

# THE EDITOR AND PUBLISHER

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### PRINTING INDUSTRY.

#### CENSUS FIGURES FOR 1909 SHOW NEW YORK RANKS FIRST IN PRODUCTS.

**Publishing of Newspapers and Periodicals Leads All Other Branches of the Business—Evening Newspapers Dominate the Field—Country Dailies Distance Those of Big Cities in Growth of Circulations.**

(Special Correspondence.)

WASHINGTON, D. C., Dec. 4.—Some interesting statistics in regard to the printing and publishing industry of the United States in 1909 are presented in detail in a bulletin soon to be issued by Director Harris, of the Bureau of the Census, prepared under the supervision of W. M. Steuart, chief statistician for manufactures.

In 1909 the number of establishments in the industry, as a whole, was 31,445; the number of persons engaged was 388,466, of whom 258,434 were wage earners; the capital invested amounted to \$588,345,708; materials cost \$201,774,590; and the value of products was \$737,876,087.

#### NEWSPAPERS TO THE FORE.

Of the 31,445 establishments canvassed in 1909 approximately three-fifths were engaged in the publishing of newspapers and periodicals. These establishments employed 108,672 wage earners, or 42 per cent. of the total for the industry, and reported products to the value of \$406,090,122, or 55 per cent. of the total value of products reported for the industry as a whole. A large proportion of the "value of products" of this branch of the industry represents payments received for advertising. Establishments engaged in book publishing or in job printing, or both, formed 34.1 per cent. of the total number of establishments, reported 34 per cent. of the total value of products, and employed 42.1 per cent. of the total number of wage earners.

The publishing of newspapers and periodicals, the largest of the six branches of the industry, showed marked increases during the decade 1899-1909 in all respects except in average number of wage earners. The comparatively small gain in this particular is due to the increased use of typesetting and typesetting machines; it is worthy of note that, notwithstanding the small increase in number of wage earners, the total wages paid increased 47.8 per cent. The increase in value of products was 82.1 per cent.

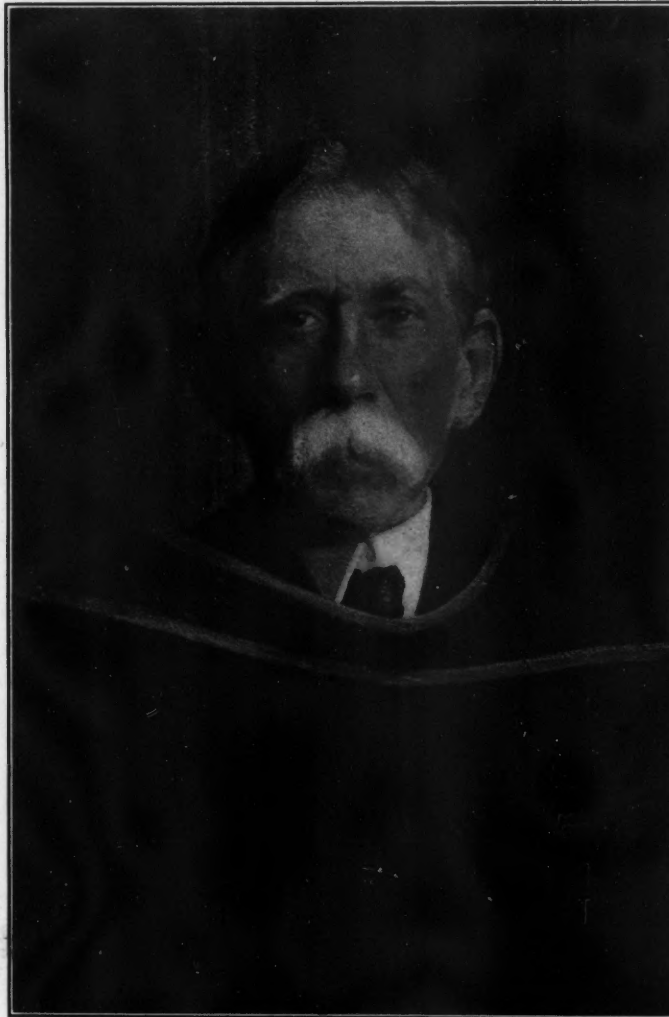
#### NEW YORK IN THE LEAD.

New York is by far the most important State in the printing and publishing industry. This State reported nearly one-fourth of all the wage earners in the industry and almost three-tenths of the total value of products. Illinois ranked second, and Pennsylvania third.

There were a total of 2,600 daily publications reported in 1909, as compared with 2,452 in 1904 and 2,226 in 1899. Of these 2,600 dailies, 760 were published in the morning, and 1,840 in the afternoon or evening. The increase during the decade in the total number of daily newspapers in the United States was 374, or 16.8 per cent., every geographic division but New England gaining.

The greatest increases, both absolute and relative, were reported by the Pacific and West South Central divisions. Every State in New England except Rhode Island, whose number remained

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DR. TALCOTT WILLIAMS.

THE NEW PRESIDENT OF THE AMERICAN CONFERENCE OF THE TEACHERS OF JOURNALISM.

### LONDON NEWS CELEBRATES.

#### Publishes Its 10,000th Issue on Friday, Nov. 21.

The London Evening News, on Friday, Nov. 21, printed its 10,000th issue, and in honor of the event during the following week printed several special numbers. The Evening News is thirty-two years old, and has the largest evening circulation in the British metropolis—500,000 copies.

The editor is W. J. Evans, who has held the position since 1896. The paper is owned by Lord Northcliffe, who took it over in 1894. It is alert, enterprising and helpful to the public it serves. During the severe winter of 1894-5 it raised £3,000 with which soup kitchens were established throughout the city for the benefit of the poor. In the field of sports it established the Matting Wicket Cricket Competition, which is run off each season and attracts record-breaking crowds.

#### W. J. Burns Gets McNamara Reward.

A long controversy was ended at Sacramento last Saturday, when Comptroller Chambers handed a representative of Detective William J. Burns a warrant on the State of California for \$10,000, in

payment of the reward offered for the capture of John J. and James B. McNamara, convicted of dynamiting the Los Angeles Times Building, at which 18 lives were lost. Samuel L. Browne, of Los Angeles, tried to get the warrant, claiming he was in a large measure responsible for the capture and conviction of the men.

#### Riley Heads Times-Dispatch Co.

The Times-Dispatch Co., of Richmond, Va., received a charter from the State last week. The capital stock is \$300,000, of which \$240,000 is preferred and \$60,000 common. The common stock only is to have voting power. The holders of the preferred stock are to receive seven per cent. interest. The officers and directors of the incorporation are: Richard Riley, president; R. B. Jones, vice-president; L. O. Weatherford, chairman of the board; W. Brydon Tennant, secretary; J. St. George Bryan, treasurer.

#### President Renominates Pindell.

President Wilson on Tuesday again sent to the Senate the nomination of H. M. Pindell, editor and publisher of the Peoria (Ill.) Journal, to be Ambassador to Russia. Mr. Pindell was nominated last session, but failed of confirmation.

### TEACHERS' CONFERENCE

#### SECOND ANNUAL MEETING OF JOURNALISM INSTRUCTORS HELD AT MADISON.

**Dr. Talcott Williams Elected President for Ensuing Year—Twenty-four College and University Representatives Present—Reports Submitted Show Large Increase in Students—Notable Addresses.**

At the second annual meeting of the American Conference of Teachers of Journalism, held at the University of Wisconsin, Nov. 28-29, Dr. Talcott Williams, director of the school of journalism at Columbia University, was elected president for the ensuing year, succeeding Dr. Willard G. Bleyer, of the University of Wisconsin. The other officers chosen were: Prof. Frank L. Martin, acting dean of the school of journalism at the University of Missouri, vice-president; Prof. James Melvin Lee, director of the department of journalism at New York University, secretary; Prof. W. G. Bleyer, head of the course in journalism at the University of Wisconsin, and Prof. J. W. Piercy, director of journalism at the University of Indiana, members of the executive committee.

#### NEW YORK CHOSEN.

New York City was chosen as the next place of meeting on a joint invitation from the schools of journalism at Columbia and New York universities. The time of meeting was changed to the last week in December.

Twenty-four college and university instructors of journalism attended the meeting. They represented institutions in all parts of the country from the University of Oregon to New York University, and from the University of Michigan to the State University of Louisiana.

Reports made at the meeting showed a marked increase in the number of students of journalism in all of the institutions. Most of the universities represented either already have printing plants in connection with the course in journalism or are planning to establish such plants in the near future.

Official recognition was given to the honorary journalistic fraternity of Sigma Delta Chi, which was represented at the meeting by its historian, Lee A. White, of the Detroit News.

#### PAPERS READ ON VARIOUS TOPICS.

Papers were read on various subjects pertaining to methods of teaching newspaper writing and editing, as well as advertising.

That a well equipped printing laboratory is an important adjunct of a university course in journalism not only as a means of teaching newspaper administration and advertising, together with the essentials of printing, but as an aid to the teaching of newspaper reporting, editing, editorial writing and the ethics of journalism, was pointed out by Prof. Merle Thorpe, director of the department of journalism at the University of Kansas, in a paper on "The Relation of a Printing Laboratory to a University Course in Journalism."

Professor Thorpe based his conclusions as to the value of a printing plant on his experience in teaching journalism for seven years, during the first two of which he had no laboratory and for the last five of which he has given instruction by aid of a printing plant.

"The student of journalism must be

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## WASHINGTON TOPICS.

**Victory for the Cut Rate Booksellers—Press Agency Work Almost Entirely Eliminated by the Government—The Difference Between the Inside and the Outside.**

(Special Correspondence.)

WASHINGTON, Dec. 4.—Cut rate booksellers won a sweeping victory this week by the United States Supreme Court holding in effect that they may resell copyrighted books at cut rates. The decision ends a long, bitter fight between R. H. Macy & Co., of New York, and publishers over the former selling copyrighted books at cut rates.

The court held, in short, that the agreements between the publishers and the leading booksellers not to sell books to those who cut prices, being in violation of the Sherman anti-trust law, the copyright laws did not prevent this agreement from being unlawful.

The New York courts had held that Macy & Co. were entitled to damages for not being permitted to sell uncopyrighted books, but held the agreements valid as to copyrighted books on the theory that the publishers had an unlimited monopoly under the copyright laws to do what they pleased in the sale of their books.

Justice Day in his decision showed that the Sherman anti-trust law limits rights granted by the copyright laws, just as a decision about a year ago in the Bath Tub case held that the Sherman law limited the rights granted under the patent laws.

**A DISTINCTION WITH A DIFFERENCE.**

The following was overheard in the dining room of the National Press Club soon after the Sayre-Wilson wedding, Tuesday. John B. Smallwood, city editor of the Washington Star, dining with some friends, turned in his seat and, noticing Thomas F. Logan, of the Philadelphia Inquirer, said:

"Hello, Tommy; I didn't see you at the wedding to-day."

"No," replied Mr. Logan, "I was inside."

Only representatives of the four press associations were invited to the Wilson-Sayre wedding. They were Miss Edna Noyes, who represented the United Press; Mrs. Dudley Harmon, of the New York Sun Service; David Lawrence, of the Associated Press, and Archie Jamieson, of the International News Service.

Press agency work in the departments has been almost eliminated by the recent law, but there are departments where information as to what is being done is still furnished the newspapers. The Government press agents took from a number of men the employment they had had in furnishing the correspondents with routine news of the departments.

**MAJOR STOFER, SIR!**

Major A. J. Stofer, who came to Washington along about the time Cleveland was first elected President, and who has been prominent in the newspaper business here ever since, has spent a part of his time in keeping Culpeper, Va., on the map. Now he has had able assistance since Dr. Cary Crayson had President Wilson stop a regular through train at Culpeper because that little Virginia city was also his native town. Major Stofer attracted attention to Culpeper by pointing out that he was in a large measure responsible for the federal cemetery there, he having sold pies to Union soldiers during the Civil War with the result that they became permanent residents. The major was too young to go to the front, but he did his duty like a true son of the Old Dominion, and as a result he secured his military title.

Henry S. Breckenridge, Assistant Secretary of War, is not a newspaper man in the sense that he has earned his living by newspaper work, but he has had quite a newspaper experience as editorial writer on his brother's paper in Kentucky. The assistant secretary is a lawyer, but he is more of a soldier than

either editor or lawyer, that is, in feeling. It was family affairs that kept him out of the army. He is now a major in the Kentucky militia. Mr. Breckenridge is enthusiastic over making the army of the United States, assisted by the militia, the best equipped and best organized machine for defense purposes that can be constructed.

**CHURCH ADVERTISING.**

The church advertising campaign now being conducted in the Times has received the support of all classes of people of all denominations and sects. A partial list of the prominent subscribers includes President Woodrow Wilson, Vice-President Marshall, William Jennings Bryan, Secretary of State; W. G. McAdoo, Secretary of the Treasury; George P. McLean, United States Senate; W. P. Jackson, United States Senate; William Hoover, president of the National Savings and Trust Company, and others.

R. D. Oatman, the publicity man of the Immanuel Baptist Church, believes that all churches should seek the advertising columns of newspapers daily and pay for it as any other successful business does.

Immanuel Baptist Church, though scarcely seven years old; has probably been as well advertised as any church in Washington in the news columns of the papers. Recently a half-page article appeared in the Times and it was stated in the ad that "This advertisement is inserted and paid for in the interest of the churches by a number of Washington citizens, who believe that modern advertising methods can accomplish results for the church."

**Lexington Leader Incorporated.**

The Lexington (Ky.) Leader Company has been incorporated with \$155,000 capital stock, \$35,000 being preferred stock. John G. Stoll, H. K. Milward, W. F. Warren, R. R. Harting, J. C. Carrick, John Skain, E. B. Ellis, Dr. S. H. Halley and R. G. Stoll, are named as the stockholders. These gentlemen composed the syndicate that paid \$120,000 for the Leader, to Mrs. Anna T. Roberts, widow of Samuel J. Roberts, its founder. Indebtedness of the incorporation is limited to \$500,000. The new company will begin business Jan. 1.

**Rowzee and Lochridge Buy Statesman**

Announcement was made in the Austin (Tex.) Statesman last week that M. H. Rowzee and Lloyd P. Lochridge of that city had purchased from J. F. Wolters, at Houston, the majority stock of the Austin Statesman Co. and had taken over the publication of the paper. The Statesman was founded in 1871 and is the second oldest paper in Texas. Mr. Rowzee will continue as general manager and Mr. Lochridge as editor of the paper.

**Pulitzer Concern in Bankruptcy.**

An involuntary petition in bankruptcy was filed Tuesday against the Pulitzer Publishing Co., publishers of the Welcome Guest, by the Brunswick Press, George W. Willis and Edward Stevens. The publishing company is headed by Walter Pulitzer, who has no connection with the New York World. Judge Holt appointed T. Teleston Well as receiver. The Pulitzer Magazine Co., publisher of Pulitzer's Magazine, has had a petition filed against it as a result of a claim of Walter Pulitzer himself. He loaned the concern \$1,200 and assigned this claim to Brett Page, who filed the petition.

**Deutscher Press Club's Dinner.**

About 400 persons attended the twenty-eighth annual dinner and dance of the Deutscher Press Club at the Lexington Opera House last Saturday. Leo Bass was chairman of the arrangements committee. Professor Joseph Schumpeter, German exchange professor to Columbia, spoke on "The German-American Press." A musical program by various concert singers and members of the Metropolitan Opera Company followed. Then came a cabaret.

**INDICTED FOR A. P. LIBEL.**

**Editor and Cartoonist of Masses Must Answer in Court for Attack on News Service.**

On complaint of the officials of the Associated Press the grand jury handed down an indictment last week against Max Eastman, editor, and Arthur Young, cartoonist, of the Masses, a radical monthly magazine, on a charge of publishing a criminal libel. Both men were arraigned before Judge Crain in General Sessions Nov. 28 and released in \$1,000 bail, each to await pleading and trial.

According to the indictment the magazine in the July number published a cartoon entitled, "Poisoned at the Source," which represented a reservoir containing "News," into which a man labeled "The Associated Press" was pouring "lies" from bottles marked "poison." The man is alleged to have a strong resemblance to Frank B. Noyes, president of the Associated Press and owner of the Washington Star. The water inside the reservoir bore such terms as "suppressed facts," "slander," "prejudice" and "hatred of labor organizations."

The cartoon was accompanied by an editorial headed "The Worst Monopoly," in which the Associated Press is charged with suppressing news of the miners' strike in the Paint Creek section of West Virginia. In the editorial it is stated that "the representative of the Associated Press was an officer in that military tribunal that hounded the Paint Creek miners into the penitentiary in violation of their constitutional liberties," and "that the one thing which all tribes and nations in time have held sacred—the body of Truth—is for sale to organized capital in the United States."

Officials at the office of the Associated Press would make no comment on the case, other than to deny that the correspondent in the Paint Creek district had ever been a member of any military organization in West Virginia. William Rand, Jr., former assistant district attorney, is handling the case for the Associated Press.

Floyd Dell, managing editor of the Masses, declared to a representative of THE EDITOR AND PUBLISHER that the editorial and cartoon were intended as a criticism of an institution which "serves the interests of the capital class." No personal attack upon Mr. Noyes was meant, said Mr. Dell, nor did the artist deliberately caricature the Associated Press head.

"The Associated Press serves the interests of the class which exploits the working man," continued Mr. Dell, "it represents the money class; we speak for the masses. It is as a criticism of contemporary life and institutions, and not as a direct attack upon one man or organization that we have drawn attention to the Associated Press activities."

The Masses is a "free magazine," published co-operatively by its editors at 91 Greenwich avenue. The contributing editors listed in the December number are Eugene Wood, John Reed, Ellis O. Jones, Max Eastman, Horatio Winslow, Mary Heaton Vorse, Louis Untermeyer, William English Walling, Howard Brubaker, Robert Carlton Brown, John Sloan, Arthur Young, Alice Beach Winter, H. J. Turner, Charles A. Winter, Maurice Becker, George Bellows, Cornelia Barns and Stuart Davis.

**Kansas City Post Sues the Star.**

Suit for \$200,000 damages was filed in the Circuit Court last week by the Kansas City (Mo.) Post Publishing Co. against W. R. Nelson, editor and publisher of the Kansas City Star. The petition sets forth that the methods of securing advertising by the Star have been of a nature to be unfairly detrimental to the Kansas City Post. The petition is brief, and cites no specific instance of alleged unfair methods.

The Waldo (Ark.) Advertiser, a weekly, has ceased publication.

**PRINTING INDUSTRY.**

(Continued from first page.)

stationary, showed a loss in the number of dailies between 1899 and 1909.

**DAILY CIRCULATIONS.**

The circulation of daily newspapers and periodicals printed in the ten cities—New York, Chicago, Philadelphia, St. Louis, Boston, Cleveland, Baltimore, Pittsburgh, Buffalo, and San Francisco—constituted 47 per cent. of the total daily circulation of the entire country in 1909, as against 50.5 per cent. in 1904. This change shows that the circulation of dailies published outside of the great centers of population has been increasing during the past few years more rapidly than that of papers in those centers. The circulation of the daily newspapers published in New York City constituted 16.9 per cent. of the total for all dailies in the country in 1909, as compared with 18.3 per cent. in 1904.

The preponderance of the evening circulation was not only maintained from 1904 to 1909, but increased in New York, Chicago, Philadelphia, Boston, and Cleveland; and that of the morning, but with decreasing proportions, in Baltimore and San Francisco.

At the census of 1909 St. Louis had, as reported, a larger circulation of evening dailies than of morning; this condition was reversed in 1904. The morning circulation of Pittsburgh dailies was reported as superior in size to the evening for 1904; at the census of 1909 the figures showed that the evening circulation was the larger.

More than half of the circulation of dailies printed in foreign languages in 1909 was of publications issued in New York, which State also showed the greatest gain in circulation of any State between 1904 and 1909. A slight loss in the circulation of such papers is shown as having taken place in New Jersey, and a much larger one in Pennsylvania. The German dailies led in number in 1909, but with a decrease of ten as compared with 1904. New York was first, and Illinois next, in the number of such dailies, a reversal of the conditions in this respect existing at the earlier census. Yiddish dailies were second in number, and Italian dailies third. New York reported more dailies in these languages than any other State, and also the only Arabic daily, the only Croatian daily, and the only Greek daily reported.

**THE SUNDAY NEWSPAPERS.**

There were 520 Sunday newspapers published in the United States in 1909, as compared with 494 in 1904. Their combined circulation was 13,347,282 in 1909 as compared with 12,022,341 in 1904, an increase of 11 per cent. The aggregate number of copies reported for 1909 was great enough to furnish 202 copies for each 1,000 literate persons ten years of age and over reported at the census of 1910.

The weekly newspapers numbered 15,097 in 1909, as compared with 15,006 in 1904. Over three-tenths of the circulation of weeklies in 1909 was reported from the States of the Middle Atlantic division, those of the East North Central following with over one-fourth. The Mountain division had the least of all, 1.8 per cent. Among the individual States New York reported nearly one-sixth of the total circulation, and Nevada less than one-tenth of one per cent. of it. Decreases in circulation are shown for fifteen States, these ranging from 1.9 per cent. in Arkansas to 24.3 per cent. in Vermont.

The combined circulation per issue of the monthly publications in the United States decreased from 64,306,155 in 1904 to 63,280,535 in 1909.

**Christian Advocate Editor Removed.**

The Rev. Stephen A. Nettles was removed as editor of the Southern Christian Advocate, the official organ of the South Carolina conference of the Methodist Episcopal Church, South, at a stormy session of the conference held at Spartanburg, S. C., on Nov. 30. He was also suspended from the ministry for three months. The principal charge against Mr. Nettles was that of immorality, preferred by a girl stenographer.

**CHICAGO HAPPENINGS.**

**Newspaper Women on Jury—Death of Frank E. Rowley, Former Managing Editor of Chronicle—Thugs Hold Up and Rob Paul T. Gilbert.**  
(Special Correspondence.)

CHICAGO, Dec. 3.—A jury composed of newspaper women sat in County Judge John E. Owen's court this week at the detention hospital to serve in insanity cases which came up for hearing. Besides Dr. Clara L. Seippel, a permanent jury member, the jurors were: Susie Sexton, the Record-Herald; Mary O'Connor Newell, the Record-Herald; Marjorie Curry, the Daily News; Jean Craib, the Daily Journal, and Lois Willoughby, the Inter-Ocean.

Frank Ellis Rowley, formerly managing editor of the Chronicle, died last week, Friday, at his residence at 840 Lakeside Place. He incurred a stroke of apoplexy fourteen months ago. Mr. Rowley had been a newspaper man for more than twenty-three years. He was born in Racine, Wis., and came to this city when ten years old. He worked for the old Times and then became successively city editor, night editor and managing editor of the old Chicago Chronicle. Afterward he was city editor of the San Francisco Examiner, then went to Cleveland, where D. R. Hanna gave him the management of the Leader and News.

**NEWSPAPER MEN AT FUNERAL.**

A large number of friends and newspaper associates of Mr. Rowley attended the funeral services last Sunday. Among them were Lieutenant-Governor Barratt O'Hara, who was telegraph editor under Rowley on the Chronicle, and W. C. Kelly, assistant editor of the Electrical World, a boyhood chum of the deceased.

Thugs held up, slugged and robbed Paul T. Gilbert, of the Inter Ocean, early Saturday morning.

Samuel O. Dunn, editor of the Railway Age Gazette, spoke at the weekly luncheon of the Traffic club at the Hotel La Salle last week on "The Railway Employe and the Railway Patron." Mr. Dunn declared that until the last decade the cost of transportation had steadily decreased but this had not been true recently because of the exorbitant demands of labor.

Fire caused \$1,500 damage in the paper stock room and office of the Drivers' Journal and Daily Sun building on Exchange avenue, near South Halsted street, last week.

**JOLIET REPORTER SUES THEATER.**

At Joliet M. B. Kelly, reporter on the Daily Herald, roasted a recent play. Actors denounced him from the stage. Thereupon he sued the theater for \$10,000 damages.

In a talk on advertising delivered before the students of the Chicago Central Station Institute, the other day, Dana H. Howard, advertising manager of the Commonwealth Edison Co., discussed the question of advertising by public service corporations, particularly those with more or less of a monopoly.

Joseph H. Brown & Co., jewelers, have sued the Keystone Publishing Co., who print a trade journal, for \$100,000 damages for alleged libelous matter printed about them.

**Press Club Draws Line at Sulzer.**

The Milwaukee Press Club has refused to receive former Governor Sulzer as a guest. James C. Garrison, former managing editor of the New York Press, now Sulzer's advance agent, offered to arrange that the impeached Governor give members of the press club a lecture on how the newspapers handled the Sulzer case, giving some details of interest to newspaper men not for the public. The club officers, however, have decided that Sulzer is not sufficiently important a character to deserve being entertained, though the club has been host to Jack Johnson and other pugilists.

The Northampton (Mass.) Herald plant suffered \$200 damages from fire.



**RODIN'S BUST OF JOSEPH PULITZER,**

A REPLICA OF WHICH HAS BEEN PRESENTED TO THE COLUMBIA UNIVERSITY SCHOOL OF JOURNALISM BY THE STAFF OF THE NEW YORK WORLD. THE CAST WAS MADE BY HENRY-BONNARD BRONZE CO. AND M'KIM, MEAD & WHITE DESIGNED THE PEDESTAL.

**Irvin S. Cobb Back from Europe.**

Irvin S. Cobb, newspaper man and humorist, who has been abroad on a two months' tour of Europe, "as Americans get it," returned home on the North German Lloyd steamship Berlin on Monday. During his absence Mr. Cobb lost twenty pounds of avoirdupois—just where he is unwilling to say. During his absence he was the guest of Rudyard Kipling at his home in Sussex. Cobb and Kipling had a day's shooting together. Concerning his experiences, Mr. Cobb says: "They shoot pheasants over there. You have to stir the birds and then kick them out of the way to get a fair shot at them. Shooting pheasants in England is like shooting ferryboats with a shot gun in the East River."

**John Boden's Estate.**

John Boden, ex-secretary of the State Racing Commission, and formerly

managing editor of the New York Press, who died Aug. 24 last, left an estate of \$5,738.43, according to the appraiser's report, filed in Brooklyn last week. The property goes to Mrs. Bridget Boden, the testator's mother.

**Pennsylvania Weeklies Raise Price.**

Publishers of six weekly newspapers in Clarion County, Western Pennsylvania, have notified their subscribers that beginning Jan. 1, the yearly price will be advanced 50 per cent. Increased cost of labor and materials without a corresponding advance in advertising rates is given as the cause.

**Boston Publicity Building.**

The Boston Publicity Building, concerning which several items have appeared in THE EDITOR AND PUBLISHER, is completed, and many of the tenants have moved in. The Pilgrim Publicity Association will be on the sixth floor.

**TRIBUTE TO THE REPORTER.**

**Lincoln Steffens Says Reporting Is the Greatest Work in the World.**

"Reporting is the greatest work in the world," declared Lincoln Steffens in addressing the students in the course in journalism at the University of Wisconsin recently.

"The reporter writes for millions and millions depend upon him to explain the happenings of life so that they can understand them," he continued.

"Our journalism is changing. The new and coming style newspaper will be fearless and will be written by those who can go under the surface and explain causes. The most successful journalist to-morrow will be the man who can look at life with open eyes and who can tell clearly what he sees. He must be able to see back of the acts of men and discern the social and economic forces that cause the acts, and he must explain these to his readers.

"We are up not against bad men, but bad conditions, wrong economic conditions, and these must be corrected before we can progress as we should. In correcting these evils the newspapers must take the lead.

"The great need to-day in the newspaper and magazine world is for men who possess the knowledge and the culture to take the achievements of the scientists, the astronomers, the great engineers and the agricultural experts, and write about them interestingly and correctly for the great mass of people who depend upon newspapers and magazines for their information."

**Richmond Virginian Wins Stock Suit.**

The Richmond Virginian received a verdict of \$300 against T. F. Kidd, a stockholder, by a jury before Judge West in Hastings, Va., last week. It appears that some time ago Mr. Kidd subscribed to \$300 of the stock of the Virginian Co. He resisted payment on the ground that after he subscribed for the stock the company began the publication of a Sunday edition to which he was religiously opposed, and which he understood would not be published. The contract, however, contained nothing in support of Mr. Kidd's understanding. The jury decided in favor of the Virginian.

**Syracuse Herald's New Stand.**

The Syracuse (N. Y.) Herald Co., at a meeting on Nov. 11, decided to exclude from its columns all advertising of remedies for the cure or relief of diseases "peculiar to men and women." The action was supplemental to a stricter policing of its advertising columns—a policy which has been pursued for some time. Although the Herald Co. is making a considerable monetary sacrifice, it feels that the adoption of this new policy is a long stride in the right direction.

**Brooklyn Times May Move.**

A rumor has been in circulation for the past week in Brooklyn newspaper circles that The Times contemplated moving from the foot of Broadway, in the Williamsburg section, where it has been located for some fifty odd years, to a more central location near Fulton street. Inquiry failed to confirm the rumor, but those who should be in a position to know did not deny it. Since the opening of the Williamsburg Bridge Lower Broadway has been a dead street, and not the location for a live newspaper.

**Lodtmann, Fake Journalist, Arrested.**

William Lodtmann, a German-American, said to be from Chicago, was arrested at Hanover, Germany last week on a charge of passing fraudulent checks. His activities in Germany are said to have lasted over a year, during which time he posed as the correspondent of some leading New York, Boston and other American newspapers. The checks are said to have been passed not only in Germany but in Austria, Italy, France and Belgium.

## WOMEN WRITERS OF AMERICAN PRESS.

**Miss Rose Henderson, Associate Editor of the Des Moines Register and Leader, Believes Optimism Essential to Success in Journalism—Miss McNamara, of the News, Holds That Enthusiasm and Imagination Are Necessary.**

By A. C. Haeselbarth.

There are some good papers in Des Moines, Ia., and some bright women are helping to make them. Two of the best known of these journalistic toilers are Miss Rose Henderson, and Miss Sue McNamara whose enthusiasm is sufficiently infectious to be inspirational.

Miss Rose Henderson began newspaper work on the Des Moines Register and Leader four years ago and is now associate editor of that paper, a position she has creditably filled for two years. She writes editorials, features and dramatic criticisms. Expressing for THE EDITOR AND PUBLISHER her views as to newspaper work for women she says: "Broadly speaking, it seems to me that one of the most necessary requirements



MISS ROSE HENDERSON.

for the successful newspaper woman is a spirit of optimism and belief in the world. And this does not mean, of course, blind and unreasoning attitude of confidence or assurance. It means rather the ability to see things as they are, and to look upon the unclean and unlovely and vicious and deceitful aspects of life without becoming hardened and embittered or even losing a certain youthful enthusiasm and susceptibility.

### SPIRIT OF OPTIMISM ESSENTIAL.

"Without this enthusiasm the woman who writes for a daily paper either becomes insincere and flippantly superficial or she grows cynical and drops into a rut, writing only for space and with little real interest in her work. But she needs the brave cosmopolitanism which is never base. She cannot afford to lose the thrill of the discoverer or to fail in her response to the clutching romance of daily life. And yet with this she must be wonderfully circumspect and shrewd and far-seeing. She must know human nature, but knowing it, retain a fresh and inspiring interest and even belief.

"It seems to me that one notable change which is coming about in the newspaper woman as a type is her increasing breadth and graciousness and general culture. She is growing away from the ideal of the aggressive, leech-like creature who is after the latest scandal or sensation regardless of how she gets it. The best newspaper woman holds on to her self-respect. She is losing something of her militancy and gaining in dignity and authority and reliability thereby.

"I have little respect for the woman reporter or interviewer who will not lose her job if need be by refusing absolutely to compromise her self-respect for the sake of getting a big story. She must, of course, be sane and sensible enough to discriminate between what is mere professional necessity and what is disreputable and despicable in methods and conduct. A good newspaper woman does not have to sacrifice her best instincts of womanhood. These are her most telling of resources in the field of journalism as everywhere else. The woman reporter doesn't need to smoke or drink or swear or talk slang. Other things being equal, the more chaste and refined and womanly she is the better she will succeed in the business of writing for the daily press.

"The people who are really worth interviewing appreciate being approached by a person of refinement and pleasing courteous address. The people lowest down in the scale of existence will oftener respond to the gentle tact of a womanly woman than to the smart and presuming bluntness or irritating persistence of a reporter who lacks delicacy and candid sincerity of purpose.

"One must learn not to shrink from some very disheartening experiences. For the woman who writes must know the world and there are few more revealing schools for learning than that provided by the field of newspaper reporting."

Miss Henderson is one of the youngest dramatic critics to have won authoritative recognition. Her short stories



MISS SUE McNAMARA.

and verse have found place in Ainslee's, The Black Cat, Smart Set, Lippincott's, The Craftsman, The Forum and other magazines. She is a member of the Iowa Press and Authors' Club, and of the Professional Women's League of Des Moines.

Miss Sue McNamara has been for some years with the Des Moines Daily News as dramatic editor and special feature writer. She was sent to Panama in the fall of 1911 by the Newspaper Enterprise Association of Chicago to secure a series of human interest stories. While there she interviewed Col. Goethals and other celebrities, rode through Culebra Cut, visited Pablo Arosemena, then president of Panama, at his palace in Panama City and was invited to take an afternoon drive with him, which she did. She covered the opening of Rosé-

bud reservation, South Dakota, in 1908 for a number of papers. She has made quite a specialty of interviews, her subjects ranging from Emma Goldman to stage favorites.

Of what she thinks about newspaper work Miss McNamara says:

"While I know it's quite customary to adopt a certain air of cynicism and disillusionment after a few years spent in 'the game,' truth compels me to admit that it still retains a good deal of fascination for me. I see its bumps and its seamy side. Nevertheless I have not yet reached the point where I cannot sniff appreciatively at the damp black type of the 'last city' just off the press, and when a big story is coming over the wire I thank my stars I'm not penned up in some school room teaching Latin. Park Row in New York holds more mystery and fascination for me than the Metropolitan Museum.

### JOURNALISM A HIGH CALLING.

"I regard newspaper work as a high calling and it still arouses my ire to have somebody spring that threadbare remark 'you just can't believe anything you see in the papers.' There may be a grain of truth in the statement, but at least they should amend it to read 'some things.'

"If the press could be epitomized in human form I'm sure it would take the guise of a noble minded fine old gentleman who has his faults to be sure, but whose virtues far exceed his vices.

"I think enthusiasm and imagination are the two chief requisites for a successful newspaper woman. The bulk of humanity has little imagination. They rely on the daily paper to supply them with the sentiment of life. The newspaper writer must be a sort of interpreter of the romance and poetry of the world.

"The newspaper woman of to-day need not be relegated to the pickled preserves corner of the paper. Neither need she become an abandoned Sob Sister. And it is not necessary for her to usurp the police court or the divorce trial. This is a man's field. But there is a lovely middle ground where her talent may find full play in the special article, the Sunday feature and the interview.

### PREFERS PERSONALITY SKETCHES.

"I have always been partial to interviews. Though the word interview is inadequate. I prefer 'personality sketches.' The cut and dried interview consisting of a column or so in quotation marks holds little interest. You can make a commonplace remark hold the attention of a reader by surrounding it with a delicate word picture of the man interviewed. The so-called 'interview' should present to the reader a vivid impression of the personality of the person interviewed.

"The interview conducted with a notebook and a carefully thought out list of questions is usually a failure unless the celebrity happens to be an army man or a statesman whose exact words are of great moment.

"I am always pleased when some one says: 'When I read your article I felt just as though I had been there.' I would rather be guilty of a split infinitive and catch the glow of sunlight on the cowboy hero's bronzed face in my story than to write a Henry James essay which arouses no pleasure or pain in the reader.

"Rather than interfering, I have found that newspaper work is a good stepping stone toward the magazines. In it you are taken to places and meet people you would not otherwise get to know. It all affords you good magazine material. It also teaches you brevity and condensation.

"Next to money there is nothing which is such an 'open sesame' to all doors as the power of the press. Some of my most delightful experiences and most pleasant companionships have been made through my work."

The Rockland (Mass.) Independent has been sold to H. M. White, formerly owner of the Gleaver, of Lee, Mass., through the C. M. Palmer Agency, N. Y.

### That Ten Page Automobile Ad.

Writing under date of Dec. 1, "Charlie" Miller, business manager of the Louisville (Ky.) Herald, states that the ten page advertisement of the Southern Motors Co. which appeared in the Louisville Herald of Nov. 20 and which was very briefly referred to in an item in last week's EDITOR AND PUBLISHER.—"From the standpoint of beauty it is the finest automobile advertisement ever printed. From the standpoint of size I am positive it is the largest automobile advertisement that has ever appeared in a newspaper for one firm. Some advertisers contend that this issue is too large to be profitable; that no one will read an advertisement this size. I believe you will agree that it more than accomplishes its purpose to impress the size and importance of the firm. The Southern Motors Company are practically a new firm here and desire to convince the readers of their leadership in this line. From the favorable comment through the city they have undoubtedly gained this end."

### Shearon's Newspaper Series.

Lowe Shearon, editor and business manager of the New Canaan (Conn.) Leader, for many years engaged in newspaper work in New York City on the old Daily News, is writing for the Leader a series of articles on "The Newspaper Game" that are worth reading. In the issue of Oct. 30 he tells of his experiences as a cub reporter in covering an exhibition by the Muldoon-Kilrain company in Dallas, during which a local featherweight named James was accidentally killed by a knockout blow on the chin given by Bazina, one of Muldoon's boxers.

### Answers to Correspondents.

HAZLETON, PA., Nov. 25, 1913.

THE EDITOR AND PUBLISHER: I notice in your current issue that several speakers of prominence are to address the students of the Columbia School of Journalism. I wish you could do as you did a year ago—print the gist of these talks for the benefit of your out-of-town readers. J. W. KRAFT.

We have printed this fall reports of the only lectures delivered, by Samuel Bowles, on "Actual Conscience in Newspaper Making," Nov. 1, and by Melville E. Stone, on "What Is News?" Nov. 29.

## Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation  
in October, 1913 - - - **33,585**

Net Average in Topeka  
in October, 1913 - - - **9,629**

It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Only 7-day-a-week paper in Kansas.

*Arthur Capper*  
TOPEKA, KAN. Publisher

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

## The Official Catholic Directory

A unique medium which will interest any advertiser wishing to reach the 17,945 Catholic Clergymen, the 57,550 Nuns, the 5,256 Parochial Schools and the numerous other Catholic institutions in this country. Send for full particulars.

## The Official Catholic Directory

P. J. Kenedy & Sons, Publishers  
44 Barclay Street, New York

# The New York Herald

published in November

## 2,936<sup>3</sup>/<sub>8</sub>

Columns of Paid Notices  
at full rates, no rebates, no puffs.

This was a **gain of 315<sup>7</sup>/<sub>8</sub> columns** over the amount published in November, 1912, or more than an average gain of 10 columns per day.

The Herald charges fair rates to advertisers and gives best results.

# The New York Herald

# The Newspaper

"Art is the expression of man's joy in his work."

In this fragment let us admit that the type furnishes all the art. But what is written is the honest expression of a real joy in a noble work.

Thus shall we avoid quarrels with quibblers.

Many things less worthy than a tribute to newspaper advertising are set in church window type.

The day of the world hangs upon the daily newspaper.

Stop the presses for twenty-four hours and the calendar will rob history of one full day—the day that was not.

Every man, Every woman, Everywhere—these are the signboards on the roads traversed by the newspaper.

The one universal traveller, it stops only on the Outer Edge of Things. Beyond, and where it cannot go, is Nothingness.

The world cannot sleep, cannot wake without it. It gives an ever increasing breadth to daily life, losing the limitations of yesterday as a century loses the woodman's mark on a forest oak.

It is an institution in every community that has a name. It is a member of every family; speaks the language of every household.

It holds an interest in every business; it is the main-spring of all commerce.

Its ruled columns are straight roads to every market.

Every buyer of everything waits upon these roads for every seller of anything.

The men who print it have but to whisper these things in chorus, and the great wave of their message will echo round the business world.

When that day comes—and it is coming fast—the daily newspaper will show the final proofs of its universality—

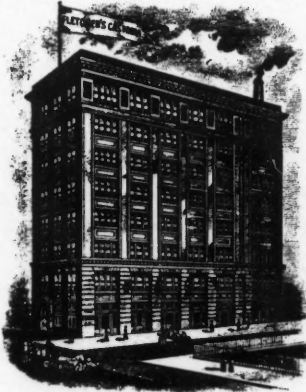
The message of every man who has something to sell.

# The New York World

**"BEST MEDIUM FOR REACHING DISCERNING MOTHERS"**

Read below why The Centaur Company spends more money in The World in advertising Castoria than in any other New York Newspaper

ALL BUSINESS COMMUNICATIONS WHATSOEVER TO RECEIVE ATTENTION MUST BE ADDRESSED TO THE CENTAUR COMPANY.



CHAS. H. FLETCHER, PRESIDENT.  
GEO. H. EDWARDS, SECRETARY

248-250 WEST BROADWAY  
CORNER BEACH STREET.

CABLE ADDRESS CASTORIA  
A. B. C. 4TH EDITION

*New York,*

Nov. 12, 1913

IN YOUR REPLY PLEASE REFER TO NUMBER.

Mr. T. Y. Crafts.

Adv. Mgr. "The Evening World",

New York City, N.Y.

My dear Mr. Crafts:-

As per our conversation, the other day, I have looked over our records and they verify my statement that we are now, and have been, using for Fletcher's Castoria for many years, several thousand lines more per year than we have given to any other New York City paper. We have done this believing that the greatest number of discerning mothers, mothers careful of the welfare of their children, can be reached through your columns, and our belief has not been shaken.

So long as the independent and high character of "The Evening World" continues, Fletcher's Castoria will appear in its columns and, if possible, in ever increasing volume.

Very respectfully,

The Centaur Company.

**Advertising In The World Is No Lottery**

## NEW DAILY FOR NEW ORLEANS. DEFENDS PENNY PRESS.

### May Be Launched by Northern Capitalists as a Morning Paper.

A report comes from New Orleans that a number of Eastern and Northern capitalists are contemplating the establishment of a morning newspaper.

Louis A. Hoffman, head of the International Supply Co., of New York, has addressed a letter to the citizens of New Orleans in which he states that after examining the field he is convinced that such a paper could succeed.

Mr. Hoffman, who says he is acting in behalf of the capitalists mentioned, says that the new paper is to be issued six days a week, at two cents a copy, or ten cents a week, delivered by carrier service. It will have all the features of a first-class newspaper.

Those who are behind the enterprise purposed to invest \$500,000.

A selected list of successful merchants will be offered the columns of this new morning newspaper for a period of the first three months without any charge whatever if they prepare special copy so that they can check their results. After a period of three months advertising space will be sold at the rate of 17th of a cent per line per 1,000 circulation.

## FARM JOURNAL WANTED

By party with \$50,000 or more for investment. Location not important if proposition is a good one.

American Newspaper Exchange

Rand-McNally Bldg., Chicago

## HENRY A. WISE WOOD AND BENJAMIN WOOD INC.

### Newspaper Engineers

SPECIALISTS IN THE DESIGN, CONSTRUCTION AND ORGANIZATION OF NEWS-PAPER PLANTS

Professional services of the highest order rendered in the following matters: Construction or Reconstruction of Plants; Improvement of Departmental Efficiency; Examination of Materials; Ascertainment of Manufacturing Costs; Betterment of Printed Product; Appraisal of Plants; Solution of Particular Problems. *Brochure sent on request.*  
1 Madison Avenue, New York City, U. S. A.

### Canadian Press Clippings

The problem of covering the Canadian field is answered by obtaining the service of

## The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

TAKE IT TO

# POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

154 Nassau St. N.Y. Tel. 4900-4 Bookman

### Louis Wiley Takes Exception to Some of the Statements Made by Samuel Bowles at Columbia—Says Papers Are Better Printed Now Than Formerly—Gives List of Papers Selling for One Cent—Price No Factor.

In an address delivered before the Springfield (Mass.) Publicity Club, at a dinner in the Hotel Kimball, that city, on Wednesday evening, Louis Wiley, business manager of the New York Times, took exception to some of the statements concerning one-cent newspapers made by Samuel Bowles, editor of the Springfield Republican, in his recent address before the School of Journalism at Columbia University. He said, in part:

My first point of dissent from the editor of the Republican is in his comparison of the newspapers of to-day with the newspapers of forty years ago, and in his statement that compared with that time "there has been a great decline in the character of American newspapers as typographic products." He said: "Compare the New York Times, Herald, and Tribune with those same newspapers of forty years ago, and the point I seek to make will be quite clear."

I have made the comparison, and I present for your attention to-night a copy of the New York Times of more than forty years ago and a copy of the New York Times of to-day. You will note there has been a great improvement in typography, in arrangement of matter, in display of headlines, and in general appearance.

Mr. Bowles further says: "The one-cent paper of many pages, as we know it in the United States, rests wholly on its advertising revenue. The fraction of a cent per copy which it nets to its publishers hardly pays for the white paper on which it is printed. To secure large advertising it must have large circulation, and the devil of big circulation sits always by the managing editor's desk and tempts him to do things, in and through his sheet, which will attract buyers, but which he is ashamed of, if he takes any pride in his profession or has any regard for his public responsibilities. It is a familiar story, but it has to be rehearsed in any fair consideration of art and conscience in newspaper making."

The one-cent paper of large size is constantly tempted to do whatever the advertiser wants, and usually yields.

The one-cent newspaper is no more open to the charges Mr. Bowles makes than the two-cent paper or the three-cent paper. "The one-cent newspapers, in the main, are as attractive, interesting, and well read as newspapers of the higher price. The one-cent newspaper does not depend upon revenues from its advertisements any more than does the two-cent newspaper."

Can the Springfield Republican exist without advertisements? The one-cent newspapers, because of their large circulations, have less to fear from lack of advertisements than the newspapers that charge two cents or three cents per copy. A newspaper with a large circulation receives advertisements without solicitation and because of its circulation. A newspaper with a small circulation makes a constant struggle to secure advertising, and it is at a great disadvantage in its quest for it, because of its small circulation. Newspapers with large circulations and large advertising revenues are more independent than newspapers of small circulation and small advertising revenues.

"I grant," said Mr. Bowles, "that there are some good one-cent newspapers in the country, but they would be better, from the standpoint of the public interest, at two cents than at one cent."

I cannot see why a newspaper serves the public better if it charges two cents per copy than if it charges one cent per copy. It seems to me that at the smaller price, with a large quantity of circulation, it best serves the community. If it is a worthy newspaper, the greater its distribution the greater its service to the public. There are many newspapers in this country sold for one cent per copy which are clean, reliable and neat in appearance. Omitting New York City, which has several good one-cent newspapers, here are a few:

Albany Journal, Baltimore American, Baltimore News, Baltimore Sun, Boston Herald, Boston Journal, Boston Post, Buffalo Courier, Buffalo Express, Buffalo News, Buffalo Times, Chattanooga Times, Chicago Inter-Ocean, Chicago Journal, Chicago Record-Herald, Chicago Tribune, Cleveland Leader, Cleveland Plain Dealer, Des Moines Capital, Kansas City Star, Kansas City Times, Milwaukee Journal, Philadelphia Bulletin, Philadelphia Inquirer, Philadelphia North American, Philadelphia Record, Pittsburgh Chronicle-Telegraph, Rochester Democrat and Chronicle, Rochester Herald,

Rochester Post-Express, Rochester Union and Advertiser, San Francisco Bulletin, San Francisco Post, St. Louis Globe-Democrat, St. Louis Post-Dispatch, St. Louis Republic, Utica Herald-Dispatch.

It would be difficult to give a list of two-cent papers or three-cent papers to equal these newspapers in attractiveness and readability.

I join Mr. Bowles in condemnation of the vulgar and offensive newspapers prepared for the attention of the thoughtless, and I agree with him that this type of newspaper is an offense against society, a disgrace to the profession and a real danger to the Republic. But such newspapers are not vulgar and offensive because they are sold for one cent per copy. The fact is, that one cent is a popular and appealing price for the modern daily newspaper. The character of the newspaper depends entirely upon the aim and practice of its publisher. The price per copy has nothing to do with it.

## BARNEY YOKEL TALKS.

### Big Things Doing in New York American Circulation Circles.

I've not had a chance in many a long day to have a heart-to-heart talk with my old friend Barney Yokel, who presides over the destinies of the circulation department of the New York American until the other day, when I met him quite unexpectedly. He hasn't changed much since the old Chicago Journal days, when he was known as a "wagon man" because he had charge of the dealer distribution in quite a large part of the town.

That was in the days of that bright galaxy of stars who held the boards for some time—Peter Finley Dunne, Charles Mortimer Peck, James O'Donnell Bennett, the great and only Sam Booth and many other actors of note in both the circulation and advertising lines.

When Barney came to New York four and a half years ago some of the "wise" boys said he'd last three months, but he's still at it and making good every minute. "Barney," said I, "what tell right have you to fame? What've you ever done for your country—how is the American, anyway? They tell me the circulation of the American is rotten."

You should have seen him—that word "rotten" proved an inspiration, for he said:

"When I came to New York the Daily American had 155,000; now, the daily is up to 292,000 and will be over 300,000 by Christmas.

"The Sunday had 600,000 four and a half years ago, and to-day our Sunday figures are 781,000, notwithstanding the fact that we gave the Atlanta Georgian about 23,000 and the Boston American over 20,000. I guess that's rotten. Eh?"

I had to admit that, after all, it wasn't so bad. In a minute he was off again:

"When I came to New York our dealers all enjoyed the return privilege," he continued. "We cut off the returns without a loss of circulation, thereby affecting a saving of about \$125,000 a year, and ever since we've been on the up grade. See!"

If you knew Barney you'd realize that he had a big hand in that fine showing, for he has push and go, force and determination, knows how to work, and certainly keeps constantly at it.

PHILIP LONGWORTH.

### Jacob J. Walser's Estate \$1,151,577.

Jacob J. Walser, late president of the Goss Printing Press Co., who died Oct. 16, left an estate of \$1,151,577, according to the inventory filed in the Probate Court at Chicago last week. He made no will and the estate will go to the widow, Mrs. Sarah Walser; a daughter, Mrs. Lizzie Walser Oliphant; Joseph J. Walser, a son; Frederick W. Hawtin, a grandson, and Sue D. Walser, of Madison, Wis., a granddaughter. The biggest item listed is \$631,000 in common stock of the press company. Notes from newspapers and publishing companies aggregating about \$150,000, are listed as assets. Cash in banks amounts to \$56,960 and \$29,053 is due from the company for cash loans. The real estate is put at \$191,500.

## \$200,000.00 Cash

Balance deferred, will buy big Eastern Daily Newspaper in one of the finest fields in the U. S. This property is at present showing large net earnings which can be substantially increased immediately. This is an exclusive proposition and will be exposed only to a serious prospective buyer who has in hand the necessary first payment.

### HARWELL, CANNON & MCCARTHY

Brokers in Newspaper and Magazine Properties

200 FIFTH AVENUE NEW YORK

## BARNHART BROTHERS & SPINDLER

Sole Manufacturers of the

### Electric-Welded Silver-Gloss Steel Chases

OVER EIGHTY-FOUR THOUSAND

Made and Sold by Us and Every One Satisfactory

All Other Chases Inferior to this Well Known Make

## Barnhart Brothers & Spindler

TYPE FOUNDERS

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

We can increase your business—if you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

## BURRELLE

CHARLES HEMSTREET, Manager

60 and 62 Warren Street, New York City

Established a Quarter of a Century

Send for samples of Half-tone Diamond Black. This Ink will print Jet Black on the most difficult paper. 40c. net.

Every pound guaranteed.

## F. E. OKIE CO.

PHILADELPHIA, PA.

## Business Reports

for trade papers and newspapers made up daily from thousands of Northwest papers. Price low. Circular Free.

## Western Press Clipping Exchange

MINNEAPOLIS, MINN.

### San Francisco Examiner Enterprise.

A special Hetch-Hetchy edition of the San Francisco Examiner was printed on the presses of the Washington Post on December 2. The paper had the Examiner's heading and the edition contained only matter pertaining to the Hetch-Hetchy bill now before the Senate. A feature story by Hugh McIsaac, Washington correspondent of the Examiner, contained the main arguments favorable to the project. The edition was profusely illustrated. Hundreds of copies of the paper were distributed around the Capitol.



## WASHINGTON CORRESPONDENTS

## Changes in Personnel as Indicated in New Congressional Directory.

(Special Correspondence.)

WASHINGTON, D. C., Dec. 1.—The new Congressional Directory, which will be issued to-day contains a number of changes in the lists of newspapers and their correspondents carried in this publication.

Among the names appearing for the first time there are Everett L. Bradley, who is with the Baltimore Evening Sun bureau; Harvey Fergusson, assistant to Sumner M. Curtis, of the Chicago Record-Herald; Wallace Bruce Macnamee, assistant to Thomas F. Logan, of the Philadelphia Inquirer; Frank D. Lander, Jr., as the representative of the Jackson, (Miss.) News; Minor Meriwether, who, in addition to the Greenville, (S. C.) News, will represent several other Southern dailies; W. E. Yelverton, who looks after Secretary Josephus Daniels' paper, the Raleigh News and Observer, and L. W. Moffett, represents the Cleveland Daily Iron Trader.

Mrs. George F. Richards, who for several years has had the honor of being the only lady correspondent admitted to the press galleries of the Senate and House, will now share that honor with Miss Annie Bernstein. Miss Bernstein is associated with Wells F. Harvey in the local bureau of the Grand Rapids Evening Press and a number of other Michigan dailies.

Manager Percy Thomas, of the International News Service, has added four names to his list, several of them appearing for the first time; Laurence Todd, formerly with the United Press; W. B. Osborne, Archie M. Jamieson and C. N. Odell are now identified with the International's local bureau.

For the United Press, Manager Perry Arnold has added Carl D. Groat, who has been with the local Munsey paper; Carter Field, formerly of the Baltimore Evening Sun, and Cumberland (Md.) News, and C. S. N. Godwin, a brother of Earl Godwin, of the Washington Star.

Edward G. Lowry, recently managing editor of the New York Evening Post, has resumed his former position as representative of that newspaper in Washington.

Jules Goldberg will have charge of the Hearst newspapers represented in Washington. Andrew R. Kelley will look after the New England interests for the Boston American, Hugh McIsaac continues as the representative of the California Hearst publications, and Hugh S. Miller, for the Chicago publications.

## President Ridder's Report.

Herman Ridder, president of the International Typesetting Machine Co., of New York, has issued to the stockholders a report covering its operations from the time of its organization in November, 1911, to Oct. 31, 1913. From this it appears that since March 31, 1913, 261 machines have been delivered. For the last three months of the period fifty machines a month have been built. The company has made arrangements for introduction of its product in Canada, South America, Australia and Scandinavia. Mr. Ridder believes the company is now on a basis for making half a million dollars a year.

## Busy Times for Levy.

Charles Levy, the circulation expert, of Chicago, who is the distributor in Chicago of the Saturday Evening Post, the Ladies' Home Journal, Cosmopolitan, Hearst's, New York Review, New York Sun, Cincinnati Enquirer, Indianapolis News, Munsey's, Harper's, Good Housekeeping and practically every other national publication of consequence, has taken over the circulation of the Saturday Evening Telegraph, the new theatrical weekly recently established in that city by Jack Lait, the editor and director.

John H. Gehre, of Chicago, has leased the plant of the Wausau (Wis.) Sun.

The First of the  
**Ten Business Commandments**  
representing the creed of  
**The New York Globe**

**"Furnish information to all as to the kind of newspaper it is and WHY IT IS such a newspaper."**

The kind of a newspaper the NEW YORK GLOBE is is best explained by a careful reading of the paper itself. However, it handles the news sanely, printing all of it that informs and all that anybody should read. It refuses to make a sewer of its columns or to exaggerate any news event to create a sensation. Its news headings are not deceptive. That is, they do not twist the story that follows. Its motto is to uplift—to make things better for everybody. It hears evil which it is sometimes necessary to print to point out a moral, but it is never indecent. It sees evil, a lot of it, and it often punches it hard, just as it has punched the dealers who sell impure foodstuffs. It despises crookedness of all sorts. It does not speak evil and it won't. Its big mission is to point out the good, which predominates, and to be a helpful, interesting home newspaper.

Why the NEW YORK GLOBE elects to print its kind of a newspaper is due primarily to the fact that the men who make it take their work seriously and feel strongly their duty to make a newspaper that is something more than a mere chronicler of events. They feel, as individuals, that they are part of a Big Organization which is working intensely to accomplish something for the general good—consequently they are on edge all of the time to produce a newspaper that treats its readers as intimate friends, that helps them, that creates confidence, that bears a good name wherever it goes, that won't lie to them, that leads them into green pastures.

Such a newspaper permits advertisers of responsibility to get in very close touch with its readers. Since the average circulation for the year ending November 30th was 141,054, there are enough readers to give great response to legitimate advertising, and they do give it.

**The Globe**  
AND Commercial Advertiser.  
NEW YORK'S LARGEST NEWSPAPER.

**O'MARA & ORMSBEE**

Foreign Advertising Representatives

Brunswick Building  
NEW YORK

Tribune Building  
CHICAGO

Written by WILLIAM C. FREEMAN.

## LEAGUE MEMBERS KICK

**Novel Feature of the December Dinner of the Association—Dan Carroll Urges Closer Co-operation Between Manufacturers and Their Sales Department—Ben Nash Tells How Art Work Can Be Improved.**

Members of the Advertising Men's League and their friends, 173 in number, attended Thursday's dinner at the rooms of the Aldine Club.

The fact that it was "Kickers' Night" gave the speakers license, and although the privilege was widely and variously exercised, it was tempered with good humor and kindness.

Just back of the speakers' table a large scale had been placed for recording the growth in membership toward 700, the goal set for Jan. 1, 1914. At various times during the course of the evening a ringing of bells announced the applications of new members and at the close of the meeting the total membership had reached 575.

Dan A. Carroll, special newspaper representative, was the first kicker. He began by pointing out the difference between a kicker who complained of some specific wrong and a knocker who merely complained of conditions in general. He urged a closer co-operation between the manufacturer and their sales forces in order to effect greater efficiency in advertising. The newspapers were keenly interested in the success of advertising campaigns and were doing what they could to aid in bringing this result about.

At the conclusion of Mr. Carroll's "kick" Herbert Casson, dressed as an Irish laborer carrying a hod, made witty comments on the speaker's "kick," and presented the latter with a ludicrous gift.

This feature of Mr. Casson's was repeated after each speaker's "kick." Those who know of Mr. Casson's inimitable wit can imagine the merriment he produced.

Chas. G. Phillips, of the Dry Goods Economist, kicked at those who belittle the importance of the trade journal and remarked that his paper represented between 36,000 and 37,000 pages of advertising. He believed that we were to see the growth of the idea of staff consultation before launching campaigns.

Einah F. Meyer, of Everybody's, "kicked" about the requests some advertisers made for information that it was well nigh impossible for the publisher to procure. He suggested that a movement be started to standardize the data required of a publisher, and suggested a conference of various business men of different lines of trade and possibly a committee of the league in order that the basic facts of general interest might be decided upon.

Mr. Casson's gift to Mr. Meyer was a Maxim silencer.

Ben S. Nash, of the service department of Frank Seaman, Inc., pleaded for the closer co-operation of artist and copy writer, and suggested that the latter should bring to the artist a clear idea of the cut required.

Mr. Casson's present for Mr. Nash was a kalsomine brush with the admonition to "do a little real work for real money."

Charles Francis, the veteran printer, "kicked" for the wrongs that are heaped upon the printer. He dubbed the ad man an autocrat of the first water who "wants the earth and gets mud."

Harry Tipper, advertising manager of Texas Co., "kicked" about the manifold talents that the ad manager was expected to possess. He must be an analyst, a salesman, a clairvoyant and a prophet. The gift he received at the hands of Mr. Casson was a book entitled "My Adventures with Your Money."

At the conclusion of the various "kicks" a discussion in reference to a current case of fraudulent advertising was started by W. C. Freeman. This discussion aroused keen interest and prolonged the meeting until nearly midnight.

## THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

Entered as second class mail matter in the  
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York City. Telephone, 4830 Beckman. Issued every Saturday.  
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THE JOURNALIST, Established 1884; THE EDITOR AND PUBLISHER, 1901, JAMES WRIGHT BROWN, Publisher; FRANK LEROY BLANCHARD, Editor; GEORGE P. LEFFLER, Business Manager.

New York, Saturday, December 6, 1913

*Cultivate the smile that won't come off; keep in mind that a flicker of a smile is worth a whole menagerie of growls. A smiling face and gentle manners not only pay from a business standpoint, but add untold amounts to the sum of good-will among mankind. A grouch or a grovel never got a new subscriber or won a new advertiser. Correct habits; sufficient sleep, and a good digestion—which mean, sensible, temperate living at home, produces genuine good humor.—ARTHUR CAPPER.*

### PUBLICITY FOR A PROVINCE.

Prince Edward's Island has a new official—a publicity agent. People who have been accustomed to think the province as unprogressive because it is located so far "down East" will have to revise their opinions. The question that will be of interest to newspaper publishers is this: Is the publicity which Prince Edward's Island seeks, to be paid for, or is it to be a free graft proposition?

If the campaign is to amount to anything in the way of encouraging tourists to visit the province or settlers to locate there the advertising matter, whether direct or disguised, must appear in newspapers published in the more congested districts of the country. No doubt the editors of papers in Prince Edward's Island will be perfectly willing to print free of charge interesting articles and even advertisements that have for their object the development of the business of the province. But what good would such publicity do? None whatever, because the appeal is to home people.

Obviously, in order to be of benefit the mediums employed to arouse interest in Prince Edward's Island must be those that reach a distant population. Probably the best field for such exploitation would be the United States, and especially those States lying above the fortieth parallel.

The newspapers of this section of the continent cannot be expected to take a very lively interest in the attractions of a Canadian province. They certainly will not be willing to give publicity to them in their columns unless the articles are accompanied by cash payment.

Therefore, unless the new publicity director of Prince Edward's Island has an advertising appropriation of some size to work with, he will soon find that he has struck a stone wall that bars further progress.

### WORKING FOR THE COMMON GOOD.

Whatever rivalry may exist between the several newspapers of a city in securing circulation and advertising, all of them should work together in promoting the best interests of the community and the State. We can recall the time when no newspaper would lend its support or say a good word for any project that was originated or fathered by a contemporary.

That day, we are glad to say, is passed, except in

cities whose newspaper publishers are stone blind to everything but their own selfish interests. Journalists are now realizing that nothing is to be gained through bitterness of attack, misrepresentation of a competitor, or allowing personal prejudices to interfere with the promotion of any scheme that has for its object the benefit of the public.

These ideas are suggested by the development of a situation in Montreal that is worthy of study. One of Canada's leading French newspapers, La Presse, some months ago began an agitation for the holding of an International Exhibition in Canada in 1917, '18 or '19. It secured letters and interviews from hundreds of business men on the subject and published many articles showing why the exhibition should be given. Many of the leading men of Great Britain have heartily endorsed the project.

Other Canadian newspapers besides La Presse have taken up the project and are doing their best to push it along to fulfillment. The movement has now reached a point where T. Berthiaume, publisher of La Presse, feels that a great leader is needed—one who will give to it the benefits of his position, his co-operation and his wide experience in dealing with great questions. The one man in all Canada whom he considers the best fitted for the position is Sir Hugh Graham, publisher of the Montreal Star. In a letter which he has addressed to him Mr. Berthiaume says:

"We have no hesitation in saying that without the support of the Montreal Star, the idea of holding a 'World's Fair' in Canada might as well be given up, because anything that is not upheld by the largest and most influential English newspaper in the Dominion would have no possible chance of surviving. We come to you, Sir Hugh, because we believe in you, and because we know that with your support Canada's universal exhibition will be in a fair way toward becoming an accomplished fact."

Such a tribute paid by one publisher to another in his own city is unusual and goes to show that the right spirit—a spirit of appreciation, of good will, and of devotion to the common cause characterizes the relationship existing between the newspapers of Canada's metropolis.

### AN ATTACK ON THE ASSOCIATED PRESS.

Officials of the Associated Press have at last taken legal cognizance of recent attacks upon the cleanliness of the service, and with the aid of the District Attorney's office have determined to run down the alleged libelers. The first case brought to the attention of the Grand Jury is that of Max Eastman, editor, and Arthur Young, artist, of a radical magazine called The Masses. In the July issue of that periodical appeared an editorial and cartoon charging the Associated Press with being a "Truth Trust," and attacking it for "poisoning the news" at its source. The cartoon gave a particularly graphic interpretation of the popular misconception of what the A. P. service is or does. The Grand Jury took up the matter, and now Messrs. Eastman and Young are awaiting trial under an indictment for criminal libel. The case, if it ever comes to court, will be the means of valuable publicity as to the organization of the Associated Press and will do more than anything else to put a quietus upon the self-appointed censors of the service. The interesting point in this case is that The Masses is run co-operatively by its editors, and in a measure approximates the organization of the A. P.

### THE CENSUS REPORT.

The importance of the printing industry is shown by some valuable statistics issued by the Census Bureau, which appears elsewhere in this issue of THE EDITOR AND PUBLISHER. It appears from the report that the publishing of newspapers and periodicals leads all other branches of this industry. It has been well said that a drop of ink makes millions think, which statement of fact is too often dismissed as overdrawn, but which the Census now shows has a basis of fact. The growing dominance of the field by evening newspapers is emphasized.

Their number is increasing and their command of business is constantly widening. Another interesting fact disclosed is that the circulations of papers

in the smaller cities are increasing more rapidly than those of the metropolitan centers.

The slowest advancement has been made in the increase in the number of wage earners, and this is accounted for by the extensive introduction of typesetting machines and other labor-saving devices.

The printing industry is one of the best barometers of trade that we know of. If it flourishes, times are good; if it languishes, times are bad. The newspaper and periodical publishing business has never been in a better condition than now, and the chances are that it will show a larger degree of growth during the next decade.

Our good friends of the Phoenix (Ariz.) Republican, one of the liveliest publications in its section of the country, good naturedly resent an expression that appeared in THE EDITOR AND PUBLISHER some few weeks ago, in which Phoenix was alluded to as a "sage-brush town." Now, while our knowledge of the country is not as extensive and as accurate as it might be, we have never seriously regarded Phoenix as a town in which jack rabbits make their home. Phoenix has many of the luxuries and appointments found in the largest cities. It has a splendid school system, its theaters compare favorably with those in the more populous States, its merchants are alive and enterprising, and its newspapers are in many respects equal to those of cities in the East with twice its population. We have just been looking over several issues of the Phoenix Republican, and have been much impressed with their up-to-dateness. The issue of Sunday, Nov. 23, which consisted of thirty pages, contained a large amount of local and State matters of interest to the business men and citizens of Phoenix. The advertising columns were well filled with well set, appealing advertisements. The merchants of the town evidently believe in publicity, and are generous in the space they use. The illustrations are pertinent and well executed. The Nov. 2, regular Sunday issue, consisted of thirty-six pages, and carried over sixty thousand lines of advertising. All of which goes to show that Phoenix is a town of "some class."

William Dudley Foulke, president of the National Municipal League, has again been turning himself loose on the newspapers. How he does love to lambaste them! In his latest diatribe he intimates that most of the publishers swear to lies in their statements to the Government, and specifically charges that the lists of stock owners given do not reveal the real ownership. There is no particular reason why the public should be interested in Mr. Foulkes' opinions. He is not qualified to discuss the subject or to pass upon the integrity of the press, and until he presents definite proof to back up any statement he may make he should retreat into his shell and stay there.

*"Store advertising has been so debauched that merchants have to pay ever-increasing sums to enlarge their advertising, while the business keeps ever decreasing, because people don't come back to get fooled again. And still the advertisers refuse to learn the age-old Truth.*

*"One-half of the brains and effort of being a smart crook will make an honest man a great success.*

*"This is not a question of conscience—it is neither religion, morals nor ethics. It is hard-headed business policy.*

*"Advertising requires public confidence to MAKE IT PAY.*

*"Dividends cannot be paid by handsome pages and Kipling copy. No store can afford to pay long for advertising that brings people who are here to-day and gone tomorrow. The advertising that PAYS must secure PERMANENT CUSTOMERS who will not only buy the thing advertised to-day, but who will watch for future announcements, and come between-times for other goods they require."*

W. R. HOTCHKIN.

**PERSONALS.**

Secretary of the Navy and Mrs. Daniels occupied a box at the Army and Navy football game in New York last Saturday.

Governor Martin S. Glynn, editor of the Albany Times-Union, in an address before the Hunters' Club, of Onondaga, at Syracuse, declared himself in favor of the utilization of the water powers of the State for the benefit of all the people, and championed the movement for improving the fish and game interests of the State.

Cyrus H. K. Curtis, president of the Curtis Publishing Co., which owns the Philadelphia Public Ledger, Saturday Evening Post and other publications, is prominently mentioned in Republican circles as a likely candidate for United States Senator from Pennsylvania, to succeed Boies Penrose.

Fred C. Veon, of the business management of the Los Angeles (Cal.) Herald, who was formerly associated with Fred Warren in conducting the St. Louis Star previous to its sale to John C. Roberts, is in New York for a few days on business.

Don C. Seitz, business manager of the New York World, addressed the students in the Twenty-third Street Y. M. C. A. Advertising Class on "Newspaper Advertising," Wednesday evening.

Col. John F. Hobbs, owner and publisher of the Caterer, New York, has taken over the Hotel and Club News, of Philadelphia.

W. H. Porterfield has resigned as president and editor-in-chief of the Scripps California newspapers, to take effect at the close of this year, and on Dec. 13 will sail for the south of France and Italy with Mrs. Porterfield and daughter Florence. They expect to visit Egypt and other Mediterranean ports, and will return about June to California. Mr. Porterfield has been associated with the Scripps interests in various capacities for twenty-three years, beginning as cub reporter on the San Diego Sun. He is the largest minority stockholder in the Scripps California publications, and on his return will again be identified with the League in some other capacity.

Strickland W. Gillilan, the humorist, blew into town this week for a few minutes' stay between lectures. He spoke in East Hampton, L. I., Tuesday night and in Dover, N. J., on Wednesday night. Gillilan writes a column of stuff every day for the Indianapolis Star and, what with lectures all over the country, traveling day and night, he is somewhat busy.

Robert Underwood Johnson, for many years editor of the Century Magazine, will be tendered a banquet at Sherry's, Dec. 11, in recognition of his public services. Hamilton Wright Mabie, associate editor of the Outlook, will preside.

Dr. Lyman Abbott, editor of the Outlook, delivered an address on "The Battles of Life" before the West Side Y. M. C. A. on Sunday afternoon.

James J. Dunn has become editor-in-chief of the Holyoke (Mass.) Telegram, succeeding James J. O'Donnell, its owner, the new postmaster of Holyoke.

M. H. Hoover, chief of publication in the office of the New York State Conservation Commission, at Albany, was formerly editor of the Lockport (N. Y.) Sun.

B. B. Page, one of the leading newspaper managers of the West, has become the assistant publisher of the San Francisco Call. Mr. Page was recently business manager of the San Francisco Bulletin.

Franklin P. Adams, who originated and has dominated the "F. P. A." column of the New York Evening Mail since nine years past, leaves Jan. 1 to start a wit column on the editorial page of the New York Tribune.

Fred Knapp, editor of the Beloit (Kan.) Gazette, is being mentioned as a probable Republican candidate for Congress.

Norris G. Osborn, editor of the New Haven (Conn.) Journal-Courier, is on a pleasure tour of the Pacific Coast.

John O. Eldridge, former city editor of the Ottawa (Kan.) Daily Republic, and more recently secretary of the Independence (Kan.) Chamber of Commerce, is the editor of the Free Press-Times, the new Independence morning paper.

Dr. T. M. Baldwin, editor of the Laurel (Md.) Democrat, has been made a member of the Maryland "Star Spangled Banner" centennial committee.

V. L. Ricketts has become general manager of the Reno (Nev.) Gazette.

Lester F. Filson has resigned from the editorial staff of the Topeka (Kans.) Capital, to take a position in the office of United States Senator Joseph L. Bristow, at Washington, D. C.

W. W. Hawkins, general news manager of the United Press, is at the present time on a tour of inspection of the middle western bureaus.

**GENERAL STAFF PERSONALS.**

Edward Shuler sailed for Paris Wednesday as correspondent of the Associated Press in that city.

Charles D. Dunn, formerly on the advertising staff of the Salt Lake Tribune, Salt Lake City, Utah, is now a member of the advertising staff of the Age-Herald, Birmingham, Ala.

Thomas W. Steep, of the Chicago office, Associated Press, is on his way to Juarez, to report Mexican affairs.

W. T. Haley, formerly classified advertising manager of the Birmingham (Ala.) News, has taken the position of advertising manager of the Jacksonville (Fla.) News, the new afternoon paper about to be launched.

Joseph H. Meier, formerly a member of the circulation department of the Milwaukee Evening Wisconsin, and later editor of the Catholic Directory, was recently elected a member of P. J. Kennedy & Sons, New York, the oldest Catholic publishing house in the United States.

Edward Gans, circulation manager of the Johnstown (N. Y.) Leader, has been promoted to the position of business manager.

C. W. Frazier, formerly on the advertising staff of the Winnipeg (Ont.) Free Press, is now a member of the advertising staff of the Birmingham (Ala.) News.

L. H. Dupont, former circulation manager of the defunct Nashville (Tenn.) Democrat, has become circulation manager of the Jacksonville (Fla.) News.

Wallace Laut succeeds M. W. Rossio as managing editor of the London (Ont.) Advertiser.

Gerald B. Wadsworth, advertising manager of the McKelvey Co., of New York, delivered an address before the Charter Oak Ad Club, of Hartford, Monday, Nov. 24, on "The Principles and Practices of Advertising."

Albert Sulis, who formerly was assistant classified manager of the Cleveland Leader-News, has accepted a position

on the Washington Post, handling the real estate advertising.

C. M. Gunnison, circulation manager of the Denver Times, has resigned.

H. C. Hardison, late of the Denver Republican, has become circulation manager of the Sacramento Star.

**WEDDING BELLS.**

Donald Fiske Whittaker, son of Milo W. Whittaker, business manager of the Jackson (Mich.) Patriot, and Miss Marguerite Eva Effner were married in Jackson Wednesday, Nov. 26. Five young ladies of the high school class of 1913, of which the bride and groom were members, were ribbon bearers. The groom was attended by his brother, Harold F. Whittaker, as best man, and by Harold R. Leslie. After the reception Mr. and Mrs. Whittaker left on their honeymoon in the "East, and will return home Dec. 31.

A romance that had its inception in the newspaper plant of the Biddeford (Me.) Evening Record culminated Nov. 27, when Miss Jessie L. Sands, cashier for several years, was married to Charles B. Hazeltine, foreman of the composing room. The ceremony was performed at St. Mary's parochial residence by Rev. T. P. Linehan.

D. Sherman Ellison, former sporting editor of the Terre Haute (Ind.) Star, was married at South Bend last week. His bride was a Miss Netta Muessel.

**Swidler on Munsey Papers.**

Ike Swidler, who for fourteen years was connected with the Chicago American under the Annenberg-Starkey regime, and who has since been circulation manager of the Washington Times, has been selected to put new life in the circulation of Mr. Munsey's Philadelphia paper, the Evening Times. Mr. Swidler will divide his time between Washington and Philadelphia for the present. Sam Swidler, also of Chicago American fame, will have direct charge of the Philadelphia circulation, with Mr. Hassan as assistant. The Washington situation will be divided between A. R. R. Onyun, promotion work and country circulation, and John H. Peters, city circulation, with Miss S. F. Phillips as assistant. Mr. Swidler has moved his family to Washington, where he will reside.

**PUBLISHER'S NOTICE.**

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

THE EDITOR AND PUBLISHER can be found on sale each week at the following newsstands: New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

Brooklyn—Frank Williamson, Borough Hall, Washington, D. C.—Bert E. Trems, 511 Fourteenth street, N. W.

Chicago—Morris Book Shop, 71 East Adams street.

Cleveland—Schroeder's News Store, Superior street, opposite Post Office.

Detroit—Solomon News Co., 69 Larned street, W.

San Francisco—R. J. Bidwell Co., 742 Market street.

**BUSINESS OPPORTUNITY**

In order to effect a quick sale, owner will sell his special financial monthly for \$10,000. Gross business averages over \$20,000 for five years with corresponding profits. Should be published in Middle West or West. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

HIGH-GRADE NEWSPAPER PROPERTIES bought and sold. G. E. BARROWS, 141 Broadway, New York City.

**ADVERTISING MEDIA**

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

**\$5,000**

cash available for first payment on an attractive weekly newspaper property near New York City or in southern New England. Proposition I. M.

**C. M. PALMER**

Newspaper Properties  
225 Fifth Ave. New York

**SITUATIONS WANTED**

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

**STATISTICS OR ADVERTISING COPY DESK.**

Young man at present employed with large New York daily, seven years' experience, desires to change at first of year with agency or newspaper where there is a chance of advancement, in or out of city. Reference. Address "E. E. W.," Box 1130, care EDITOR AND PUBLISHER.

I HAVE DOCTORED the circulation of a number of newspapers, reducing expenses and increasing efficiency. This is my specialty and I have had twelve years that have been crowded to the brim with circulation experiences. Will be at liberty to take up a new case Jan. 1. Address "X. Y. Z.," care THE EDITOR AND PUBLISHER.

CIRCULATION MANAGER, who has been doing reorganization and promotion work, is open for a regular position by the first of the year. Absolutely steady and reliable. Abundant references. Address "B. W.," care THE EDITOR AND PUBLISHER.

COMPETENT NEWSPAPER WOMAN wants dramatic or literary criticism, woman's page, general assignments. First-class reference. Address "D. 1127," care THE EDITOR AND PUBLISHER.

CITY OR NEWS EDITOR will consider change for Jan. 1. Salary \$40 a week. Address "D. 1116," care THE EDITOR AND PUBLISHER.

**STEREOTYPE FOREMAN.**

Of proven ability and dependability, for years with large afternoon daily, familiar with all branches of the trade; interview and opportunity to demonstrate solicited. Address "P. C.," care THE EDITOR AND PUBLISHER.

BUSINESS and Advertising Manager of newspaper for 15 years, eminently successful; AI solicitor, desires a change Jan. 1. Sold and written more advertisements than any other man in State. Not looking for easy job; willing to take hold and build up any newspaper proposition, if future to it. Address "D. 1124," care THE EDITOR AND PUBLISHER.

YOUNG MAN, excellent education, with practical experience at advertising, desires office position with newspaper, publication or agency—preferably in New York City. "F. A. K. D.," 1133, care THE EDITOR AND PUBLISHER.

**MISCELLANEOUS**

**DAILY NEWS**

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 50c. per page. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

**LINOTYPE MACHINES**

All models, bought and sold. Complete line of Printers' machinery and supplies on hand for immediate shipment.

**RICH & McLEAN, New York.**

61 CHEF St.

**\$3,000 YEARLY BUSINESS OF YOUR OWN;** mail order; success sure; honest, legitimate; small capital; original methods. Write M. CLEMENT MOORE, Specialist, New Egypt, N. J.

**HELP WANTED**

**EDITORIAL WRITER WANTED.**

A thoroughly trained and experienced editorial writer, who can use plain and forceful English and who understands what is going on in the world about him, can secure an excellent position with opportunities for rapid advancement if he is the man we are looking for. Must be experienced in newspaper work, with unexceptional credentials with regard to personal character. An attractive place on a very old established daily newspaper in an Eastern city. Address "OPPORTUNITY," care THE EDITOR AND PUBLISHER.

WANTED.—High-grade man with experience, to introduce and manage premium department of a daily newspaper. State experience and references. Answer PHILADELPHIA GERMAN DAILY GAZETTE.

**PACIFIC COAST NOTES.**

**State Board of Medical Examiners Waging a War on Medical Quacks—Prof. Parlin Presents Interesting Statistics to Local Ad Club—President William Woodhead, of the A. A. C. A., Speaks on Honest Ads.**  
*(Special Correspondence)*

SAN FRANCISCO, Nov. 28.—The crusade against medical quacks goes merrily on and is arousing unusual interest among all classes of people. The State Board of Medical Examiners has opened a determined campaign to drive the advertising "specialists" from California. The secretary of the board, Dr. Charles B. Pinkham, in speaking of the crusade, said:

"It's a fight to the finish, but we cannot win as long as the newspapers accept these fakers' ads. Let the newspapers refuse them and the principal part of our work is already done.

"All big cities have these quacks. They establish offices wherever there is a large labor population. For instance, since Sacramento became a railroad center the quacks have flocked there.

"Their bag of tricks and devices to lure men into their clutches and the money from their pockets would make any vaudeville magician grow green with envy.

"We are going to clean out San Francisco and every city in this State. We have a large fund on hand and we can prosecute them to the limit. And if we can't get them we shall, with the aid of the newspapers, educate the public so that their trade will be dead."

Prof. C. C. Parlin, of the Curtis Publishing Co., in an address before the San Francisco Advertising Association, presented statistics representing a cost of \$20,000 to prove to the merchants of the city that advertising saves the consumer on the cost of living.

"The object of gathering this mass of data," said the speaker, "is to discourage advertising that is foredoomed to failure. Some elements of failure can be demonstrated with mathematical certainty from the figures on merchandising. But by far the greatest element in successful advertising is honesty of goods. There is no quicker road to ruin than for a firm to advertise heavily a dishonest product."

Most of the important results of the compilation are to be placed at the disposal of the merchants of San Francisco and their advertising managers.

James W. Rammage, of Santa Rosa, proprietor of the Press Democrat at Santa Rosa, with his wife, is at the Argonaut.

Recreation, the official organ of the Recreation League, has made its debut. It is a four-page paper, neatly printed with clear, bold type. Edward Pfeiffer is editor-in-chief and there are a score of associates.

William Woodhead, president of the Associated Advertising Clubs of America, addressed the Downtown Association last week on "Honest Advertising."

**Changes in Representation.**

O'Mara & Ormsbee, publishers' representatives, with New York offices in the Brunswick building and Chicago offices in the Tribune building, announce that they have taken over the western representation of the Boston Herald, effective Dec. 1, and that on and after Jan. 1 they will represent that paper in the eastern field, succeeding the S. C. Beckwith Special Agency. Other papers on O'Mara & Ormsbee's list include the Brooklyn Eagle, Des Moines Capital, Minneapolis Journal, Newark News, New York Globe, St. Paul Dispatch and Pioneer Press and the Sacramento Bee.

**THE NEW HAVEN Times-Leader**  
is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.  
**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis

**OBITUARY NOTES.**

DENNIS W. MAHONY, successively owner of the Passaic (N. J.) Daily News and the Daily Herald, and for the last sixteen years postmaster of that city, died from cancer of the throat in his home Sunday night. Mr. Mahony was born in Ireland fifty-three years ago and came to this country when ten years old. He was unable to read or write until after his fifteenth year. In 1883 he went to Passaic and while working in the mills wrote occasional articles for the Passaic Daily Times. Later he was a reporter on the Passaic News. In 1886 he became editor of the News and held that place until Oct. 1, 1897, when President McKinley appointed him postmaster of Passaic. In 1898 he bought the Passaic Daily Herald, but held it only ten years.

HERBERT WARREN LADD, twice Governor of Rhode Island, died in a Providence Hospital of cerebral hemorrhage Saturday. He was seventy years old. In 1860 Mr. Ladd entered the wholesale dry goods business, but withdrew to go to the Civil War as correspondent of the New Bedford Mercury. Afterward he reported the war for the Boston Journal, and later issued the first Sunday paper ever published in New England outside of Boston to announce the details of the battle of Fredericksburg.

GENERAL J. MADISON DRAKE, newspaper publisher and Civil War veteran, died Nov. 28 at his home in Elizabeth, N. J. He was born in 1837. He was publisher of the Mercer Standard, Trenton, from 1853 to 1854, started the Evening News in that place in 1857 and Wide Awake in 1860. Gen. Drake was publisher of the Elizabeth Daily Monitor, 1868-81; the Sunday Leader, 1882-1887, and the Elizabeth Daily Leader, 1887-1900.

MARCUS WATSON, the oldest printer in Maine, with sixty-eight years of service in printing establishments in Biddeford, Boston, Lowell and Portland to his credit, who established the Westbrook (Me.) Chronicle in 1882, died at his home in Biddeford Nov. 27 in his eighty-third year. He at one time published the Biddeford Daily Times and was for two years with the Boston Journal.

BENNETT E. TITUS, since 1890 connected with the Christian Advocate of Syracuse, N. Y., and for thirteen years its editor-in-chief, died from pneumonia Saturday in Danvers, Mass. He was born at Moriah Centre, N. Y., fifty-three years ago.

HERMAN D. UMBSTAETTER, of Boston, a writer and former editor of the Black Cat Magazine, died last week at his cottage at Lovel, Me., from a wound received in an accident. As Mr. Umbstaetter was climbing a wall his rifle was discharged, the bullet penetrating his body.

FRANK N. UNANGST, a newspaper correspondent whose stories in the New York City newspapers have delighted thousands for many years, died Nov. 28 in his home in Bloomfield, N. J. He had been ill since reporting a fire late at night, when his clothes were soaked with water and he caught cold from the exposure.

CHARLES R. REMINGTON, who, with his brother, A. D. Remington, was the pioneer manufacturer of news print paper in northern New York, and for many years connected with the "Remington group" of mills, died at Watertown last Monday. He was eighty years old.

FRANCIS M. POTTER, seventy-seven years old, a veteran newspaper writer and publisher, died at his home in Grand Rapids, Mich., last week. Mr. Potter was the founder of the Tribune at Charlotte, Mich., which he published for twelve years. He also founded the Vermontville Hawk, now the Echo. He was connected with the Detroit Tribune for four years and with the Grand Rapids Herald for twelve years.

F. M. SHELDON, a member of the circulation department of the Edmonton (Alta.) Journal, died recently in that city. He was seventy-eight years old and was father-in-law of M. R. Jennings, editor and managing director of the Journal.

**BROOKLYN PERSONALS.**

Walter Adamson, brother of the Mayor's secretary, is reading copy on the Brooklyn Times.

John F. Lane, long a proofreader on The Citizen, has been appointed editor of the City Record by Mayor Kline. The position pays \$2,700 a year.

Harry Cunningham, who covers Brooklyn police headquarters for the Evening Telegram, and Vernon Van Ness, who does the same work for the Evening Sun, are both engaged to be married, but are keeping the dates of the ceremony secret.

James Haignay, in charge of the Brooklyn Times City Hall branch, is certainly a hustler. He can make change with one hand, write a receipt for an ad. with the other, and talk business to a man all at the same time.

Billy Barrett is again covering the Manhattan advertising field for the Times.

Billy Cooke, who looks after Brooklyn for the Sun, is an expert on election prediction and figures. His early totals always come near to the official count, and last election was no exception.

Joe Mulvany, one of the liveliest men in the newspaper game in the borough, has taken up photography.

Edward Dobson, telegraph editor of the Standard Union, has forsaken his farm at Huntington for the winter and hiked to a steam-heated flat in Manhattan. It is asserted that he raised corn last summer ten feet high.

Joseph N. Cogan, who is on the copy desk of the Times, and who is as good a lawyer as he is a newspaper man—and that is saying a great deal—will probably resume practice within a few weeks. All the boys like Joe, and wish him all sorts of good luck.

Eric Palmer has returned to his old job as chairman of the house committee of the Brooklyn Press Club.

W. B. Ten Eyck, of the Standard Union, is qualifying as a football expert and prophet. He called the turn on the Harvard-Princeton game, and is now ready for the other big ones.

Harry O'Donnell, long with the Herald, has returned from Philadelphia, and may join the staff of one of the Brooklyn afternoons.

Chas. F. Kerrigan, who did political work for the Eagle, is now secretary to the State Department of Efficiency and Economy.

**Capper's House Book.**

The Capper House Book is the title of a twenty-four page booklet issued by Arthur Capper, of Topeka, Kan., for the benefit of his 600 employees. It contains a statement of the policies and aims of his nine publications, together with some practical advice and suggestions. Although the booklet is designed for the Capper business family it may be read with profit by newspaper men and women in other offices. Marcus Morrow, the advertising manager, will send you a copy if you write to him for it.

**Death of C. L. Queen.**

Charles L. Queen, one of the best-known advertising men on the Pacific Coast, a member of the Board of Election Commission of San Francisco, and president of the Haight-Ashbury Improvement Club, died on Tuesday, Nov. 25, at his home, 533 Ashbury street, San Francisco, of cirrhosis of the liver. Mr. Queen handled the California Fig Syrup advertising, and all advertising representatives who wanted to secure the business were obliged to make the trip to the Coast to see him. Mr. Queen was the brother of R. E. Queen, who established the California Fig Syrup preparation and founded the Golden Gate Advertising Agency. Mr. Queen's death will be sincerely lamented by his many friends in all parts of the country.

**R. J. BIDWELL CO.**

Pacific Coast Representative

Of

Los Angeles Times  
Portland Oregonian  
Seattle Post-Intelligencer  
Spokane Spokesman-Review  
Portland Telegram

Chicago Tribune  
Denver News  
Salt Lake Herald-Republican

742 Market Street  
SAN FRANCISCO

Paid Circulation is the circulation that pays advertisers

**The Hartford Times.**

HARTFORD, CONN.

Has a paid circulation that exceeds the gross circulation of any other Connecticut daily by many thousands. THE TIMES is a 3c. paper—and every seventh individual in Hartford buys it.

KELLY-SMITH CO., Representatives  
New York, 220 Fifth Ave. Chicago, Lytton Bldg.

**THE HERALD**

HAS THE LARGEST MORNING CIRCULATION

IN

**WASHINGTON**

C. T. BRAINERD, President.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 601 Hartford Bldg.,  
NEW YORK. CHICAGO.

**The Seattle Times**

STILL MAKING HISTORY

During 1912, the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor.

The foreign business amounted to 1,036,000 lines. Gain in foreign business was 235,000 agate lines over 1911.

During October, 1912, the Times carried 1,005,396 lines, leading the total of its two nearest competitors by 2,632 lines.

Present average circulation: Daily, 67,500; Sunday, 87,200 copies.

**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
NEW YORK CHICAGO ST. LOUIS

**THE NEW ORLEANS ITEM**

As They Told It to Uncle Sam  
3D U. S. P. O. STATEMENT

The New Orleans Item .....53,901  
The Daily States.....32,532  
The Times-Democrat .....25,242  
The Picayune .....20,837  
That's why The Item every week in the year carried more paid advertising of any and all kinds.

THE JOHN BUDD COMPANY,  
Advertising Representatives  
New York Chicago St. Louis

## Solution of the Problem of Newspaper Illustration!

Photo-engravers for the past quarter of a century have found it impossible to obtain a correct reproduction of the original copy, exact as to high-lights and gradations of tone.

*We have traced this limitation of the half-tone system to its cause and removed that cause.*

Our high-light screens permit light to photograph through the lines upon them, thus securing the absolute exact high-lights and gradations of tone of the original copy, resulting in an accurate reproduction by means of a mechanical process, *without the aid of any hand-tooling or manipulating of any kind.*

*The use of our screen means the saving of time and the production of maximum quality.*

All of the photo-engraving now being done for such newspapers as the New York Globe, Tribune, Sun and the Newark Evening News is being executed by the use exclusively of our new high-light screens.

The Powers Engraving Company of New York, one of the largest photo-engraving establishments in the country, is using our screens exclusively, for both coarse and fine screen work, and has obtained from us the exclusive commercial rights to use our screens in Greater New York.



### THE EVENING MAIL

BROADWAY AND FULTON STREET

HENRY L. STODDARD  
EDITOR

Saturday, Oct. 17th, 1913.

Powers-Hatt-Screen Co.,

New York City.

Gentlemen:

Replying to your query I am glad to state that the printing quality of our half tones has improved 100 % with the use of our new Powers-Hatt-Screen; to say nothing of the blending of tones of which there is no comparison with the old results.

The Evening Mail has discontinued the use of all old style screens; to use them now would be a step backward. I will be glad to have you refer any prospective buyer of your screen to me at any time.

Sincerely,

*J. Ranck*  
Art Manager.

The letter above quoted speaks for itself.

Why not have us submit to you our letters from the Globe, Tribune, Sun, Newark Evening News, engravers and printers, and our samples of various kinds of work, which are most convincing?

*Why not send us the size and mesh of screen used for making your engravings, so that we may send you a trial screen?*

**POWERS-HATT PROCESS CORPORATION, Tribune Bldg., New York**

WOODBURY, N. Y.—Woman Suffrage Publication Co.; capital, \$20,000. Incorporated by Julia L. Sanders, Emma L. McClelland and Cecile Bird.

## The Philadelphia German Daily Gazette

CARRIES MORE

Local and  
General

ADVERTISING

than any other  
German daily  
published in  
this country.

HOWARD C. STORY,  
Publishers' Representative

NEW YORK: 806 Nassau-Beekman Bldg.  
CHICAGO: PHILADELPHIA:  
1100 Boyce Bldg. 924 Arch St.

The Catholic Tribune, the Katholischer Westen, and the Luxemburger Gazette circulate amongst the Catholics of Iowa, Illinois, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North and South Dakota, Oklahoma, Texas, Montana, Washington and Oregon—the richest and most prosperous agricultural districts in the United States.

Religious affiliation tends to bring about a spirit of organization in their respective localities which works for the betterment of the spiritual and temporal welfare and development. Our readers are a substantial class, loyal to their Church and to the Church paper, and patronize its columns.

If you have an article of quality, don't forget that these people are buyers of all the usual commodities and luxuries, and it is a good plan for you to appeal to them through the paper of their choice.

CATHOLIC PRINTING CO.  
Dubuque, Iowa

## Buffalo News

EDWARD H. BUTLER  
Editor and Proprietor

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

Foreign Advertising Representatives  
KELLY-SMITH COMPANY  
220 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

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

## CONCENTRATED CIRCULATION

Detroit News and Tribune Combination Service

Week Day Paid City Circulation, 135,000 Detroit's Population, 600,000

Density Ratio Better than 1 Copy for Every 4½ People

I. A. KLEIN, Metropolitan Tower, NEW YORK. JOHN GLASS, Peoples Gas Bldg., CHICAGO.

## TEACHERS' CONFERENCE.

(Continued from first page.)

taught the principles of efficient business administration of the newspaper," declared Professor Thorpe. "He must be given experience in conducting a publishing business scientifically, and that means successfully. The student must put himself in the place of the owner of the paper and must realize what each operation in business involves; he must know the time in minutes, the cost in cents. Through a printing plant as a laboratory the student gets at first hand a knowledge of the physical aspects of his profession.

"The backbone of the modern newspaper is its advertising. The successful advertising man must have a thorough knowledge of typography; he must understand the relation of the various type faces, borders, paper, ink and engraving. The typography of newspaper advertising has a social value. A printing laboratory makes possible effective instruction of students of journalism in these essentials of advertising.

"I doubt if a department of journalism should attempt to teach the trade of printing, but it should equip the student of journalism with a knowledge of the various operations involved in newspaper publishing."

PROF. LEE'S ADDRESS.

Prof. James Melvin Lee, director of the department of journalism at New York University, discussed instruction in advertising in connection with university courses in journalism. He said in part:

"The millions contributed to higher education by such men as Rockefeller and Carnegie are nothing as compared with the donations made by American advertisers for the education of the common people through the medium of the press. Yet here and there I find those who question the advisability of teaching advertising in schools of journalism.

"If I were to go back into newspaper editing I would not hire a young man who did not know something of the business and advertising end of the work, because then I could hope for him to help me meet the real temptations of a free press with intelligence and judgment.

"It is a splendid thing to turn out young men of high editorial ideals from our schools of journalism . . . we need them, as we need young men of high ethical standards in every walk of life, but I sometimes wonder what these fine young men are going to do; how they are going to put their high ideals into practice when nine out of ten of them to get a job must sit down in an editorial office and write according to a business man's and an advertising man's policy."

BELIEVES IN PRACTICAL WORK.

Professor Lee advocated the giving of university courses in the art of soliciting advertising copy, marketing and salesmanship as the essentials of advertising. His address was discussed by Prof. R. S. Butler, lecturer on newspaper advertising in the course of journalism at the University of Wisconsin; by Frank M. Bruce, instructor in specialized journalism at Marquette, and by Frank Le Roy Blanchard, editor of THE EDITOR AND PUBLISHER.

At a smoker given by the department of journalism of the University of Wisconsin to the visiting members of the conference of teachers of journalism and members of the University of Wisconsin faculty, Dr. Talcott Williams, director of the school of journalism at Columbia University, spoke on "The Pace of Professional Education for the Journalism in the University." He said in part:

"The place of professional education for a journalist in the university is exactly similar at each point to the place of professional education for every other calling. The Frenchman who discovered that he had been talking prose all his life had the same misapprehension between the general and the particular which trips the footsteps and deluges the utterances of those who, because they have always thought and written about affairs, imagine that the task of the journalist requires only a general education.

"This assertion has gone through three stages. The first was the common assumption, still heard, though with lessening frequency, that all a journalist needed was a good college education. If he had this he had all that ordered studies could give him. The second stage of this parapsy in the important field of education is to assert that it is possible to select out of a college course the studies which, pieced together, teach the subjects which are comprised within the field of journalism—to make a course in journalism by selective absorption. The third stage, which my subject suggests is the practical acceptance of the fact that the preparation for this calling is as distinct and separate as for any other calling.

THE STUDY OF JOURNALISM.

"And yet in every calling the university has yet to recognize fully that the office of the college and the office of professional training are wholly different, and that the two can no more be reconciled than the difference between play and work.

"In the case of journalism each subject has to be studied from a radically different standpoint, and that is called for in a course which is intended to give the general background of cultivation and information from which a man enters on professional study.

"General culture, I might add, if I wished to be caustic, commands larger bodies of ignorance than any other leader in the field of half-baked education."

Dean E. A. Birge, of the college of letters and science, University of Wisconsin, in discussing Dr. Williams' address, pointed out the difference between training for journalism as a trade and as a profession. The schools of law and medicine, he showed, had begun their work practically on the trade idea, but later had emphasized the professional aspect. The same thing, he believed, would be true of the evolution of the schools of journalism. He urged the importance of broad, liberal training that would teach students to think straight as the fundamental basis of instruction in journalism, and he showed how present methods of instruction in preparation for law and medicine demanded this type of work.

JOURNALIST'S RESPONSIBILITY.

Prof. J. W. Cunliffe, associate director of the school of journalism at Columbia University, read an interesting paper on the journalist's responsibility, in which he showed the responsibility which the newspaper man has to his paper, to the community, and to himself. The paper was discussed by Rev. J. E. Copus, Marquette University, and by Prof. F. N. Scott, University of Michigan, and B. B. Herbert, editor of the National Printer-Journalist.

Prof. F. W. Beckman, of Iowa State College of Agriculture, in discussing methods of training students in agricultural journalism, emphasized the importance of developing the news sense and the appreciation of news values, as well as the ability to write a good news story, as prime requisites in courses in agricultural journalism.

"If any one need stands out above others among agricultural, engineering and other class and trade publications, it is the need of news quality and news style in what they print," said Professor Beckman. "Journalism is essentially the presentation of news in whatever field, popular or exclusive, whether the publication be a weekly 'Bugle' or a 'Quarterly Journal of Oology.'

"As for news style, which is becoming more and more essential in the

## 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

THE EVENING MAIL has shown a consistent gain in lines of advertising printed for a period of more than six years—this in spite of a strict censorship of advertising not maintained by other newspapers.

## The Evening Mail

203 Broadway New York

Approbation from Sir Hubert:

The head of a well-known advertising agency in New York City needed a man to help him, so an advertisement was prepared by THE TIMES Advertising Department and inserted in its "Help Wanted—Male" columns.

The Result:

Great Scott! I didn't know THE TIMES was such a good advertising medium! I had about seventy-five replies, all high grade; about fifteen were top-notch men, any of them right for the work. Through another paper, a special medium, I got twelve replies, only one of them as good as those I got through THE TIMES.—H. E. Lesan.

The Man Who Knows Uses  
THE NEW YORK TIMES

## A PRODUCER OF RESULTS

The Pittsburgh Post

Fastest growing morning  
newspaper in Its Field.

Put it on your list.

CONE, LORENZEN & WOODMAN,  
Foreign Advertising Representatives,  
NEW YORK. KANSAS CITY. CHICAGO.

GET THE BEST ALWAYS

The  
Pittsburgh Dispatch

Greater Pittsburg's Greatest  
Newspaper

WALLACE G. BROOKS, HORACE M. FORD,  
Brunswick Bldg., People's Gas Bldg.,  
New York Chicago  
H. C. ROOK,  
Real Estate Trust Bldg., Philadelphia.

## THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST Circulation.  
NET PAID

H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.

Side-stepping is an art pursued by pugilists generally—and by some publishers.

# The New York Tribune

does not side-step.

It Meets All Issues Squarely

In the matter of circulation, for instance. Its 51,000 is 100 per cent. good for the man who has an article of merit. The Tribune has no public park, nor situation-wanted circulation. It goes into the home — 51,000 homes of the well-to-do.

And The Tribune is growing — not spasmodically — but steadily.

Intelligent self-interest should prompt the National advertiser to use

The Tribune

equipment of a successful writer, it is the clearest, most concise, most interesting style in which things can be written. With all its faults I still believe in the news style as the most efficient style of this modern day for presenting information through the written word. It has been hammered out in the heat and stress of newspaper work to fit the demand of the million for something to compel their attention, interest them and give them information in the clearest and quickest way possible.

"The demand of editors and publishers everywhere is for matter written in the same clear, concise, interesting way that has made the American newspaper the most readable publication printed either to-day or at any time."

**TRAINING NEWS GATHERERS.**

Charles Dillon, formerly director of industrial journalism at the Kansas Agricultural College and now managing editor of the Capper farm papers, Topeka, described the kind of men that are needed in agricultural journalism, and pointed out the importance of training systematically young men and women for places on these papers. He emphasized particularly the importance of training these students in methods of accurate news gathering and concise, interesting presentation of the essential facts in writing the news for agricultural papers.

The college paper as a means of giving students of journalism practical experience was the subject of a paper by Prof. H. F. Harrington, of Ohio State University, which, in the absence of the author, was read to the conference. Professor Harrington said in part:

"The service of the college paper in providing a vehicle of expression with a particular group of readers in mind, and an opportunity for mental growth and breadth of appreciation, is unquestioned. It has vitalized and enriched the whole business of undergraduate composition. A college is a world in itself, the reporter is face to face with conditions that tax his ingenuity and his patience. He must bear the same relation to the bigger world of men and matters that he bears to the student and the professor. The scientist who discovers a new star is frequently more difficult to interview than the governor, major or explorer. College journalism has the advantage over metropolitan journalism as a means of instruction, because it saves time, because a safer and a saner method, because it does not give a warped estimate of the world, because it accepts the opportunity to correct mistakes and to eliminate the incompetent man before he comes to the metropolitan office.

**THE COLLEGE PAPER.**

"In relation to the college paper the instructor in journalism should be the god of the machine. He should only suggest, not dictate. He should aim to germinate ideas, arouse curiosity, whet dull intellects into sharp wits. He should strive to develop student initiative and originality, to stand to one side and allow campus sentiment to have an unobstructed gate of expression. Faculty censorship defeats its own ends."

Prof. Eric W. Allen, of the University of Oregon, outlined some of the class room methods which he had employed to advantage in his classes in journalism, and explained the aims of the course, saying:

"We have conceived of journalism at the University of Oregon as being in no sense a specialty. The very essence of our course in journalism is that it is a liberal arts course. Our aim is to orient the young man, to give him a deep regard for those truths that are eternal, and such detachment from those doctrines which, unheard of yesterday, become the creed to-day, and to-morrow will be prejudices that no sudden turn of affairs in the rapidly changing world of the next forty years will leave him an intellectual orphan. We are sending out our students to a special work in the world, but the special preparation they require is not a technical smattering of a thing that the boy can pick up about the office in a year or two. It makes comparatively little difference

whether the school of journalism shall put the cub through the breaking-in process, or leave that to the city editor. Our field is in preparing him for the activities in which he will engage after he ceases to be a cub. It is more essential to insure the right kind of foundation than to save time on the superstructure. We teach some newspaper technique and some printshop lore, but it is subordinate."

T. R. Williams, managing editor of the Pittsburgh Press and director of journalism at the University of Pittsburgh, explained the methods by which students of journalism could be given practical experience during their college course on metropolitan daily newspapers. City editors in both large and small cities are usually willing to use students of journalism for assignments when their regular staff is inadequate in numbers on particular occasions. Mr. Williams advocated the co-operation between newspaper men in active service and teachers of journalism in this and other matters, and showed the advantages of such co-operation.

The relation of instruction in journalism to courses in English was discussed by Prof. N. W. Barnes, of De Pauw University. Prof. Barnes' paper was discussed by Prof. F. N. Scott, of the University of Michigan; Prof. H. M. Blain, of Louisiana State University, and Prof. G. C. Clancy, of Beloit College.

**THOSE WHO WERE PRESENT.**

Those who attended the meeting were Prof. F. N. Scott, University of Michigan; Prof. Merle Thorpe, University of Kansas; Prof. James Melvin Lee, New York University; Prof. Eric W. Allen, University of Oregon; Prof. N. W. Barnes, DePauw University; Dr. Talcott Williams, Columbia University; Prof. F. L. Martin, University of Missouri; Prof. J. W. Cunliffe, Columbia University; Prof. B. F. Powell, University of Missouri; Prof. J. W. Piercy, University of Indiana; Prof. J. M. Cooney, Notre Dame University; Rev. J. E. Copus, Marquette University; Prof. F. W. Beckman, Iowa State College; B. E. Powell, University of Illinois; Prof. H. M. Blain, Louisiana State University; Walter Buchen, University of Illinois; Prof. G. C. Clancy, Beloit College; Prof. T. R. Williams, University of Pittsburgh; Prof. Frank M. Bruce, Marquette University; Dr. Willard G. Bleyer, Grant M. Hyde, Prof. R. S. Butler, Prof. A. W. Hopkins, University of Wisconsin; Prof. J. M. Thomas, University of Minnesota; B. B. Herbert, editor National-Printer Journalist; Lee A. White, Detroit News; Charles Dillon, managing editor, Capper farm papers.

The retiring officers are: President, Dr. Willard G. Bleyer, University of Wisconsin; vice-president, Prof. James Melvin Lee, New York University; secretary, Prof. H. F. Harrington, Ohio State University; executive committee men, Dr. Talcott Williams, Columbia University; Prof. F. W. Scott, University of Illinois.

**Jacksonville News to Appear Dec. 8.**

The Jacksonville (Fla.) News, the new daily afternoon newspaper, will be launched Dec. 8 from 20 North Ocean street. C. B. Hanson and Albert Hanson, joint owners of the paper, have completed the installation of presses, linotypes and mechanical equipment, and it is stated that there will be no delay in getting out the initial issue as announced. All the equipment is new and of the most modern type. Messrs. Hanson are also joint owners of the Pensacola News and the Mobile (Ala.) Item.

**A Chicago Adventure.**

Ted Cushing, reporter for the City News Bureau, expert pianist, good scout and a few other things, joined the Young Men's Christian Association Monday of this week. The following day he went over to take a little swim. After he had dressed he discovered that his watch was gone. "Ain't that hell?" queried Ted, the saintly. "I've slept in the library of the Press Club during the busiest part of the night and never was nicked for anything yet. What do you know about those Y. M. C. A. persons? Me for an Ingersoll the next time I go over there."—Chicago Press Club Scoop.

It is read every day by a greater number of people than any other daily newspaper west of New York City—advertisers who concentrate in the

## Chicago Evening American

Get the best results.

## The Circulation of the New York Evening Journal

is more than DOUBLE its nearest competitor in the evening field, exceeding it by over 400,000.

Net paid daily average for Sept. **775,923**

## The Circulation of THE BOSTON AMERICAN

IS OVER

**400,000**

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

## The News League Dailies

are members of

### The Gilt Edge List

Combined daily average net paid circulation for year ending Sept. 30, 1913:

**41,991**

Combination rate, 6 cents per line flat. The new Dayton Sunday News is one of Ohio's best Sunday papers.

Home Office, DAYTON, OHIO

New York—La Costa & Maxwell, Monolith Bldg.  
Chicago—John Glass, Peoples Gas Bldg.

## Detroit Saturday Night

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

**Foreign Advertising Representatives**

F. S. KELLY & CO.      GEO. H. ALCONR  
1216 Peoples Gas Bldg.      Tribune Bldg.  
CHICAGO                      NEW YORK

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN - - 135,000

**LOCAL CO-OPERATION.**

**A. N. P. A. Ad Bureau's Plan Meeting with Excellent Support and Results—How Dealer Is Brought Closer to National Manufacturers Through Newspaper — Practical Work Accomplished by Bureau.**

The Bureau of Advertising of the American Newspaper Publishers' Association is making excellent progress with its local co-operative program.

The bureau now has close to 400 live newspapers interested in its work, and, with very few exceptions, these publications are willing to support the bureau's plan of bringing the local dealer closer to the national manufacturer, through the help of the newspapers in which the manufacturer's advertising appears.

The co-operative idea, as already outlined in THE EDITOR AND PUBLISHER, contemplates "waking up the retailer" to a realization of the part he plays in a national advertising campaign. In order to bring this about, the bureau has asked its subscribers to communicate with dealers in products advertised in the columns of the subscribing newspapers, urging upon these dealers the wisdom of pushing and displaying goods for which a demand has been created in the dealer's home town.

A favorite form of communication is a circular got up in the "dress" of the newspaper issuing it, and containing reproductions of national advertising copy carried by that newspaper. Newspapers all over the United States and Canada are issuing circulars like these, and the bureau is accumulating a large number of such circulars. These circulars are used to indicate to manufacturers the kind of work the bureau is doing.

A number of newspapers are going even farther than the circular idea, and in many cases personal visits are made by solicitors of the newspapers to the dealers in various lines.

The bureau is receiving photographs of window displays that have been obtained as a result of the work. General displays of nationally advertised food products have been particularly numerous, and grocers appear to be in favor of pushing the products for which the manufacturer is creating a market at their own doors.

A number of newspapers affiliated with the bureau, that are determined to develop this local co-operative idea to the highest point, are obtaining the signatures of dealers to an agreement to work with manufacturers who decide to advertise locally. The efforts of the Washington Star in this direction are particularly noteworthy, that paper having obtained the signatures of more than 200 Washington grocers to an agreement to support, by window and counter displays, and active salesmanship any local advertising campaigns undertaken by a manufacturer through the Star in behalf of a grocery product.

Copies of this agreement have been mailed by The Star to manufacturers of food products, and the work is arousing a tremendous amount of interest.

As an evidence of the importance with which advertisers regard work of this kind, W. A. Thomson, director of the bureau, says that an advertising agent who dropped into his office to talk over the co-operative plan in behalf of one of his clients, saw a copy of one of these dealer agreements and promptly recommended to his client the placing of an advertising contract with the newspaper that had obtained the agreement.

The bureau has in press now a book summarizing its co-operative work. The introduction to this book contains an interesting analysis of conditions surrounding the newspaper in the national field. A part of this analysis follows: "General advertisers have often found it hard to deal with the daily newspaper as an advertising medium, because of the tremendous number of individual

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**CHRISTMAS CARTOON**  
 By W. CHAS. TANNER



3, 4 and 5 col. sizes  
 The International Syndicate, Baltimore, Md.

**Ask About Our Red Letter Service**

The Best "Time Copy"

**UNITED PRESS**  
 General Offices, World Building, New York

**Metropolitan Press Exchange**

MAIN OFFICE:  
 1127 World Bldg. Phone, 2745 Beekman.  
 OPERATIVE OFFICE:  
 153-155 E. 18th St. Phone, 2499 Gramercy  
 TELEGRAPHIC NEWS BY LEASED WIRE OR QUERY SERVICE.  
 AMERICA'S MOST EXCLUSIVE WEEKLY CABLE LETTER, covering European news, compiled by noted authors.  
 Our WEEKLY SPORTING LETTER meets your every requirement.

Write for prices, detailing your wants.  
**W. G. MAYFIELD, Manager**

**Daily News Mats**

Best illustration service obtainable in this country —write for samples.

**INTERNATIONAL NEWS SERVICE**  
 200 William Street New York City

**Have You Seen the Proofs?**

Newspaper Feature Service announced more than a month ago that it had organized THE STRONGEST GROUP OF NEWSPAPER FEATURES UNDER THE CONTROL OF A SELLING SYNDICATE. Sample proofs are now ready to substantiate this announcement. If you have not seen these proofs, and if you really want the strongest circulation-making asset available for daily and Sunday newspapers, communicate with

**Newspaper Feature Service**  
**M. KOENIGSBERG, Manager**  
 41 Park Row New York City

**MOST CONVENIENT**  
 News matrix service in the market—saves time, patience, money.  
**CENTRAL PRESS ASSOCIATION, Cleveland.**

publications involved, the difficulty of obtaining concerted action, and the absence of what may be termed 'standardization' in business procedure.

"Admitted to be the strongest force in the advertising world, the daily newspaper has nevertheless found that its chief strength was its chief weakness. Its utter 'localness' has established it as the idea medium through which to bring customers to a store, but, at the same time, this 'localness' has made it difficult for a group of publications to reach a common ground upon which to meet with general advertisers whose problems, while local in the last analysis, must also be reckoned with nationally in a general advertising campaign.

"This common ground has at last been reached.

"The Bureau of Advertising agrees with the national manufacturer in believing that the local dealer is the chief problem to be considered in a general campaign. This being the case, the bureau maintains that it is best for the manufacturer to use the kind of advertising that helps the dealer most. The dealer will cast his vote in favor of newspaper advertising, inasmuch as he knows that newspaper advertising will bring customers actually to his store. Given the kind of advertising he wants, and being made to understand the part he plays in a national campaign, together with an opportunity to do more business, the dealer in nationally advertised products becomes an active factor in merchandising instead of a passive problem.

"With the help of the daily newspapers interested in this movement, the Bureau of Advertising is making the

dealer understand that there is money to be made in pushing the nationally distributed articles that occupy a place on his shelves, and are advertised in the columns of the newspapers published in his city."

**Bank Buys Paper at Foreclosure.**

The Columbus (Neb.) Tribune-Journal was sold last week to satisfy a mortgage held by the First National Bank of that city. The bank bought in the plant and the paper will be continued. It is understood that a stock company is being formed to buy the Tribune-Journal.

**"Grandma Sez"**

is a strong, pleasing and attractively illustrated small feature, the which will please your advertisers and very likely impel your readers to do their

**Christmas Shopping Early**

The series runs daily through Dec. 22. Only one paper in a town gets this exclusive feature.

Don't let it be the other fellow. A five dollar bill will cover the total cost. Wire or write to-day.

**World Color Printing Company**  
 ST. LOUIS, MO.  
 Established 1900 R. S. Grable, Mgr.



**PRESS ASSOCIATIONS.**

Secretary of the Navy Daniels, owner of the Raleigh (N. C.) News and Observer, made a heart-to-heart talk to the members of the St. Louis Press Club last week. In a humorous vein, Mr. Daniels said he looked upon Wilson and Lincoln as the two greatest Presidents the United States has ever had—their greatness due, he said, to the fact that they both picked editors for their respective Secretaries of the Navy. "The Secretary of the Navy has a job similar to that of a managing editor," he declared, "in fact, I am covering an assignment, and I have been assigned to the navy, and, by the way, it's a very good assignment. When I am through I expect to return to my work, which has been my life work." Capt. Henry King, editor of the St. Louis Globe-Democrat, introduced Secretary Daniels to the assembled guests.

The second Bohemian night for women at the Pittsburgh Press Club, Nov. 26, proved highly entertaining and over 200 members and their friends attended the affair. There was a comedy sketch entitled "Up in the Air," songs and verse by Oscar Lepper and songs by Miss Blanche Walters. F. E. Johnston and R. R. Murdock gave chalk talks on art and other subjects. The program was a four-page miniature newspaper.

Buffalo newspaper men organized under the name of the Press Club of Buffalo at a well-attended meeting and dinner last week. A constitution was adopted, and Frank R. Dolbee was named to draw up articles of incorporation. Under the constitution only working news writers and editors are made eligible to active membership. Joseph B. Ford acted as chairman of the business meeting. Plans were discussed for an entertainment during the winter.

"An Afternoon With Our Men Journalists" was the announcement of the Pacific Coast Women's Press Association for the meeting held last week, and the occasion proved memorable. The speakers of the day were John P. Young, who presented the subject, "The Rise of Journalism"; Edward E. Bowles, "Handling the News"; Edward Cahill, "Some Esteemed Contemporaries"; John Barry, "Business Aspect of Journalism"; Gilbert Weigle, "Journalism That Does."

The New England Woman's Press Association observed its twenty-eighth anniversary last week. Two of the founders, Miss Helen M. Winlow and Mrs. Grace Soper Dole, extended greetings and congratulations. There were verses written for the occasion by the club "poet laureate," Mrs. Emily Selinger, and a symposium on "Constructive Journalism." The speakers included Fernando W. Hartford, editor of the Daily Chronicle, Portsmouth, N. H.; Arthur Wilson, musical critic of the Boston Globe; William L. Sayer, editor of the New Bedford Standard; Nixon Waterman and Frederick Dixon, manager of the London bureau of the Christian Science Monitor.

At the annual meeting of the Texas Editorial Association, recently held at Seabrook, the following officers were elected: President, Frank P. Holland, of Dallas; first vice-president, John R. Lunsford, of Bishop; second vice-president, C. L. Martin, of Dallas; corresponding secretary, John R. Ransome, of Cleburne; recording secretary, Ham Cook, of Houston.

The officers of the Michigan Press Association and a committee representing that body and the Wolverine Press Association, appointed for the purpose of arranging a plan of merger, held a meeting at the Griswold House, Detroit, on Thursday. They thrashed out plans for the coming mid-winter meeting and arranged for the reorganization of the two associations.

**ROBBINS TRADE PRESS HEAD.**

**General Manager David Williams Co. Has Had Successful Career.**

Merton C. Robbins, general manager of the David Williams Co., who was recently elected president of the New York Trade Press Association, has had a highly successful career in both the advertising and publishing ends of the trade press field.

After graduating from the University of Vermont with a science degree in



MERTON C. ROBBINS.

1898 Mr. Robbins saw service in the Spanish-American War and then took a short apprenticeship in the employ of an advertising agency. Later he became Western manager of the Engineering News, remaining with that publication for eight years, during which time Mr. Robbins increased the business in his field more than 500 per cent.

Following this success he became vice-president of the company publishing the American Architect and Municipal Journal and Engineer and managed the Western office of those two publications for two years, resigning to become advertising manager of the Class Journal Co., New York, publisher of Automobile, Motor Age and other motoring periodicals.

Mr. Robbins came to the David Williams Co. in the fall of 1910 as manager of the Iron Age, and on Jan. 1, 1912, assumed the post of general manager of all of the publications of the company.

**WASHINGTON PERSONALS.**

Donald A. Craig, formerly of the Louisville Courier-Journal, is now the resident manager of the New York Herald Bureau.

A daughter has been born to Robert F. Wilson, of the Cincinnati Enquirer, and Mrs. Wilson, and has been named Deniston.

Joseph W. Gilbert, formerly city editor of the Seattle Post-Intelligencer, is now the Washington correspondent for that paper.

A. M. Loomis, of the Jamestown (N. Y.) Journal, was a visitor to Washington this week.

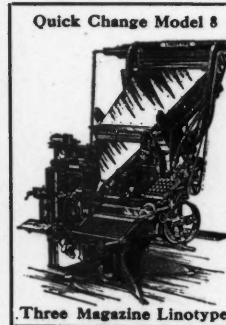
In connection with his work as assistant correspondent of the Indianapolis News, Morton M. Milford has succeeded Donald A. Craig as a member of the Louisville Courier-Journal staff.

Austin Cunningham, of the San Antonio Express, who has just returned to Washington from his honeymoon, which was spent mostly in Texas, passed through sixteen States in going to and coming from his home State. Mr. Cunningham has announced his candidacy for Congress at large from Texas.

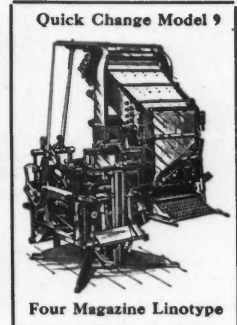
F. P. Glass, owner of the Birmingham News, who has just been appointed United States Senator from Alabama, is now in Washington awaiting the action of the Senate upon the credentials presented to that body.

**QUICK AD-WORK**

Display composition—quarter page to the big double spreads—goes up with ease and rapidity on



**MULTIPLE  
MAGAZINE  
LINOTYPES**



They simply "eat up" ad-copy. When not setting display, they can be used on news, heads, and sub-heads.

**The Multiple Linotype Way Is the Modern Way**

**Mergenthaler Linotype Company**

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave.

SAN FRANCISCO: 638-646 Sacramento St.

NEW ORLEANS: 549 Baronne St.

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

The name of Henry M. Pindell, editor of the Peoria (Ill.) Journal, as Ambassador to Russia, was the first sent to the Senate at the beginning of the new session of Congress.

Miss Elizabeth Crosby Noyes, daughter of Theodore W. Noyes, of the Washington Star, was married to John William Thompson last Wednesday.

Robert F. Wilson, of the Cincinnati Enquirer, and Mrs. Wilson are the happy parents of a baby girl.

Joseph W. Gilbert, former city editor of the Seattle Post-Intelligencer, will represent the Post-Intelligencer in Washington, succeeding Mercer Vernon, who continues his work in other bureaus.

**CHANGES IN INTEREST.**

BEDFORD, Pa.—The interests of the late S. A. Van Ormer, owner of the Gazette and the Gazette Publishing Co., were sold last week to Victor E. P. Barkman. Mr. Van Ormer was killed in an automobile accident recently.

ROCKMART, Ga.—The News has been purchased by H. M. Stanley from H. F. Joyner, and will be edited by Lytton Stanley, son of the new owner.

GRAND JUNCTION, Ia.—R. L. Ross has sold the Globe to Frank L. Mott, who takes possession this week.

MERRILLAN, Wis.—The Leader has been sold to C. J. Johnson by the Giles Brothers.

MCLEANSBORO, Ill.—Dr. C. M. Lyon has sold the Leader, a weekly Republican newspaper to Dr. C. H. Anderson. The change will be made this week.

ELK CITY, Okla.—The Beckham County News, the Elk City Record and the Prompt Printing Co. have all been sold to D. A. Mayer and C. S. Gilkeron of this city. The new owners are experienced newspaper men.

KICKAPOO, Wis.—The Chief, owned and edited by Jerry O'Neil at Wauzeka for the past ten years has been sold to C. H. Pearce, of Hollandale, Wis.

**ANOTHER BAR OF SOFT SOAP.**

**Gas Men Hand Out Conversation but Cash for Papers Is Still Invisible.**

[The gas men who have been teasing themselves into a frenzy of fear for the past six months over the possibility of incurring someone's displeasure by spending a little money on legitimate advertising, are still trying, as the vulgarly frank might say, to "kid" themselves. The dispatch printed below is evidently the work of the gasmen's press agent. It is supposed to act as an anaesthetic upon the newspaper publishers who still expect a national appropriation based on real business lines, preliminary to the painful operation of slipping about \$50,000 into magazines. The newspapermen apparently are about to "get theirs"—but not where the trusting ones among the publishers expect. Still, as a great man once remarked: "There is hope."—Ed.]

A dispatch from Philadelphia to the New York Tribune, published yesterday, says:

"Advertising, newspaper and magazine, was the subject discussed at today's session of the National Commercial Gas Association's convention in the Academy of Music. The committee on national advertising conducted the meeting, the object of which was to instill into the minds of the delegates that they must use space in the newspapers more abundantly and more consistently if they hoped to win the confidence of the public and drive home the advantages and economies of gas as a lighting agency and as a fuel.

"The committee recently began to collect from the companies represented in the association a fund of \$300,000 to be used in a national advertising campaign. Half of that amount has been collected already. The scheme of the committee, which has been indorsed, is to use the fund for the employment of experts to write strong 'gas copy'—stuff with the 'punch'—to be distributed among the company members for use in their community papers."

The board of directors of the Associated Press will hold a regular meeting at the New York offices, Dec. 10.

**TIPS FOR THE AD MANAGER.**

Ewing & Miles, Fuller building, New York City, are handling the advertising account for the St. Nicholas Magazine, 33 East Seventeenth street, New York City.

Wood, Putnam & Wood Co., 111 Devonshire street, Boston, Mass., is starting a newspaper campaign with New England papers for Snyder's Hams and Bacon.

Sherman & Bryan, 79 Fifth avenue, New York City, are placing orders with a few selected papers for A. L. & M. L. Kaufmann, 1615 Second avenue, New York City.

Frank Presbrey Co., 456 Fourth avenue, New York City, is sending out to a selected list of papers 60 l. 12 t. orders for I. Newman & Sons, "P. N. Corsets," 222 Fourth avenue, New York City.

The Amsterdam Advertising Agency, 1178 Broadway, New York City, is issuing 20 l. 15 t. orders to Middle West papers for D. S. De Jongh, "Bacadi Wine," 128 Water street, New York City.

W. Ward Damon, Tribune building, New York City, is forwarding orders to a selected list of papers for B. A. Curtis, "Man-a-cca Water," 13 Stone street, New York City.

Richard A. Foley Advertising Agency, Bulletin building, Philadelphia, Pa., has charge of some of the advertising account of H. Ellis & Co., Liggett & Myers Tobacco Co., "Recruit Little Cigars," Baltimore, Md., which will appear in a selected list of papers.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are putting forth extra copy on contracts for the National Biscuit Co., "Unecda Biscuit," of the same city.

Hostetter Co., "Hostetter Bitters," Pittsburgh, Pa., is renewing some extra copy on contracts.

Gundlach Advertising Co., Peoples Gas building, Chicago, Ill., is placing mail order copy with a selected list of papers for the Greenhut-Siegel Copper Co., Sixth avenue, Eighteenth and Nineteenth streets, New York City.

Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is issuing orders to Pennsylvania papers for Theo. F. Siefert, Furs, Philadelphia, Pa.

It is reported that Hanff-Metzger, Inc., 95 Madison avenue, New York City, will place the advertising account of the Lipton Tea after Jan. 1, 1914.

Howard Advertising Agency, 423 Fourth avenue, New York City, is forwarding to a list of large city papers 100 l. 5 t. orders for the L. E. Waterman Co., "Waterman's Ideal Fountain Pens," 173 Broadway, New York City.

Dauchy Co., 9 Murray street, New York City, is renewing some copy for Allen S. Olmstead, "Allen's Foot-Ease," Le Roy, N. Y.

M. Plattner, 93 Nassau street, New York City, is sending out orders to large Sunday papers for the Gravitation Toy Co., 31 Union square, West, New York City.

Dorland Advertising Agency, 3 Regent street, S. W., London, England, is issuing orders to a selected list of papers in the United States for Maple & Co., Ltd., Furniture, London, England.

W. H. H. Hull & Co., Tribune building, New York City, are placing orders with some Canadian papers for B. Altman & Co., Fifth avenue and Thirty-fourth street, New York City.

Taylor-Critchfield Co., Brooks building, Chicago, Ill., is forwarding orders to papers in the Middle West for Fitzpatrick Bros., "Kitchen Kleanser," Thirty-second place and Benson street, Chicago, Ill.

Bromfield & Field, Inc., 1780 Broadway, New York, will place the advertising of the Importers' Automobile Salon, to be held at Hotel Astor, New York City, Jan. 2 to 10.

Charles H. Fuller Co., 623 So. Wabash avenue, Chicago, Ill., is sending out 6 in. 6 t. contracts to Texas papers for Mar H. Jackson.

Taylor-Critchfield Co., Brooks Building, Chicago, Ill., is making 7,095 line contracts with Mississippi papers for the Speedway Remedy Co., of Shelby, O.

**New Orleans States**

Sworn Net Paid Circulation for 6 Months Ending October 4, 1913

**32,532 DAILY**

Per P. O. Statement

Carrier circulation averages over 19,000 per issue. We guarantee the largest carrier and the largest *white home* circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.

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

Ewing & Mills, Fuller Building, New York City, are issuing 14 l. 11 t. orders to weekly papers for Dr. Marshall's Cartarrh Snuff.

Friend Advertising Agency, 31 East Twenty-seventh street, New York City, is placing 80 l. 8 t. orders with Florida papers for E. J. Willis Co.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are forwarding 10 in. 5 t. orders to a few selected cities for the Conklin Pen Mfg. Co.

Foster Debervoise Co., 15 West Thirty-eighth street, New York, is sending out 14 l. 26 t. orders with Eastern papers for A. E. Outerbridge.

Ewing & Mills, Fuller Building, New York City, are making 100 l. 3 t. contracts with a few cities for the American Thermos.

**EVIL OF PRICE CUTTING.**

**It Is an Attempt to Defraud and Entails Ultimate Loss.**

"Cutting Prices an Extravagant Source of Economy," was the title of an address given by Robert Francis Nattan, of the Jewelers' Circular, before the Fortnightly Club at Rutherford last evening.

An evolution in merchandising is in progress. The public has almost ceased to believe that it is advantageous to buy a well-known trade-marked article at a cut price. The greater part of the public has been shown to its satisfaction that the dealer who cuts prices does so, not through any altruism or desire to benefit mankind by selling more cheaply than someone else, but with the intent to defraud, because his purpose is to deceive the public into believing that his stock in general is sold at "ridiculously low price," and that other dealers are charging exorbitant prices, while he, self-sacrificing dealer, would not think of "robbing the public in such a manner."

The great economic principle in merchandising is to give value for value received. You cannot deviate from this principle with impunity. If you do, one of the parties to the sale is bound to suffer loss at the time of the transaction, and, eventually, all concerned, manufacturer, retailer and consumer, will suffer loss. This, because the manufacturer's market will ultimately be destroyed, the small retailer will go in to bankruptcy, and the consumer will be without his much desired product, which may have become a real necessity to him.

National advertising allows a manufacturer to sell a worthy product at a small margin of profit because of the increased profits on the increased sales.

Briefly, the principle of price maintenance means giving the same quality at the same price to everyone in every place.

**Co-operation in Milwaukee.**

The Milwaukee Evening Wisconsin has issued a four-page circular, newspaper size, to the merchants of Milwaukee and the State at large, reproducing some of the advertising that is being done in the Wisconsin and other newspapers "by well-known manufacturers of things you doubtless sell—the things that are needed and wanted in every home." The co-operative movement engineered by the A. N. P. A. Bureau of Advertising is bearing fruit. There is a noticeable desire on the part of many publishers, heretofore lukewarm on the subject, to co-operate with the national advertisers and enlist dealer co-operation in national campaigns.

**Against Premium Advertising.**

From the National Association of Credit Men comes the suggestion that credit grantors show to customers their disapproval of advertising schemes which involve the purchase of expensive premiums. It is suggested that when information of proposed premium campaigns is received by credit men, they point out to the customers, in a friendly way, the effect of the burden they are about to shoulder in event of failure of their plans. More than one bankruptcy case is said to have resulted from the failure of a premium scheme to work.

**ROLL OF HONOR**

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

<b>ARIZONA.</b>	<b>MONTANA.</b>
GAZETTE—Av. Cir. Oct., 5963....Phoenix	MINER .....Butte
<b>CALIFORNIA.</b>	<b>NEBRASKA</b>
ENTERPRISE .....Chico	FREIE PRESSE (Cir. 128,384)....Lincoln
TRIBUNE .....Los Angeles	<b>NEW JERSEY.</b>
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	PRESS .....Asbury Park
INDEPENDENT .....Santa Barbara	JOURNAL .....Elizabeth
BULLETIN .....San Francisco	COURIER-NEWS .....Plainfield
RECORD .....Stockton	<b>NEW YORK.</b>
Only newspaper in Stockton that will tell its circulation.	BUFFALO EVENING NEWS....Buffalo
<b>GEORGIA.</b>	BOLLETTINO DELLA SERA, New York
ATLANTA JOURNAL(Cir.54989)Atlanta	EVENING MAIL.....New York
CONSTITUTION .....Atlanta	STANDARD PRESS.....Troy
CHRONICLE .....Augusta	<b>OHIO.</b>
LEDGER .....Columbus	PLAIN DEALER.....Cleveland
<b>ILLINOIS.</b>	Circulation for Nov. 1913.
POLISH DAILY ZGODA.....Chicago	Daily .....118,873
SKANDINAVEN .....Chicago	Sunday .....146,852
HERALD .....Joliet	VINDICATOR .....Youngstown
NEWS .....Joliet	<b>PENNSYLVANIA.</b>
HERALD-TRANSCRIPT .....Peoria	TIMES .....Cheston
JOURNAL .....Peoria	DAILY DEMOCRAT.....Johnstown
STAR (Circulation 21,589).....Peoria	DISPATCH .....Pittsburgh
<b>INDIANA.</b>	PRESS .....Pittsburgh
THE AVE MARIA.....Notre Dame	GERMAN GAZETTE.....Philadelphia
<b>IOWA.</b>	TIMES-LEADER .....Wilkes-Barre
REGISTER & LEADER.....Des Moines	GAZETTE .....York
THE TIMES-JOURNAL.....Dubuque	<b>SOUTH CAROLINA.</b>
<b>KANSAS</b>	DAILY MAIL.....Anderson
CAPITAL .....Topeka	THE STATE.....Columbis
<b>KENTUCKY.</b>	(Sworn Cir. June, 1913. D. 21,733; S. 21,960)
COURIER-JOURNAL .....Louisville	<b>TENNESSEE.</b>
TIMES .....Louisville	NEWS-SCIMITAR .....Memphis
<b>LOUISIANA.</b>	BANNER .....Nashville
DAILY STATES.....New Orleans	<b>TEXAS.</b>
ITEM .....New Orleans	STAR-TELEGRAM .....Fort Worth
TIMES-DEMOCRAT .....New Orleans	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
<b>MARYLAND.</b>	CHRONICLE .....Houston
THE SUN.....Baltimore	The Chronicle guarantees a circulation of 35, 000 daily and 42,000 Sunday. Increase in advertising rates effective January 1, 1913.
has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	<b>WASHINGTON.</b>
<b>MICHIGAN.</b>	POST-INTELLIGENCER .....Seattle
PATRIOT (No Monday Issue).....Jackson	<b>CANADA.</b>
Average 1912: Daily 10,589; Sunday 11,629	<b>BRITISH COLUMBIA.</b>
Member American Newspaper Pub. Ass'n.	WORLD .....Vancouver
Member "Gilt Edge" Newspapers	<b>ONTARIO.</b>
<b>MINNESOTA.</b>	FREE PRESS.....London
TRIBUNE, Morn. & Eve....Minneapolis	<b>QUEBEC.</b>
<b>MISSOURI.</b>	LA PATRIE.....Montreal
POST-DISPATCH .....St. Louis	LA PRESSE Ave. Cir. for 1912, 114,371 Montreal

**Eureka Newspapers Consolidate.**  
The Eureka (Ill.) Democrat-Journal, one of the oldest newspapers of Central Illinois, has been bought by P. E. Low, publisher of the Eureka Republican. The two papers were consolidated on Monday.

The Belding (Mich.) Banner is installing a complete new plant in the recently constructed Belding block.

**Baltimore's Catholic Newspaper.**  
All arrangements for the publication of the Baltimore Catholic Review have been completed and the first issue will make its appearance this week. Frederick Furst will be the business and advertising manager, and the Rev. Dr. C. F. Thomas, the editor. Others on the staff are the Rev. Louis O'Donovan, the Rev. Lawrence A. Brown and the Rev. John E. Graham.

**AD FIELD PERSONALS.**

Lee W. Maxwell, formerly business manager of Associated Sunday Magazine, has been appointed advertising manager of the American Magazine.

Joseph A. Ford, late Eastern manager of the Crowell Publishing Co., has become advertising manager of the Woman's Home Companion.

Charles H. Denhard, copy man for D. Appleton & Co., the publishers, has left that organization to join the copy staff of The Siegfried Co., Inc., 50 Church street, New York City.

H. E. Spaulding has associated himself with the H. E. Lesan Advertising Agency in a sales and service capacity. Mr. Spaulding represented the Curtis Publishing Co. in Buffalo for seven years, and later became vice-president of the Taylor Nursery Baby Bed Co.

Montgomery Hallowell, former advertising manager of the United States Motor Co., has become a member of the advertising department of the Boston American.

DeWitt G. Saltsman, for several years advertising manager of the New Haven Journal-Courier, has been appointed advertising manager of the New Haven Times-Leader. The appointment took effect Dec. 1.

**NEW AD INCORPORATIONS.**

**PHILADELPHIA, Pa.**—Universal Co-operative Trading Syndicate; general advertising business; capital, \$500,000; Incorporators: M. Perel, W. J. Sippel and A. J. Sanders.

**WILMINGTON, Del.**—Benjamin-Rickard Advertising Co.; general advertising business; capital stock, \$100,000. Incorporators: F. Giles, L. A. Brownhill and M. E. Dorsey.

**CINCINNATI, O.**—The A. De Mont Lutin Advertising Co.; capital, \$20,000; to carry on a general advertising business. Incorporated by A. De Mont Lutin, Dudley C. Outcalt and J. W. Heintzman.

**FULTON, N. Y.**—United States Weeklies Advertising Service; capital stock, \$10,000. Incorporators: C. A. McCordy, A. B. McCordy and F. E. McCordy.

**Plainfield Press Trade Number.**

The Plainfield (N. J.) Daily Press, on Nov. 14, issued a forty-eight page paper, of which 32 pages were devoted to a comprehensive account of the industrial, social and religious activities of that city. "Do it for Plainfield," was the slogan that met practical expression in this issue, which was replete with facts and figures about the city, and bore striking evidence of the enterprising character of Plainfield's citizens. The special number was printed on extra fine paper and embellished with illustrations and half-tones of a high artistic quality. Leslie R. Fort, son of ex-Governor Fort of New Jersey, is the progressive business manager of the Press, to whom much credit is due for the success of this achievement.

**N. Y. Globe's Fresh Egg Campaign.**

The Globe's pure food campaign, as conducted by A. W. McCann, is getting results. This paper discovered seventy-two spots in sixty dozen eggs as offered for sale by James Butler in one of his chain of stores. The unfit eggs thus sold over the counter were conspicuously marked "Strictly fresh eggs, every egg guaranteed." The bad eggs were ten per cent. of the total for sale, and the estimated value of worthless eggs sold to poor people on a rising market, by the Butler stores, during a period of six months would total \$90,000. The Globe has established demonstration stations for the merchandising of tested eggs, and 300 dozens were sold at the Brooklyn station during the opening half hour. The appreciation of the public was thus shown.

**What Ad Men Should Know of Art.**

The monthly meeting of the Technical Publicity Association will be held at the Martinique, Dec. 11. The speakers and their subjects include: "Important Things to Know About Art Work," Benjamin Nash, art director, Frank Seaman, Inc.; "Interesting Information About Engraving," A. W. Morley, secretary-treasurer, Electro-Light Engraving Co.; "How to Get Best Results from Electrotypes, Etc.," Frederick A. Ringler, president, F. A. Ringler Co., and "Things to Consider in Order to Get Best Results from Cuts in Printing," Oliver L. Bell, manager, Robert L. Stillson Co.

**Grocer Co-operation in Washington.**

The Washington (D. C.) Star has prepared for the use of general advertisers of food products a list of 196 grocers in that city who have signed an agreement to co-operate with them by means of window displays, and to push the goods during a newspaper campaign to increase sales. The list will be furnished any national advertiser who contemplates entering the Washington field. Every one of the grocers on this list is already doing what he can to increase the sales of food products advertised in the Star.

**The Sphinx Club Dinner.**

The Sphinx Club, of New York, at its December dinner, will have as its principal speaker John N. Willys, president of the Willys-Overland Co., which is turning out 50,000 automobiles a year. As Mr. Willys is largely responsible for the success of the company, what he has to say on advertising will be well worth hearing. Incidentally, the club will express its appreciation of the services of James O'Flaherty who, on Dec. 13, will round out a half century of experience in the advertising business.

**LIVE AD CLUB NEWS.**

Gus W. Thomason, of Dallas, was re-elected president and Greenville selected as the next meeting place at the third annual convention of the Federated Ad Clubs of Texas, held at Beaumont last week. About 200 delegates were present. A resolution was adopted condemning fraudulent advertising and approving the bill before the last legislature making it unlawful and providing a penalty against fake advertising of any character. Addresses were delivered by Harry Tipper, of New York; A. G. Newmyer, of New Orleans, and President Thomason, and there were general discussions and round tables on advertising. The time of meeting was changed from November to February. Other officers elected were: John B. Westover, of Houston, first vice-president; W. V. Crawford, of Waco, second vice-president; E. C. Bracken, of Greenville, secretary-treasurer. Directors—S. C. Hodge, Dallas; V. N. Thrin, Fort Worth; A. B. Stephenson, Nacogdoches; E. J. Merson, Beaumont; D. W. Tucker, Houston; G. K. Collins, Greenville, and F. H. Jackson, Waco.

By an almost unanimous vote J. Floyd Wilson, formerly sales manager for the American Olive Co., was elected president of the Los Angeles Ad Club last week at its meeting and luncheon. Other officers elected were: H. I. Stillwell, A. H. Wilkins, A. Carmen Smith, vice-presidents; A. B. McCallister, secretary-treasurer; directors, C. H. Mann, Victor Hecht, H. B. Tuttle, Albert Mortensen, P. C. Miller and Ernest Ingold.

Raymond Boyd, advertising expert, is the new president of the Oakland (Cal.) Ad Club. He was elected at a luncheon held by the organization last week. Mr. Boyd is to fill out the unexpired term of L. A. Hearin, who is coming East. F. J. Mayhew and F. B. Hink were elected first and second vice-presidents, respectively. The remaining officers are W. F. D. Brown, secretary, and H. A. Torney, treasurer. W. W. Cribbins, a former president of the association,

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Lat.-Am. Off., 37 Cuba St., Havana, Cuba  
N. Y. Office, 1111 Flatiron Bldg.
- THE EXPORT ADV. AGENCY**  
Specialists on Export Advertising  
Chicago, Ill.

spoke on "Merits and Demerits of Free Publicity for Theaters, Automobiles, Sports, Etc., and Not for Merchants."

**From Breezy Chicago.**

J. F. Bresnahan, director of circulation of the Butterick and Ridgway publications, also president of the Publishers News Co., spent the week at the Blackstone Hotel, Chicago, and it is understood that arrangements were made with the Charles Levy Circulation Co., 27 North Fifth avenue, Chicago, to act as distributor in Chicago territory for all Butterick and Ridgway publications and the Publishers News Co. It will be recalled that THE EDITOR AND PUBLISHER published a story about a year ago on the subject of the organization of the Publishers News Co. The Chicago distribution has been handled independently of all news companies since that time. The work has been in charge of W. J. McMurray.

**One Way of Co-operation.**

Edwin E. Smith, the hustling treasurer and manager of the Meriden (Conn.) Record, is enthusiastic on the subject of dealer co-operation. Mr.

Smith, who has no foreign advertising representative, handles the general advertising personally. He sent out recently to the grocers of Meriden and contiguous territory several postal cards and personal letters bringing to their attention the advertising campaigns of national advertisers who are using full copy in the Record. His efforts have stimulated dealer interest and have resulted in numerous window displays of national advertisers, food and drug products.

**Helping the Advertiser.**

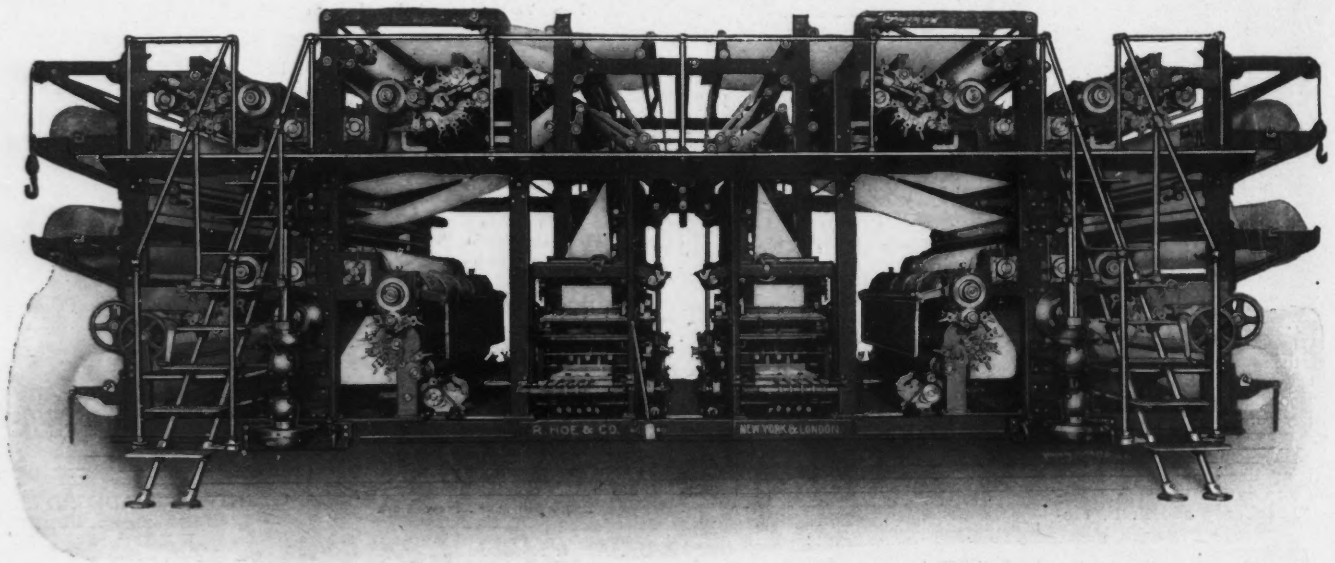
F. E. Sands, proprietor of the Meriden (Conn.) Journal, has established for the convenience of national advertisers a department known as the Trade Aid Department, which is rendering a very valuable service to manufacturers of nationally advertised goods distributed in Meriden and adjacent territory, through grocers, druggists, hardware dealers and others. On a number of occasions recently Mr. Sands has personally investigated the state of the market for prominent national advertisers. He says that newspapers can render their clients in this way a service of inestimable value.

*To Increase and Take Care of Your*  
**CIRCULATION**

YOU NEED A

**Reliable Press**

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Patented *Central Folder Design*, with High-Speed Folders, Self-Oiling Boxes, Tubular Cylinder, Quick-Acting Plate Clamps, Locking Roller Sockets and Other Patented Improvements.

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*To Get CIRCULATION and Keep It*  
 by taking care of it properly, the newspaper must have fast and dependable presses, and quick and accurate stereotyping facilities.

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