journalism.

The Seneca Falls, N. Y., Review, on Dec. 15, closed its fifty-seventh volume and marked the end of the fifty-third year of Henry Stowell's term of service as editor. Fifty-three years is a long time for an editor to remain in active charge of a single newspaper. Mr. Stowell may be old in the service, but he is young at heart, and conducts his paper with the vigor of a full-fledged college graduate. A glance at the columns of the Review shows that they are filled with an abundance of live local

news, of the kind that Seneca Falls people want to read. The Review, while consisting of only four pages, contains much more matter than is found in most eight-page papers. The pages are eight columns wide and twenty-seven inches deep. In all respects—in typography, in character of the news and in the quality of the editorial matter the Review is a model weekly newspaper.

MAINE TO BE ADVERTISED.

And last of all the State of Maine is to be advertised! Just think of it! The only advertising the State has ever had has been published and paid for by the railroads and summer-hotel proprietors. And yet there is no State in all New England that can equal Maine for beauty of scenery, for well-stocked trout brooks and the abundance of deer, moose and wild game of all kinds; for picturesque and rugged sea coast, or for the health-giving, ozone-laden quality of its air. It is the country's summer resort par excellence.

But Maine has other advantages. It has an abundance of water power for manufacturing purposes. No place in America produces finer grades of cotton cloth than Lewiston. The city of Portland has one of the deepest and best harbors in the world. Bangor, at the head of navigation in the Penobscott River, is the shipping port of a great lumber and agricultural empire.

The colleges of Maine—Bates, Bowdoin and Colby—are institutions in which scholarship is not overshadowed by sport, and whose graduates are among the leaders in National affairs.

Maine has been one of the most conservative of the New England States. Her people are slow to adopt changes in administrative or business methods. They are a strong, hearty and honest race of men who are patient and long suffering, but who, when once aroused, can and will fight to the last ditch.

And now Maine is to be advertised and its charms as a place of residence and its business advantages are to be made known to the whole country. When the people of some of the western States learn how much more real and delightful life is in Maine, what superior schools and colleges she has for the proper development and education of the young people, and what its agricultural and manufacturing possibilities really are, there will be such an exodus to Maine as has never before been witnessed in the East.

EDITORIAL COMMENT.

The recent slump in the volume of business carried by the magazines is so noticeable that the subject is a matter of discussion wherever advertising men get together. In explaining the situation some say that the falling off is due to the aggressive work of the newspapers in securing business that has hitherto appeared in the magazines. Others contend that the leading manufacturers who are, of course, the principal general advertisers, have curtailed their publicity

expenditures because of business conditions. But whatever the cause the fact remains. The work done by the magazine men has, in the past, been more effective in the production of new business than that done by the newspaper men. Has the time come when the latter, realizing their shortcomings, literally "braced up" and taken what they believe belonged to them? Perhaps.

The average comic supplement is an atrocity.

The drawings are usually coarse in conception and execution and the colors look as though they had been applied with a blunderbuss. The humor is of the slapstick order and only in rare instances are they productive of a good hearty laugh. The comic supplement is supposed to be intended for the amusement of intelligent children and young people. An examination of almost any one of them indicates that their appeal is made to the ignorant and unrefined. Is it not possible to get out a supplement that shall contain humorous pictures that are drawn with some regard to the principles of good art?

Ever hear of "vocal" journalism? Copenhagen is responsible for the latest novelty in news presentation. If you lived in that city and were too busy or too lazy to read you could hear the news of the day intoned by a public reader in the fashionable cafés between musical or vaudeville numbers. The innovation is proving quite popular. It is a new application of an old idea. For years it has been customary in Havana and Key West to employ readers to entertain the workers in the big cigar factories. It has been found that the operatives when thus entertained turn out more and better work.

READS EVERY LINE.

Fuel Oil Journal.

HOUSTON, TEX., Dec. 12, 1911.

Editor and Publisher:

THE EDITOR AND PUBLISHER gives me news of many old friends among the newspaper men. In the December 9 number I see a letter from Oliver P. Newman to the Saturday Evening Post, regarding his story, "The Fortunes of the Sun." In the winter of 1903-4 he worked on the Beaumont (Tex.) Enterprise with John Snure, now Washington man for the New York Globe. I was publishing a trade paper in Beaumont and the three of us usually met every morning after the Enterprise had gone to press (it is a morning daily) and threshed out the problems of the day.

Robertus Love, who has gone back to the Post-Dispatch, worked on that paper when I was a cub reporter on the Republic fifteen or sixteen years ago. Arthur Brisbane was in London (for the Sun, I think) when my father, John R. Reavis, was over there for the New York World. My father at sixty-two is writing editorials and doing the oil column for the Tulsa Morning World.

Pardon the reminiscing. You know how "the gang" likes to hark back to the days gone by. This is the first time I've done it for seven months. The names of old friends, in your paper, started me. Much success to you.

HOLLAND S. REAVIS,
Publisher and Editor.

PERSONALS.

Philip T. Dodge, president of the Mergenthaler Linotype Company of New York, whose picture appears on the front page of this number, is one of the most successful business men connected with the printing industry. Mainly through his ability as an organizer and his skill as a manager, the linotype company has become the largest institution of the kind in the world.

Herbert L. Bridgman, business manager of the Brooklyn Standard Union, last Sunday delivered an address before the Civic Forum in Brooklyn, on the "Newspapers of To-day and To-morrow."

Ray Long, who has been managing editor of Hampton's Magazine for some time, has gone to Chicago to take the position of editor of the Red, Blue and Green books.

Miss Grace Doughty and M. V. Atwood, proprietor and editor of the Groton and Lansing Journal, were married in the First Presbyterian Church of Aurora, N. Y., on Thursday, December 14. Mr. Atwood is a graduate of Cornell University and before he purchased the Groton Journal was connected for several years with the Ithaca Daily News. The Groton Journal was established in 1866.

William B. Johnstone, of the New York Evening World's art staff, composed the lyrics for "Betsy," the musical comedy which scored a hit on its opening performance in the Herald Square Theatre, New York, recently.

William Clemmens, who has been managing editor of the Memphis (Tenn.) News-Scimitar for a number of years, has resigned in order to take a similar position on the Birmingham (Ala.) News.

Pear Stromme, a member of the Chicago Press Club, who has during the past year spent considerable time in Siberia, and was in China during the recent revolution, has returned to this country.

John Valentine Ellis, editor of the St. John (N. B.) Globe, on December 13 completed his fiftieth year as editor of that newspaper. The event was celebrated by issuing a fifty-page number of the Globe.

Roy S. Barnwell, of Washington, Ga., will become editor and business manager of the Gazette Chronicle of that city early in January.

Robert W. Brown, managing editor of the Louisville (Ky.) Times, has been elected one of the trustees of the Kentucky State University.

Edgar Johnson, publisher of newspapers in Fullerton and Riverside, Cal., recently returned from a hunting trip in Cuba. This is the fifteenth transcontinental trip Mr. Johnson has made during the last few years.

Walter Lindner addressed the students in journalism at New York University Saturday evening on the subject "Newspaper Libel."

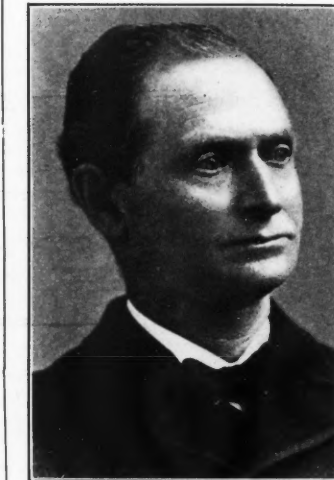
The Rev. D. Hudson, of Christ Church, New Zealand, editor of the Methodist Episcopal Times of New Zealand, is making a tour of the world. He visited Toronto last week and preached in one of the Methodist churches of that city on Sunday.

John B. Stoll, editor of the South Bend (Ind.) Times, delivered an address on "The Lincoln-Douglas Debate" before the Men's Club of the First Presbyterian Church of that city recently.

H. Poffenberger, senior editor of the Freeport (Ill.) Bulletin, will go to Cuba next week, where he expects to spend the balance of the winter.

Henry A. Reeves, editor of the Republican Watchman, of Greenport, L. I., recently celebrated his seventy-ninth birthday, and his fifty-third anniversary as editor and owner of the Watchman. Mr. Reeves is president of the Long Island Press Association.

John Temple Graves, of the editorial staff of the New York American, and Col. Henry Watterson, of the Louisville (Ky.) Courier-Journal, are making speeches in the South in the interest of the peace treaties with Great Britain and France, recently signed by President Taft, under the auspices of the International Peace Society.



HENRY A. REEVES.

William Wallace Chapin, general manager of the Seattle Post-Intelligencer, and A. R. Fenwick, managing editor, recently visited San Francisco on business.

Capt. M. Stone, Mayor of Neenah, Wis., and editor of the Neenah Times, is a candidate for the Democratic nomination for Congressman in the new sixth district.

Major Clarence Lunt, formerly managing editor of the Bangor (Me.) Commercial, has for several years been engaged in banking and brokerage business in Rochester, N. Y.

W. Y. Morgan, owner of the Hutchinson (Kans.) News, is author of a new book, entitled "A Jayhawker in Europe," which was issued this week.

Arthur Stephenson has been chosen editor of the Zion City (Ill.) Independent. Mr. Stephenson has been head of the National Office Supply Co.

H. M. Stanley, editor of the Dublin (Ga.) Courier-Dispatch, is a candidate for the office of Commissioner of Commerce and Labor.

\$25,000 Cash
available for first payment on a Southern, Southeastern or Southwestern newspaper property. Owners of desirable properties in territory referred to who are willing to transfer for a \$25,000 cash payment, balance deferred, are invited to send full details referring to proposition C. I. All correspondence confidential.
C. M. PALMER
Newspaper Broker
277 Broadway, New York

I have a number of leading newspaper properties within easy reach of New York City that I can offer at commensurate prices. Submit your requirements and references.
H. F. HENRICHS Newspaper Broker
LITCHFIELD, ILL.

Lasker Indoor Games Syndicate
PORT RICHMOND, NEW YORK CITY
MANAGING EDITORS increase circulation in certain directions by using our weekly articles on Chess, Bridge, Auction, Bridge - Puzzles. Sample articles furnished upon request. Exclusive rights given. No contract.

"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.

A REAL CIRCULATION BUILDER
GEORGE FITCH
(Author of "Good Old Stewash")
"West Pocket Essays"
Original, Sparkling, Smile-producing. Illustrated. Six weekly. Send for sample set. Furnished exclusively by
The Adams Newspaper Service
2015 Peoples Gas Building, CHICAGO

ADVERTISING MEDIA
ILLINOIS.

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

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

WASHINGTON
THE SEATTLE TIMES
The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 84,741; Sunday, 84,803—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

WEST VIRGINIA.
10 LEADING DAILIES IN WEST VIRGINIA
in Wheeling, Parkersburg, Huntington, Charleston, Fairmont, Clarksburg, Grafton, Elkins, Morgantown and Sistersville. Will cover the State's most populous centers almost as thoroughly as a house to house canvass. Let us submit circulation, population, etc. SMOOT ADVERTISING AGENCY, Parkersburg, West Virginia. Newspaper, Street Car and Outdoor Display all over West Virginia.

THE BLACK DIAMOND Chicago-New York-Pittsburgh, for 19 years the coal trades' leading journal. Write for rates.

SITUATIONS WANTED
Advertisements under this classification will cost One Cent Per Word.

ENGRAVING MAN,
long experience, wants to make connection with agency, advertiser or publishing house; understands all processes; close buyer. Address "RESULTS," care THE EDITOR AND PUBLISHER, 21 Park Row, New York.

WHO WANTS MY SERVICES FREE?
Have such confidence in my ability to turn out "Good Stuff," will get up sales plans, booklets, business letters and magazine layouts with the understanding you pay only if my ideas are accepted. No fee unless I prove my worth. "PENN," 5417 Christian St., Philadelphia, Pa.

THOROUGHLY COMPETENT
advertising manager, employed on morning daily, wants position on evening paper. Address "X. Y. Z.," 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—ONE-HALF
the stock of corporation publishing evening daily in Mississippi Valley city of 30,000. Three linotypes and 24-page press—other equipment good. Sale carries with it full control, other stockholders not active. A good investment—not a run-down paper. Price reasonable. Address "817," care EDITOR AND PUBLISHER.

DO NOT BUY PRESSES
unless guaranteed rebuilt; send for our list; largest stock of rebuilt printing machinery in Chicago. WANNER MACHINERY CO., 215 W. Congress St., Chicago, Ill.

FOR SALE.
Four No. 1 two-letter linotypes; thoroughly rebuilt and guaranteed in every way. Send for our machinery list. RICH & McLEAN, 51 Cliff St., New York.

ON ACCOUNT OF
the discontinuing our linotype department, we are offering our battery of ten machines, consisting of Models 1, two-letter; 3 and 5. Prices right, terms liberal. "LINO," care THE EDITOR AND PUBLISHER.

LINOTYPE FOR SALE.
Model 4, two-letter, with all its magazines, matrices and other accessories. In good condition. Has had little use. Only reason for disposing of Linotype have replaced with additional Monotype. CHAPPLE PUBLISHING CO., 944 Dorchester Ave., Boston, Mass.

MISCELLANEOUS

WANTED—LINOTYPE
composition; plant running 24 hours daily; 60 different faces; linotype holder and rules carried in stock; specialty, promptness. WALTER B. DAVIS, 116 Nassau St., New York.

EDITORIALS—VIGOROUS,
reliable and timely. Samples and rates on application. Address "EXPERIENCE," care THE EDITOR AND PUBLISHER.

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

WOMAN FEATURE WRITER
wants departmental work. A specialty of timely articles, women's pages and household material. Address "L. R.," care THE EDITOR AND PUBLISHER.

Publishing Business Opportunities
\$51,000 will buy control of a fine popular monthly magazine. Over 200,000 paid circulation and stands high with its readers and advertisers. Good investment for one desiring to control such a magazine. Harris-Dibble Co., 46 W. 24th street, New York, N. Y.
Send for January Bulletin if you are interested in publishing opportunities.

IN THE INTERESTS OF THE NEWSPAPER FIRST

Some time previous to the birth of the SEMI-AUTOPLATE Walter Scott & Company contracted to supply the SACRAMENTO BEE with a multiple-unit press, and a complete Hand Box stereotyping equipment.

When Mr. V. S. McClatchy, publisher of THE BEE, learned of the SEMI-AUTOPLATE, he asked the opinion of Walter Scott & Company as to the merits of the machine, and was frankly told by them that this automatic plate-casting and finishing machine would be a most valuable acquisition to the mechanical equipment of THE BEE.

With the interests of their customer at heart Messrs. Walter Scott & Company went further than this, and consented to a cancellation of the order for so much of the BEE'S stereotype equipment—although it was finished and in part shipped—as would be displaced by the SEMI-AUTOPLATE machine.

THE EVENING BEE. *December 16th, 1911.*

*Mr. Benjamin Wood, Gen'l Mgr.,
Autoplate Company of America,
No. 1 Madison Avenue, New York.*

My Dear Sir:
I am enclosing herewith, properly executed on behalf of our Corporation, duplicate copies of the Lease and License Agreement with your Company for a Semi-Autoplate.
Will you be kind enough to have the duplicate copy, after it has been executed on behalf of your corporation, mailed direct to our office at Sacramento?
I know that Mr. D. J. Scott will co-operate with you in securing such adjustment as to conditions as will result to your satisfaction and the advantage of your Company and ourselves in the installment of this machine at Sacramento.

*Very truly yours,
(Sgd.) V. S. McCLATCHY,
Publisher.*

Mr. McClatchy is pleased, as his plant will now be ultra-modern in all of its departments; Messrs. Walter Scott & Company are pleased, having earned the right to be considered an impartial and far-seeing consultant; and we are pleased, as the foregoing is but another evidence of the enthusiasm with which the SEMI-AUTOPLATE is everywhere being received.

QUERY—What would have been the attitude of your press builder under similar circumstances?

AUTOPLATE COMPANY OF AMERICA

ONE MADISON AVENUE, NEW YORK

Henry A. Wise Wood, President

Benjamin Wood, Treas. & Gen'l. Mgr.

DEATH OF JOHN BIGELOW.

Distinguished Editor and Author Passes Away at the Age of 94.

John Bigelow, editor, author and publicist, died at his home in New York City on Tuesday, in the 94th year of his age. His intellect remained unclouded and active until the very last.

Mr. Bigelow was born November 25, 1817, at Malden, Ulster County, New York. He graduated from Union College in 1835, and took up the study of law in the office of the late Judge Bonney in New York City.

He wrote a great deal for the newspapers, even in those early days, and was a frequent contributor to the New York Review, New York World, Evening Post, Daily News and the Plebeian. His articles on "Constitutional Reform," published in the Democratic Review in 1845, were reprinted in pamphlet form and largely circulated.

In 1848 Mr. Bigelow purchased a third interest in the New York Evening Post, and took final leave of the legal profession to enter upon a career of journalism in 1849. Under his management, during the succeeding ten years, the income of the paper advanced from less than \$10,000 to \$70,000.

In 1860 he sold his interest of the paper to Parke Godwin and in August, 1861, at the request of President Lincoln, accepted the American Consulate to Paris. Mr. Bigelow became Charge d'Affairs on the death of William L. Dayton, then United States Minister to France, and afterward Envoy Extraordinary and Minister Plenipotentiary to the Empire. During his official residence he discovered conclusive evidence of the connivance of the French Government in a plot to furnish the Confederacy with four first-class iron-clad steamers, and by the wise use of the testimony obtained, the plan was thwarted.

While in France Mr. Bigelow published a number of books, including "Benjamin Franklin's Biography."

After his return to the United States he engaged in literary work. He held honorary positions of various kinds and showed by his devotion to public matters a lively and unselfish interest in the welfare of the public and country. He was author of "The Life of Samuel J. Tilden," "The Life of William Cullen Bryant," "The Mystery of Sleep," "The Bible That Was Dead and is Alive Again." He was 92 years of age when his three-volume "Retrospections of an Active Life" was published.

OBITUARY NOTES.

John Franklin Cothran, president of the Item Publishing Company, of Mobile, Ala., died at his home December 12, at the age of 78. During his long career he made the acquaintance of the leading men of the country. He was a veritable encyclopedia of newspaper lore and personally knew the great editors of the nineteenth century. He was an intimate friend of Theodore O'Hara, who wrote "The Bivouac of the Dead."

William H. Gillespie, organizer and first president of the International Circulation Managers' Association, died in Detroit, Mich., December 13. He was formerly connected with the Detroit Free Press and the Milwaukee Sentinel.

John B. Adams, formerly assistant editor of the Chicago Journal, and recently a member of the Chicago Board of Trade, is dead. In 1875, when he was connected with the Journal, he made plans to ascend from the lake front in a balloon with "Wash" Donald-

son, a famous aeronaut of that period. Instead Young Grimwood, a reporter, made the ascension, and no trace of either was afterward found.

E. K. Morrill, formerly owner of the Richland County Gazette, Wahpeton, N. D., died last week.

Harry L. Johnson, a well-known newspaper man of Rhode Island, died at his home in Pawtucket, R. I., December 14. During his career he was connected with the Woonsocket Reporter, Providence Telegram, which he represented at the front during the Spanish-American War, and the Providence Journal.

M. O. Hedges, for 23 years editor of the Hempstead (L. I.) Inquirer, died in the Hempstead Sanatorium, December 18, of acute indigestion.

Marcus D. Raymond, the oldest newspaper man in Westchester County, died at the age of 79, on December 16, in Tarrytown, where he had edited the Argus since 1875. He wrote several books and was an authority on Westchester County history.

Thomas Knorr, publisher of the Munich Neueste Nachrichten, died in Munich, Bavaria, December 13. He was a prominent art collector, the pictures and sculptures in his gallery being worth millions.

NEW PUBLICATIONS.

HACKENSACK, N. J.—The Democrat Publishing Company will begin the issuing of a daily newspaper called the Bergen News on or about February 1, 1912.

CENTURIA, Wis.—The Graphic is the name of a new weekly to be established here by C. H. Sherman, of Melrose, Minn. This will be the second paper for Centuria.

KANSAS CITY, Mo.—The first number of the Scientific Digest, a monthly periodical, with Jacque L. Morgan as editor, has made its appearance.

It is the intention of the publisher to make the Scientific Digest fill the same position in the scientific world that the Literary Digest does in the literary world.

NEW ORLEANS, La.—Southern Moose, a monthly paper devoted to the interest of the Loyal Order of Moose in the South, made its debut December 10.

CANAL DOVER, O.—The Daily Dry, edited by John T. Duff, in the interest of the campaign for the dries, made its first appearance December 9.

DODGE CITY, Kan.—The Globe Publishing Company, of which W. E. Davis is president, is beginning the publication of the town's first daily.

HUNTINGTON, Ind.—This city will have a new Democratic newspaper within sixty days. The name of the publication will be the Huntington Democrat.

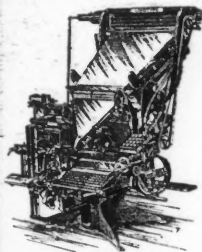
SPRINGFIELD, Mo.—The Citizen, a weekly paper, under the management of Alva T. Wing, formerly advertising manager of the Springfield (Mo.) Republican, has made its appearance in that city.

Nearly All Advertising.

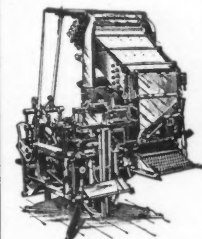
The Norwalk (Ohio) Evening Herald, of which A. N. Lawson is editor, on Wednesday, Dec. 6, issued a special bargain edition advertising the merchants fare-refunding sale for the week of Dec. 9 to 16. Of the twenty-two pages which it contained, seventeen were devoted entirely to advertising.

Park & Tilford, the New York grocers, are sending out orders through J. P. Storm, Marbridge building, New York, to New York and New Jersey papers.

Multiple Magazine Linotypes



Quick Change Model 8 Three Magazine Linotype



Quick Change Model 9 Four Magazine Linotype

Enable the operator to make his own changes of face, body, and measure without leaving his seat. They are the ideal

ONE-MAN MACHINES

Indispensable in the ad alley, where changes are frequent. They help you to get out proofs promptly and reduce cost of corrections to a minimum.

The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY
TRIBUNE BUILDING, 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

NEWSPAPER OWNERS

Who are looking for Economy in Production, Economy of Space, Economy of Time, Economy of Money, **Indestructible** All-Iron Composing Room Equipments, specially designed for each Office, can get these, as nowhere else, from the

House of Wesel

which has planned, laid out, made and installed the **BEST EQUIPMENTS IN AMERICA**

ABSOLUTELY UNEQUALLED Electric and Compressed Air Matrix
Drying Tables, Gas-Heated Steam Matrix Drying Tables, Flat Stereotyping Machinery, Photo-Engraving Outfits complete, Electrotyping Plants for Newspapers.

F. WESEL MFG. CO., Main Office and Factories: 70-80 CRANBERRY ST., BROOKLYN, N. Y.
SALESROOM: 10 Spruce Street, New York; 431 So. Dearborn Street, Chicago

CLEVER ANNA MARBLE.**Hippodrome's Press Representative Ranks with the Best in the Business.**

Of all the women press agents in New York, probably the ablest and most versatile is Miss Anna Marble, of the New York Hippodrome. She is well and favorably known in every newspaper office in the city, and has friends among the newspaper workers in the larger cities throughout the country.

Miss Marble began her professional career about twelve years ago as a special writer for the Brooklyn Eagle. Afterwards she was associated with the New York Evening Telegram, the Philadelphia Inquirer and other publications. She has written many short stories for juveniles, which she has contributed to various magazines and Sunday newspapers.

It was while engaged in newspaper work that her attention was attracted to the publicity end of the theatrical business. Several of her articles won the favorable notice of some of the managers, and she was finally induced to do some press work for the original Florodora Company, which was appearing at the time at the Casino Theatre.

Later Miss Marble was engaged in the same capacity for Miss Elsie De Wolf, during the latter's tour as a star for several seasons in Cyde Fitch's comedy, "The Way of the World," for which attraction she did all of the advance work, making the baggage contracts, arranging theater prices with local managers, transacting regular business, including the newspaper work of an agent ahead of a show.

Oscar Hammerstein engaged her as press representative when he opened the Manhattan Opera House, with whom she remained for two seasons. Later she accepted an engagement ahead of Madame Nazimova. For the last two years she has directed the publicity department of the New York Hippodrome, the largest theater in the world.

Her work in connection with the amusement enterprise has shown all of the originality and versatility of the best of the men press representatives. She is diplomatic, resourceful, quick to see the value of news situations, and knows how to turn out good copy.

In private life, Miss Marble is Mrs. Channing Pollock, wife of the well-known playwright and dramatist.

ENLIST THE CHILDREN IN YOUR SELLING FORCE!

The boundless enthusiasm of a growing boy or girl is a valuable selling factor. An Indian or Cowboy suit offered as a premium brings the children to your aid in a hearty, happy manner that brings large results. Our play suits have been proved a great success by use, not theory. Send for samples.

MOSSBACHER & CO.
779 Broadway, New York



MISS ANNA MARBLE,

PRESS REPRESENTATIVE OF THE NEW YORK HIPPODROME.

One of the stunts done by Miss Marble recently was the publication of a four-page newspaper, prepared in up-to-date style, called the New York Hippodrome News. In appearance, it resembled an up-to-date yellow newspaper. All of the matter contained therein, of course, was devoted to the exploitation of the features of New York's big theater. The paper made quite a stir on its appearance, and was favorably commented upon on all sides.

EDITORS SACRED IN GEORGIA.**Mustn't Thrash 'Em, Even for Libel, Court Says.**

You must not lick the editor, even if he libels you, rules the Georgia Supreme Court in the case of J. W. Haygood, an attorney, against the State.

Some time ago Haygood was convicted of assault and battery on Isadore Gelder, managing editor of the Fitzgerald Leader. In a political campaign Editor Gelder referred to Attorney Haygood as a vulture, a shyster, a marauder, and said that he was seeking unholy boodle.

As soon as Haygood saw the editorial he went to the newspaper office and gave Editor Gelder an unmerciful beating. For this Haygood was convicted in the lower court, but appealed.

In handing down its decision the Supreme Court held that published language of a derogatory character was not justification for an assault, but that

if a person goes to another's face and libels him the latter will be justified in thrashing his defamer.

Jewish Paper Loses Suit.

The suit of the New York Jewish Daily News against the Republican National Committee has been dismissed. The plaintiff alleged that Committee-man William S. Bennet had promised it \$4,000 for boosting Taft in 1908. Justice Gavegan, of the Supreme Court, held that Bennet had no authority to make the deal.

Blow, Blow, Thou Winter Wind.

Blow, blow, thou winter winds;
Thou art not so unkind
As man's ingratitude;
Thy tooth is not so keen,
Because thou art not seen,
Although thy breath be rude.
Heigh-ho! sing heigh-ho! unto the green holly:
Most friendship is feigning, most loving mere folly:
Then, heigh-ho, the holly!
This life is most jolly.

Freeze, freeze, thou bitter sky,
That dost not bite so nigh
As benefits forgot:
Though thou the waters warp,
Thy sting is not so sharp
As friend remember'd not.
Heigh-ho! sing heigh-ho! unto the green holly:
Most friendship is feigning, most loving mere folly:
Then, heigh-ho, the holly!
This life is most jolly.
—From "As You Like It."—Shakespeare.

Dillon Addresses Packard Students.

Philip R. Dillon, of the magazine staff of the New York Evening World, on Saturday delivered an address to 400 school teachers of the Eastern Palmer Penmanship Association at the Packard Business School, New York, on "Utilitarianism vs. Sentimentalism in Handwriting." Mr. Dillon recently investigated the method of teaching penmanship in the public schools of New York and has written a brochure entitled "The Penmanship of New York," which was published last month by the A. N. Palmer Co., of New York.

New Daily for Detroit.

I. J. Barry, formerly business manager of the Detroit Free Press, and one-fifth owner, is going to start a new morning daily in Detroit.

Press Club Smoker.

The New York Press Club will give a smoker on "Artists' Night," Jan. 13. Frank Reilly, the chairman of the entertainment committee, says that the program offered on this occasion will be of unusual excellence.

Hearst to Shift Paper Order.

It is reported that W. R. Hearst's paper order, about 330 tons a day, will be taken from the International Paper Company April 1, 1912. The Chicago Hearst papers, consuming 100 tons a day, will be supplied by Wisconsin mills, while the Great Northern will take care of 150 tons a day for Hearst's New York papers.

La Presse's Greetings.

The management and advertising staff of La Presse, of Montreal, has sent to its friends and advertisers this year, a neat little folder containing Christmas greetings, and a wish for a Happy and Prosperous New Year in 1912. La Presse is represented in New York by W. J. Morton.

1899 FEATURES 1912

YOU WILL WANT THE BEST

of course, for the coming year—in which case you cannot afford to overlook the house which for twelve years has stood for all that is best in feature matter.

Prices, sample proofs and matrices with pleasure on request.

THE INTERNATIONAL SYNDICATE,
Established 1899.

Features for Newspapers.

BALTIMORE, MD.

EDITOR WHO BROKE AWAY.**Career of L. Grant Monroe, Who is Now a City Boomer.**

Progressive, enterprising and energetic is L. Grant Monroe, secretary-elect of the Billings (Mont.) Chamber of Commerce, who will assume his duties in 1912. He is thoroughly acquainted with the needs of the northwest and has an intimate knowledge of the resources of the entire country, and his connections all over the continent make him indeed a valuable acquisition to the treasure State.

Mr. Monroe was trained in community building during his seven years'



L. GRANT MONROE.

tenure as secretary of the Spokane Chamber of Commerce, which position he resigned in May, 1910, to become secretary of the Canadian National Apple Show at Vancouver, B. C., in October, 1910, afterward being elected general secretary of the Panama-California exposition at San Diego, where he remained until Dec. 1, 1911. During his active career in Spokane his work brought him into contact with many lines of endeavor, and he was highly successful in the organization of numerous movements for the development and settlement of the Inland Empire and the Pacific Northwest.

Born on a farm near Hanover, O., in 1856, Mr. Monroe began his career as a teacher in the public schools. Later he was assistant city ticket agent of the Baltimore & Ohio at Zanesville, O., becoming afterward city passenger and ticket agent, a position he held until 1894, when he resigned to engage in newspaper work.

He began as a reporter on the Zanesville Times-Recorder, and three months later was promoted to the city editorship, which position he occupied six years.

Mr. Monroe went to Spokane in the spring of 1900, and joined the staff of the Spokesman-Review and served as railway editor and general reporter until November, 1902. For several weeks following he edited the Outburst, and on Dec. 15 was offered and accepted the position of secretary of the Spokane Chamber of Commerce, vice E. J. Fellows, resigned. He was re-elected the following January and had served continuously until his resignation on May 1, 1910.

When he took charge in 1902 the organization had seventy-four members in good standing, \$4.17 in bank, outstanding bills, including eight months' rent, \$800. The total annual revenue at that time was less than \$1,500, while the fixed monthly expenses amounted to \$175, not

including postage and office supplies. The day he resigned in 1910 there were more than 900 active members enrolled and the yearly disbursements amounted to \$105,000.

Long Island Editor Disappears.

Daniel A. Arthur, for the last twenty-five years proprietor of the Northport (L. I.) Journal, left his home on Thursday morning on a business trip, and has not been heard from since. He is fifty-seven years of age, with gray hair, is smooth shaven, and five feet six inches tall. He wore a dark suit

and felt hat, and an Odd Fellows' pin. Overwork and ill health are believed to have caused mental derangement.

American's New Business Manager.

Charles T. Henderson, who became publisher of the Chicago American on November 15, has been vice-president of the Charles H. Fuller Advertising Co., of Chicago, for a number of years. His extensive experience in the advertising field, and his knowledge of the entire publishing business, fit him admirably for filling his new position with credit to himself and the American.

Editor and Nobleman.

Paul Atzpodien, an editorial writer for the Lincoln (Neb.) Freie Presse, it has recently been discovered, is Count von Brandenburg, and is connected with the royal family by blood relation. Recently he was taken to a Milwaukee hospital, suffering from a nervous breakdown. In another year he will inherit one million francs left to him by an aunt, a member of a noble family of Germany. He is a great grandson of Frederick Wilhelm IV., king of Prussia, father of Emperor Wilhelm I.

"The Duplex Tubular-Plate"

This Press is to-day selling faster than any other newspaper rotary press on the market because it does what we claim for it. It is absolutely single plate, straight run and book fold and

IT DOUBLES THE PRODUCT

Do they say it can't? We will demonstrate it. Ask us about it. Ask the publishers who are installing them right and left in preference to any other machine and after fullest investigation.



THE DUPLEX TUBULAR SINGLE-PLATE 16-PAGE PRESS.

Capacity: any even number of pages up to and including 16. Speed: 30,000 per hour for all products.

The Duplex Tubular-Plate Rotary Press will give twice the product of any other press carrying an equal number of plates.

In the Duplex Single-Plate Rotary there is no collecting, no associating, no tapes, no half-speed cylinders. All sheets are cut after passing over the former—not before, as in other makes. All products delivered book fold and at the same rate of speed and with no duplicate plates and no waste sheets. About fifty of these presses are already in daily operation.

Asbury Park, N. J., Sept. 25, 1911.
Gentlemen—in giving you my order for a 20-page Duplex Tubular Plate Press I want to say that it was not price that landed me. The machines offered in competition were the * * * which I would not consider on account of columns running lengthwise of the cylinder, half-speed mechanisms, etc., and the * * * which is not a single plate press except for half-speed production. I need full speed, particularly on days when we print more than ten pages. Later I visited a pressroom where one of the above presses was in operation. They were printing at a speed of only 9,000 per hour, a 12-page paper consisting of two 4-page sheets and two 2-page sheets, which were cut above the former and carried down to the folder by tapes. This sort of mechanism would, I know, cause trouble.
Before purchasing the Duplex, I had my name put on the mailing list of about fifteen papers using the same machine, and received their copies daily for one month, not selected samples, but average product just as it came from the machine. I found that the presswork was uniformly good where competent pressmen and stereotypers were employed. Being still unsatisfied, I appealed to a personal friend of mine, who, by the way, is an officer of a leading printing press manufacturing concern in the East, and he in turn directed me to a personal friend of his, who was using the first Duplex Tubular Plate Press ever built. The reply of this publisher was positively to the effect that he was well satisfied and pleased with the press, and copies of his paper were submitted in evidence. I saw the first run on a 20-page Duplex Tubular Plate Press at the Cedar Rapids, Ia., Gazette office, and have since seen your machine of other sizes running in New York City and Brooklyn. I am now finally convinced of the superiority of your machine to the extent of paying you more money than any other press carrying a similar number of plates would cost.

Wishing you the success you deserve, I am,

Very truly yours,
J. L. KINMONTH.

Write us for full information. Our new catalog just off the press can be had for the asking.

DUPLEX PRINTING PRESS COMPANY

Main Office and Works: Battle Creek, Mich.
London: Linotype & Machinery Ltd., 188 Fleet St., E. C.

New York Office: World Building
Paris: Linotype & Machinery Ltd., 10 Rue de Valois

FRENCH ADVERTISING

Some Interesting Facts Concerning Publicity in the Republic Across the Sea—Business Houses Timid About Exploiting Goods in Newspapers—Only \$8,000,000 a year Spent in the Periodical Press.

By Edward Conner.

Paris, Dec. 4.—It would be unfair, not to say absurd, to compare advertising or publicity, such as it exists in France, with that in vogue either in the United States or Great Britain. Where as it is but in its infancy stage in France it has long since become an old-established and recognized institution in the two latter countries.

The character of the French—commercial or social—is totally opposed to any kind of systematic advertising. The French, though possessing many excellent qualities, are anything but a business people in the American or English sense of the word. They care very little about publicity of any kind; they have not yet, unfortunately for them, become convinced of the positive fact that to advertise, whether on a small or large scale, is to speculate wisely. They are far behind other nations in this respect.

SLOW IN ADOPTING NEW METHODS.

First-class houses in France which certainly ought to advertise, and so lead the way in point of commercial reform, are every bit as reluctant as the rest, in the matter of adopting up-to-date methods. Far from looking upon advertising as an unquestionable "trade-developer" they prefer abiding by the old unbusinesslike routine of their forefathers, and quietly sit in an office arm-chair awaiting orders to drop down from the sky, forgetting all the time that more progressive countries are reaping rich harvests in the meantime.

The French have a terrible dread that other persons will become acquainted with the kind of goods they keep in stock, as well as the price they charge for them. Business habits in France—if such can be said to exist—consist in keeping everybody in the dark as regards their own affairs. Rather than launch out into the world they prefer living a hermit's life, relying upon their own reputation, and the glorious, immortal name of France to do the rest.

CAREFUL OF PRICE LISTS.

Though price lists, illustrated and otherwise, are issued, they are only to be obtained with great difficulty. Endless searching questions are as a rule asked before entrusting a stranger with the mysterious *prix-courant*, or price list. The latter at first sight is found very inferior to those to be had in other countries; the prices, to say the least, are exorbitant, the discount small and the commission seldom encouraging—result, no trade possible.

There is no encouragement extended by French newspapers to would-be advertisers; their charges for space are so very high that the majority of business people do not patronize this system of

publicity. Freight is enormous, too, in France; the several efforts made up to the present to induce railway and shipping companies to lower them have not been crowned with success. The same remark applies also to periodicals and leading daily journals.

MONEY STILL IN ADVERTISING.

Despite these many disadvantages, however, one hundred million francs are actually made in France out of publicity. The French newspaper world claims forty millions out of this total. The sending out by post of circulars absorbs another twenty millions; the amount of money expended on posters in railway stations, omnibuses, steamboats, railway carriages, theaters, etc., represents twenty-five millions; the remaining fifteen millions of francs are spent on chromolithographs, almanacs, colored match-boxes, etc., all used for advertising purposes.

There are various other ways of advertising in France. For instance, some concerns pack their goods in an artistic fashion so as to attract the eye, while others resort to window displays and the distribution of free samples.

INCOME OF PARIS DAILIES.

Glancing rapidly at the amount of money made by a few leading daily journals in Paris and the Provinces, we find that *Le Petit Journal*—everyone's one-cent paper in France—nets as much as 2,800,000 francs yearly out of advertisements alone; while after paying expenses and commissions to canvassers, it is able to make an annual profit of 640,000 francs. *Le Petit Parisien*, which is another great daily favorite with the masses and whose price is the same, realizes nearly as much out of publicity annually. Very few, if any, newspapers make any profit save through their advertising, while not more than twelve papers in Paris can boast of even doing that safely.

Advertising is certainly not as flourishing in France as it was. Formerly canvassers used to receive 30 per cent. commission with their orders; now papers of true circulation only pay canvassers 5 per cent!

ORIGIN OF THE AYER MOTTO.

Head of the Agency Invented It After a Night's Toil.

F. Wayland Ayer, head of N. W. Ayer & Son, of Philadelphia, has been making a tour of the West and the Southwest, visiting San Antonio, Tex., last week, where he was interviewed by the principal newspaper of the city on advertising conditions throughout the country. In talking to a representative of the Express Mr. Ayer told how the firm came to adopt the motto, "Keeping Everlastingly At It Brings Success." He said:

"When we started in business advertising was not coming in in such a degree that we could afford a large office force, so most of my day was spent in soliciting advertising, and the evening and many times the greater part of the night would be given over to the clerical work, outlining the proposition, drawing up the copy, etc.

"Sometimes I would wonder if it was all worth it, and then it would require an effort of the will to keep myself in the harness so to speak. One night—or rather it was about 2 o'clock in the morning—after a hard day's work, I took my pad and wrote over and over again the words, 'Keeping everlastingly at it.' It was just to relieve the nervous tension. "The next morning when a business associate came into the office and saw evidences of the night's toil and the words written on the pad, he took up the pencil and finished the sentence by adding the words 'Brings success.' Since that day it has been our motto."

Good new year investment—a subscription to THE EDITOR AND PUBLISHER.

WHAT WOULD YOU DO?

IF you should smash two World Records, and a State Record in one week? If your advertising gains last month should have been greater than any other American Newspaper? If your circulation should increase 40 per cent. in 60 days? If your increase in circulation should compel you to double your press equipment?

You'd Make a Big Fuss About it—Of Course You Would—and That's Just What We Are Doing

The Schloss Bros. six-page advertisement in November 12th issue of the

INDIANAPOLIS SUN

was the largest exclusive Clothing Advertisement ever published. The Marott twelve-page advertisement in November 19th issue of the Indianapolis Sun was the largest exclusive Shoe Advertisement ever published.

The 246 columns of paid advertising published in the Sunday Sun, November 19th, establishes a new record for Indianapolis and Indiana, special editions excluded.

The Sun's Advertising gain for November over same month last year was 199 per cent. Can any other American Newspaper show a similar gain?

The Sun's circulation has shot past the 40,000 mark and is covering the next 10,000 lap at lightning speed.

PAYNE & YOUNG, Representatives.

CHICAGO OFFICE: 747 Marquette Bldg. NEW YORK OFFICE: 30 and 34 W. 33d St.

Ad Class Dinner.

The Twenty-third Street Y. M. C. A. Class in Advertising, of which Frank L. Blanchard is instructor, held its annual class dinner at J. B. G.'s restaurant in West Twenty-fifth street on Wednesday evening. The speaker of the evening was Ernest Elmo Calkins, who spoke on "Building Selling Campaign

Through Advertising." Mr Calkins by means of specimen advertisements which he brought with him showed how different firms presented their claims for patronage. The lecture, which contained many valuable suggestions, was listened to by the class with more than ordinary interest.

There was a large attendance.

BOLLETTINO DELLA SERA ITALIAN EVENING BULLETIN

The only Italian daily whose circulation has been examined and is guaranteed by the American Advertisers' Association

BOOKS OPEN TO ALL

50,000 daily

The Road to Italian Homes which all Advertisers should take

Frugone, Balletto & Pellegatti Printing and Publishing Co., Proprietors

FRANK L. FRUGONE, Treasurer and General Manager

178 PARK ROW, NEW YORK

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

BUILDING BUSINESS.

HOW DAILY NEWSPAPERS CAN HELP NON-ADVERTISERS DISTRIBUTE GOODS.

By Carl Crow.

(From System.)

"What is the largest amount of advertising patronage my paper can secure?" This question is uppermost in the mind of the newspaper publisher, whether his annual business be represented by four or seven numerals. The answer is not to be found in the total amount of business it is possible to secure from regular local and foreign advertisers brought into the columns of the paper through customary methods of solicitation, no matter how thorough or systematic the canvass may be.

The regular routine soliciting may bring into the advertising columns of the paper every regular local advertiser, and may keep his confidence up to the point of using a large amount of space at all times. But always, of course, the total volume of "business carried" will fall short of the highest possible amount that might be secured from the same advertiser; there always will be many business houses whose names will never appear on the ledger of the newspaper at all.

GROUPS OF NON-ADVERTISERS.

In general, non-advertisers may be divided into six groups:

- (1) Wholesalers.
- (2) Jobbers.
- (3) Manufacturers.
- (4) The small dealers.
- (5) Dealers with no advertising experience.
- (6) Dealers with short selling seasons—also those who sell to restricted classes.

These six classes include practically all the non-advertisers in the local territory of any paper. Usually, the star solicitor will exhaust his stock of arguments on them without putting pens to the vital spot on the advertising contract.

In point of wealth represented, the wholesale dealers, manufacturers and jobbers form the most important class of non-newspaper advertisers. Eventually, of course, their goods must be bought by consumers, but to most of them advertising to the consumer seems a roundabout way of reaching the retailer. So they spend practically all of their appropriation in advertising directly to retailers.

HOW SOME NEWSPAPERS HAVE DONE.

The slogan "patronize home industry," appeals to all local manufacturers, however, and to wholesalers who place special brands on the goods they sell. A "home industry" page is carried in the Sunday editions of many newspapers and is usually well filled with adver-

tisements. If the page is headed by some strong, well written arguments for loyalty to home concerns, few will refuse to keep their names off the page.

Sometimes, however, it is possible to base this advertising on something more tangible than civic loyalty. Freight rates, for instance, appeal to country retail dealers. Where there is the advantage of water competition, this fact has frequently been taken advantage of by the local papers to secure advertising from local wholesale concerns. A space at the top of the page may be devoted to arguments and facts showing the advantages of the town as a jobbing center, and the remainder of the page is taken up with cards of jobbers and others.

ENCOURAGING THE SMALL DEALER.

A Des Moines paper recently published a number of life size illustrations of locally manufactured cigars. At the top of the page were printed some interesting figures on the local cigar industry. The cuts of the cigars were arranged in haphazard fashion to fill the remainder of the page. The names of the brands, of course, were prominent on the cuts. Such features are usually successful in bringing in returns.

In most cases, the small dealer is located in one of the minor trade centers. In very few cities have the advertising possibilities of these store groups been appreciated. A Pennsylvania paper saw the possibility. No attempt was made to secure individual advertisements, but the various storekeepers were urged to take space in one big advertisement which represented all the business interests in a particular neighborhood.

The solicitors argued that the large advertisements containing the announcement of every merchant in the vicinity occupied as much space as the department store advertisements, and, by reason of their novelty, were more attractive. The group of small advertisements attractively made up under a heading that extolled the advantages of that particular retail section had a cumulative effect. Care was taken to see that the copy was changed frequently, and the advertisers were coached in other ways. Actual results were evident, and the neighborhood advertising in that city now yields profitable revenue to the paper which took the trouble to work it up.

HOW TO APPEAL TO THE DEALER.

To the merchant who has had no advertising experience, an advertising contract represents merely an agreement to pay real money for something decidedly intangible. Invincible to ordinary arguments, he is likely to be convinced more easily by the unique or the bizarre.

An advertising solicitor in a Missouri town had about exhausted his arguments on a small dealer. He had talked to him about circulation, about rates and about newspaper advertising in general without awakening the slightest interest. However, the solicitor knew from sundry posters and blotters that the merchant was spending money for advertising and this made him persistent.

Finally, he unfolded the sample copy of the paper he was carrying and turned to a page full of advertisements. On the margin at the bottom of the page he printed in rough lead pencil letters these words: "My prices, like this advertisement, are the lowest in town," and followed it with the name of the merchant. The prospect looked at the phrase. The longer he looked the better he liked it. He signed up.

There are few non-advertisers who will not succumb to the suggestion of a phrase which they think to be clever,

and many advertising contracts are signed for no other reason—especially in the small dealer class.

TAKING ADVANTAGE OF SPECIAL SEASONS.

Every season brings forth its peculiar wants and each month marks the expenditure of money for articles which were not salable during the previous month. For this reason, there are many opportunities for special advertising stunts. For instance, few wood and coal dealers can be induced to advertise the year around, but when the first touch of frost comes there is decided activity—the time when some fuel dealers can be persuaded to do a limited amount of advertising. "Some" and "limited," however, are not the words of a live solicitor.

The advertising manager of a daily paper in Illinois spent some time trying to induce his local fuel dealers to advertise. No contracts were forthcoming, and, as a last resort, he had set up a page heading which read: "Winter is coming and it is time to buy your fuel supply. Here are the dealers who will supply you." Armed with a proof of this at the top of a blank page with colored borders, he made a second visit to the fuel dealers. When he returned he found it would be necessary to make the advertisement a double pager. The following Sunday he had similar success with stoves and furnaces.

A THANKSGIVING STUNT.

Again, at Thanksgiving time, hotels and restaurants expect to do a big business, for in every town many must depend on a public place for their Turkey Day dinner. During the preceding week it is easy to get special advertisements. A solicitor in Dayton created a big business for a baker just to get his advertising. He persuaded the baker to advertise cooked turkeys stuffed with oyster dressing to be delivered between noon and one o'clock Thanksgiving Day. One quarter-page announcement gave this baker over 200 orders on which he cleared a hundred dollars over all expenses.

House cleaning time causes a demand for many articles sold by grocers and is also a good time to advertise furniture. A page devoted to these articles is timely and is usually well patronized. Garden making time marks the sale of vegetable and flower seeds, and dealers in these things can thus be induced to advertise.

ENCOURAGE REAL ESTATE ADVERTISERS.

Real estate advertising is also intermittent. A Los Angeles paper not long ago devoted an entire section of the Sunday issue to the advertisement of installment plan houses and lots. The first page of the section contained an appropriate picture and a well written argument for the purchase of a home on this plan, urging the advantage of this over the payment of rent. With a proof of this page in his hand, it was easy for the solicitor to fill a four page section with advertisements.

A somewhat similar plan was adopted by a Kansas City paper when plans for a new union depot for the city were adopted. Kansas City has been wanting a new union depot for many years, and the adoption of the plans was a matter of interest to everyone who lived there. Following the adoption of the plans, a cut was made the entire width of the page. This appeared at the top of an advertising page with a few crisp sentences calling attention to the effect on realty values which the construction of the depot would have. The remainder of the page was filled with announcements of real estate dealers.

EDITOR AS PREACHER

(Continued from page 7.)

terests in the pews is not wholly unknown to the church. No lawyer tells his client all he knows or thinks, and the physician who would bluntly express his honest opinion to all his patients would soon find himself without any patients at all.

I used to have a vision of an endowed newspaper having for its editor a man who was a great moral leader, an altruist and a philosopher. This wonderful person by reason of the paper being endowed, could and would print all the facts and tell the truth in regard to them, no matter who was offended thereby. But that vision no longer appeals to me as within the bounds of possibility. With enough money such a paper doubtless could be issued, but it would not be a newspaper; for a newspaper is the complex product of the men and women who read it and are swayed by it, and not a heaven descended thing of perfection, such as I saw in my vision.

It must therefore, in the nature of the case, be a mixture of good and evil, of truth and falsehood, of perfection and imperfection, and the only way in which we can eliminate the evil and the falsehood and the imperfection from the newspaper is, first, to eliminate those qualities from human nature. In other words, perfect newspapers will be possible when perfect readers have been evolved, and such an evolution is an age-long process.

There is no short-cut across lots to any sort of millennium worth wishing for. The modern get-perfect-quick reformers, each one with his pet panacea for all the evils of the social system, are an obstacle to true progress, for they only succeed in darkening counsel and leading a few deluded followers up to an impassable stone wall.

DEALING WITH HUMAN NATURE.

The fact of the matter is, whether we do our preaching in a church or in the editorial page of a newspaper, we cannot expect any general or immediate response to our appeals. For we are dealing not with a mathematical problem capable of an absolutely perfect solution, but with human nature, which is at one and the same time as fluent and intangible as the ether and as hard and unyielding as granite, a bundle of contradictions, and a riddle of inscrutable mysteries that eludes any explanation and defies the most searching analysis.

Both the preacher and the editor seek to make their appeal to the conscience and the will of man. But to penetrate to the abode where these have their dwelling place we must pass through many chambers of the mind and meet and conquer mighty giants of ignorance, pride, prejudice and selfishness, which night and day stand as armed guards before the secret abode of man's noblest self.

The Evening Herald

A. N. LAWSON, Editor and Proprietor

NORWALK, OHIO

- ☞ Sworn circulation, 2,500 Daily.
- ☞ Delivered to 85% of the homes in Norwalk.
- ☞ Circulates on 17 R. F. D. Routes in Huron County.
- ☞ That is why *The Herald* is the best advertising medium in the County.

THE ELIZABETH DAILY JOURNAL

ELIZABETH, N. J.
Makes New Records in Both Circulation and Advertising for 1911

"THERE'S A REASON"
The Paid Circulation is THREE Times that of Any other Elizabeth or Union County paper.
FRANK R. NORTHRUP,
SPECIAL REPRESENTATIVE
225 Fifth Avenue, NEW YORK Tribune Building, CHICAGO

WALKING AROUND THE WORLD.

French Newspaper Man Arrives at Wilmington on Long Tour.

Jean Baptiste Le Guen, a Paris newspaper man, who is walking around the world on a tour for the *Matin*, the famous French newspaper, arrived in Wilmington, Del., Dec. 6. Le Guen, with eleven others, was to make the trip without funds, to furnish newspaper articles and complete the work by Jan. Seven of his companions have tired of the hardships encountered and abandoned the tour.

Le Guen carries with him several books signed and sealed by kings, presidents of republics, ministers, consuls, bishops, archbishops and others. Forty-two of these books have been filled and several have been sent back to Paris.

On leaving Paris he proceeded through Germany and other portions of Europe, on through Poland and Russia, thence to Siberia, China, Japan, Siam, Corea, Calcutta, Singapore, Bombay the Transvaal, Egypt, Northern Africa, the West Indies, Brazil, Venezuela, other South American countries and Cuba. He has now visited a considerable number of the Eastern States, will visit President Taft, and then move South. Later he will visit the Central American countries and then go West.

Journalist in Consular Field.

Edward L. Adams, who began as a city reporter on the Rochester Democrat and Chronicle in 1871, afterwards becoming city editor for ten years, and who then went to the Elmira Gazette, where he served for nearly twenty years in an editorial capacity, has for the last ten years occupied important diplomatic posts abroad. Mr. Adams was, for seven years, Consul at Stockholm, and for the past two years has filled the position of Consul at Dublin, where he has recently leased the Dublin home of John Redmond for a term of years.

The McCann Agency.

The H. K. McCann Co., advertising agents, recently organized in this city, expects to be in business the first of the new year. Mr. McCann has been advertising manager of the Standard Oil Co. for the past four months. The dissolution of the company under the order of the court has made it necessary to make a change in the advertising department. It is probable that the new agency will handle the business of the subsidiary companies.

Bargains on Printing Presses

FOR SALE

Two, three and four-deck presses taken in trade for larger machines, are offered at half price—thoroughly overhauled and rebuilt, also some presses of other makes, of various sizes and styles. Tell us what you want and we will try and fit you out.

Now is the Time to Buy
THE GOSS PRINTING PRESS CO.
16th St. and Ashland Ave., Chicago, Ill.



EMIL SCHOLZ,

RECENTLY APPOINTED BUSINESS MANAGER PITTSBURGH POST.

ABOUT EMIL SCHOLZ.

Pittsburgh Post's New Business Manager an Expert on Circulation.

Emil Scholz, recently of Chicago, has been appointed business manager of the Pittsburgh Post, as noted in these columns several weeks ago, began his newspaper career on the Chicago Record-Herald and Daily News sixteen years ago. Afterwards he was connected with the Chicago Evening Post and the Philadelphia Press as circulation manager.

After five years' residence in Philadelphia, he spent some time on a ranch in Wyoming, and then returned to the East, where he became assistant to the general manager of the Chicago Record Herald.

Mr. Scholz is considered an expert on newspaper circulation. In addition he has made a thorough study of the advertising field, and understands just what is necessary to build up the business of a daily newspaper. In his new position on the Pittsburgh Post he will undoubtedly succeed in adding materially to that paper's revenues.

New Commercial Weekly.

The National Commercial and Fifth Avenue News, edited and published by Daniel Henry Morris, is a newcomer in the metropolitan field of New York. The paper, which consists of twelve pages, is issued weekly. The list of editorial contributors includes Alexander Mayer, A. Gordon Smith, F. J. Lowenthal and Morris Nitke. The first issue contains an article by Mr. Mayer on "Efficiency, the Unit of Value."

SOUTHERN NEWS NOTES.

Louis A. Hoffmann, general manager of the International Publishers' Supply Co., who has been making a tour through the south, sends the following news items to the EDITOR AND PUBLISHER:

The Mobile (Ala.) Item has named its new Goss Press "Gladys."

The office of the Montgomery (Ala.) Journal is located in what used to be the Central Presbyterian Church.

Col. "Bob" Ewings' New Orleans States has its own candidate for Governor.

The Galveston (Tex.) News has been instrumental in persuading the conductors on the G. H. & H. Ry. to tell passengers on incoming trains: "We are now entering the largest city in the world for its size—come and see us again."

Strong pressure is being brought on Frederick L. Seelye of the Atlanta Georgian to run for Governor.

The Shreveport (La.) Times wants to add a color deck to its press, but cannot do it, because the press room ceiling is too low.

The San Antonio (Tex.) newspapers are already beginning to reap the winter season harvest of northern dollars.

What a pity the negro population of cities like Charlotte, Atlanta, Montgomery, Mobile, New Orleans, Houston, Galveston, San Antonio, Austin, Dallas, Fort Worth and Shreveport are not better newspaper readers!

The newspaper publishers who met Jason Rogers of the New York Globe during his recent tour in the south were very favorably impressed with his personality and ability.

NEW INCORPORATIONS.

LOS ANGELES, Cal.—Van Nuys Publishing Co. Capital \$10,000. Incorporators, James Lynn, Frank M. Keffer, Thomas M. Keffer.

NEW YORK CITY.—The Clubman Publishing Co. Capital \$30,000. Incorporators, W. B. Clemence, F. D. Hunter and others.

RICHMOND, Mo.—The Ray Publishing Co. Capital \$12,500. Incorporators, C. A. Betts, J. A. Cousley, Jr.

GRAND FORKS, N. D.—The Observer Publishing Co. Capital \$25,000. Incorporators, A. G. Sorlie, H. Bendeke and others.

ORANGE, N. J.—Orange Publishing Co. Capital \$20,000. Incorporators, William J. Rink, Charles Jones and George H. Gleason.

WESTON, Va.—Lewis County Publishing Co. Capital, \$15,000. Incorporators, F. S. Shuster, M. L. B. Linger, Tom G. Skinner, James F. Cummings and Herbert M. Blair, of Weston.

BELLINGHAM, Wash.—Bellingham Publishing Co. Capital \$300,000. Incorporators, C. E. Abrams, W. J. Griswold, E. P. Y. Day, W. J. Hughes and George E. Thompson.

PORTLAND, Me.—Portland Service & Advertising Co., to conduct a general vending and advertising business on railroads and in hotels. Capital stock, \$5,000. President, Leon V. Walker, Portland; treasurer, Howard R. Ives, Portland.

CHICAGO, Ill.—Thornton Advertising Co., general advertising business. Capital \$25,000. Incorporators, James M. Thornton, George P. Mitchell, Karl Klausner.

During the past five months, Canada exported to the United States, \$739,000 in printing paper; wood for pulp, \$2,568,000; wood pulp, \$1,885,000; rags, \$115,000; other papers, \$52,000.

Jenney Press Controlling Systems

With "Independent Slow Motion" Safety Feature

NOW USED BY

MOST OF THE BEST KNOWN NEWSPAPERS

SAFETY RELIABILITY ECONOMY

SPECIFY JENNEY UNIVERSAL TYPE MOTORS FOR ALL PURPOSES AND KNOW YOU WILL GET THE BEST

AMERICAN ROTARY VALVE CO.

PURCHASER OF JENNEY ELECTRIC MFG. CO.'S BUSINESS

General Offices:

156 N. Dearborn St., CHICAGO

Factory:

ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.

PERSONALS.

Otto Haass has resigned as business manager of the Wyoming Labor Journal Publishing Co., at Cheyenne, Wyo., and his place has been taken by T. P. Fahey.

M. T. Blackwell, editor of Cotton and Cotton Oil News, delivered an interesting address December 4, before a large audience at Meridian, Miss., who gathered to hear him discuss the chief product of the South.

James B. Clark, managing editor of the Chattanooga (Tenn.) News, is spending his vacation in Nashville.

Roy H. Cribfield, who for the past year has been assistant to the county judge at Bloomington, Pa., resigned his position December 15 to accept a position in the editorial department of the Pantagraph, of that city.

James H. Phillippi, managing editor of the Republican of Shelbyville, Ind., was married at Louisville, Ky., December 6, to Miss Sylvia Havens.

Frank P. Litschert, former editor of the Winchester (Ind.) Herald, but now employed in the editorial department of the Muncie (Ind.) Press, and Miss Gertrude Curent were married December 4.

Eugene R. Crozier, connected with the advertising department of the Houston (Tex.) Chronicle, and Miss Alleen L. Robinson, were married recently.

Ira G. Hoagland will become editor and manager of Insurance Engineering, New York, January 1.

J. H. Burritt, editor of the New York Tribune Farmer, addressed a largely attended meeting held under the auspices of Pemona Grange, December 7, at Newburgh, N. Y. The topic under discussion was "Farm Management."

Don C. Seitz, business manager of the New York World, was the principal guest of the Board of Commerce at a buffet luncheon at the Pontchartrain Hotel, Detroit, December 7.

Ruth Florence Lapen, New York correspondent for the Chicago Sunday Telegram and special contributor to the Chicago Magazine, is the author of a new popular song, entitled "Tommy."

C. G. Scott, editor and manager of the Moss Point (Miss.) Advertiser, has resigned his position to assume charge of the Pascagoula (Miss.) Chronicle.

Frederick C. Stevens, Jr., son of Frederick C. Stevens of Attica, N. Y., is to have charge of the Lockport (N. Y.) Journal.

William C. Freeman, advertising manager of the New York Evening Mail, delivered an address on advertising before the Publicity Association of Troy, on Wednesday, Dec. 13.

Forrest James Funk, formerly of the Goshen (Ind.) Democrat staff, has been elected city editor of the Exponent, of that city.

Harold C. Kessinger, editor and proprietor of the Illinois Free Press at Litchfield, Ill., and national lecturer of the Yeomen of America, delivered an entertaining address at Palmyra, Ill., Dec. 1.

Joseph Smith, editor of the Lowell (Mass.) Courier-Citizen, spoke before the American Association of Woolen and Worsted Manufacturers, Dec. 9, on "Some Things We Have Got To Do."

Wm. T. Stiegler, a Cincinnati journalist, has been appointed private secretary to Mayor-elect Henry T. Hunt, of that city, at a salary of \$2,400 a year.

Carl C. Countryman, editor of the Sheffield (Ill.) Times, is a candidate for the Republican nomination for Congress from the sixteenth Congressional district.

Louis C. Guernsey, a magazine writer, has been appointed business manager of the California Outlook.

Col. W. J. Lampton, the writer of jingle verses, and Sophie Irene Loeb, are among those scheduled to speak at the next dinner of the Twilight Club, to be held December 28.

CHANGES IN INTEREST.

ASHLAND, ORE.—Bert R. Greer, a newspaper man from Muskogon, Okla., has purchased the Ashland Tidings from R. B. Bennett and brother.

PORTLAND, ORE.—The Pacific Monthly and Sunset magazines will be consolidated, and will appear after January 1, 1912, under the joint title, Sunset-The Pacific Monthly.

ENTERPRISE, ORE.—George P. Cheney, an Associated Press editor of Kansas City, Mo., bought the Record-Chief, the oldest and leading newspaper of Wallowa County.

ANDERSON, IND.—Dolph C. Carter has purchased one-fourth interest in the Bulletin, the largest paper in the city.

WINDSOR, MO.—E. T. Hodges, formerly linotype operator for the Cairo (Ill.) Citizen, has acquired an interest in the Review, a weekly paper.

WORCESTER, MASS.—Edward J. Cooney, president of the Catholic Press Association of the United States and Canada, has secured a controlling interest in the Catholic Messenger.

CHEYENNE, WYO.—Joe Lyle, for many years the editor of the Sundance Monitor, has purchased the Moorcroft Blade and will move the plant to Sundance for the publication of a new paper at that place early next month.

DENNISON, O.—Sam F. Dickerson, editor and publisher of the Cadiz Democrat, bought the plant and good will of S. H. Minnis and L. H. Cagle, who retire from the newspaper field.

MADISONVILLE, TENN.—Albert R. Britton has purchased the Democrat from the Cadiz Sentinel, and the two papers will be merged and published under the name of the Cadiz Democrat-Sentinel.

LATHROP, MO.—R. B. Taylor, formerly of Nevada, Mo., has purchased the Monitor Herald from T. M. Courtney.

LOCKPORT, N. Y.—The Daily Review, an independent newspaper, has been purchased by the stockholders of the Lockport Journal, and the two papers will be merged into one.

MONTREAL, CAN.—The Canadian Real Estate News has this week changed hands—the proprietorship having been acquired by one of the Montreal millionaires. Herbert F. Egg will still retain the management of the paper.

MINNEAPOLIS, MINN.—The New Times and the Real Issue, two Socialist papers, are to be merged in one, and published under the name of the former.

MONTPELIER, VT.—The Journal will hereafter be published by Col. H. E. Parker, successor to Frank T. Parsons, who has retired from the Journal.

HAYNESVILLE, ALA.—Frank Nunnellee has purchased the Haynesville Examiner, Lowndes County.

HUNTINGTON, IND.—The Huntington Herald (evening) and the Huntington Times-Democrat (morning) were consolidated December 4. This leaves but one newspaper in Huntington, the Herald, which will be issued in morning and evening editions. H. M. Omsby will be managing editor.

P.-I. PEOPLE AT DINNER.

President and Manager Entertain Staff—Welcome to Mr. Bone.

Members of the Seattle (Wash.) Post-Intelligencer staff were recently dined by W. W. Chapin, general manager, and Senator John L. Wilson, president of the Post-Intelligencer Company. A hearty welcome was given to Scott C. Bone, the new editor-in-chief.

In the merry company were A. R. Fenwick, Miss Clyde Ludwick, J. W. Gilbert, C. H. Brockhagen, Portus Baxter, Tom Dillon, Miss Nell Siddons, E. E. Wheelock, J. H. Gerrie, Frank F. Fitts, Thomas Francis Hunt, George Hager, E. S. Morris, Charles H. Dickson, Jr., Will E. Hudson, John B. Wallace, Eric W. Allen, Charles E. Hunt, P. Noelker, George S. Turnbull, C. A. Player, Herbert J. Campbell, R. E. Maxfield, Beriah Brown, Gustav R. Stahl, Tasse Brien de Desrochers, Chester A. Bloom, J. B. Myrick, Glen M. Farley, W. E. Crosby, R. H. Cockins and Edward Lounsbury.

Socialist Paper Sued for \$500,000.

The New York Call, a Socialist daily, has been sued for \$500,000 damages in several actions by several firms owning moving-picture theaters.

The suits are based chiefly on allegations that young boys are employed to run the moving picture machines in the theaters and that the audiences are in danger for this reason. Newsboys selling the Call in front of several of the theaters have been arrested.

Syracuse Journal Buys More Land.

The Syracuse Journal Company has purchased the lot adjoining its building on the south. This lot has a frontage of 44 feet on South Warren street and 131 feet in depth. The price paid for the property is \$75,000, or about \$1,700 per front foot. The Journal building will be enlarged in order to accommodate its rapidly growing business.

A Word About Whimlets.
The International Syndicate's new feature, "Whimlets," which it introduced last month, has already won popularity among the newspaper publishers. Whimlets are a series of humorous verses written, by Hildo Waddell, and illustrated by Walter Wellman. THE EDITOR AND PUBLISHER recently printed two



of these clever features, but, unfortunately, omitted the name of the Baltimore syndicate that produces them. Another is reproduced herewith. Whimlets help to brighten and make attractive any paper in which they appear.

Inland Stationer in New Form.

The Inland Stationer and Business Equipment Journal assumes a new form and new dress with its December number. It is now a magazine of the standard trade paper size, 9 x 12 inches, printed on fine paper, in clean-cut legible type, and contains a lot of valuable suggestions for business managers. A. H. McQuilkin, the editor, has a very clear conception as to the kind of matter that business men want to read about office systems and aids.

The plant of the Oswego (Kan.) Independent was damaged by fire to the amount of \$3,000 Dec. 1.

Presbrey in Hartford.

The Frank Presbrey Co. has established a branch office in the Connecticut Mutual Life Insurance Co. building, Hartford, Conn., with Joseph Goodman as manager. Mr. Goodman has been connected with the publishing business of New England for a number of years and is very generally known among advertisers.

Mother Hubbard.

Old Elbert Hubbard,
He went to the cupboard,
To find his Philistine an epigram;
His brain-box was bare,
So he tore out his hair,
And he therefore inserted in lieu of the deficit two hundred blasphemies, five egotistical splurges, and little journeys enough to reach around the world.—Satire.

IN KANSAS

There is more money per capita to-day than ever before in the State's history, and Kansas people are "good spenders." The

Topeka Daily Capital

guarantees a circulation in excess of \$3,500. It reaches every post office in Kansas, and is the only Kansas daily with State-wide circulation; the only Topeka daily which gives definite circulation statement.

Arthur Capper
Publisher

WM. T. LAING, Flatiron Bldg., N. Y. City.
J. C. FEELEY, Hartford Bldg., Chicago.

HOGUET ADVERTISING

20 VESEY STREET

NEW YORK CITY

Booklets—Circulars
General Advertising Literature
Prepared and Placed

HENRI A. L. HOGUET

TELEPHONE CORTLANDT 2232

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS.

George W. Edwards, 328 Chestnut street, Philadelphia, is placing orders for 1,000 lines, to be used within one year, with Western and Middle West papers, for the Electric Storage Battery Co., Chicago. This agent is also asking rates in Pacific coast papers for an automobile advertiser.

The Morse International Agency, Dodd-Mead Building, New York, is sending out fourteen lines, twenty-six times generally, for J. L. Brown & Son, Boston.

The Lotos Agency, New York, is placing orders with Southwestern papers for twenty lines, 156 times, for H. Planter & Son, Brooklyn, N. Y.

The J. Walter Thompson Agency, 44 East Twenty-third street, New York, is sending out orders generally for twenty-two lines, 156 times, for Marvel & Co., New York. This agency is also sending out orders for ten lines, fifty-two times, for the Record.

The Long-Critchfield Corporation, Brooks Building, Chicago, is making contracts for 10,000 lines, one year, with Middle West papers, for the National Cash Register Co., Dayton, O.

The Charles H. Fuller Co., 378 Wabash avenue, Chicago, is making 10,000 line contracts with western papers to be used within one year, for Hot Springs resort advertising.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing new schedules for the advertising of A. E. Osterbridge & Co., 29 Broadway, New York.

The George Batten Co., Fourth Avenue Building, New York, is placing some new copy for the Hnyler Candy Co., 64 University Place, New York.

The Bear Chemical Co., Bear's Emulsion, Elkton, Va., is placing orders with a selected list of papers.

A. R. Elliott, 62 West Broadway, New York, is sending out orders to a selected list of papers for two inches, 156 times, for John Duncan's Sons, Lee & Perrin's Worcestershire, 241 West street, New York.

The A. W. Erickson Advertising Agency, Fourth Avenue Building, New York, is placing orders for thirty-two lines, two times, with Western papers, for the Short Ballot Organization, 381 Fourth avenue, New York.

The Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, is sending out orders to Southern papers for the Gath Chocolate Co., same city.

Albert Frank & Co., 26 Beaver street, New York, it is reported, is making up a list of newspapers for the advertising of the Royal Mail Steam Packet Co., 22 State street, New York.

Alfred Gratz, 1001 Chestnut street, Philadelphia, Pa., is making contracts for 5,000 lines, with some Western papers, for the Kno-Tair Hosiery Co., Philadelphia.

H. H. Levey, Marbridge Building, New York, is placing orders on a trade basis for the Hotel Albert, University Place and Eleventh street, New York.

The McKallor Drug Co., Binghamton, N. Y., is interested in the Uric-O Co. Uric-O Rheumatism Cure, Binghamton, N. Y., and is placing orders direct with New York State papers.

The Moss-Chase Co., 110 Franklin street, Buffalo, N. Y., is sending out orders to some New York State papers, for the Burt Olney Canning Co., Oneida, N. Y.

The Frank Presbrey Co., 3 West Twenty-ninth street, New York, will

place the advertising of the Madison Square Garden Automobile Show.

The Ireland Advertising Agency, 925 Chestnut street, Philadelphia, is placing orders for two inches, two t. a. w., fifty-two times, with a selected list of papers, for J. S. Turee. This agency is again asking for rates for Fels & Co., Fels Naptha Soap, Philadelphia.

H. W. Kastor & Sons Advertising Company, Equitable Building, St. Louis, Mo., is placing orders with large Sunday papers, for Judd Q. Lloyd, Lloyd Treatment, Lloyd Building, St. Louis, Mo.

The United Cigar Stores Co. is sending out some Christmas advertising through the C. E. Sherin Advertising Agency, New York City.

ADVERTISING NEWS ITEMS.

The Asheville (N. C.) Board of Trade has decided to spend \$1,200 in advertising that resort in twelve of the large cities of the country.

According to Ralph Bolton, secretary of the Greater Des Moines Committee, the city is receiving free of expense 40,000 inches a year of editorial notices in newspapers printed east of the Mississippi river.

A fund of \$10,000 is being raised by the business men of New Orleans to advertise that city as a winter resort. B. C. Casanas is chairman of the committee, appointed by the mayor, having the matter in charge.

The executive committee of the Associated Boards of Trade of Maryland, of which President Gambrill, of Frederick is chairman, is to raise a fund of \$50,000 for use in the maintenance of a State bureau of advertising.

The publicity committee of the Washington, D. C., Chamber of Commerce has recommended the employment of a publicity agent at a salary of \$2,500 a year with a stenographer at \$900 a year.

NEWS OF THE AD CLUBS.

The Adscript Club of Indianapolis, has started a movement to advertise the city by means of a newspaper and street car campaign. The representative of a street car advertising firm has offered space in 150 cars each month free of charge.

The Milwaukee Advertisers Club has appointed a committee to formulate a plan of campaign for advertising the city.

The Advertising Club of Baltimore, could hardly have secured a man better qualified to discuss the subject of paint advertising than O. C. Harn, advertising manager of the National Lead Company, who addressed the members on Wednesday, December 20. Mr. Harn's subject was "How a Paint Dealer May Advertise," and his talk was one of the most interesting that has as yet been delivered at the series of luncheon-lectures held each Wednesday.

ADVERTISING PARASITES.

The Rev. George Wood Anderson in addressing the St. Louis Ad Men's League, recently, scored imitators and thieves of other men's advertising ideas in vigorous language.

"The plagiarist, the business parasite," said Dr. Anderson, "who steals another man's advertising idea is a liar, because he represents himself and his product as being what they are not. He is a thief, because he robs himself and his employer of men's esteem and confidence. He is a murderer, because he kills the greatest life force, individuality and puts in its place a sham and a farce."

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.	NORTH DAKOTA.
ITEM Mobile	NORMANDEN (Cir. 9,450) Grand Forks
CALIFORNIA.	OHIO.
INDEPENDENT Santa Barbara	PLAIN DEALER Cleveland
BULLETIN San Francisco	Circulation for October, 1911
CALL San Francisco	Daily 97,999
EXAMINER San Francisco	Sunday 129,300
RECORD Stockton	VINDICATOR Youngstown
FLORIDA.	PENNSYLVANIA.
METROPOLIS Jacksonville	TIMES Chester
GEORGIA.	DAILY DEMOCRAT Johnstown
ATLANTA JOURNAL (Cir. 53,163) Atlanta	DISPATCH Pittsburgh
CHRONICLE Augusta	GERMAN GAZETTE Philadelphia
LEDGER Columbus	PRESS Pittsburgh
ILLINOIS.	TIMES-LEADER Wilkes-Barre
POLISH DAILY ZGODA Chicago	GAZETTE York
SKANDINAVEN Chicago	SOUTH CAROLINA.
HERALD Joliet	DAILY MAIL Anderson
HERALD-TRANSCRIPT Peoria	DAILY RECORD Columbia
JOURNAL Peoria	THE STATE Columbia
INDIANA.	(Cir. August, 1911, S. 17,969; D. 17,614.)
NEWS-TRIBUNE Marion	TENNESSEE.
THE AVE MARIA Notre Dame	NEWS-SCIMITAR Memphis
IOWA.	BANNER Nashville
EVENING GAZETTE Burlington	TEXAS.
CAPITAL Des Moines	RECORD Fort Worth
REGISTER & LEADER Des Moines	CHRONICLE Houston
THE TIMES-JOURNAL Dubuque	TIMES-HERALD Waco
KANSAS.	WASHINGTON.
CAPITAL Topeka	POST-INTELLIGENCER Seattle
KENTUCKY.	WISCONSIN.
COURIER-JOURNAL Louisville	EVENING WISCONSIN Milwaukee
TIMES Louisville	SENTINEL Milwaukee
LOUISIANA.	CANADA.
ITEM New Orleans	ALBERTA.
TIMES-DEMOCRAT New Orleans	HERALD Calgary
MAINE.	BRITISH COLUMBIA.
JOURNAL Lewiston	WORLD Vancouver
MARYLAND.	ONTARIO.
THE SUN Baltimore	FREE PRESS London
Paid for in Cash Circulation	QUEBEC.
Morning and Evening 111,561	LA PATRIE Montreal
Sunday 60,702	LA PRESSE (Cir. Nov., 1911, 105,673), Montreal
MICHIGAN.	TRADE PAPERS.
PATRIOT Jackson	NEW YORK.
The Six Months Average Was	RETAIL BAKER New York
A.A.A. Figures D. 10,366; S. 11,289	
Patriot Figures D. 10,331; S. 11,235	
MINNESOTA.	
TRIBUNE, Morn. & Eve. Minneapolis	
MISSOURI.	
DAILY & SUNDAY GLOBE Joplin	
POST-DISPATCH St. Louis	
MONTANA.	
MINER Butte	
NEBRASKA.	
FREIE 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 SERA, New York	
EVENING MAIL New York	
LESLIE'S WEEKLY (Cir. 340,000), New York	
EVENING STANDARD Troy	
RECORD Troy	

For November, 1911

The Net average Daily circulation of the New Orleans States was 29,390.

The representative of the American Advertisers' Association has just completed a searching examination and confirmed the State's own published figures.

Of this number 16,646 are delivered every afternoon by carriers into the homes of New Orleans residents. No other local paper has a carrier delivery within 3,500 of this.

During the six months ending September 30, 1911, the States carried 159,000 more lines of local display advertising than any other New Orleans paper.

The States is to-day the very best result producer in the South.

Foreign Advertisers Please Note
DAILY STATES NEW ORLEANS
LA.
THE S. C. BECKWITH SPECIAL AGENCY
Sole Agents—Foreign Advertising
New York Chicago Kansas City

DIRECTORY OF ADVERTISING AGENTS

General Agents

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

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

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

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

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

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

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

HOGUET ADVERTISING
20 Vesey St., New York
Tel. Cortlandt 2252

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

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

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

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

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

ILLINOIS

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

PENNSYLVANIA

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

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

MEXICO

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

CUBA and WEST INDIES

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

Representative Club Election.

The Representative Club of New York has elected the following officers for the year 1912: President, A. C. Barrell; first vice-president, O. H. Fleming; second vice-president, S. E. Leith; secretary, George Costello; treasurer, Owen Jones.

Directors—J. C. Bull, H. J. Garrison, F. L. E. Gauss, C. B. Kimball, E. G. Pratt, F. D. Sniffen, David D. Lee.

Publishers' Representatives

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

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

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

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

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

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

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

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

NORTHRUP, 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

Stanger with Royal Typewriter Co.

Wesley A. Stanger, until recently connected with trade publications in Chicago, has been appointed manager of the Philadelphia branch of the Royal Typewriter Co., of New York.

Mr. Stanger was for some time editor of Office Appliances, and was one of the founders of the Office Outfitter, with which he was connected as part owner and editor until quite recently. He has attracted notice by his contributions to prominent magazines, his writings having to do with business management, sales methods, etc.

How Big Railroads Keep Xmas.

W. T. Robson, general advertising agent of the Canadian Pacific Railway, Montreal, is distributing through the Dominion Newspaper Syndicate a very clever and timely illustrated story on "How a Big Railroad Keeps Xmas," showing bob-sleigh racing, tobogganing, snow-shoeing and the various pastimes peculiar to the country through which the road passes, all planned and pro-

AD FIELD PERSONALS

St. Elmo Massengale, the general advertising agent of Atlanta, Ga., was last week the guest at luncheon of the Dallas (Tex.) Advertising League.

James M. Evans has been appointed advertising manager of the Lozier Motor Co., succeeding C. A. Emise, who has been made sales manager.

"Systematized Personal Publicity" was the subject of H. W. Heegstra's address before the Advertisers' Club of Milwaukee, December 6.

Clement L. Pollock, playwright and press agent, gave a talk before the Boston Lodge of Elks last week on "Yellow and Colorless Journalism."

William C. Freeman, advertising manager of the New York Evening Mail, last week addressed the advertising men of Albany on "Newspaper Advertising."

O. A. Moore has succeeded Mr. Metzger as advertising manager of the Simple Account Sales Book Company of Fremont, O.

Willard E. Freeland, secretary of the Worcester (Mass.) Publicity Club, addressed the Publicity Club of Springfield last week.

Edward S. Babcox, advertising manager of Yawman & Erbe Manufacturing Company of Rochester, N. Y., delivered a lecture, illustrated with stereopticon views, before the Chicago Advertising Club, December 14.

FORT WORTH'S BIG NEWSPAPER

Star-Telegram Publishes an Issue. Containing 204 Pages.

The daily newspapers of the world that have issued copies containing 200 pages or over can be numbered on one hand. The last to be included in this exclusive and select list is the Fort Worth Star-Telegram, which on Sunday, December 10, put out a number containing 204 pages. The wonder of it is that a city of Fort Worth's size should contain a daily newspaper printing plant capable of turning out such a monster issue. All that the publishers claim for it is that it is the largest ever printed in a city of 100,000. It might perhaps go a step further and say that it is the largest ever printed anywhere, with possibly one exception.

All of the several hundred engravings with which the articles on the industrial, agricultural and commercial development of Fort Worth and Texas are illustrated were made in the Star-Telegram's own plant. The number contains forty-three full-page feature layouts, and 665 columns of advertising, including fifty full-page advertisements. All of the advertising was secured by the paper's regular staff at regular rates.

Much credit is due to A. L. Shuman, the advertising manager, to Amon G. Carter, the business manager, and to Louis J. Wortham, the editor for the excellence of this monster number.

LIVE AD CLUB NEWS.

The Toronto Adwriters' Club had a house warming at its new quarters on Saturday evening, December 9. The club has become so strong that it now contains many of the most important advertising men in the city. The new club rooms consist of smoking, billiard, grill and writing rooms, furnished in the most artistic manner. Everybody was delighted with the appearance of the new quarters. An excellent program was presented during the evening.

In three days of actual work the committee of the Dallas Advertising League raised \$10,000 of the fund they expect to employ in entertaining the annual convention of the Associated Advertising Clubs of America next May.

The Leavenworth (Kan.) Ad Club, at its last meeting, was addressed by J. W. Berkowitz, of Kansas City, a member of the Kansas City Commercial Manufacturers and Advertising Club. Mr. Berkowitz talked upon "Municipal Advertising." He said that Leavenworth had many of the necessary advantages for becoming a great city, and that it was up to the business men to let the world know what the city had to offer. Willis G. Hawkins, of the Kansas City Advertising Club, also spoke.

Press Clippings

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

BURRELLE

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

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

SEND FOR SAMPLE

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

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 6899-4 Bookman

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

For WASHINGTON REPRESENTATION Write
AMERICAN TELEGRAPH PRESS (Inc.)
307-12 DISTRICT NATIONAL BANK BUILDING, WASHINGTON, D. C.

FEATURES



Complete Telegraph and Telephone "pony" and Special News Reports for Morning and Afternoon Dailies.

"IPSCO" METALS ARE THE BEST EVERY POUND GUARANTEED

Linotype063 1/2	Monotype08
Stereotype063 1/2	Composotype15

F. O. B. New York City—We never pay freight

INTERNATIONAL PUBLISHERS SUPPLY CO.
Proven Newspaper Supplies
117 John Street, New York, U. S. A.

SIR GEORGE NEWNES.

HOW A SINGLE IDEA PAVED THE WAY TO HIS FAME AND FORTUNE.

"The Life of Sir George Newnes" is the title of a new book published by Hodder & Stoughton, of London, from the pen of Miss Hulda Friederichs, who for several years has been one of the leading women journalists of London, and who was employed from time to time on periodicals owned by the distinguished publisher.

Miss Friederichs possesses a pleasing and yet terse style that adds materially to the charm of her narrative. Many of the incidents she recounts have never before been told in print.

Sir George Newnes started in life as an apprentice in a firm of fancy goods manufacturers. The last year of his indenture he was paid a salary of £100, or \$500 in American money. He then became a traveling salesman for the house.

Newnes had for several years entertained the idea that the people wanted more recreative reading in magazine form than they were getting and one night after reading an anecdote to his wife he said to her: "Why does not somebody bring out a paper containing nothing but titbits like this."

THE GREAT IDEA.

He was thirty years of age, when he made up a dummy copy of Tit-Bits from selections he had clipped from various publications. He tried very hard to find some one who would back him in publishing the paper, but was unsuccessful.

In order to raise the money himself, Newnes, with the small capital he had accumulated, opened a vegetarian restaurant which was so successful that at the end of a few weeks he sold it for a sufficient sum to enable him to realize his ambition.

A few hours after the first number of Tit-Bits came from the press, on October 30, 1881, 5,000 copies had been sold in Manchester, where the paper continued to be produced for the next three years. At first, in some districts, its name was against it, as there were people who imagined that the title indicated something that it was not intended to convey.

HOW IT WAS ADVERTISED.

From the outset the paper was advertised on novel lines. A hundred members of the Boy Messenger Brigade marched up and down Market street, fifty on one side of the street and fifty on the other. Round their hats they wore wide bands with "Tit-Bits" printed in large type on them, and under their arms they carried bundles of the paper. The editor was also there to direct their march, and when the top of the street was reached he directed his forces to unite and return in double file.

At Newcastle-on-Tyne, where the title was particularly objected to, and where the sales at first had been practically nil, an army of sandwich men was started in batches of six. The first bore displayed the title Tit-Bits in large letters. The second bore the phrase: "I like it"; the third: "My wife likes it"; the fourth: "My daughter likes it"; the fifth: "My mother likes it"; the sixth: "And so do I." At Brighton, on the occasion of a great volunteer review, a number of donkeys were engaged clad in beautiful apparel, each bearing upon its gorgeous trappings the sentence: "We do not read Tit-Bits."

MANCHESTER FIRM'S OFFER.

The sale that week in Brighton of the

paper that was rejected by asses was phenomenal. A Manchester firm of printers that had refused to give Mr. Newnes credit to the extent of £500, after perusal of his dummy copy to enable him to bring out his publication, offered £16,000 for the copyright six weeks after it was started; and six months later a London firm of publishers offered £30,000 for it. But by this time the publisher had found his feet, and later on he quietly and reflectively remarked to a friend: "I am going to be a rich man."

The advertising instinct and genius that had been with Mr. Newnes prior to the establishment of Tit-Bits remained with him, and he very soon conceived, in quick succession, such methods of increasing the circulation as the establishment of the £100 railway accident insurance and the offer of £10,000 to the hospitals of the country if the readers of Tit-Bits would send its circulation up to a million. "This," said Sir George Newnes in the few autobiographical notes he left behind him, "had some influence, but we only got up to 850,000 per week. However, something like £5,000 was paid to the hospitals."

THE TIT-BITS VILLA.

A year before the paper was removed from Manchester to London the circulation was 200,000 per week. The increase had been continuous up to that time, but there it stubbornly stopped. Walking on a bank holiday in the suburbs of Manchester, Mr. Newnes saw the notice of a house to be let or sold. A man, who turned out to be the owner, stood at the door. A minute later Mr. Newnes asked him what was the price of his house. "£400," was the answer. "I'll buy it," said Mr. Newnes. This was the way in which the idea "Tit-Bits Villa" came to his mind. The house was offered as a prize for the best anecdote sent to Tid-Bits. The winning anecdote turned out to be a copy of something that had already been published.

The next considerable move was the offer of a prize of £1,000 for the best serial story, and this prize, as everybody knows, was won by Grant Allen with: "What's Bred in the Bone." Later on, Mr. Newnes began to bury money, starting with £500 in five separate tubes, which were driven by the present Sir Frank Newnes into a grassy patch at some cross roads near Hatfield. Afterwards £2,500 was hidden in a similar manner in different places.

PEARSON JOINS THE STAFF.

The story of how C. A. Pearson joined the staff, after his successful contributions to the inquiry column, how he became commercial manager, and how he afterwards started Pearson's Weekly is told, and it is also mentioned that the present Lord Northcliffe, then Alfred Harmsworth, also used Tit-Bits as the first rung of the ladder to wealth and prominence. Though he never actually joined the staff, he was, as quite a young man, one of the most regular contributors to Tit-Bits. Up to this time large numbers of journals in imitation of Tit-Bits had been published, and most of them had failed; but when Answers to Correspondents came out, Sir George Newnes, on turning over the pages of the first number, and noting that it was edited with great intelligence and aptitude, said, with a sigh, half of regret, half of admiration, as he put it aside: "This is the first real opposition to T. B."

The many subsequent enterprises of Sir George Newnes are referred to in some detail by his biographer, who says that Mr. Stead's idea of the Review of

Reviews appealed to Mr. Newnes at once as distinctly good. The joint venture was begun, but those who knew the two parties in this enterprise were not surprised when, before long, there began to be little rifts within the lute, and the partnership was brought to an end before the Review of Reviews was six months old, Mr. Newnes, at his own request, being bought out. The partners separated by mutual consent and remained good friends.

ORIGIN OF STRAND'S TITLE.

The title of the Strand Magazine was suggested by Mr. L. R. S. Tomalin, a Putney Heath friend and neighbor, and the idea for the front cover was got from a large oil painting in Mr. Newnes' own house, representing a street in Liverpool.

After reading the first batch of detective stories sent in by Dr. Conan Doyle, Mr. Newnes bought, not only every one of them, but, having ascertained where the detective's former adventures had been published—strange to say without exciting exceptional interest—he bought up all the stories on the market and began to publish them in the Strand. They were at the same time advertised with all the skill of the practised hand.

A great service rendered to science by Sir George Newnes in sending an expedition to the South Pole is made the subject of a special chapter. This expedition cost Sir George Newnes no less than £38,000.

BLETHEN'S BELLINGHAM LOSS.

He Says He Dropped \$32,500 in Seven Years in the Two Papers.

SEATTLE, Wash., Dec. 16, 1911.

THE EDITOR AND PUBLISHER:

I have read the report of the sale of Bellingham papers, recently published in your paper, and am greatly surprised at the statements of the losses. The American was established five years before consolidating with the Reveille, two years ago. When I sold both papers to a local Bellingham syndicate wholly without reference to what the syndicate would do with those publications, both stood me an actual investment of \$111,500. The syndicate paid me \$79,000 for the complete plant and accounts. It follows, therefore, that my total loss in seven years was \$32,500. If, as reported to you, the losses of my papers and the Herald, owned by Mr. Perkins, was several hundred thousand dollars, then Perkins met with an astounding loss.

I had a special purpose in establishing the American in Bellingham other than driving Perkins out of the field, and that purpose was accomplished three years ago.

Since Bellingham, which has a population of only 24,000, is unable to support three daily and two Sunday newspapers, the business syndicate to which I sold bought for the purpose of eliminating local friction and reducing expenses, and expecting at the time to combine with Perkins.

For more than two years Mr. Perkins and myself have been on pleasanter terms, but our employes in Bellingham have fought like Kilkenny cats, and hence the desire for peace on the part of the business interests.

ALDEN J. BLETHEN.

The Joliet (Ill.) Herald has taken possession of its new building and now has what is claimed to be the most complete newspaper plant in the state outside of Chicago.

TRIBUTE TO W. C. FREEMAN.

Knickerbocker Press Says He Has Lifted Advertising to a Higher Plane.

William C. Freeman, advertising manager of the New York Evening Mail, is endowed with great vital power, says the Knickerbocker Press, of Albany, N. Y. No man in the New York advertising field is more constantly engaged than he—no man covers so great a field or accomplishes greater results. From 8 o'clock in the morning and often until after midnight, he works. When he does relax he holds a golf club on the Fox Hills golf links in Staten Island.

Freeman has lifted advertising to a higher plane. He gives every advertiser, whether large or small, the same price and the same privilege. He believes in telling the public the truth, and in giving a square deal all around. He is an advertising genius by natural growth, and is said to command the highest salary in his line in New York, if not in the United States.

After teaching school for nine years, Freeman got into newspaper work. He wrote weekly letters for country newspapers for one dollar a letter. Some of these letters were two or three columns long. He started a series of entertainments in Somerset County, New Jersey, and had eight classes in elocution. He presented a well-known quartette and engaged Robert Voorhees, then one of the foremost orators of the day in New Jersey.

One entertainment was staged in a church. When the eventful night arrived the church was crowded. He had advertised the affair by writing placards and posting them around the countryside. When the spectacle of the crowded auditorium greeted him he realized that the advertising was the explanation of it all.

It was then that Freeman made up his mind to go into the advertising business. Some years later he started his career in the advertising department of a little newspaper in Bridgeton, N. J., at a weekly salary of \$7. From Bridgeton he went to Germantown, Pa., at an increase in salary and then secured a position on the Philadelphia Press, where he first became a full-fledged advertising solicitor on a metropolitan daily.

He secured \$80,000 of new business the first year and when he applied for an increase in salary he was offered a raise of \$5. This he indignantly refused and he went to the Philadelphia Inquirer. Then he went to the old Philadelphia Item and after a brief career there secured the position of advertising manager of the New York Press. He remained on the Press a long time and then became associated with the Hearst organization. He remained with Hearst for twelve years, until he became advertising manager of the New York Evening Mail, the position he now fills.

Advertising That Pays.

Macon merchants have decided to cut out all program, directory, hotel registers, church and fair ads, etc., and hereafter do all their advertising in the newspapers. They have been a long time finding out that such advertising is money thrown away.

If you are a live newspaper or advertising man and do not read THE EDITOR AND PUBLISHER every week you don't know what is going on in your own business.

AIDING SPACE BUYERS.

George A. Weinman Tells the Six Point Leaguers How They Can Increase the Volume of Advertising — Says Newspapers Should Do Much of the Work Now Performed by the General Agents.

The Six Point League of New York gave its second luncheon of the season at the Aldine Club Tuesday noon. There was a good attendance and the addresses were of pronounced interest.

Dan A. Carroll, the president, in his introductory remarks said that it was now generally agreed that advertising is ranked with the other leading business professions. Formerly those who canvassed business for the newspapers and magazines were good fellows first and solicitors afterwards. To-day, while most of them are good fellows, they devote their time to business, leaving entertaining to their leisure hours.

MR. WEINMAN'S ADDRESS.

George A. Weinman, sales and advertising manager of Lord & Taylor, spoke on "What the Sales and Advertising Manager Wants to Know from Special Representatives." Mr. Weinman said that the principal problem of the manufacturer to-day was to secure the co-operation of the dealer in advertising his goods. Nearly all of them were spending a lot of money to this end, but he thought that the advertising men themselves could greatly help the cause if they would use their influence with the dealer in the right way.

In speaking of the difficulties the manufacturer encounters he told of the experience of his own firm. The advertising that was done formerly by the house bore at the bottom the inscription, "Sold by all dealers." Retailers in small cities having the exclusive agency of the line objected to this phrase on the ground that people who wanted the goods would call at other stores and be given substitutes.

AROUSING THE DEALERS.

Mr. Weinman said that they did not seem to appreciate the fact that the placing of a brand name before the public was directly helping them to move the goods. They suggested that the words "all dealers" be eliminated and the name of the retailer be put in its place. Mr. Weinman was of the opinion that the dealers ought to be willing to spend some of their own money in advertising trade-marked goods, and that the burden should not entirely fall upon the shoulders of the manufacturer.

Several years ago he visited Cleveland and called on one of the leading merchants to induce him to push the underwear manufactured by his firm. He even offered to contribute \$200 or \$300 to advertise it in the local papers in connection with the retailer's own advertising. The merchant objected on the ground that he would never allow his name to be used in connection with the advertising of trade-marked goods.

Linotype Machines For Sale

Two 1-letter Mergenthaler linotype machines; one font of 6-pt. 1-letter mats; one font 7-pt. 1-letter mats; one font 10-pt. 1-letter mats, moulds, etc. These machines are in good condition, are working every day, but are in excess of our needs.

Address the
TRIBUNE - REPUBLICAN
SCRANTON, PA.



HUGH E. MURRAY,
PUBLISHER OF DAS MORGEN JOURNAL, NEW YORK.

HOW THE PLAN WORKED.

Later on when there had been a change in the management of the firm Mr. Weinman approached the head of the house and presented his case to him. The latter said that he was perfectly willing to co-operate in the manner suggested. The resulting sales were exceedingly gratifying. The year before the innovation was adopted Mr. Weinman's firm had sold only \$300 worth of the underwear to this concern. The first year after the advertising was started it increased to \$1,200, the following year to \$2,500, and the next year to \$5,000, and last year orders were filled amounting to \$11,700.

A Philadelphia house had been handling the Merode underwear along with fifteen or sixteen other makes. No effort had been made to push any one of them, the retailer being content to sell the goods only to those who called for them, and made no effort whatever to increase the individual line sales. Mr. Weinman suggested that the firm should concentrate on one line of underwear, and argued that if properly advertised the sales of the one line would soon exceed the aggregate sales of all. The plan was adopted, and the sales ran up from \$1,500 to \$15,000 in a very short time.

WHAT NEWSPAPERS CAN DO.

One of the troubles encountered by manufacturers of trade-marked goods is to convince the merchant as to the benefits to be derived from advertising them. Some are skeptical, some are afraid to risk their money, and some are cow-

ardly. If the newspaper solicitors could give the advertisers concrete examples illustrating the power of advertising backed up by good arguments, Mr. Weinman thought that many of them might be induced to use space who are now holding back.

Mr. Weinman asserted that the newspapers and magazines ought to do much of the work that is now done by the advertising agents in the matter of preparing copy and in giving intelligent and helpful advice to the advertisers. All advertising discounts ought to be eliminated, and space sold on a one-price basis.

O. C. Harn, advertising manager of the National Lead Co., also spoke.

Among those present were: W. N. Callender, F. T. Carroll, Porter Caruthers, Thomas E. Conklin, J. J. W. Earnshaw, Thomas Flynn, Louis Gilman, Philip Hasbrouck, H. M. Hoop, M. D. Hunton, Verne Johnson.

J. A. Klein, W. H. Lawrence, Charles T. Logan, W. J. Morton, George Nowland, Frank R. Northrup, F. St. J. Richards, Charles Seested, Charles D. Spalding, Frank Leroy Blanchard, H. A. Stroub, W. B. Tice, Philip S. Tilden, Robert Tones, Henry C. Volk.

A CONTEST OF SONG.

Novel and Successful Enterprise of New York German Paper.

The Morgen-Journal, one of New York's leading German dailies, has just brought to a successful close a remarkable contest, in which more than 40,000 readers entered.

In all 1,000 prizes were offered in the contest, the first being \$1,000 in gold, the second a trip to Europe and return for two people; the third, \$500 in cash; fourth, a diamond ring; fifth, a Columbia Symphonie-Graphophon; sixth, a Columbia Graphonola; seventh, a parlor set; eighth, a dining room set.

The circulation of the Morgen-Journal, according to a statement made by the publisher, Mr. H. E. Murray, has increased over 7,000 copies a day as a result of this song contest.

So far this year the circulation of the Morgen-Journal has increased 16,000, equal to about 60,000 in the case of a paper in English, Mr. Murray says. He also reports a gain of 101,609 lines of display advertising in eleven months. Mr. Murray conducts the paper on the lines of an aggressive, enterprising English daily.

The UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Papers.

General Offices, World Building NEW YORK

MUTT and JEFF

Greatest Daily Comic Series Ever Known. If you are not using it

WHY NOT?

WRITE FOR PARTICULARS
INTERNATIONAL NEWS SERVICE
200 WILLIAM ST., NEW YORK CITY

WHIMLETS A NEW DAILY FEATURE
Catchy Verses :: Up-to-Date Illustrations
THE INTERNATIONAL SYNDICATE
Features for Newspapers : Baltimore, Md.

NEW YORK HERALD SYNDICATE.
Special Telegraph and Cable, Daily Matrix and Photo Services. Address
Herald Square New York City
Canadian Branch
Desbarats Bldg., Montreal

THE WARD SYSTEMS COMPANY

THE WARD SYSTEMS CO.
Operators of
The Ward Paid-in-advance Contest System

(The Sure System)

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



Here are some significant figures. They tell the story of the progress, the success, the recognition of

The Syracuse Evening Journal

(NEW YORK)

During the first six months of 1911 THE SYRACUSE EVENING JOURNAL carried 175,080 inches of advertising. Its afternoon contemporary carried 160,240 inches.

During the six months THE JOURNAL had 6,704 inches gain in local and 2,748 inches gain in general, a total gain of 9,452 inches advertising over the same period last year.

For the same period its contemporary showed 3,107 inches loss in local and 918 inches loss in general, a total of 4,025 inches.

The examination of the A. A. A. during the summer resulted in a circulation of over 35,000 to THE SYRACUSE EVENING JOURNAL.

We will gladly show you a copy of the report.

THE JOHN BUDD COMPANY
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

AUTOMATIC MAIL EXCHANGE.

A New Invention That Promises to 'Be a Boon to Railroads.'

It is a notable fact that although the speed of passenger and mail trains has been rapidly increased during the last few years the same mechanism for handling newspaper and other mail is still employed on nearly all of the trunk lines.

A fast mail train running from a terminal passes a junction point and delivers papers for readers on a cross line. The fast mail train on the latter line passes the same junction without stopping and necessarily leaves the news of the world to await the coming of the local train to convey it to the readers on the line. Such a condition means hours of delay.

Albert Hupp, of Kansas City, has invented an automatic mechanism for the delivery and picking up of newspapers and other mail matter by fast trains. The mechanism was recently given an experimental trial at Overland Park, a suburb of Kansas City, for the purpose of demonstrating its practicability in its exchange of mail between fast non-stopping mail trains and stations.

Twelve cranes, each holding a mail bag, had been erected. They were part of the Hupp invention and were non-resisting, that is, they release the mail bag to the receiving chute with practically no resistance. On approaching the station the mechanism on the mail car is thrown into action by an automatic trip located at a given spot alongside the trackway and makes one revolution while traveling by the station. The mechanism rings a gong in the car to notify the mail clerks of an exchange. The door of the car opens, a delivery chute upon which the mail bags for the station have been placed extends from the car, and at a given spot delivers the mail bags upon a raised platform. The receiving chute extends and conducts from the station cranes the mail bags that have been placed thereon. The delivery chute and receiving chutes then return to their normal position, the car door closes and the mechanism throws from gear, all by automatic action and absolutely without the aid of anyone.

At a speed approximately 35 miles an hour, 12 mail bags were conducted into the car, one after another in quick succession, in a period of little more than a second of time, and each sack was deposited gently upon the floor of the car without injury.

Those who witnessed the experiment with the Hupp invention were much pleased with what they saw, and were unanimously of the opinion that the adoption of the Hupp system by the railroads will effect a great saving of time and money to them, and at the same time will be a decided benefit to the cities and towns which will receive their newspapers and other mail several hours earlier than they have in the past.

There are in the United States 12,000 stations at which mail may be delivered and picked up by the Hupp mechanism.

The McKeesport (Pa.) Daily News carried over 120 columns of advertising in its issue of Friday, Dec. 8. The number contained 24 pages.

The Naples (N. Y.) News and the Yates County Chronicle of Penn Yan, N. Y., have recently closed successful subscription contests.

SOLILOQUIES OF THE DEVIL.

By H. F. Lockhart.

Most eight o'clock—and no one on the job.
Gee, but them printers has an easy lay!
An' editors! why, crickey! any slob
Can hold an arm-chair down and draw his pay.
I wish that fresh young ed. would get the can;
I'd show 'em how this paper should be ran!

I s'pose, because I'm devil here, they think
That all I'm good for is to shove a broom,
Or get my face smeared up with printer's ink
A washin' forms in the composin' room.
Say! If they'd only give me half a show,
I'd learn 'em how to make this bum sheet go!

Some day the senior ed. will be took sick;
Then maybe there won't be an awful stew!
They'll want some editorial copy quick;
Them fresh reporters won't know what to do.
And then I'll say, as calm as calm can be,
"Aw, don't you fret; just leave it all to me!"

And then they'll stand a-d watch me sling the ink
And nudge each other, and when I am done,
They'll say, "The boss's stuff is on the blink;
Gee, Hennerly, you sure have got him skun!"
And then I'll answer with a mordest grace,
An' say, "Aw quit yer kiddin'; close yer face!"

Then when the boss comes back a feelin' blue,
An' thinkin' the whole place is out of joint,
Because he hooked it for a day or two,
Some one will bring the paper in and point
To what I wrote, and say, "That there's some
kid!"
Say, Henry done it; see what he has did?"

An' then the boss won't know just what to say—
He'll be so kinder taken by surprise—
He'll take the paper in a half-dazed way
As if he couldn't scarce believe his eyes.
Say! When the old man reads what I have wrote,
Tal.2 it from me, it sure will get his goat!

But, then doggone it, just as like as not
He'll be so green about what I have did,
He'll up and say, "You're fired on the spot,"
An' hardly give me time to grab me lid
Before he tows me to the outside door.
Gosh! there's the foreman—I ain't swept this
floor.

—Inland Printer.

A Big One

Evening Paper—20,000 circulation.
Eastern Field.
Population—City and environs, 400,000.
Competition—One morning, one evening.
Physical Value—\$120,000.
Associated Press Franchise.
Can be bought for \$250,000.
In our opinion this is one of the best newspaper openings in the United States.

Harwell & Cannon

Brokers in newspaper and magazine properties that are not "hawked on the market"
Fifth Ave. Bldg. New York City
Cor. 23rd St. and 5th Ave.

FOR Coupon Clipping Campaign

you can use the American Library Atlas of the World on the ninety-eight cent plan with good profit.

This new census Atlas is the best \$4.00 Atlas at the low price that has ever been offered publishers.

Send \$1.25 for sample. I will send it to you express prepaid.

S. BLAKE WILLSDEN
Circulation Features
32 S. Wabash Ave. Chicago

The Wm. L. Betts Co.

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

Newspaper Contest Experts

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.

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

The Cherouny Printing & Publishing Company

17-27 Vandewater Street, New York

Seventeen Linotypes : Twenty Presses : Large Bindery
Complete Day and Night Shifts in all Departments

Established 1868 : : Phones: 3827-8-9 Beekman

Specialty of Printing, Binding and Mailing of
High Class Periodicals

