

THE EDITOR AND PUBLISHER AND JOURNALIST

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BIG DEAL AT CAPITAL.

WASHINGTON HERALD SOLD TO
CLINTON T. BRAINARD AND
McCLURE SYNDICATE.

Purchase Price Not Named, but Interest Had Been Held at \$225,000—John W. Hunter Retires as President and Publisher—No Changes in Personnel of Staff—Plant of Paper to Help in Syndicate Service.

C. T. Brainard, president and owner of the McClure Newspaper Syndicate of New York, announced on Wednesday that he had purchased a majority interest in the Washington Herald Co., represented by F. Kingsbury Curtis, the New York lawyer, George X. MacLanahan, of Washington, and George H. Meyers. The consideration of the purchase was not stated, although it is known that the asking price was \$225,000.

John W. Hunter, who has been publisher of the Washington Herald for the past two and a half years, has concluded "a satisfactory financial settlement" on his contract with the company, which had several years to run, and has resigned as president and publisher. To a representative of THE EDITOR AND PUBLISHER Mr. Hunter said:

DEAL CLOSED WEDNESDAY.

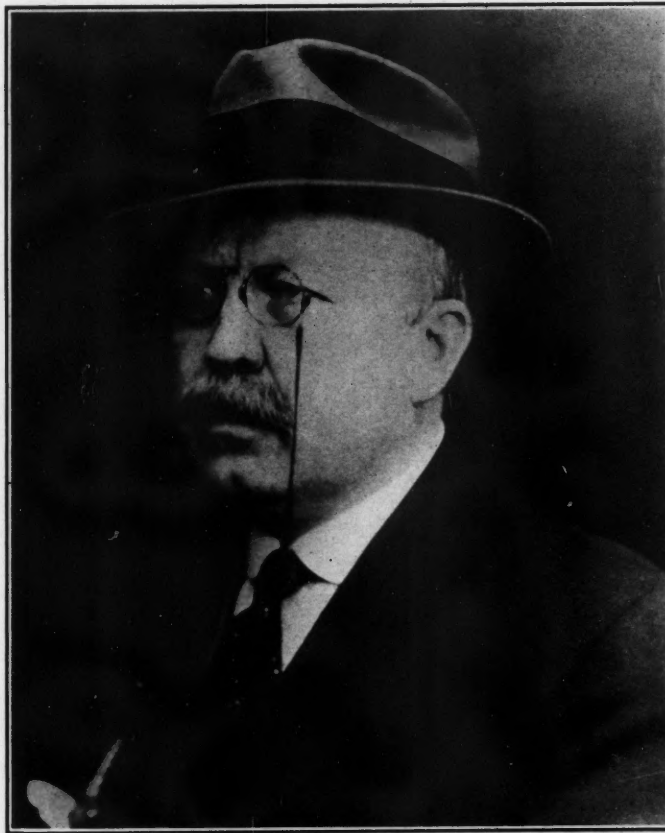
"Papers effecting the transfer were signed and the money passed on Wednesday of this week, a day when the Washington Herald showed a circulation increase of over forty per cent. and when advertising earnings were in healthy condition. I am glad that the property has passed into the control of Mr. Brainard. He is in a position to effect innumerable economies which will put the balance sheet in first-class shape. I have worked mighty hard during my residence in Washington and have been successful in no small degree in building up the Herald. It now has more morning circulation than any other paper in the city. It also has a splendid Sunday circulation and a steadily increasing volume of display advertising. I think I have earned a rest, and I propose to take it during the next few weeks. I have several matters under consideration.

PAPER WILL BE INDEPENDENT.

C. T. Brainard, the new controlling owner, refused to be quoted on the subject of purchase price, terms, etc., but did say to THE EDITOR AND PUBLISHER that he had been negotiating for the property for a long time and that the papers were signed and the money paid over on Wednesday. "You can say for me," said Mr. Brainard, "that I think there is plenty of room in Washington, a city of 324,000 population, for two morning newspapers. The Washington Herald will be absolutely independent and you can print that in caps.

"One consideration which influenced me very strongly in making my decision to buy the MacLanahan, Meyers and Curtis interests in the Washington Herald was the obvious way in which the control of that property would enable me to conduct the business of the McClure Newspaper Syndicate more efficiently and more economically. It places the plant of the Washington Herald at my disposal to relieve the heavy pressure on the now inadequate facilities of the plant of the McClure Newspaper Syndicate, located in the Bush Terminal, and it will be beneficial

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CLINTON T. BRAINARD,
NEW CONTROLLING OWNER OF THE WASHINGTON (D. C.) HERALD.

Blumenfeld Buys London Globe.

The London Globe was purchased this week by a syndicate formed by R. D. Blumenfeld, formerly of New York, later London correspondent of the Herald, and now managing editor of the London Daily Express. The Globe, which is said to be London's oldest evening newspaper, was bought five years ago by Hildebrand Harmsworth, a brother of Lord Northcliffe, for \$430,000. The paper is to be run in connection with the Daily Express. It is ultra-conservative and imperialistic in political policy.

New Home for Philadelphia Record.

John Wanamaker purchased the Bentz building at Broad street and South Penn Square, Philadelphia, on Wednesday for \$2,150,000. The property is assessed at \$2,000,000 and the building is thirteen stories high. It was announced that no changes will be made in the building immediately, but eventually it is to be used for the home of the Philadelphia Record.

Jury Acquits Circulation Manager.

Max Annenberg, circulation manager of the Chicago Tribune, was found not guilty by a jury at Chicago, last week in connection with the shooting of Alexander Belford. The jurors were out forty-five minutes. Belford was shot in the chest on July 13 when a crowd surrounded an automobile containing Annenberg and five others after a flashlight picture had been taken of an alleged gambling house at 813 Maxwell street. Annenberg admitted the shooting, but stated that he fired to wound Belford in the arm when the latter was moving as if to draw a revolver.

Receiver for Hot Springs News.

The Hot Springs (Ark.) Daily News has gone into the hands of a receiver after thirty-one years of continued activity. George H. Lower, who bought the property and accepted the burden of a heavy indebtedness more than two years ago, filed the petition for a receiver last week, and Judge Curl, acting special chancellor in the case, named Douglas Hotchkiss, of the Hot Springs Morning Sentinel-Record, to take over the property as receiver.

Mergenthaler Company's Report.

The Mergenthaler Linotype Co.'s report for the year ended Sept. 30, 1913, just issued, shows net income from all sources of \$2,767,936, as against \$2,738,522 in 1912, \$2,733,269 in 1911, and \$2,763,869 in 1910. President Philip T. Dodge reports that there are now in existence 30,000 linotype machines.

Newsdealers Will Protest to Mayor.

The members of the New York Newsdealers' Association will march in a body to City Hall next Monday as a protest against the vetoing of the newsstand ordinance and to lay their grievances before Mayor Kline. At a meeting held Sunday the failure of the newsstand ordinance to become law was termed "a cruel injustice." The newsdealers believe that the mayor vetoed the bill under a misunderstanding, the charge being made that Mayor Gaynor's attitude toward the bill was misrepresented to Mayor Kline.

The New Orleans Times-Democrat recently celebrated its fiftieth birthday by an anniversary edition.

AFFILIATION MEETING.

AD CLUBS HOLD AN INTERESTING
SESSION AT CLEVELAND
ON SATURDAY.

Forenoon Session Devoted to a Discussion of the Booklet—Papers Prepared by Francis R. Morrison, Joseph Meadon, Ralph M. Barstow and Others—Banquet at the Stadler—Sunday Trip About Cleveland.

CLEVELAND, Oct. 13.—The gathering of the Advertising Affiliation comprising the advertising clubs of Cleveland, Buffalo, Detroit and Rochester, held at Cleveland on Oct. 11 and 12, was attended by about 400 members and proved a most successful and enjoyable reunion.

The business meetings were held at the Hollenden Hotel. The subject for the morning session was "How to Make the Booklet Produce." H. C. Goodwin of Rochester, was the chairman.

Francis R. Morrison, advertising counselor of Cleveland, was unable to be present and his paper on "What is a Booklet?" was read by W. S. Gilbert, of Cleveland.

Morrison defined a booklet as a salesman traveling by mail—no more and no less. The mission of the booklet is to sell, not merely to illustrate and describe. It must carry all the salient qualities of salesmanship. It may accomplish no more than is often accomplished by the first call of the salesman in person. But if it does that, it has accomplished much at comparatively little cost.

PUBLICITY BY BOOKLET.

"Before advertising men came into the field advertising was woefully inefficient. Real excellence in advertising belongs wholly to the instrumentality of the regime of the advertising man and most emphatically is this true of the booklet part of the profession. The booklet must be a real salesman if it would fulfill its mission in the field of economic merchandise. It must, as nearly as possible, convey the same convincing sales-talk as the best salesman. The booklet serves as an independent advance agent to the personal call of the salesman. To be effective the booklet should force the most favorable attention and impression on the recipient."

Joseph Meadon, vice-president, Detroit Club, dealt with "The size, shape and typographical layout of the booklet." You may determine the size and the shape, he said, but you cannot determine the typographical layout without a consideration of the materials it is to be printed on. Fashions in type are almost as ephemeral as that of dress. The stock controls the typographic treatment. A good printer will generally be able to suggest a size and shape that will not only permit of giving the right size and prominence to the illustrative features, but will also make the size conform to good proportion. With booklets and all advertising literature is it not so much "Is it artistic, is it original?" but "how does it sell the goods?"

DISCUSSES PRODUCTIVE COPY.

Ralph M. Barstow, assistant secretary Rochester Chamber of Commerce, spoke on "Productive Booklet Copy." The single thing that characterizes the vital and best literature in the world, he said, is sincerity. In the preparation of productive booklets the standard should be set so high that no one could question it. It should contain the fol-

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WASHINGTON TOPICS.

How the Newspaper Correspondents Got Even with Marie Dressler—Stephen Bonsal Appointed Assistant Executive Secretary to the Governor General of the Philippines—Oldest Journalist in the City.

(Special Correspondence.)

WASHINGTON, D. C., Oct. 16.—Newspaper men who were lucky enough to get to Cornish, N. H., with President Wilson this summer have been overworking themselves this week to do nice things for Marie Dressler, the actress, and her husband, J. H. Dalton, playing here this week. When the correspondents, marooned in a lonesome hotel in Windsor, were ready for any crime, the Daltons came forward and turned "Loafhaven," their summer estate, over to them.

Monday night David Lawrence, of the Associated Press; F. E. Ackerman, of the United Press, and L. Ames Brown, of the New York Sun, were hosts at a box party and dinner. Tuesday night they started to be hosts at an informal reception, at the home of



LE ROY T. VERNON.

Perry Arnold, Washington manager of the United Press, but Miss Dressler upset arrangements by sending some groceries ahead of her and spending most of her time in the kitchen, making the "company" some spaghetti. Wednesday night Mr. and Mrs. Dalton were entertained at dinner in the "cabinet room" at the University Club, and Thursday night William N. Taft, of the National News Service, was host at a dinner.

The festivities were cut short Friday when the correspondents had to accompany the President to the southern drill grounds. Mr. and Mrs. Dalton got up early and saw that they got off without mishap.

Stephen Bonsal, of New York, author, magazine and news writer and publicist, has been appointed assistant executive secretary to the Governor General of the Philippines. Appointment of Mr. Bonsal as a member of the municipal board of Manila was just announced by the Governor General. In this post Mr. Bonsal succeeds Arcadio Arellano, a Filipino.

Josephus Daniels, Secretary of the Navy, is a happy man. He has just returned from Raleigh, N. C., where he had attended the housewarming ceremony upon the completion of a new plant for the Raleigh News and Observer, of which he is editor. The building was destroyed by fire several months ago. It has now been restored, and Mr. Daniels feels that he will not have to worry any more about his editorial business while he is running the Navy Department. Members of the Legislature and prominent officials of North Carolina attended the housewarming.

James Croggan, one of the oldest, if

not the oldest newspaper man in Washington, celebrated his seventy-eighth birthday anniversary last Saturday. Although not now regularly employed, Mr. Croggan is still an active writer and his articles on "Old Washington" appear at frequent intervals in the Star. The veteran reporter wrote many of the articles which appeared at the time of the Civil War, and recorded the progress of that great struggle. In this capacity he came in contact with a large number of prominent figures in the war.

Cuba has a press agent who is now in Washington making the acquaintance of newspaper correspondents and handing out "dope" on the virtues of the island republic. The press agent is George Reno, who for years was war correspondent in Cuba for New York newspapers. His official title is chief of the Bureau of Information, a job especially created by President Menocal.

Leroy T. Vernon, the Washington correspondent of the Chicago Daily News, was born in Wilmington, O., in 1878. His father, James M. Vernon, was a newspaper man for thirty years before him.

Leroy was city editor of the Everett (Wash.) Times in the late nineties. He reported for the Chicago Inter-Ocean at the University of Chicago from 1898 to 1900, and was connected with various college publications. He was a member of the regular staff of the Inter-Ocean from January, 1901, to May, 1902.

He was political editor and legislative correspondent of the Chicago Daily News from June, 1902, to October, 1903.

Mr. Vernon has been Washington correspondent for the Chicago Daily News for the last ten years. He is a member of the National Press and Gridiron clubs, and was director of publicity of the National Taft Bureau from February, 1912, up to and including the Republican national convention.

THE PRESS GALLERY.

The standing committee of Washington correspondents has decided that upon special days in either the House or the Senate that visitors will not be granted the privileges of the press galleries. Only the regular members of the galleries will be entitled to admission, and then only upon the presentation of their gallery card.

Secretary McAdoo has announced the appointment of George R. Cooksey, of the Associated Press, as private secretary to succeed Byron R. Newton, who has been advanced to the position of Assistant Secretary of the Treasury. Mr. Cooksey is a resident of Washington, D. C., and has been connected with the Associated Press for a period of about ten years devoting most of his time to the Treasury and the Department of Justice; and therefore is familiar with the official routine of the Treasury Department and has a general acquaintance among public men. Mr. Cooksey is one of the most popular young newspaper men in Washington, is a versatile writer, and enjoys the confidence and esteem of all those with whom he has been most closely associated. Since the incoming of the new administration he has made many warm friends among members of the Cabinet and others of the new officials and is well liked among officers of the Treasury Department.

Custom officers have been notified by the Treasury Department to collect countervailing duties on all printing paper valued above two and one-half cents a pound imported from British Columbia, Quebec, Finland or Portugal. The Canadian reciprocity treaty entered free all paper under four cents a pound. The order will result in the assessment of twelve per cent. plus the countervailing duty equal to the export duty imposed by the country of origin of the paper above two and one-half cents in value.

The Rev. Karl Von Krug, pastor of the First Stroudsburg Church of East Stroudsburg, Pa., purchased the Morning Press last Wednesday. He will take personal charge of the paper.

CHICAGO HAPPENINGS. TO INVESTIGATE STATEMENTS.

Press Club Entertains—Kendrick Goes to Balkan States—William Geppert Obtains Three-Week Stay—Newspaper Men's Narrow Escape in Capsized Sailboat—Stanley Waterloo, the Veteran Editor, Dead.

(Special Correspondence.)

CHICAGO, Oct. 15.—The Press Club opened its social season Saturday evening with an entertainment at which the Woman's Auxiliary Committee aided the club committee. Cy Warman rendered an illustrated story after which there was dancing. The club entertained the Premier of Manitoba and Winnipeg officials at luncheon Thursday.

Harry Daniel, formerly city editor of the Inter-Ocean, and Walter N. Burns, Sunday editor of that paper, have written a one-act newspaper play which was presented at the Indiana Theater for the first time the other evening. It is entitled "The Yellow Streak."

Bernard Kendrick, a local newspaper man, has been made private secretary to Charles J. Vopicka, newly appointed United States Minister to the Balkan States, also from Chicago. Mr. Vopicka left Chicago for his new post this week.

William Geppert, convicted editor of the Musical Courier, has secured a three weeks' continuance from the Appellate Court for filing briefs supplemental to suing out of the writ of error and supersede as from the verdict and judgment of Judge Dibell sentencing him for two years for conspiring against John V. Steger.

Six newspaper men, Clark Spearman, William Hilbert, John Just, Paul Williams, Spearman Lewis and Terrence Ramsager, who had gone out for a sail on Lake Michigan in a small yacht had their lives endangered Sunday afternoon by the capsizing of the craft. They were a mile off shore and were finally rescued by row boats sent out to them.

WAUKEGAN EDITOR INDICTED.

A grand jury at Waukegan, Ill., has indicted an editor there for printing a letter from a man who was held by the grand jury in which the man claimed the justice who tried him was in the habit of getting drunk. The jury refused to indict the man the justice had bound over, but took it out on the editor on the complaint of friends of the offended justice.

Stanley Waterloo, a veteran editor and writer, died at Union Hospital Saturday after a long illness of pneumonia, aged sixty-seven. At one time he was one of the owners of the St. Louis Journal. Later he was editor of the St. Louis Republic. He also was connected with the St. Louis Globe-Democrat and St. Louis Chronicle. He founded the St. Paul Day and later was editorial writer on the Chicago Tribune. Mr. Waterloo was twice president of the Chicago Press Club, and has spent most of his time there lately. His funeral was held from the Press Club Tuesday morning.

The Daily Law Bulletin and its other publications has moved into new quarters in the basement of the Teutonic building, Fifth avenue and Washington street.

The Goss Printing Press Co., recently sold one of its web presses to a country weekly at Hastings, Mich., which has an unusually large circulation for such a paper and is able to afford a press usually used by a large city daily.

The Bruce Publishing Co., Milwaukee, is to establish at once a new publication to be known as the Industrial Arts Magazine, with offices in Chicago and New York. It will deal with manual training, industrial education, drawing and the household art in the schools. Wilson H. Henderson, director of vocational training and principal of the Hammond (Ind.) Night Schools, will be the managing editor.

The Association of National Advertising Managers has given Columbia University \$350 for a special fellowship this year.

Postmaster General Will, on Complaint, Ascertain Their Truth.

Postmaster General Burleson is preparing to institute a rigid investigation of the statements of circulation filed in the Post Office Department by the newspapers of the country under the law requiring such statements twice a year.

The department holds that circulation, as defined by the law, means the net paid circulation of the newspapers. Complaints have been reaching the department that many papers have based their circulation reports on distribution other than that which is paid, and investigation and prosecution of all such offenses is planned.

The plans of the department are being supported by the leading newspapers of the country on the ground that the law will be valueless unless the utmost exactness in circulation statements is enforced.

The investigation will be conducted through the postal inspectors throughout the country and a complete report on all statements will be gathered within a short time. The first investigation will be directed against the newspapers concerning which complaints have been filed, but a general investigation of all statements on file is expected to be made.

Where it is established that the law has been deliberately evaded, rigorous prosecutions will follow to serve as a warning that both the letters and the spirit of the law must be met.

New Haven Publisher Bankrupt.

James R. Bolton, a well-known newspaper publisher of New Haven, Conn., has filed a petition in bankruptcy in the Federal Court at Hartford, giving liabilities of \$11,712, not including a disputed claim of the New Haven Times-Leader, which he formerly managed. In his list of liabilities \$2,981.50 are unsecured and \$8,730.50 are notes and bills "which ought to be paid by other parties thereto." His stock in the Stamford (Conn.) Evening Bulletin Mr. Bolton lists as worthless. Mr. Bolton has been engaged in the newspaper business for some years. He was connected with the Lynn (Mass.) Publishing Co. with the Stamford Bulletin and the New Haven Palladium, and at one time was business manager of the New Haven Times-Leader. He has been publishing a paper at Woodmont, lately.

Five Travel Lectures by O'Donnell.

Hugh O'Donnell, until recently business manager of the Philadelphia Press, has actively entered upon the lecturing platform in a series of travel lectures covering Panama, Egypt, Palestine, Damascus, Constantinople, Athens and Ireland. The first of this series of lectures was given at the Carnegie Lyceum on Sunday evening, Oct. 12, and they are to continue for four Sundays succeeding that date. It is predicted that Mr. O'Donnell, who has always been known as an orator of exceptional ability, will more than make good on the lecture platform.

Writer Freed; Must Leave Mexico.

Arthur Temple, staff writer for a New York publication, was released at Eagle Pass, Tex., last Sunday, after arrest in Piedras Negras, Mex., on a charge of making seditious statements alleged to have been printed in the publication for which he writes. Consul Blocker was instrumental in securing his release, which is said to have been conditional on his departure from Mexico and a promise to say nothing further about the revolution.

Increase in Journalism Students.

Registration records show that 138 students enrolled for the journalistic work at the University of Wisconsin, Madison, at the end of one week's activities. There are forty freshmen in this department. The enrolment shows an increase of twenty per cent. over figures for last year.



MEMBERS AND GUESTS PRESENT AT THE OPENING SPHINX CLUB DINNER AT THE WALDORF-ASTORIA, OCT. 14.

SPHINX CLUB DINNER.

R. H. Grant Leads Discussion on Industrial Education at Notable Gathering—Silver Vase for Oscar—Five-Minute Talks by B. J. Greenhut and Henry C. Brown.

The one hundred and twenty-seventh dinner of the Sphinx Club of New York was held at the Waldorf-Astoria Hotel on Tuesday evening, Oct. 14.

Seated at the guest table with the president of the club, E. D. Gibbs, was Frank A. Munsey, Conde Nast, owner of Vogue; William Berri, owner of the Brooklyn Standard Union; Howard Davis, business manager of the New York American and chairman of the membership committee; Collin Armstrong, the well-known advertising agent; Isaac F. Marcossan, a frequent contributor to the magazines; J. T. Watson, and Barrett Andrews, advertising manager of Vogue. Covers were laid for 200 members and guests. It is said that the meeting was the most successful in the history of the club.

It was apparent that the president's desire was to stimulate interest by going back to the old idea of getting the men on the floor and having them give three- to five-minute talks, relating practical experiences. There was a lively interest in the remarks of Benedict J. Greenhut, of Greenhut-Siegel Cooper Co., and Henry C. Brown, advertising and sales manager of the Victor Talking Machine, who replied in five-minute speeches to the orator of the evening, R. H. Grant, one of the leading exponents of salesmanship of the National Cash Register Co., who came from Dayton, O., in response to the invitation of the Sphinx.

Mr. Grant told of the needs of the industrial world for better education of the raw, young, human material. "There is a great economic waste," Mr. Grant said, "in the general failure to provide education, preparatory for the work of life, for children who, with few exceptions, often leave school at fourteen, totally unprepared for commercial or industrial life and waiting until the age of sixteen to go to work." He advocated

a supplementary course in instruction in the higher grades of public schools to provide youths with elementary knowledge of the pursuits they intend to follow on leaving school.

Education in its relationship to advertising and selling makes the salesman and the advertising writer most effective and develops the theory of education in salesmanship and the surest method of making effective salesmen.

Mr. Greenhut declared that salesmen are "born, not made"; that education is not a paramount essential to good salesmanship. "The correspondence school type of salesman," he said, "is too new to have fair and full judgment passed, but thus far he has not made any impression on the success of the natural born seller of goods."

BELIEVES IN RESPONSIBILITY.

Henry C. Brown expressed the belief that the best way to get "good results" from salesmen was to put responsibility on their shoulders. He said, "Make the salesman depend on himself and then depend on him." He made a hit by comparing the merits of "Connie" Mack and John T. McGraw as managers, saying that Mack gets the right players and puts the play up to them, while McGraw directs every move in the game. "The results speak for themselves," said Mr. Brown.

Undoubtedly the feature of the evening was the presentation to Oscar Tschirky, the long-famous head waiter and now one of the assistant managers for George C. Boldt, of a tall, very handsome silver vase, as a mark of affection and gratitude from the members of the Sphinx. Facsimiles of the signatures of the members were engraved upon the vase under the inscription, "Oscar, we love you." The workmanship was of a refined and elegant character and typified the splendid results secured by the artists of the John Wanamaker organization.

The presentation speech was made by R. F. R. Huntsman, advertising manager of the Brooklyn Standard Union, and treasurer of the club. Oscar made a gracious reply, in which he spoke of himself as a man of labor, and told how he had worked hard and long. He recounted the early days of the club,

told about the first dinner, when covers were laid for sixteen, and how the club has grown from one banquet hall into another, and then outgrown that until the average attendance is over 200 at the monthly dinners.

The dinner was held in the Astor Gallery, and just before the guests sat down to dinner an interesting diversion was offered—the turning out of all electric lights. The calcium spot-lighted a handsome young woman, Miss Alice, the daughter of Samuel Moffet, who, in perfect diction, told about the Sphinx. The diners then sat down to the enjoyment of a sumptuous repast. The menu was as follows:

- Cape Cod Oyster Cocktail
- Caviar on toast
- Celery Radishes Olives
- Planked Whitefish
- Cucumber Salad, German style
- Dry Monopole Brut 1906
- Mushrooms à la Sphinx
- Roast Spring Turkey, Giblet Sauce
- Cauliflower, Hollandaise Stuffed Baker Potatoes
- Boiled Onions Cranberry sauce
- Pumpkin Pie Old English Cheese
- Coffee

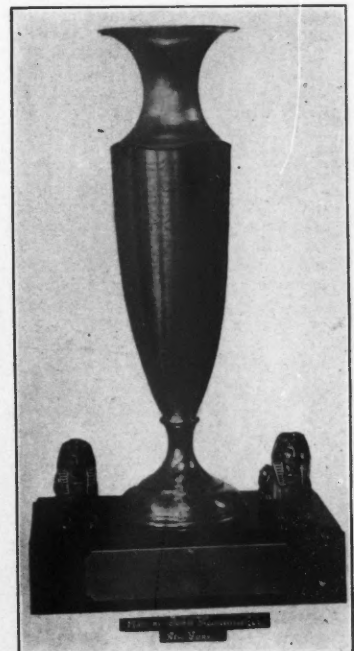
- Black and White Scotch
- Hunter Baltimore Rye
- Seltzer and Carbonic Waters
- Flora de Cuba Caronas
- Waldorf-Astoria Ideals

The evening was enlivened by Mr. Gilroy and his quartette, who sang some of their latest creations: "There's a Girl in Havana," "If You Talk in Your Sleep," "Row, Row, Row," and "When I Get You Home To-night."

A pleasant incident was the way in which the president of the club, E. D. Gibbs, brought William Berri to his feet. Mr. Gibbs said, "There is one man who runs this organization—in fact, it is a one-man affair. This job of being under Bob Huntsman isn't what it's cracked up to be. Talk about industrial education—it isn't to be compared with working for Bob Huntsman. It was only yesterday that Bob came to me and said, 'One of our oldest members, William Berri, will be present; but, under no circumstances are you to call on him for any remarks.' 'Now, that must be distinctly under-

stood," continued the president. "Gentlemen, what am I going to do? Mr. Berri is here. He is a splendid after-dinner speaker, but I am under obligation—in fact strictest orders from Bob Huntsman—not to call on him." Whereupon Mr. Berri arose and congratulated the club on having a "live wire" as president. "I sometimes wonder whether Bob is working for me or I am working for him," said Mr. Berri. "We have had a splendid example, to-night, of industrial education. I was stopping at the hotel not long ago, and was up pretty late at dinner; and, on retiring, said 'good-night' to Oscar. The next morning I was up pretty early, in fact, down in the lobby about seven o'clock. I met

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VASE PRESENTED TO OSCAR TSCHIRKY OF THE WALDORF-ASTORIA.

McCALL ATTACKS N. Y. WORLD.**Mayorality Candidate Vows a Life Fight Against Mr. Pulitzer.**

Declaring that the New York World is a menace to the community, and adding that he intended to do everything in his power "to curb the dangerous license of the press," Edward E. McCall, Tammany candidate for Mayor of New York, delivered himself on Monday of a vitriolic attack upon certain metropolitan newspapers which are not supporting him. He directed his attention particularly at the World and the Tribune.

"I am going to try to arouse sentiment against that cub Pulitzer in this community," said Mr. McCall, referring to Ralph Pulitzer, editor of the World, "and I think the time is ripe for it. If I am elected mayor I will use every ounce of power in me, officially and personally, to drive that cub from his present attitude of attacking and reviling public men.

"I have got his record in Harvard at my fingers' ends. I suppose he will try to open the doors of the jail on me, as he did on Gaynor, but he'll find that I will go further than Gaynor did.

"I'll teach that cub that the time has come to stop his personal abuse of public men. I'll make it my business to try to stop this degradation of journalism. Decent journalism and fair fighting are all right, but I intend to appeal to the citizens of this city to drive at this assassin of character and put him out of business."

"There are other newspapers of the same stripe," continued the Democratic candidate, "although they haven't attacked me personally. There is the Tribune, for instance. I don't allow either to cross the threshold of my house."

LAUNCHING AEROPLANES AT SEA**H. A. W. Wood Contributes Interesting Article on Subject to Flying.**

Henry A. Wise Wood, president of the Autoplate Co. of America, the Wood Flong Co. and the Wood Bros., newspaper engineers, contributes an interesting article to the October number of Flying, the Aero Club of America bulletin, on "Launching and Recovering Aeroplanes at Sea." The article is profusely illustrated with reproductions of photographs of "The Bleriot Launching Devices," "Lieutenant Ellyson Going Into the Air from the Navy's Catapult," "Having Caught the Cable While in Flight, Pégoud Is Shown as Resting Preparatory to Another Launch," "The Bleriot Cable Guiding and Engaging Apparatus in Detail," "Ely Flying from the United States Ship Birmingham to Shore"—the first flight from a ship, "Ely Alighting Aboard the United States Ship Pennsylvania."

Mr. Wood writes in an entertaining, forceful style and gives a great deal of information with reference to the realm of the air of peculiar and fascinating moment to the lay reader. It is such an article as any newspaper man will enjoy. The official organ of the Aero Club is published by Henry Woodhouse at the office of the Aero Club of America, 297 Madison avenue, and sells at twenty-five cents the copy.

Favors Clear Path for News Wagons.

That newspaper wagons be classed with ambulances and mail wagons as to right of way is the opinion of Magistrate Levy, of the Yorkville Court, when two drivers for evening newspapers were arraigned before him on the charge of exceeding the speed limit, the magistrate fined them, but suspended sentence. "If they were forced to obey the regulations," declared the magistrate, "the late editions would not get into the hands of readers before the next morning. I would recommend an amendment to the charter, permitting them greater privileges."

Fire destroyed the building and plant of the Dayton (Wash.) Courier.

Official Statement of THE GRAND RAPIDS (Mich.) PRESS**The Evening Press Sworn Statement Made Under the Federal Law**

Statement of the ownership, management, circulation, etc., of **THE EVENING PRESS**, published daily except Sundays at Grand Rapids, Mich., required by the Act of Aug. 24, 1912.

NOTE—This statement is to be made in duplicate, both copies to be delivered by the publishers to the postmaster, who will send one copy to the Third Assistant Postmaster-General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice.

Editor—Edmund W. Booth, Grand Rapids, Mich.
Managing Editor—H. B. Stitt, Grand Rapids, Mich.
Business Manager—E. W. Booth (General Manager), Grand Rapids, Mich.
Publisher—THE EVENING PRESS COMPANY, George G. Booth, President, Grand Rapids, Mich.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)

George G. Booth—Birmingham, Mich.
Ralph H. Booth—Detroit, Mich.
Thomas J. O'Brien—Grand Rapids, Mich.
James S. Booth—Detroit, Mich.
James S. Booth, Trustee—Detroit, Mich.
Willoughby D. Boughton—Grand Rapids, Mich.
Edmund W. Booth—Grand Rapids, Mich.

James S. Booth is trustee for Mrs. Henry T. Wigram, Winchester, Va.; Mrs. C. M. Miller, Detroit, Mich.; Mrs. William A. Pratt, Detroit, Mich., and Mrs. A. C. McGraw, Birmingham, Mich.

Known bondholders, mortgagees and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities:

No bondholders, no mortgagees and no security holders.

Average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement, 63,546.

This figure does not include return copies, unsold copies, samples, correspondents or newspaper exchanges, copies furnished advertisers, but is the net paid-for circulation.

EDMUND W. BOOTH, Editor and General Manager.

Sworn to and subscribed before me this first day of October, 1913.

(SEAL) CLARK L. BROWN, Notary Public.
(My commission expires on Jan. 26, 1915.)

GAZETTE'S STATEMENT OF PAID CIRCULATION**Required by United States Government**

This statement is open to examination by the A. A. A. or any advertiser. Any statement that is not, is subject to suspicion, as the Government Act of August 24 specifies no penalty for making an incorrect or false statement.

Statement of the circulation of **THE GAZETTE**, published daily, except Sunday, at Schenectady, N. Y., required by Act of August 24, 1912:

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement (Oct. 1, 1913),

21,207

A. N. LIECTY,
Sec'y and Mgr.

Sworn to and subscribed before me this 6th day of October, 1913.

(Seal) HENRY A. ALLEN, JR.,
Notary Public.

(My commission expires March 30, 1915.)

FLIGHT ACROSS THE ATLANTIC.**Lord Northcliffe Says His Offer of \$50,000 May Soon Be Won.**

Lord Northcliffe, who sailed for home on the Adriatic last week after a few weeks' stay in the United States and in Newfoundland, where he has an immense paper manufacturing plant, last year offered \$50,000 to the first aviator who would cross the Atlantic from any point whatsoever. This was a continuation of the series of big prizes he had been offering, beginning with that of \$5,000 to the first man to cross the English Channel in an aeroplane. Next came the offer of \$50,000 for a flight from London to Manchester. Then the prize of \$50,000 offered to the man who made a circuit of Great Britain overland. Lord Northcliffe's other offer was a prize of \$25,000 to be given for the first waterplane circuit of Great Britain. This has not been won yet.

Under Lord Northcliffe's terms, the aviator must cross the Atlantic, as short a distance as from Newfoundland to Iceland, or 1,690 miles, and the prize is open to any citizen of any nation who will fly by aeroplane from any point in Europe to any point on the west side of the Atlantic, or vice versa. Lord Northcliffe was asked recently by a reporter for the New York Times what he thought were the probabilities that his \$50,000 prize for a transatlantic flight would be won soon.

"So far, all the prizes I have offered have been won, with the exception of two," Lord Northcliffe replied, "the Atlantic prize and the circuit of Great Britain by waterplane, as the English call the hydro-aeroplane or flying boat.

"The French, who now have nearly 1,000 highly skilled aviators, have flown almost 1,000 miles in one day. There is little doubt that next year will see a French attempt to win the Atlantic prize. The Comte de Lambert a great authority on the flying boat, and a friend of the Wrights, and who advised with me when I was drawing up regulations for the over-sea contests, expressed his opinion that the Atlantic flight would be performed much more speedily and at a much earlier date than the general public expected."

Widow Attacks Musical Editor's Will.

Mrs. Ruth Blumenberg, widow of Marc A. Blumenberg, founder and publisher of the Musical Courier and other musical papers, began an action in the Supreme Court last week to determine the validity of her husband's will. Her bequest under this instrument was \$1,000 per month. She alleges that no payments have been made to her since her husband's death in Paris on March 27. The defendants named in Mrs. Blumenberg's suit include the executors of the will and three sisters of the testator. Her contention is that her husband should be regarded as having died intestate or that the several bequests to which she objects revert to the residuary estate. Edward A. Alexander, counsel for the trustees and executors, in rebuttal set forth that Mrs. Blumenberg now has in her possession personal property belonging to her husband's estate amounting to upward of \$50,000, the disposition of which she has refused to disclose. Mr. Alexander further stated that the plaintiff had already received more than \$5,000, out of which she paid an undertaker's bill and that therefore it is impossible for the widow to be "indigent and in dire need of money," as alleged. Surrogate Cohalan reserved his decision.

New Semi-Autoplate Members.

The following newspapers have recently installed or ordered the installation of semi-autoplates: Philadelphia (Pa.) German Gazette, Rochester (N. Y.) Times, Pittsfield (Mass.) Berkshire Eagle, San Francisco (Cal.) Call, Halifax (N. S.) Chronicle, Youngstown (O.) Vindicator, Milwaukee (Wis.) Germania, Scranton (Pa.) Tribune-Republican, Pittsburgh (Pa.) Leader (two machines), Portland (Ore.) Oregonian, San Diego (Cal.) Union, Paterson (N. J.) News.

The Boston Post

Remarkable Gains in

CIRCULATION

BOSTON DAILY POST

September, 1913, Average.....	436,585
August, 1913, "	431,281
Gain in One Month.....	5,304

BOSTON SUNDAY POST

September, 1913, Average.....	329,731
August, 1913, "	315,177
Gain in One Month.....	14,554

DISPLAY ADVERTISING

Totals for the Nine Months Ending September 30th in Papers Having Daily and Sunday Editions:

	Agate Lines
Boston Post	4,369,573
Boston Globe.....	3,543,726
Boston American.....	3,298,565
Boston Herald.....	2,537,397

	Nine Months 1913 Agate Lines	Nine Months 1912 Agate Lines
Post Led Globe by.....	825,847	354,094
Post Led American by..	1,071,008	590,560
Post Led Herald by....	1,782,176	1,775,932

Compared with first nine months of last year the Post shows a gain of 281,843 lines, the second paper a loss of 189,910 lines, and the third paper a loss of 198,605 lines. The Post increased its overwhelming lead over the fourth paper.

Classified advertising not included in above figures.

It may properly be stated that the Boston Globe led in Classified Advertising in Boston, and that added to its Display Advertising the Globe also led in Total Advertising during the first nine months of 1913.

THE POST LEADS BOSTON

IN LOCAL DISPLAY ADVERTISING
IN FOREIGN DISPLAY ADVERTISING
IN AUTOMOBILE DISPLAY ADVERTISING
IN TOTAL DISPLAY ADVERTISING

Eastern Representative
KELLY-SMITH CO.
220 Fifth Avenue, New York

Western Representative
C. GEO. KROGGESS
Marquette Building, Chicago

SPIRIT OF GERMAN INDUSTRIAL CODES.

By Henry W. Cherouny.

The dominant power of the American frust is derived from the conditions of our statutory and common law. Not necessarily from the character of the persons forming trusts. Only on account of the tendency of the human will towards overweeningness, mankind have thought it wise, to restrain all social bodies and governments of men.

The truth is that the most intelligent and self-contained citizens of our country understood long before the middle classes awoke, that the logical result of unlimited competition would be impoverishment of themselves and their dependents. Looking for legal means to avoid such a consummation, they found none. The States and the nation had outlawed trade associations proposing limitation of competition. But under the pressure of ever-increasing competition, they sought refuge under the time-honored common law institution of trusteeship, which puts a person in the position to transfer his fortune into the hands of another, so that the latter becomes formally the owner while the former retains the usufruct of the estate. Hence, the threatened plant owners transferred their rights of property upon trustees or holding companies. As soon as the latter acquired a majority of the shares the economic imperium was established. For then the general meeting of shareholders became a mere formality. Thus competition was abolished. The will of the trust fixed all prices and settled the terms of labor.

FORCED INTO INACTIVITY.

However, it was sheer necessity that compelled the best of men to give up what was their joy of life, their business, not the desire to enrich themselves by screwing up prices. Whoever stood thoughtfully in the midst of a productive plant can feel the innate joy of a bright-minded and strong-hearted man who spent a lifetime to build up his works. They are the manifestation of the good qualities of his God-given soul. Following up this train of thought, the sympathizing observer will at once realize the sorrow of the trust man when he loses his sphere of useful action, and becomes a mere shareholder—a common enjoyer of the fat of the country. What is more than this: The trust-man's spiritual eye looks with anguish of soul upon his sons to whom he cannot bequeath a field of useful activity, but nothing more than an ever-full trough that ruins body and soul together.

Yet all the world decries these men, and learned as well as lowbred demagogues and social justice botchers set the populace on them, while the most powerful Government of the earth tries by force of law to break up the creations of necessity. Indeed, the German way is the better way.

AMERICAN TRADE UNIONS.

Labor was worse off than capital. The most enlightened and self-sacrificing leaders of the workingmen began to understand early the Danaidean gift of the Rousseau-Smith democracy—the free individual contract system. Having before their mental eyes the demoralization of European labor by the workings of the competitive system, they looked for a preventative in the American law and found none at all. They could not, like the trust-men, divert themselves of their capital—skill and labor—and form a stock company to hold and dispose of it for them. Besides they were confronted by the lordship-consciousness of their employers, fortified by the Manchester-notion of the sanctity of every Shylock contract and what is called the absolute rights of property. Learned theorists of the Ricard-Mill School tried to overawe their mind, and patriotic citizens who never read the works of the American fathers—especially the "Federalist"—decried labor's endeavor to introduce the collective contract system as regnant to "true Americanism."

Labor, relying on its suffrage, was compelled to seek the assistance of venal politicians to gain at least an extra legal standing in American society. Its organization had to struggle for numerical strength to extort recognition of its demands. Now it dominates in almost every workshop, and, as the intellectual culture of the sovereign unions, so is the use which they make of their overweening power. American employers themselves have nourished this relentless force with a contracted mental scope by clinging to the common law of master and servant, two pages, to govern the intricate relations of their enormous workshops.

Indeed, as things are now, I ask in despair, "Where is my freedom of business between the tricks of competition

and the aggressive power of my union? Where is my political liberty between the managers of the suffrage and a government too weak to resist economic combinations which care for nothing but the name liberty and taking innovation for progress, ruin the middle classes. Truly, the German way is the better way.

While, then, every would-be reformer speaks and talks about the giants of our economic life—trust and labor organizations—let me consider the neglected and oppressed middle classes who pray: "Give me neither poverty nor riches, feed me with food convenient for me."

I do not believe that "true Americanism," which ought to be equal to "true religiousness," means destruction of the small independent business men who do not want the worry of becoming rich. By depicting the work of the German Printers' League, the reader will see

how modern mechanics help themselves out of the mire of demoralization, if their governments will only allow them to use the God-given means of association against the errors of a past age.

Perhaps there will be Americans ready to subscribe the preamble of the edict of Emperor William, dated May 8, 1882: "The whole of the necessary economic and social reforms can be carried out only by the help of a trade-union organization of industry and business."

GREAT NEWSPAPER ALLIANCE.

Chicago Tribune to Feature London Times' News for "Alert" Readers.

The Chicago Tribune, Sunday, Oct. 12, announces that "an alliance has been effected with the London Times whereby the world news and the best intellectual features of England's famous 'Thunderer' will, week by week, appear in the world's greatest newspaper for the benefit of the mentally alert American men and women.

"By arrangement with Lord Northcliffe, proprietor of the Times, Tribune readers are to have set before them:

"The news of the world as gathered in the capitals of nations for London's foremost newspaper.

"Chronicles of the world's achievements in science, literature and art, by leading scientists, literary men and art critics.

"Interpretation of the diplomatic maneuvers of the great powers from official governmental sources.

"Analyses of the world's activities in the domain of finance and commerce by recognized authorities.

"Intimate views of the men who are doing the worth while things in the world, and delightful articles in lighter vein."

The advertisement goes on to say that when the Tribune's representative visited Printing House Square, London, to propose this news alliance, Lord Northcliffe, in assenting to it, declared that the Times would have entertained the proposition from no other American newspaper. So keen was his interest in the project, the king of English newspaper publishers made a five-day visit to Chicago to confer with the editors of the Tribune regarding the inauguration of the new foreign news section of the Sunday edition of this newspaper, which will make its first appearance on Sunday, Oct. 19.

Buys Interest in Hackensack Paper.

Edward S. Reeves, for many years business manager of the Rahway (N. J.) Record, has purchased a stock interest in the Democrat Publishing Co. and has become associated in the active management of the affairs of the company, assuming charge of the business department. James Norton, who up to the present time has conducted all branches of the business, will devote his attention more particularly to the editorial department of the company's publications, the Bergen News and the Bergen County Democrat.

Survey in New Clothes.

Survey, "an adventure in co-operative journalism," for October 11 takes a new form and new dress and a broadening, helpful policy is manifest. Paul U. Kellogg is editor and the associate editors are Edward T. Devine, Jane Addams and Graham Taylor. The issue above mentioned contains reports of three important congresses, those of School Hygiene, Industrial Safety and Social Settlements.

The American balloon Goodyear won the international race from Paris for the James Gordon Bennett aeronautic cup this week. It landed at Brompton Cliffs, England.

WATERLOO, Ia.—Runyon Perpetual Advertising Co.; general advertising; capital, \$10,000; Arthur L. Runyon and others, incorporators.

The New Orleans Times-Democrat

Over 36,000 Daily Average Paid.

Over 47,000 Sunday Average Paid.

Quality and Quantity of Home Circulation, Paid.

ONE HUNDRED PER CENT. advertising value, because of age and prestige of paper, style of make-up and class of readers. No objectionable advertising accepted. A clean newspaper, respected, relied upon and read by the best people of Louisiana and Mississippi.

Government Report, 6 months ending Sept. 30, 1913.

Paid Daily Average 25,242

Paid Sunday Average 35,926

The reduction in subscription price from \$1.00 per month to 65 cents per month is the cause of splendid increase to over

36,000 Daily and 47,000 Sunday

made in the last six weeks and circulation is still growing.

For over fifty years the Times-Democrat has been the greatest newspaper of the South, during all that time owned and published by natives of New Orleans, always fighting for the best business and home interests of its readers.

"The best salesman making Louisiana and Mississippi is the

NEW ORLEANS TIMES-DEMOCRAT."

Repeat orders, increases in circulation and advertising prove it.

CONE, LORENZEN & WOODMAN

Publishers' Representatives

New York

Atlanta

Detroit

Kansas City

Chicago

The following circulation has recently been certified by the audit of the American Newspaper Annual and Directory:

New York, N. Y.

LIFE, WEEKLY, 160,987

The Most Important Transaction of the Year in Newspaper Features

A contract has been closed between Newspaper Feature Service and the Hearst Newspapers by which the Outcault Comics will appear in the newspapers owned and operated by W. R. Hearst.

This contract covers the New York American, the Boston American, the Chicago Examiner, the San Francisco Examiner, the Los Angeles Examiner and the Atlanta Georgian. Newspaper Feature Service reserves the right to supply the Outcault Comic to clients in any other city.

One of the most expensive feature staffs in existence regularly supplies the Hearst Sunday newspapers with a colored comic.

Why, then, does the Hearst organization purchase from a competing concern a colored comic page to supplement its own product, or, as the case may be, to substitute for a feature its own staff has been preparing?

There can be only one answer: The Hearst organization regards Outcault's work as the best Sunday comic feature in the field, or at least as the best colored comic not produced by Hearst artists.

That is the point which Newspaper Feature Service considers of such importance to the publishers of America that this full-page advertisement is used to carry the announcement.

Biggest Newspaper Audience in the World

The contract with the Hearst newspapers, together with other contracts already concluded or in process of negotiation, means that in a short time Outcault's Sunday comic will be provoking the laughter of the largest newspaper audience in the world—that this feature will appear in a larger aggregate circulation than is covered by any other Sunday feature now published.

Outcault's comic is MERELY A SAMPLE OF THE QUALITY AND STRENGTH OF NEWSPAPER FEATURE SERVICE.

Every other feature put out by Newspaper Feature Service will be of the same standard not only of quality but of circulation-pulling power.

Applicants may secure a complete list of the features to be put out regularly by Newspaper Feature Service by addressing

Newspaper Feature Service

M. KOENIGSBERG, Manager

41 Park Row

Telephone, Cortlandt 4727

New York City

OUTLOOK IS CHEERFUL.

President Howard, of the United Press Association, After a 9,000 Mile Trip Sees Prosperity Ahead for the Newspapers—With Tariff Settled and Good Crops Christmas Stocking Ought to Bulge.

Roy W. Howard, president of the United Press Association, who has just returned from a nine thousand mile trip, during which time he visited Cincinnati, St. Louis, Chicago, St. Paul, Minneapolis, Omaha, Los Angeles, San Francisco, Seattle, Vancouver, Portland, Calgary and Winnipeg, is enthusiastic about the business outlook. In an interview with a representative of THE EDITOR AND PUBLISHER, he said:

"Unless the very best of surface indications are to be disregarded entirely, there is certainly plenty of reason to believe that the time marking which has characterized the newspaper situation generally for the past few months is at an end. Everywhere throughout the country editors and business managers express the opinion that the dullness is over. Taken as a whole there can be no doubt but that newspaper circulation figures everywhere show a healthy trend, and gross advertising earnings are not only in excess of those of the early summer months, which was to be expected, but in no case of most of those publishers with whom I talked, earnings for September, 1913, showed an encouraging increase over September, 1912.

"A direct result of the change for the better is reflected in the increased number of papers planning extensions and developments, such as the addition of new and additional news and feature services, the installation of new equipment in mechanical departments and the launching of new advertising and circulation projects.

We Are Authorized

to offer a controlling interest in a daily newspaper in large Eastern city for

One Hundred and Twenty Thousand Dollars.

We shall be glad to furnish details to responsible party.

AMERICAN NEWSPAPER EXCHANGE
Rand-McNally Building Chicago, Ill.

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.

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.

"During the summer the entire Pacific Coast has felt the effects of the business stagnation the northwest especially being in a zone of depression. At the present time the upward tendency is noticeable all along the coast, the optimistic spirit being especially pronounced in Portland and almost as much so at Seattle. Even Vancouver, where the bottom almost dropped out of things as a result of the collapse of the real estate boom, has caught her stride. A readjustment has taken place and the out-

PROSPERITY IN CHICAGO.

Willaden Takes F. M. Ball as a Partner and Enlarges Scope of Business.

S. Blake Willadsen, the Chicago newspaper and advertising specialist, is another one of those big fellows who seem to be reading the signs of the times aright, for he announces that his business has grown to that extent that he has found it necessary to take in a partner, and has sold an interest in his



NEWSPAPER AND ADVERTISING SPECIALISTS WHO HAVE FORMED PARTNERSHIP.

look there at the present time is the best in several months.

"At Winnipeg and throughout the western Canada, the stagnation has not yet been dissipated, but the crops have been record breakers and as soon as the farmers can cash-in the change for the better is inevitable, and publishers are preparing to take advantage of the situation bound to eventuate.

"St. Paul and Minneapolis publishers report a highly satisfactory state of affairs and notwithstanding the terror spread throughout Nebraska and the corn belt by the drought, the trouble expected has not materialized. Instead of suffering a total loss of their corn crops as they had feared would be the case, Nebraska farmers, being forced to take a step urged for several years by the Department of Agriculture, cut their corn while it was in the milk and placed it in silos. They are now shipping in "feeders" from the cattle country, will use the green feed during the winter, and according to experts will receive as large a return, though a somewhat later one, as though they had brought the crop to maturity.

"The reports of the damage done to crops in Kansas appears to have been greatly exaggerated or else the recuperative powers of the Sunflower State are wonderful. The outlook there cannot possibly be rewarded as anything but cheerful. As a little barometrical observation on the Middlewestern conditions, most of the colleges and universities report, the heaviest enrollment in recent years. On top of this, reports to Chicago and St. Louis wholesale houses covering the Middlewest and the Pacific Coast, show orders greatly in excess of those of a year ago.

"There is a different spirit everywhere in evidence. The tariff, currency and other national legislation projects have been discounted or ignored. Conditions appear to be right and there is a general up-and-at-'em spirit everywhere in evidence among the newspaper men that is good to see and that obviously means business. We in the United Press have seen a tangible evidence of this in the increasing number of editors of metropolitan papers who, content during the lean months to get along with a single wire service now feel in need of the double protection of two services. In addition to this, dozens of smaller papers which have been without telegraph protection are now putting on pony reporters."

business to Frank M. Ball, who has been associated with the Crowell Publishing Co. for the past two years.

Most of the members of the I. C. M. A. know Frank Ball, who began his newspaper career on the Minneapolis Tribune under the guidance of Fred E. Murphy, one of the veteran circulation men of the country who has recently blossomed out into a full-fledged automobile specialist.

Mr. Ball then went to the Capper publications as director of circulations, where he succeeded in making large gains for each of those well-known papers during the two years he was at Topeka.

Then he turned his attention to the field of the "Circulation Engineer" and successfully revised the systems of several large publications. He is well regarded by the Crowell people, who are sorry to lose him. Mr. Ball has proved himself a past master in the world of circulation building and plans to establish, in association with S. Blake Willadsen, a service department, giving more time and attention to the ideas which have enabled Willadsen to establish, perhaps, the largest newspaper and advertising specialty business in the country. The aim of the service department is to give expert personal aid and assistance to circulation managers and publishers. This firm has taken more than 5,000,000 subscribers.

Alexander, Real Estate Assessor.

Louis Alexander, real estate editor of the Philadelphia Record, was appointed last week by the Board of Revision of Taxes to the position of Real Estate Assessor at an annual salary of \$3,000. In addition to his newspaper duties Mr. Alexander has been active in Democratic politics. He began his newspaper career in the old Philadelphia Times in 1901, when it was bought by Adolph S. Ochs. When that paper merged with the Public Ledger he became its real estate writer, and in 1907 joined the staff of the Philadelphia Record in a similar capacity. Mr. Alexander is also secretary of the City Editors' Association and manager of the Philadelphia Associated Press, an organization formed of A. P. newspapers in Philadelphia for the collection and distribution of election returns.

The Temple (Tex.) Daily Telegram has installed a new three-deck Goss press in its plant.

\$8,500.00 in Cash

will buy a substantial interest in an Evening Daily newspaper located in a good, live city in one of the Middle Atlantic States, carrying with it the position of Business Manager with salary and share of earnings amounting to around \$3,000.00 net per annum. This price includes an option on all of the stock of the company.

HARWELL, CANNON & MCCARTHY

Brokers in Newspaper and Magazine Properties

200 FIFTH AVENUE NEW YORK

TURNER'S BULLETIN

Highest testimonials have been awarded

C. Godwin Turner

on

Efficiency of Press Room, Paper, Circulation and Delivery.

Address

THE DATA CIR. AUDIT CO.,
286 Fifth Ave., New York

STOP THE LOSS BY FIRE

THE statutes of New York and other States and the rules and requirements of Insurance Underwriters are such that inflammables must be provided with a receptacle and the danger from gasoline, kerosene and naphtha must be minimized. These objects are attained by using a fireproof Steel Paper Baler, costing \$22, \$24, \$38 or \$50, according to size, which easily, quickly and safely halves the vast accumulations of waste paper in your place, thus converting danger, cost and waste into profit, since the old stuff sells on the spot for thirty to fifty cents per 100 lbs.; also by using the Justrite Oily Waste Can (\$2 and \$3) and the Justrite Safety Benzine Can (\$2, \$4 and \$5). Carried and sold by

Barnhart Brothers & Spindler

(who also furnish everything a printer needs)
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

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

SEND FOR SAMPLE

F. E. OKIE CO.

Manufacturers Fine Printing Inks
PHILADELPHIA, PA.

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 6360-4 Bookman



PAUL E. RYAN,

PRESIDENT OF THE CLEVELAND ADVERTISING CLUB, WHICH WAS HOST TO THE AFFILIATION CLUB LAST WEEK.

A. P. DIRECTORS MEET.

Vote to Hold Own Annual Banquet in April—New Papers Admitted.

The regular October meeting of the board of directors of the Associated Press was held in the general offices in this city on Wednesday and Thursday, President Frank B. Noyes, Washington Star, presiding. The others present were Gen. Charles H. Taylor, Boston Globe, vice-president; Charles W. Knapp, St. Louis Republic; Clark Howell, Atlanta Constitution; Charles Hopkins Clark, Hartford Courant; V. S. McClatchy, Sacramento Bee; Charles A. Rook, Pittsburgh Dispatch; Samuel Bowles, Springfield Republican; Adolph S. Ochs, New York Times; A. C. Weiss, Duluth Herald; W. L. McLean, Philadelphia Bulletin; Herman Ridder, New York Staats-Zeitung; and W. H. Cowles, Spokane Spokesman-Review. General Manager Stone and Assistant General Manager Martin were also present.

Reports of committees were presented. Thirty-six new members have been admitted so far this year. Those elected this week are the Asbury Park (N. J.) Times, the Devil's Lake (N. D.) Journal, the Hibbing (Minn.) Tribune, and the Lewistown (Mont.) Press. Others recently admitted include the Washington C. H. (O.) Herald, La Grande (Ore.) Daily Messenger, Portersville (Cal.) Messenger, Centralia (Ill.) Democrat, Lead (S. D.) Call, Elkhart (Ind.) Review, Superior (Neb.) Journal, Ithaca (N. Y.) Cornell Sun, Dothen (Ala.) News, Belton (Tex.) News, and Princeton (N. J.) Daily Princetonian.

The board voted to hold its own banquet in April at the time of the annual meeting. This marks a return to its former practise. In recent years it has joined with the American Newspaper Publishers' Association. The directors believe that the joint banquet has become unmanageably large.

The Butler (Pa.) Herald plant was destroyed by fire last week.

Hawthorne Out, Says "Prison Is Hell"

Julian Hawthorne, the writer and novelist, was released from the Atlanta Federal Prison on Wednesday, and immediately took a train for New York. He was accompanied by Dr. W. J. Morton, with whom he was convicted nearly a year ago for misuse of the mails. Mr. Hawthorne characterizes the Atlanta prison as a "living hell," and declares that he will expose the system. He expects to engage in newspaper and literary work in New York.

Newspaper Man on the Job.

J. H. Adams, managing editor of the Baltimore Sun, and his wife, Mrs. Lillian Craigan Adams, who is a regular contributor of the Baltimore Evening Sun, were passengers on the Grosser Kurfuert, which stood by the burning Volturno and rescued 105 of its passengers and crew, landing in New York on Thursday evening. Both Mr. and Mrs. Adams sent wireless reports to the news associations, and Mrs. Adams gave a thrilling description of the fire and of the rescue in a 200-word wireless message.

Bulletin Editor Dies in Manila.

Word was received in New York last week of the death of William Crozier, editor of the Manila Daily Bulletin, in Manila, Philippine Islands, about two weeks ago. He died of bubonic plague. Mr. Crozier went to the Philippines at the time the United States occupied the islands. He acquired the Manila American, and later became editor of the Manila Bulletin.

Long Island Star to Erect Building.

The Long Island City Star Publishing Co. has followed the trend of other important enterprises and is to locate near the Queensboro Bridge Plaza. The company has purchased a plot on which plans were filed last week for the erection of a two-story building to cost \$35,600.

STEWART GOES TO LEADER.

Popular Ad Manager Leaves Cleveland Press After Long Service.

W. K. Stewart, long advertising manager of the Cleveland Press, has resigned to accept the advertising management of the Cleveland Evening News and the Morning and the Sunday Cleveland Leader. In the course of an interesting talk with a representative of THE EDITOR AND PUBLISHER, he said:

"I have been soliciting advertising for the Cleveland Press for the last nine years, during which time the advertising staff of the Press has grown to ten men in display and twelve men in classified.

"Last year the Cleveland Press refused 50,000 inches of advertising. I owe what little success in advertising I have achieved to hard work and the hearty co-operation of my associates and employers. I am a great believer in the frequency of insertion plan of advertising solicitation. I would rather have a one-inch contract for fifty-two insertions than a contract for 500 inches bulk space. The fellow who plays pool and billiards, and sits up all night, playing cards never feels right in the morning.

"I am at my office every morning between 7 and 7:15. Our entire advertising staff is on the job at 7:30. I don't ask any man to get down any earlier than I do. During the past few years we have created a good, big volume of display advertising by selling a merchant in every good line a series of thirteen ads or more.

"W. P. Leech, the general manager of the Cleveland Evening News and the Morning and Sunday Leader, has accomplished great results in the conduct of those papers in the short time that he has had charge of them. The circulation of the News has shown a magnificent increase; so has the Daily and Sunday Leader. In fact, every one in Cleveland is talking about the News. Mr. Leech is making great papers."

"I have made it a rule all my life to shoulder responsibility onto the solicitor and I say to every solicitor and to every

advertiser that every one of our representatives is a condensed editor of our paper and has as much authority as I have," says Mr. Stewart. "That plan gives the representative courage. It also gives him a standing with the advertiser which he could not have otherwise, and that plan has produced great results for us."

Mr. Stewart began his newspaper career as office boy on the Rochester Post in January, 1891. Later he learned the printers' trade in that office and worked at the case. From there he went to the Democrat and Chronicle, where he was engaged for two years in circulation work. Then he went to the Volksblatt, where he began his career as an advertising solicitor. Then he went to Norman E. Mack's Buffalo Times as an ad man, and later returned to the Rochester Times. He started soliciting advertising for the Cleveland Press in the classified department in October, 1904.

No Bulletin Service for Pittsburgh.

Bulletin service of the Cleveland-Pirate baseball game at Pittsburgh was refused to the Leader and the Press of that city Tuesday by the Western Union Telegraph Co., and there was great disappointment among the fans who were watching for the game on the electric scoreboards in front of the papers' buildings. The excuse offered by the W. U. for this sudden action is a contract with the ball club, by which they are not permitted to furnish bulletin reports.

Mr. Daniels' Paper in Its New Home.

Several hundred persons, including the governor and general assembly, attended a housewarming Monday as the guests of Josephus Daniels, Secretary of the Navy, in the rebuilt home of the Raleigh (N. C.) News and Observer. Governor Craig spoke. Mr. Daniels lost his entire plant by fire last April, and rebuilt it from the ground. He was assisted in rebuilding by many residents of North Carolina and New York, who sent checks for stock in the newspaper and took as their dividends subscriptions to the News and Observer.



W. K. STEWART,

NEW ADVERTISING MANAGER, CLEVELAND NEWS AND LEADER.

PRESS ASSOCIATIONS.

The quarterly meeting of the newly organized Central New York Press Association met last Saturday at Syracuse. The association covers Onondaga, Chenango, Madison, Oneida and Cortland counties. W. S. Childs, of the Oneida Dispatch, president of the organization, presided at the sessions. The principal address was made by Charles H. Betts, president of the State Press Association, who spoke on the needs of a perfect organization and the value of the country weekly as an advertising medium. The association was organized for the general discussion of the newspaper business, both in the news, business and advertising departments and for mutual benefit.

Officers of the Press Club of St. Louis were elected last week at the annual meeting in the club quarters in the Railway Exchange Building. Those re-named were: E. C. Erwin, president; Sam Hellman, vice-president; Roy M. Edmonds, treasurer; Louis F. May, secretary, and William T. Gray, financial secretary. William M. Ledbetter, Frederick A. Smith, Hans Hackel, Ben H. Reese, Henry F. Woods and Robert A. Glenn continue as members of the Board of Directors. The club will formally open its club rooms next week, and they are said to be among the most attractive in the Middle West.

The Lancaster County Publishers' Association held their quarterly meeting last Monday at Lancaster, Pa. The subjects for discussion were "How Vigorous a Stand Should a Country Newspaper Take on Public Questions?" and "The Relation of the Publisher to the Advertiser." Eric Hanff, publisher of the Plain Dealer, in Philadelphia, and organizer of the Pennsylvania Weekly Newspaper Association, spoke on "Benefits of Organization."

Sixty members of the Norwegian-Danish Association of America, a press association of Norwegian and Danish papers, attended the dinner given last week in Minneapolis. Among the speakers were Hallward Askelund, the recently appointed private secretary to the new Norwegian Minister; Einar Holdale and James T. Peterson, of Minneapolis; Waldemar Ader, of Eau Claire, Wis., and J. B. Wist, of Decorah, Ia.

The Navarro County (Tex.) Press Club was organized last week at Corsicana with Col. A. N. Justus as president; A. A. Wortham, vice-president, and J. W. South, secretary-treasurer.

Advertisers' Printing Co. Bankrupt.

A petition in bankruptcy has been filed against the Advertisers' Printing Co.; J. Jonas Jacob, president and treasurer. The concern assigned to Simon S. Krantz on Oct. 7. Judge Hand has appointed Charles L. Greenhall receiver.

BOOST NEWSPAPER ADS.

Canadian Press Association to Use Over One Million Lines to Advertise Advertising.

Over one million lines of daily newspaper space will be used in a third campaign to advertise advertising throughout Canada inaugurated this week by the Canadian Press Association. That organization has secured the co-operation in this third campaign of ninety-five daily newspapers—a remarkable achievement in view of the fact that there are in Canada only 131 distinct daily newspaper properties.

This campaign will extend over the period from Oct. 16, 1913, to Feb. 15, 1914. Twelve 450-line advertisements will run twice a week during the first six weeks of that period, and will be repeated during the last six weeks. No insertions will be scheduled for December in view of the heavy seasonal advertising during that month.

The space for the twenty-four advertisements has been contributed without charge by the co-operating daily newspapers, most of which are giving position on front page or at top of column alongside reading matter. Advertisements are being supplied to the newspapers in mats or plates.

Four of the twelve advertisements in the series are directed to the consumer. In one of these, newspaper advertising is called "The Poor Man's University," the purpose of this advertisement being to demonstrate the educational value of advertisements. The line of argument in another consumer advertisement—entitled "Noblesse Oblige"—is summed up in the closing sentence: "The principle of 'Noblesse Oblige' is the guarantee of excellence in advertised goods." The remaining eight advertisements are directed to the merchants and manufacturers of Canada. They constitute an exposition of certain functions of advertising.

The Arabian Nights story of the Carpet of Bagdad is the introduction of another advertisement in which newspaper advertising is set forth as the modern carpet of Bagdad—the modern method of "getting there" for the manufacturer who wishes to place his goods in demand in a thousand places a thousand miles away from his factory. The analogy between newspaper advertising and the beacon fires of early days is traced in another advertisement which concludes with the following pointed questions: "Are your products and your brand still in the valley of obscurity, or are they blazoned forth by the beacon fires of advertisement on the high hill of public favor?" The concluding advertisement is entitled "The Tale the Wagons Tell."

Each of the twelve advertisements is illustrated with a pen and ink drawing. The headings are hand-lettered and the typography is excellent.

Each advertisement concludes with the following paragraph: "If you are doing a local business, talk over your advertising problems with the advertising department of this newspaper. If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished without cost or obligation by the secretary of the Canadian Press Association, 503 Lumsden Bldg., Toronto.

Like the two previous advertising campaigns conducted by the Canadian Press Association, the third campaign was made possible through the co-operation of daily newspapers, advertising agencies and expert copy writers. The cost of plates and mats was contributed by the recognized Canadian advertising agencies. The copy was prepared by the Advertising Advertising Committee of Toronto Ad Club, consisting of John M. Imrie, Secretary Press Association, chairman; J. C. Kirkwood and A. J. Denne, of the J. Walter Thomson Co., Ltd.; C. T. Solomon, of Gagnier Advertising Service; H. D.

Cantelon, of A. McKim, Ltd., and Paul Fitzpatrick, of J. J. Gibbons, Ltd. The campaign was planned and has been conducted under the direction of the Advertising Committee of the Canadian Press Association, which consists of J. F. MacKay, business manager of the Toronto Globe, William Findlay, business manager of the Ottawa Press, and Mr. Imire.

CHANGES IN INTEREST.

OMAHA, Neb.—J. W. Metcalfe, secretary of the Associated Retailers of Omaha, has sold his interest in the Nebraskaan, successor to the Chancellor, to Henry C. Richmond, its editor.

LYNBROOK, N. Y.—Edward M. Davies, editor and publisher of the Leader, has relinquished his interest in the paper and disposed of the property to Ernest G. Gardner.

ARY, Ont.—The News has been sold by George Dawson, owner for the last nine years, to Alfred and John Schmidt.

LIVINGSTON, Tenn.—The Enterprise, a weekly newspaper published by G. B. McGee, has been sold to W. R. Officer, Attorney General of the Fifth Judicial Circuit, and in the future will be published as a Democratic paper.

ORTONVILLE, Minn.—E. A. Mellen has purchased the interest of Irvin Townsend in the Journal, and will assume the entire management of the paper. A. L. Bolsta retains his half interest.

TOWER HILL, Ill.—The Weekly Breeze has been sold by C. F. Dannanbarger to W. H. Richardson, who will take charge immediately and continue the publication.

MENOMONIE, Wis.—On account of the ill health of W. R. Hotchkiss, the president and manager of the company, the Dunn County News, one of the oldest newspapers in western Wisconsin, was sold last week to J. T. Flint, a former owner of the paper and late advertising manager of the Eau Claire Leader.

BAXTER, Ia.—Harry Hazlett has announced the sale of the New Era to H. B. Morgan, of Des Moines.

Ad Men's League Holds Court.

The case against vigilance received a full hearing at the dinner of the Advertising Men's League in the Aldine Club Rooms Oct. 16. Among the speakers who addressed the "High Court of Impeachment" are Dr. Talcott Williams, director of the Pulitzer School of Journalism; Norman Haggood, editor of Harper's Weekly; E. L. Clifford, of the Minneapolis Journal; Henry K. Hannah, Herbert N. Casson and Harry D. Robbins. A full report will appear in next week's issue of THE EDITOR AND PUBLISHER.

New Members of Ad Bureau.

The following newspapers have joined the Advertising Bureau of the A. N. P. A. the past week: Paterson (N. J.) Chronicle, Fall River (Mass.) Herald, Portsmouth (N. H.) Chronicle and Gazette, Detroit (Mich.) Journal and Marquette (Mich.) Chronicle.

SPHINX CLUB DINNER.

(Continued from page 343.)

Oscar at the desk and I said to him, 'Oscar, you're up pretty early, aren't you?' And he replied, 'Oh, no.' And I said, 'You didn't get much sleep, did you?' Quick as a flash he replied, 'But, Mr. Berri, don't you know sleep is a habit—the more you get, the more you want; and the less you have, the less you can do with.'

"He is an athletic Sandow; moreover, he is master of his job. Knows his business. Does things thoroughly. I regret that we are not all of us like Mr. Greenhut and Mr. Brown, that we haven't National cash registers and Victor talking machines and grandchildren crying for them. We can't all be educated to the point where we are all Oscars. The thing to do is to aim high. You can always aim high. Delighted to be a member. Delighted to be here."

Isaac Marcossou spoke entertainingly on the subject of industrial education from the editorial point of view.

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LORD NORTHCLIFFE

whose publications, the **DAILY MAIL** and **EVENING NEWS**, have circulations above 800,000 and 900,000 respectively, is quoted by the **NEW YORK TIMES** of October 10, as saying:

“I have noticed that we get a paper on the streets of London more quickly than you do in New York, because we have a faster method of stereotyping than you have.”

Lord Northcliffe's superiority over American publishers is not in the making of his printing plates, for he uses **AUTOPLATE** machines as do they, but in the use of the **DRY MAT**. He has eliminated drying tables and saves the time they waste, and as a result he is able to obtain a deluge of papers ahead of his former starting time.

A Personal Statement

In the course of a conversation between Lord Northcliffe, Mr. James Keeley, of the **CHICAGO TRIBUNE**, and myself, I asked Lord Northcliffe if the statement were true that he had been able to put 200,000 on the circulation of the **EVENING NEWS** through the use of the **DRY MAT**, due to the rapidity with which it enabled him to put that paper on the street. This Lord Northcliffe unhesitatingly confirmed, and expressed wonder over the fact that American and Canadian publishers had been so slow in appreciating the great value of this newest aid to publication.

BENJAMIN WOOD.

The **DRY MAT** known in America as the **WOOD DRY MAT** is that which is used by Lord Northcliffe's various newspapers, as well as by other English and German publications.

There is no substitute for the **WOOD DRY MAT**.

WOOD FLONG COMPANY

1 MADISON AVENUE

NEW YORK

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER Co., World Building, New
York City. Telephone, 4850 Beekman. Issued every Saturday.
Subscription, \$2.00 per year; Canadian, \$2.50; Foreign, \$3.00.



THE JOURNALIST, Established 1884; THE EDITOR AND PUBLISHER, 1901, JAMES WRIGHT BROWN, Publisher; FRANK LEHOT BLANCHARD, Editor; GEORGE P. LEFFLER, Business Manager.

New York, Saturday, October 18, 1913

"The words of a wise man's mouth are gracious; but the lips of a fool will swallow up himself. The beginning of the words of his mouth is foolishness; and the end of his talk is mischievous madness."
—Ecclesiastes.

BASEBALL MAGNATES' GREED.

The interest aroused throughout the United States in the world series of baseball games was remarkable. Nearly every game was attended by 40,000 people, or a total of 200,000 for the week. Every newspaper bulletin board in the country was daily faced by from 500 to 10,000 people. Enormous crowds gathered in halls in the larger cities to watch the progress of the several games as reproduced by mechanical devices. Baseball "extras" were sold in great numbers.

The space given the games was generous in the extreme, the New York Times printing between two and three pages each day about them. Few newspapers, even in the smaller cities, devoted less than two columns to the subject.

The question that suggests itself in connection with baseball reports is this: Is the money represented in their cost a good investment? Through the overgenerous publicity given baseball by the newspapers it has become the most popular sport in America. You would naturally suppose that the club owners who are piling up big fortunes because of this popularity would be grateful enough to the newspapers for what they are doing to spend at least as much money in advertising in them as those who conduct the theaters and other amusement enterprises. While the New York and other metropolitan city dailies were printing whole pages about the performances of their teams, these club owners bought not over three lines of space in any one of them.

Baseball clubs in the National and American leagues are commercial enterprises pure and simple. They are run to make money for their owners. These latter gentlemen are perfectly willing for newspaper publishers to spend all the money they please in exploiting the attractions of their respective teams. What do they care about the cost of sending reporters on tour with the clubs, or of telegraph tolls on the stories wired in, or of the numerous pictures they print of the players or scenes at the games, or for special deliveries and special editions to give the public quick and accurate reports? They are utterly indifferent about the whole matter.

And yet the newspapers have the remedy in their own hands. Let the publishers of each city get together and agree to print only the scores of the games—nothing more—until the baseball magnates come across with a reasonable amount of advertising. Without the newspapers to stimulate interest in the games by the constant printing of gossip

about the players, details of the games, etc., the ball magnates would soon find a marked decrease in the attendance; loss of revenues would compel the hiring of less expensive men, and in the end the game would peter out as a summer amusement. Such a contingency, however, would not arise, because the club owners would know which side their bread was buttered on and would be quick to see the light.

The display of public spirit and generosity shown by the newspapers toward baseball is further proof of the independence of the editorial and business departments.

THE COUNTRY WEEKLY.

About every so often some pessimistic journalist, whose horizon is not much larger than that of a five-quart tin milk pan, arises in a press association convention and solemnly declares that the day of the country weekly has passed and that it is only a question of a few years when the last of them will be obliged to suspend publication.

As proof of this startling, although not new, statement he will call attention to the rapid growth of the big city dailies, whose circulations, he asserts, are supplanting those of the village weekly. Their facilities for gathering the news are so much greater, their choice of material is so much more comprehensive and they can give such greater value for the money that the country weekly has not the ghost of a show to long survive the competition that they are bound to encounter.

Such talk as this is the veriest nonsense and clearly indicates the gross ignorance of the speaker. As a matter of fact the weekly press of America never stood on such firm ground as it does to-day and was never so prosperous. Numerically considered the weeklies exceed all other publications. According to Ayers Directory the total of all issues last year was 24,381, of which 17,285 were weeklies. After deducting all class, technical, social, scientific, literary, religious and other papers, we have left about 10,000 weeklies that are printed in the small cities and towns of the country.

The only country weeklies that are being driven out of business are those that have been found wanting in news value or have been so badly managed that their failure was inevitable.

No daily newspaper, however well edited, can take the place of the small town weekly if the publisher knows his business. The latter has a hold on the hearts and lives of the people that cannot be loosened by any outside newspaper, daily or otherwise. It's the personal friend of every man, woman and child in the community. It furnishes the first reading lesson for the toddler who has just learned the alphabet. In its columns are recorded the child's progress through school, his departure for college and the record he made while there, his marriage and his business career in the distant city. It tells of the tragedies and comedies in the lives of those who are neighbors and acquaintances. It gives the gossip of the hour and the news of the day, and discusses subjects that are of interest to all who scan its pages. Its editor is a sort of father confessor to everybody.

With these facts in mind do you think the time is ever coming when the country weekly is going to be displaced by any outside publication? Not in a thousand years. Daily newspapers are going to be read more and more by the people of the daililess town and their circulations are going to increase correspondingly, but the paper that will ever retain the affections and honest love of those who reside in them is the country weekly, with its budget of home news about neighbors and friends whose daily lives touch each other at many points.

WORTH THINKING ABOUT.

The man who faces the problem of marketing a commodity on "National" lines is very apt to be a man of strong common sense.

His advertising, which makes his distribution possible and profitable, is not likely to be done on emotion, or from any other motive than that of making

every dollar do a dollar's work for the cause in which it is spent.

He is the hardest man in the world to "stampede."

He studies the newspaper field in a logical way, anxious to secure every available scrap of really worth-while information concerning the varying values of advertising mediums in this city and in that.

Just as he gets the news of the world, day by day, from his daily paper, so he gets the news of the newspaper world from his trade journal. To assume that he is "interested" in such a journal as THE EDITOR AND PUBLISHER is merely to credit him with being interested in his business.

He believes—does the man who finally approves of the appropriation for your paper—that your readers seek their advertising "news" and information in the columns of your publication—not through posters, dodgers or any other obsolete advertising media.

And he, in his turn, quite as naturally and invariably, seeks his own information about your paper in the columns of his trade journal—THE EDITOR AND PUBLISHER. He sees the same propriety in your addressing him through its columns as he sees in addressing your readers through your columns.

And, not unnaturally, he concludes that when you have any information to give him about your paper, you will give it to him through the medium of the trade journal which he reads.

EDITORIAL COMMENT.

The Inland Daily Press Association has adopted a plan that ought to be followed by other press associations. It sends out to all members within three weeks after holding a meeting a copy of the minutes and abstracts of addresses so that those who were unable to be present will know just what happened and get the benefits to be derived from the convention. Of course, not every press association has such an enterprising and capable secretary as Will V. Tufford, who can boil down into seven large two-column pages the proceedings of a full day's session. But at any rate the thing ought to be done by all the secretaries of all associations. Otherwise much that is valuable will be lost.

The question "Shall We Sell Merchandise?" was decided in the negative by the members of the Inland Press Association at their September meeting, a resolution to that effect being adopted. It was generally agreed that newspaper publishers show little sense in competing with local retailers. And they are right, too. It is the business of the merchants to sell goods and the business of the publisher to get out the kind of a newspaper its public wants. When the merchant undertakes to publish a newspaper and the editor to sell merchandise the result is a dreary fizzle.

Brooklyn newspaper men are smiling over the manner in which the Citizen published the statement regarding its circulation, etc., as required by law. Instead of putting it on the editorial page, it was buried deep under a lot of legal advertising—all set in agate—as was also the statement, and it would almost require a man with a warrant to find it.

"Advertising is as old as trade. Newspaper advertising in its vigorous application is a matter of the last quarter-century. Even now it is little used when considered against the numbers in trade who employ it compared with those who do not. The city streets are lined with thousands of shops dependent upon neighborhood trade or the casual passer-by. Yet examples of success in merchandising are apparent in every community. The men who have had the courage to use the columns of the press are the ones who have made their business great."—DON C. SEITZ.

PERSONALS.

Colonel Henry Watterson, Mrs. Watterson and his granddaughter, Miss M. Watterson, have arrived in Paris for a six weeks' stay before going to Egypt and the French Riviera for the winter.

Adolph S. Ochs, of the New York Times, had the board of directors of the Associated Press as his guests at the Hotel Astor Wednesday evening at the dinner of the National Academy of Political Economy.

Martin H. Glynn, owner of the Albany (N. Y.) Times-Union, became Governor of New York by virtue of succession yesterday when the High Court of Impeachment deposed William Sulzer from the gubernatorial office by a vote of 43 to 12.

Victor F. Lawson, owner of the Chicago Daily News, is still in Europe and is not expected to return till next month.

Theodore Sutro, editor of Hearst's German Journal, is in Bremen, from which city he cabled a dispatch to the American on Oct. 14, urging German-Americans to beware of Tammany candidates in the coming election.

George Wheeler Hinman, formerly publisher of the Chicago Inter-Ocean, was inaugurated president of Marietta College, Marietta, O., on Tuesday. The induction of the new executive took place in the First Congregational Church in the presence of a distinguished audience.

S. Gurney Lapham has retired from the editorial staff of the Syracuse (N. Y.) Herald after a career of forty-six years in newspaper work in that city. Mr. Lapham began on the Syracuse Courier on Oct. 1, 1867, and for many years was associate editor and part owner of the paper. Later he served on the Telegram and Herald. One of his closest friends in his early newspaper days was Chester S. Lord, formerly of the New York Sun. Mr. Lapham has gained much fame as a theatrical critic.

Charles Levy, of the Levy Circulating Bureau, wholesale newspaper and magazine distributor of Chicago, was a visitor to THE EDITOR AND PUBLISHER office last week. Mr. Levy handles 80,000 copies a week of the Saturday Evening Post. He also makes deliveries in Chicago for the Chicago Journal, Tribune, Examiner, Record-Herald, Inter-Ocean and Illinois Staats-Zeitung.

R. L. O'Neal, editor of the Huntsville (Ala.) Mercury-Banner, has been elected president of the city commissioners and mayor of that city.

Sidney Brooks, the political writer, is aboard the Olympic, which left Southampton Wednesday for New York.

J. D. Jeremiah, of London, is in New York inspecting the plants of the metropolitan newspapers. Mr. Jeremiah has under his charge the London Daily Sketch, Daily Dispatch, Sunday Chronicle, Manchester Evening Chronicle, Ideas and Story Journal.

William Ledbetter, city editor of the St. Louis Globe-Democrat, was appointed managing editor of the St. Louis Republic on Monday. Mr. Ledbetter will begin his new duties next week.

GENERAL STAFF PERSONALS.

Harry Kemble, for many years identified with newspaper work in this city, is drawing clever illustrations for the Trend Magazine. He is also contributing to the Interboro Bulletin.

Francis L. Littlefield, city editor of the Portland (Me.) Argus, and for over twenty years a member of the staff, has resigned to join the Boston Herald.

Walter McCain, Hoboken City Hall man for the Hudson Dispatch, has gone to the Elizabeth (N. J.) Journal. Donald Gunn, formerly of the Hudson Observer, walked down a gangplank after having spent the summer golfing at his old home in Scotland just in time to get the place vacated by McCain.

Burns Carrell, for several years connected with the editorial staff of the Pittsburgh Chronicle Telegraph, is now on the Philadelphia Press.

William C. Temple, of the Springfield (Mass.) Republican, has resigned to engage in editorial work on the Boston Globe.

Ira E. Bennett, editorial writer on the Washington Post, is returning on the Mauretania this week after a well-earned holiday abroad.

J. H. Webb has resigned as managing editor of the Arkansas Democrat, at Little Rock.

R. Ray Baker has given up his place as city editor of the Petoskey (Mich.) News and has been succeeded by H. Lee North.

Frank A. Philbrick, formerly of the Marion (O.) Tribune, has become connected with the staff of the Columbus Dispatch.

W. B. Bell, managing editor of the Charlotte (N. C.) Observer, has resigned to enter the mercantile field.

IN NEW YORK TOWN.

Robert H. Lyman, one of the managing editors of the World, who has been ill for the past week with pneumonia, is improving rapidly.

John P. Gavit took up his duties as managing editor of the Evening Post on Monday.

P. J. Roosevelt, cousin of ex-President Roosevelt, has returned to the Globe as ship news man after a bicycle tour through England.

Miss Edith Brownell, of the Sun, has joined the editorial staff of the Press, where she will be in charge of the Woman's supplement.

R. V. Morrison is a new member of the Mail art staff.

Dan Breen, for several years with the Hudson Observer, Hoboken, N. J., is now city hall man for the Evening World.

John Henry Mears, the globe trotter, who went around the world for the Evening Sun recently in less than thirty-six days, told all about his thrilling adventure in an illustrated lecture at the Lyceum Theater Sunday.

Charles H. Anderson, a negro, proprietor of the Amsterdam News, is a candidate for alderman from the Thirty-first District.

Stanley Patterson and J. O'Shaunessey are the latest additions to the staff of the World.

Orville G. Victor, historian of the Bronx Club, has been appointed caretaker of the Poe cottage, which was recently moved into Poe Park and will be open to the public.

C. F. Carter has returned to the Press after several years on out-of-town papers.

WEDDING BELLS.

George W. Goeller, for many years a member of the staff of the Brooklyn Times, was married at high noon on Wednesday to Miss Augusta C. Bergener at the home of the bride's sister, 257 Monroe street. The Rev. Robert M. Moore, of St. John's M. E. Church,

officiated. The staff of the Times presented the happy couple with a substantial and useful present of considerable value. Mr. and Mrs. Goeller will enjoy a honeymoon trip through the South.

The marriage of Miss Mabel M. Seymour, daughter of Mrs. Charles G. Seymour, to Robert M. Ash took place Saturday in the chapel of the Third Presbyterian Church, Chicago. Until a few days ago the bride, a well-known newspaper writer, was society editor of the Chicago Daily Journal. She belongs to the well-known Seymour family of local newspaper circles.

Ernest Smith, one of the owners of the Wilkes-Barre (Pa.) Evening Times-Leader, and Miss Marjorie Harvey were married Oct. 14. The wedding was a brilliant one. The officiating clergyman, the Rev. George W. Chalfant, of Pittsburgh, had married the father and mother of the bridegroom.

Allan Gordon, of the Brooklyn Standard Union, and Miss Rea Keshin were married at the Knapp Mansion on Oct. 14.

The marriage of George P. Williams, news editor of the Kingston (Can.) Whig, and Miss Myrtle M. Wallace, of Iroquois, took place on Oct. 8, at the home of the bride.

WASHINGTON PERSONALS.

Carl D. Groat, of the Washington Times, has joined the United Press bureau.

John E. Nevin, of the United Press, who has been covering the Sulzer trial at Albany, N. Y., has returned to the city.

Cliff Berryman and Earl Godwin, of the Washington Star, attended the World series of baseball games.

W. S. Forrest, of the United Press, will report the proceedings of the Supreme Court this term.

Major C. Fred Cook, news editor of the Washington Star, is in Chicago as a delegate to the National Guard Convention. He will visit the Yellowstone National Park before returning.

Perry Arnold, superintendent of the United Press office, and Mrs. Arnold, are visiting in Indiana.

Rudolph Kauffmann, managing editor of the Washington Star, has returned from Maine, where he spent part of the summer.

Frank B. Noyes, president of the Associated Press and president of the Washington Star Publishing Co., has returned from a tour of Europe.

Robert L. Marcey, the popular and efficient assistant secretary of the National Press Club, has just returned from a week's stay in Pittsburgh, where he visited his brother.

Harry B. Gauss, of the Chicago News, left Baltimore by boat for Boston last Tuesday. Boston is Mr. Gauss' old home.

Col. John Temple Graves, of the New York American, has just returned to Washington after several months abroad.

PUBLISHER'S NOTICE.

ADVERTISING RATES: Display, 15 cents per agate 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 14th street, N. W.

Chicago—Morris Book Shop, 71 East Adams street.

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

COUNTRY WEEKLY

without competition in excellent field. Returned owner in 1912 for personal effort and investment \$3,821.18. Will be sold for \$9,000. An excellent investment for a practical printer-publisher willing to live in an eastern village. Proposition I. C.

G. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

HELP WANTED

WANTED, by Chicago Special Agency, a live, hustling solicitor for strictly high-class papers; not necessarily experienced in soliciting, but must have an acquaintance among Chicago general advertising agencies; be clean cut and reliable; state salary expected, which must be moderate, increased when ability is proven. Address "D., 1110," care THE EDITOR AND PUBLISHER.

WANTED—By Nov. 1, foreman on afternoon paper, one edition, union, perfecting press, 10 to 16 pages; also young man to assist and set heads. NEWS, Ithaca, N. Y.

SITUATIONS WANTED

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

NEWSPAPER WOMAN of 12 years' experience, wishes column or department work. Versé, humor, preacht, features, interviews. Best references. Headquarters can be at home. Address "D., 1101," care THE EDITOR AND PUBLISHER.

I WANT

to correspond with big Eastern dailies who have no Chicago representative, or who may be dissatisfied; also list representatives with view to taking interest in the business. Have been in Chicago 20 years and managed branch office of one publisher for eight years. Want larger opportunities. Popular with clients and successful. Plenty references, but best one is past record and ability. Address, with particulars, 913 Hearst Building, Chicago.

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.

WANTED.—Position as editorial writer by experienced, successful newspaper man. Address "X. Y. Z.," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

ANYONE INTERESTED in establishing a newspaper plate or ready-print plant west of the Mississippi or Southern territory can hear something to their advantage by addressing "PLATE," care THE EDITOR AND PUBLISHER.

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,

61 Cliff St., New York
\$8,000 YEARLY BUSINESS OF YOUR OWN; mail order; success sure; honest, legitimate; small capital; original methods. Write M. CLEMENT MOORE, Specialist, New Egypt, N. J.

TYPEWRITING neatly and correctly done. Fifty cents per thousand words, including carbon copy. Address "D., 1102," care THE EDITOR AND PUBLISHER.

FOR SALE

A WEEKLY PUBLICATION in the amusement field can be bought for \$80,000. The paper is more than 20 years old, has always been considered the first among its competitors. Yearly income about \$6,000 a month. A good newspaper man should own it. HARRIS-DIBBLE COMPANY, 71 West 22d Street, New York.

PRESSES FOR SALE.

For Sale.—One 3-deck Duplex Tubular Press, prints 4—6—8—10—12 pages. Taken in trade for one of our Straightline Presses. Tubular press will be sold at a bargain. GOSS PRINTING PRESS CO., 16th St., and Ashland Ave., Chicago; 1 Madison Ave., New York City.

ADVERTISING MEDIA

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

LOCAL CO-OPERATION

rived by Parties Interested. Messrs. Wiley, Rogers and Plum Point Out the Benefits to Be De-

Louis Wiley, business manager of the New York Times, who is a member of the executive committee of the A. N. P. A. Bureau of Advertising, in talking to a representative of THE EDITOR AND PUBLISHER upon the plans that have been formulated to secure local co-operation, said:

"During the three years I was president of the Daily Newspaper Club I was much impressed by the lack of co-operation between newspaper publishers in many cities throughout the United States, and particularly by the lack of co-operation between the newspapers and national advertisers.

"It is difficult to fairly and clearly determine just where the newspaper should cease co-operative work. I deprecate the practise of some newspapers which offer to take the samples forwarded by the advertiser and go out and secure distribution; or that of those who send letters to merchants, giving full details as to advertising campaigns.

"General advertisers, however, realize there is no other means by which a manufacturer can so quickly, so effectively and so economically reach the people of any, or all, great centers of population. The local merchant has learned that there is no other form of advertising which so speedily and so surely carries the news relating to the manufacturer's products into the homes and into the minds of all the people of his neighborhood, and his city, as the daily newspaper—the always welcome visitor, friend and guide.

"Furthermore, the retailer, because of the intelligent work done by the modern newspaper representative, has come to realize that his own highest interest and profit is served by the generous display and willing sale of articles advertised in the daily newspaper, as it takes less time to sell the best goods, which are demanded by the public, and that, while there is less profit on each separate sale, because of the higher quality of standard advertised goods, the profit in the aggregate is far larger than can be realized on non-advertised goods.

"The retailer, in most of the important cities of the United States is to-day co-operating most cordially with the manufacturer who advertises the merits of his goods in the most efficient of all mediums—the clean, well-conducted, self-respecting, reliable daily newspaper

"The Bureau of Advertising of the American Newspaper Publishers' Association is doing effective, educational and missionary work."

H. L. Rogers, business manager of the Chicago Daily News, speaking on the subject of local co-operation, says: "This is a question that each paper will have to work out for itself, and some papers will, naturally, have to offer more service than others to get advertising for their columns. I believe all publishers are glad to co-operate with the advertiser, and it may be a question of rates as to how much the publisher is justified in spending for the benefit of the advertiser."

David B. Plum, business manager of the Troy (N. Y.) Record, said: "I think it is a service that the newspaper can render to the general advertiser which can be of great benefit to him and, of course, the extent to which this co-operation should go must be decided by each publisher. I do not think it is possible to lay down any fixed plan or rule to cover all cities.

"For instance, I believe it is possible for me to do work on the lines of local co-operation in Troy, which would not be at all practicable for a publisher in New York City to undertake. The time has arrived, I believe, when the newspaper must offer the advertiser something more than simply white space."

CONDENSED STATEMENT OF FACTS RELATING TO OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., OF

The Minneapolis Tribune

FURNISHED TO THE POSTOFFICE DEPARTMENT UNDER THE ACT OF AUGUST 24, 1912:

- Editor—William J. Murphy. Managing Editor—Charles H. Hamblin. Business Manager—Charles H. Hamblin. Publisher—William J. Murphy. Owners—Minnesota Tribune Company, Minneapolis, Minn. Stockholders—99% William J. Murphy, Minneapolis, Minn.; 1% holder at this time unknown.

As to Section 2 of the Act—The Tribune does not accept payment for any editorial or other reading matter printed as news.

As to bonds, mortgages or other securities: There are no bonds, mortgages or other securities outstanding against The Tribune property.

Average number of copies of each issue sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding October 1, 1913:

Table with 2 columns: Issue type and number of copies. Morning Daily: 53,352 copies; Evening Daily: 46,464 copies; Total Daily: 99,816 copies; Sunday: 149,063 copies.

WILLIAM J. MURPHY, Publisher.

Reprinted from The Minneapolis Tribune of October 8, 1913.

BROOKLYN PERSONALS.

Jack Elliott, Albany correspondent of the Brooklyn Times, has been trying to learn the card game of Rhum. After several attempts he gave it up in despair. He says a reporter should have nothing to do with anything with a name like that, anyway.

Richardson Webster has resigned as press representative of the DeKalb Theater. He was too busy to attend to it, being publicity promoter for half a dozen other enterprises, including the W. C. T. U.

William McLaughlin is working on a model of a defender for the America's Cup. William is an expert yachting writer, but handles crimes and taxpayers' meetings and things like that on the side between international races.

City Editor Bernard, of the Standard-Union, is cutting down night assignment work to the minimum—to the great joy of his staff. There surely has been a lot of useless night assignments in Brooklyn, say the boys who have often covered some such organization as the "Association for the Extension of Lamp Posts in Canarsie," to find the meeting consisted of three lamp post boomers and six reporters.

Eddie Rudolph, who helps to Pick People Out of the Throng for the Sunday World Brooklyn Supplement, is growing stouter every week. It is thought that the many feeds of the Jamaica Bay Yacht Club are responsible for his gain in weight.

H. S. Rushmore, who is Long Island editor for one of the Brooklyn dailies, says that the mail he receives from the country districts every day breathes of pumpkins, hog raffles and other rural delights. He handles all the copy relating to new barns and donation parties and that of the special correspondents at Jerusalem, Babylon, Mount Sinai, Jericho and the other Holy-lands of Long Island.

Editor Harmon, of the Times, declares that there are more married newspaper men in Brooklyn than anywhere else on the globe. "It's in the air over here," he says. "When a bachelor from Manhattan gets a job on a Brooklyn paper, he generally becomes engaged after he has received three pay envelopes. We have a brave lot of boys over here, haven't we?"

HOUSE FANS HAD DIRECT NEWS.

McDermott Handled U. P. Wire and Mann Announced Plays in World's Baseball Series.

A novel stunt was inaugurated in the press gallery of the House of Representatives during the world's series baseball games to allow Congressmen to receive the scores promptly. Representative McDermott, of Illinois, an old press telegraph operator, who yet retains his union card, was requisitioned from the House chamber to handle a United Press wire "cut" directly into the gallery from the scene of action during the games at Shibe Park and the Polo Grounds.

McDermott hadn't "worked a wire" since 1896 in Chicago. Though a bit rusty at the game, he copied the scores scrupulously and they were rushed to the floor, where Representative Mann, of Illinois, the minority leader and ex-baseball player, made the announcements to his colleagues, play by play. The House was without a quorum on two of the world's series days and baseball was the main attraction. Representative Fitzgerald, of New York, was involved in a weighty legislative argument when the flash came that the Athletics had won the pennant. Operator McDermott "copied" the flash and within a few seconds Mann was interrupting Fitzgerald to announce the final result. Athletic fans among the members gave a loud whoop, and it was several minutes before order was restored to an extent that Fitzgerald could proceed.

Members of Congress impertuned the United Press to "cut" one of its wires into the gallery, and as a result the Congressmen received the results as quickly as did the clients of that organization.

The Forestburg (S. D.) Sentinel has suspended after three years' existence.

The Mobile (Ala.) Daily Herald has moved its plant into a new building.

The managing editors of all the Texas and Oklahoma papers in the Associated Press will meet in Beaumont, Tex., Oct. 21 and 22. Frederick Roy Martin, the assistant general manager, and Robert T. Small, superintendent of the Southern Division, will be present.



WINDOW DISPLAY—ARRANGED BY FLEMING NEWBOLD OF THE STAR.

This picture shows standard goods advertised in the newspapers, a special reference to which was made in last week's issue of THE EDITOR AND PUBLISHER. This is one of the Washington Star's developments in the line of local co-operation, as carried out under the direction of Fleming Newbold, business manager.

WOMAN WRITERS OF AMERICAN PRESS.

Miss Marguerite Mooers Marshall, of the New York Evening World.

By A. C. Haeselbarth.

It would be an entirely inadequate compliment to Miss Marguerite Mooers Marshall, of the New York Evening World, to say that she is a comer in newspaper work, inasmuch as she has already arrived with both of her journalistic feet. And that is something of a record for a young woman who has

"I would not have believed that a conversation could have been reproduced from memory as Miss Marshall reproduced my part of the talk I had with her on women's suffrage and the work of women generally.

"The ideas and the sequence of ideas, the turn of phrase and the personality,



MARGARET MOOERS MARSHALL,
OF THE STAFF OF THE NEW YORK EVENING WORLD.

only been six years out of her 'teens and Tuft College. Her first newspaper writing was done for the Boston Herald in 1908. Then she free-lanced herself into Park Row journalism and joined the Sunday World staff in February, 1909. Seven months later she was transferred to the Morning World staff, where she stayed until July 10, 1910. Then she joined the Evening World staff, of which she is now a member. She has to her credit a long list of interviews with notable people, on a wide variety of subjects, and when her name appears at the head of an article it indicates that she has been doing something worth while along her chosen line of endeavor.

A very remarkable, and certainly well-deserved appreciation of Miss Marshall's newspaper reporting was expressed by Sir Gilbert Parker on a visit to this country in December, 1911, when he wrote to the editor of the Evening World:

"As one who knows the world's journalism fairly well, I want to pay my tribute to a piece of work done by one of your staff in the early part of the

week such as it was, were faithfully transcribed without the assistance of a note taken in my presence; and I do not think such a feat is common. Indeed, I have had evidence of that in other interviews of the same sort since I came here—to my regret and confusion.

"The task such journalists set themselves is incredibly difficult, and this is the only instance where I have found it really successful.

"I congratulate you on so efficient a writer and so good an artist in her field. I am very truly yours.
(Signed) "GILBERT PARKER."

Any woman who contemplates essaying newspaper work, and, indeed, many women who have yet much to learn as to the essential qualifications for success in the game, will be profited by considering these sound views of Miss Marshall as expressed by her for THE EDITOR AND PUBLISHER:

"The woman who succeeds in newspaper work is, above everything else, the woman with stick-to-it-iveness. When one leaves college one may walk straight into a job as school teacher, as private secretary, as social worker, as publishers' reader. But, in most cases,

the girl who wins her permanent way to the city room of a great newspaper serves a free-lance apprenticeship which is not for the weak-kneed and wabbling. If the strongest passion in her isn't the determination to make good in her chosen profession, if she can't see that 'getting her story' is all that counts, headaches and broken engagements being entirely incidental, then she'd better open a kindergarten or accept a position in a public library. She only wastes her time when she attempts to enter the newspaper game.

"She must feel this single-minded devotion to her work. Now what must she know? And what must she be?

"She must know how to write. She must know how to use English that is pure without being prudish, that escapes stilted classicism, yet clears itself of slangy dowdiness. She must have a feeling for the new, vivid metaphor, an abhorrence of the harmful, unnecessary adjective. She must refuse to pad—even for the sake of her space bill! She must teach her English to be swift as well as expressive. All this facility increases with practice; another reason why the young newspaper woman should give herself unreservedly to her work and do as much as she possibly can. For the lyric verse or realistic novels, her future ambitions, she will find no better training than the daily 'stint' of English composition in the newspaper office.

"The world about her is another thing she must know. The better she knows it, the more valuable her contribution to it. Not necessarily cynicism, but a certain sophistication must color her mind and, to a degree, her work. The woman whose writing seems the outcome of a chronically ingenuous baby stare can never be taken very seriously. To all appearances, she has flunked in the most important course of all—human nature. Her knowledge of her ignorance of this subject is bound to crop out, even when she is writing the most impersonal of news stories.

"Of all that the successful newspaper woman must be, I should select the qualities of tolerance and humor as most closely involved in her success. From the narrowness, the one-sidedness, the prejudices of woman in general, the woman in the newspaper world must deliver herself. Let her have her point of view, by all means. But let her try for at least a sympathetic understanding of the visions of others. They say that in every eye there is a blind spot. To make mine as small as possible is one of my ambitions.

"There's an aged tradition that the newspaper work of women must be one grand, sweet sob. If that were ever the case, it is so no longer. We are not asked to-day to devote a column to the Troubles of the Tear-dropping Toddler.
(Concluded on page 361.)

SCOOP THE CUB REPORTER

This Comic Series (5 and 7 Col. Sizes) is now in its Second Year.

THE HEALTHIEST AND MOST POPULAR ONE-YEAR-OLD INFANT YOU EVER SAW.

Don't miss the opportunity if service is still open in your field.

The International Syndicate - Baltimore, Md.

We Supply Special Advertising Pages, Too!

You can have the mats at a right price or you can have the same printed for you in black or four colors. Any of the following pages in black or four colors:

- Anniversary
- Progress
- Booster
- Automobile
- Builders
- Christmas
- Real Estate
- Horse Show

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

Ask About Our Red Letter Service

The Best "Time Copy"

UNITED PRESS
General Offices, World Building, New York

WEEKLY COMIC & CARTOON SERVICE

The Best Feature Service obtainable anywhere. Singles, Doubles, Triples, Illustrated Jokes, Puzzles, Fashion and Sporting Cartoons.

GOING FAST 75 PUBLISHERS NOW USING IT
Write or wire for Sample Sheets and Terms
UNION SYNDICATE SERVICE
450 FOURTH AVE., NEW YORK.

Daily News Mats

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

INTERNATIONAL NEWS SERVICE
200 William Street New York City

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

All Your Newspaper Needs to Get and Hold Circulation Supremacy

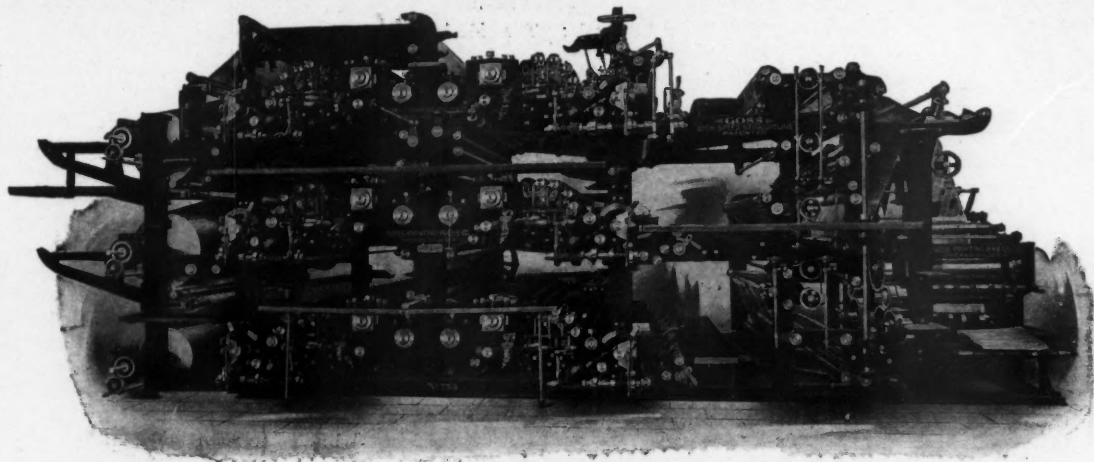
Except Local and Telegraph News

WILL BE SUPPLIED BY Newspaper Feature Service

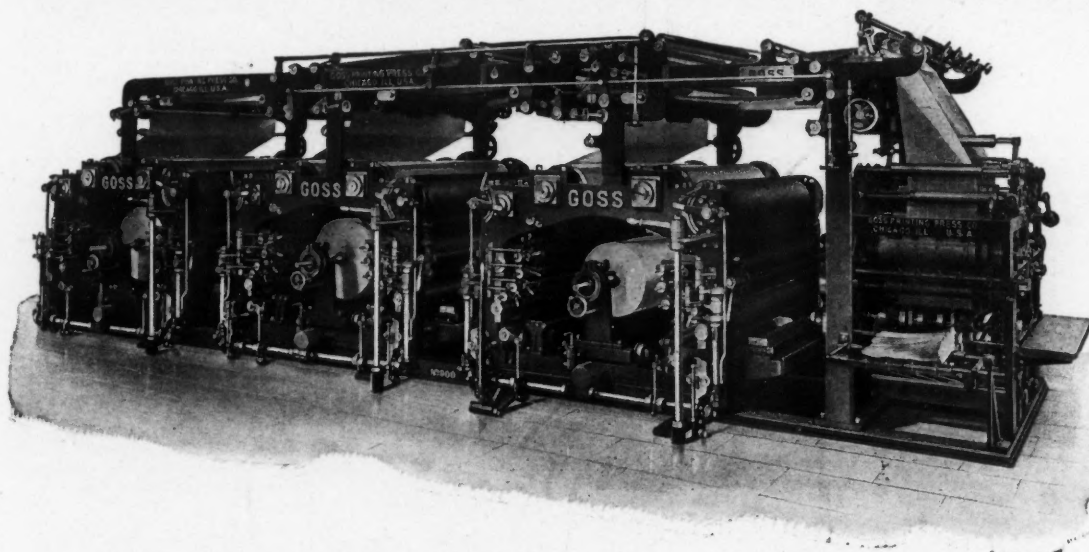
41 Park Row 147 Nassau St.
NEW YORK CITY
M. KOENIGSBERG, Manager

The
GOSS
High Speed
Sextuple Press
No. 160

The Fastest Newspaper
Press Ever Produced
Patented



Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44, 48 pages.
Built in all sizes up to double Octuple. Paper rolls at one end, presses in center, folds at other end.



The
GOSS
Tandem Patented
Special
High Speed
Sextuple Press
No. 161

Low Construction

Rolls of paper can be placed at end of press, between presses, above presses, or from sub-basement.
Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44, 48 pages.
Built in all sizes and styles up to double Octuple, to fit the requirements of floor space and low ceilings.
All presses constructed so that additional decks or sections can be added at any future time.
We manufacture Newspaper, Magazine, Color and Half-Tone Presses, and all kinds of special rotary presses, for black and extra color work.

All High-Speed Straightline Presses have our latest inventions, such as:

PATENTED RAPID SAFETY PLATE CLAMPS—One-quarter turn of special wrench locks the entire plate.

PATENTED ROTARY FOLDING GUIDE—the greatest invention of the age.

PATENTED INKING FOUNTAINS—(Piano key action) setting all columns from outside of press.

PATENTED ROLLER SOCKETS—with safety lock and quick throw-off.

PATENTED PAPER ROLL CHUCKS—with automatic roll tighteners.

PATENTED CUTTING AND COLLECTING CYLINDERS—Prevents shavings or ribbons on collected products.

Ask your pressman if he has any of the above improvements on his presses of other makers.

AND MANY OTHER IMPROVEMENTS TOO NUMEROUS TO MENTION.

ALL LOWER DELIVERIES ARE TWENTY INCHES ABOVE FLOOR.

WE TAKE THE LEAD—OTHERS FOLLOW.

It will be to your interest to see us before purchasing.

THE GOSS PRINTING PRESS CO.

New York Office:

1 Madison Ave., Metropolitan Bldg.

16th St. and Ashland Ave.

CHICAGO, ILL.

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 NEW YORK EVENING JOURNAL

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

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

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. ALCORN
1216 Peoples Gas Bldg. Tribune Bldg.
CHICAGO NEW YORK

THE HERALD HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

JOHN W. HUNTER, Publisher.
Representatives:
J. C. WILBERDING, A. R. KEATOR,
Brunswick Bldg., 15 Hartford Bldg.,
NEW YORK. CHICAGO.

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

AFFILIATION MEETING.

(Continued from front page.)

lowing fundamentals: The ideal of service, the prophet's sincerity and the clarity of expression of a Macauley or an Emerson or a Brisbane.

Among the laws to be observed in the production of a booklet to score the greatest possible number of successes he instanced an intimate and sympathetic knowledge of the subject to be treated, the presentation of this knowledge so as to be orderly and consecutive and minute without being painful, copy must be illumined by a clear sense of values, the shades of meaning should be aptly chosen in the language used and the non-essential should be omitted.

James Wallen, advertising counselor of Buffalo, read a paper on "The Illustration of the Booklet." "To my mind," he said, "the three primary requirements of booklet illustration are: first, that it give a graphic, truthful representation of the article advertised; second, that it show the article in use, if it is possible to do so without detracting from the preciseness with which the article is pictured; third, that it be decorative and artistic, if those qualities do not interfere with the technical rendering of the article and the sense of the article in use. Next to fidelity to the article advertised the pictures ought to convey an idea of modernism. Lowney ought to send his girl to Wanamakers oftener.

BOOKLET SHOULD INSPIRE.

"The business of a booklet is to make the human mind and soul vibrate with the impulse of acquisition. Impersonal pictures are a bad investment. Advertising men are finding out how to merge good art and salesmanship. They are learning how to combine details and atmospheric ideas. Truth telling in pictures is a matter to which attention should be directed. It is imperative in connection with booklet-making that nothing should interfere with its main intent."

W. A. Shryer of Detroit, author of Analytical Advertising, in his address on "How to Determine the Proper Expenditure for Any Booklet," undertook a short exposition of his advertising psychological research work at the University of Michigan this spring. A complete report of an exhaustive series of practical and theoretical experiments starts in November issue of System magazine and during the limited time allotted to him here, Shryer was only able to merely suggest the scope of his three months' work.

Heretofore, all psychological laboratory work in advertising has been strictly confined to theoretical procedure. In approaching his problem, Mr. Shryer had in view two distinct objects. The first was to determine whether the results of theoretical laboratory experiments could be duplicated in actual practical experience. The second object was to secure such a large number of subjects as to remove the very pertinent objection to all previous experimental work in this field. Shryer explained his method of procedure which included results of over 1,000 student subjects, which number is ten times that of any previous experimenters whose results have been published. He also gave a short exposition of his attempt to duplicate in practice the exact conditions of his theoretical experiments. In the case of one series of experiments to ascertain the relative merits of copy with coupons and without coupons, his results showed a co-relation of within five per cent., which was a showing more accurate than that usually observed between the showings of the same copy run at different times.

DISTRIBUTION PROBLEM.

Charles Oswald, advertising manager Joseph & Feiss Co., Cleveland, talked on "Distribution of the Booklet." He said that fifty per cent. of the effectiveness of the booklet depends upon the method of its distribution. Haphazard methods are wasteful. One way of distribution, he mentioned, was through the dealer. His firm charged their dealers one cent each for the booklet which covers about

half the cost. They considered this fair as the booklet is designed to help dealers move the goods from their shelves. The dealer's imprint appears on the booklet, so that it is as much his own advertising as if he issued the booklet himself.

In order to insure its use to the best advantage you must sell the dealer your advertising. Never send a dealer a single piece of advertising unless he requests it. Booklets should be followed up with special letters and circulars and accompanied by order cards. Districts should be systematically covered in this way before the salesman goes over the ground.

Another point which helps to enhance the interest of a booklet is to ask a man for his opinion on some particular point in it. To ask a man for his opinion on any subject is to make a strong appeal to his vanity and vanity is one of the many vulnerable points of attack for the salesman and the advertising man.

After an interesting discussion in which the speakers elaborated particular points, the chairman summarized the morning session as follows:

BOOKLETS AND CIRCULARS.

"There is a distinct difference between the booklet, circular and catalog.

"To be productive the booklet must tell the whole story interestingly and its productiveness depends upon the idea and manner in which that idea is expressed.

"The shape, size and typographic layout to be most effective must be produced by the co-operation of the printer, the artist and the advertising man.

"Illustrations must be strictly up-to-date if advertising up-to-date matter.

"If a picture is supposed to represent a period of time it must be faithful to that period in style and dress.

"There should be more variety in illustrations and booklets.

"There is positively no room in advertising for art which is unrelated to the text of the booklet."

The afternoon talks were on "How to Make the Salesman Produce." H. A. Jones, president of the Detroit Club, presided and took the place of E. Lewy Pelletier, who was scheduled to speak on "As the Salesman Sees it."

The first thing to do in the creation of live salesmen, he said, was to pick men who have the fundamental of a sound education, preferably college men, men with a command of correct English. It is essential to put into the sales management a little humanity, a little heart feeling. It is well to remember that in business, as in most things in life, a man gets that which he gives.

CO-OPERATION OF SALESMEN.

Jack Speare of Rochester, talking on "As the Sales Manager Would Do It," declared that selling is a mental process wherein the minds of the buyer and the seller must meet and the salesman must meet the buyer and carry him three-quarters of the way to the meeting place. You cannot make a salesman produce; the only thing you can make him is peevish. The most important thing for the sales manager to accomplish is to get the co-operation of the salesman. His experience showed that the return post-card system in advertising matter had borne excellent results. We have sold to prospects one in ten, and to inquiries, seven in ten. That demonstrates the value of advertising to the salesman. A moderate salesman, working systematically, will always beat the better man who works in a haphazard way.

O. C. Moore of Buffalo, filled the breach caused by the absence of F. E. Brett of Buffalo, who had planned to talk on "As the Buyer Looks at It." There are a few things a buyer has to wake up to, said Moore. Salesmen should always approach the customer with the idea of showing him where his profit would come in and the profit to the firm would take care of itself. If you want to make a good salesman thrown plenty of responsibility on his shoulders, don't let the salesman come to the office for a solution of his problems. The keynote of success is enthusiasm. The T. F. man, the man who goes out on Tuesday and comes back on Fri-

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. Gain over 1911 was 504,000 lines. The foreign business amounted to 1,086,000 lines. Gain in foreign business was 288,000 agate lines over 1911.

In December, 1912, the Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising.

Present average circulation: Daily, 67,000; Sunday, 87,000.

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

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

Circulation of News League papers for six months ending Sept. 30, 1913:

Dayton News (net paid) **30548**
(Total circulation 32,307.)
Springfield News (net paid) **11220**
(Total circulation 12,201.)

These figures have been furnished the Post-office Department, and were published in accordance with law, on Oct. 2, 1913.
Combination rate, 6 cents per line.

NEWS LEAGUE OF OHIO

Home Office, Dayton, Ohio
New York—La Coste & Maxwell, Monolith Bldg.
Chicago—John Glass, Peoples Gas Bldg.

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.

THE DAILY ADVOCATE

2 cents Stamford, Connecticut. 2 cents a copy. a copy.

If you have anything to sell you can sell it through the *Advocate*. It has a 5,000 circulation in Stamford and surrounding towns.

New York Representative,
O'FLAHERTY'S NEW YORK SUBURBAN LIST,
150 Nassau St. New York City.

day, is dying out. Men who produce will have to be given a percentage of results rather than a definite salary. A little milk of human kindness goes a long way in the sales business. It is a bad thing to let a salesman leave the office with a sore spot or a heavy heart. The ultimate object of advertising is to do away with the salesman.

AD MANAGER'S VIEW.

Clyde E. Horton of Cleveland, speaking on "As the Advertising Manager Looks at It," covered much the same ground as Speare had done. He gave illustrations showing the advantages of co-operation between the salesman and the sales and advertising departments. There should be direct co-operation between the two forces, he declared.

J. J. Wood, manager Burrows Bros., Cleveland, talked on "The Boss Comments on the Salesman." The boss, he said, should not sit behind closed doors. He should be accessible to every employe and every customer. He should take an interest in the private lives of his employes. Assistants should be educated to be of the greatest possible assistance to customers. To take a customer to the department wanted was better than saying with a mouthful of gum "Right over there." That could be done with a little talk. Never compel assistants; impel them. Remember assistants do not work for you, they work with you. Never go back upon a promise made to an assistant. I believe the time is coming, in fact, I believe it is now, when those of us who have employes must divide our profits with our help.

SPEAKERS AT BANQUET.

At the banquet at the Hotel Statter at night those sitting at the speakers' table included Elbert Hubbard of East Aurora, N. Y.; Strickland Gillilan, who gave a humorous talk; Harry C. Goodwin, of the E. Kerstein Co., Rochester, N. Y.; Tim Thrift of Cleveland, president of the National Advertising Managers' Association of New York City; Seth Brown, organizer of the Cleveland Advertising Club; Robert Crouse, manager of the sales department of the National Electric Lamp Association; W. A. Orr, and C. A. Wiers.

Miss Lila Robeson, of the Metropolitan Opera Company, New York; Charles T. Murphy and Ralston Fox Smith, contributed to the musical program.

Frank Alva Parsons, president of the New York School of Fine and Applied Art, in an address that commanded earnest attention, said that art is the harmony of truth, and that means to be artistic a thing must deliver the goods and must be efficient. Advertising is a new language of expression with five components, namely, copy, color, type, arrangement and ornament, and to be efficient they must be well organized or balanced. They must harmonize to be efficient.

NEAL AS MOSES CLEVELAND.

Jesse H. Neal, of the Root Newspaper Association of Cleveland, was costumed as Moses Cleveland, the founder of the city and stood on a reproduction of the pedestal of the Moses Cleveland monument in the Public Square. "Children of my beloved city," he said, "I greet thee. I advertised your greatness 117 years ago and I was called a prevaricator. To-night I return to claim the title of prophet."

Carl H. Fast, advertising manager of the Hale Bros. Co., of Cleveland, speaking on "The Social Instinct," said the time has come for us to realize that price is not the only appeal. Satisfaction is the thing and that can only be obtained when we recognize the importance of the social instinct in business.

Singing of Auld Lang Syne closed the fest.

On Sunday the visitors made an automobile tour of the city, lunching at Nela Park, East Cleveland.

Out-of-town delegates to the convention included:

ROSTER OF DELEGATES.

Rochester—A. B. Warren, Eben Halley, W. W. O'Hara, J. L. Keenan, Frank Keough, H. C. Alderman, W. P. Anderson, W. S. Addeson, George P. Culp, Al T. Brown, F. Will, Jr., Angelo Newman, Mark G. Goddard, J. B. Martin, Fred K. Will, Dean Simpson, H. C. Wyant, Lee Richmond, A. Frank Warren, John R. Powers, Daniel L. VanHee, John W. Thomas, Edward L. Pond, Charles E. Percy, J. M. Egloff, W. H. Campbell, A. M. Campbell, A. B. Cowles, H. C. Goodwin, Joseph P. Sweeney, A. B. Davis, C. H. Quinn, J. W. Moyilry, T. T. McCarthy, C. P. Griffith, George B. Miller, H. A. Jones, H. F. Norris, Arthur McNall, C. F. Grady, J. W. Speare, H. S. Brown, W. Hortzman.

Buffalo—Robert Moeller, James Wallen, Walter T. Oliver, H. L. Weber, Charles R. Wiers, Harry E. Blampied,

A. W. Post, Charles R. Thomas, J. C. Robertson, H. W. Patterson, DeForest Porte, J. C. Ruskiewicz, William J. Rosenberger, James H. Lee, O. C. Moore, George S. Hobby, F. H. Greene, Fred G. Stanley, W. M. Misner, J. A. Pford, William H. Scott, John F. Schamel, H. W. Barker, G. W. Billings, Frank L. Noall, W. P. Werheim, Frank W. Hingley, C. M. DeForest, H. J. McKay, Neil H. Keller, S. C. Moss, Clinton G. Fish, Ralph Barstow, C. G. Lyman, A. R. Prudden, William H. Johnson.

New York City—W. B. Ungar, W. E. Boughton, G. E. Dempsey, F. E. Morrison.

Chicago—Uscar Meyer, Seth Brown, H. T. Evans.

Detroit—R. C. Fowler, V. W. Tucker, S. M. Salleoth, F. A. Ellis, Joseph Meadon, C. K. Munns, H. H. Jones, N. J. Taylor, Charles M. Voelker, W. R. Orr, G. K. MacEdward, J. W. Rogers, K. P. Drysdale, C. C. Brown, Frank J. Campbell, James E. Cordon, Harvey Campbell, W. A. Shryer, Richard Cohn, F. V. Martin, A. B. Williams, W. J. Klingler, J. V. Pfeifer.

Canton, O.—C. R. McLean, E. H. Lanuel, Edwin Stayer, A. M. Klingman, R. V. Mitchell, C. E. Stuart, J. H. Barion, William O. Baldwin, W. W. Worcester, H. J. Roach, Charles R. Roth. Batavia, N. Y.—W. Leslie Coryell, Wilbur R. Welker, H. E. Turner. Ocean City, N. J.—H. H. McWuhey, Bay City, Mich.—O. E. Sovereign, D. L. Calbraith, Leo T. Marcoux.

Cincinnati—H. C. Menefee. Toronto, Ont.—R. S. Coryell. Ashtabula, O.—Joseph Fewsmith. Brooklyn, N. Y.—William H. Greene. Alliance, O.—R. O. Horles.

NEW INCORPORATIONS.

INDIANAPOLIS, Ind.—Sun Publishing Co.; capital, \$150,000; incorporated by W. D. Boyce, William W. Wilson and Ben S. Boyce, of Chicago, and G. H. Larke.

DOTHAN, Ala.—News Publishing Co.; capital, \$10,000; to publish a daily newspaper; incorporated by J. R. Crawford and others.

TIMBER LAKE, S. D.—The Topic Publishing Co.; capital \$5,000; incorporators: J. H. Holley, J. F. Moore and L. R. Dillman.

COSHOCTON, O.—Times Publishing Co.; capital, \$9,000; Joseph L. McDowell, L. F. McVey, Lewis Fishberg, Allen Marshall, John A. Lorenz and J. M. Atkinson, incorporators.

CUMBERLAND, Pa.—Times Publishing Co.; capital, fully paid, \$125,000; to publish Evening Times and Weekly Alleganian; incorporators: Mrs. S. D. Avirett, Ferdinand Williams, E. H. Welsh and others.

NEW PUBLICATIONS.

ASHLAND, Va.—A new weekly newspaper, the Hanover Progress, will soon be started. It will be published by the Hanover Printing and Publishing Co., which was chartered by the State recently with a capital of \$15,000. L. R. Driver, formerly of the Central Virginian, is the editor of the new paper.

CAINSVILLE, Mo.—Jonas Gott, formerly an international organizer for the United Mine Workers of America, has started a new newspaper called the Independent.

PADUCAH, Ky.—The Progressive, the weekly publication of Mayor T. N. Hazelip and other local leaders of the Progressive party, made its initial appearance last Saturday, and was widely circulated in the city.

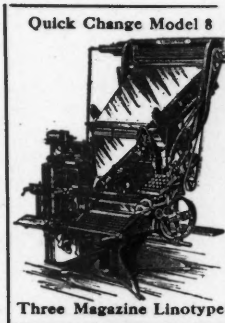
JAMESON, Mo.—The Gem is the name of a new newspaper just launched by Allen F. Wade as its editor.

JACKSONVILLE, Ark.—Dr. C. H. Hudson will launch a weekly paper, in cooperation with his brother Cleveland. The new publication has not yet been named.

TIMBER LAKE, S. D.—The Optic will make its first appearance next week. R. L. Dillman, J. J. Halley and J. F. Moore are promoting the new enterprise.

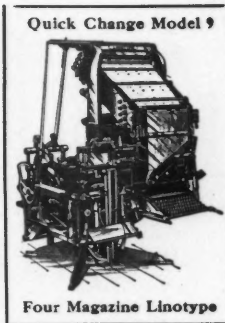
AD ROOM EFFICIENCY

Is increased, Advertising Display improved, and cost of production reduced by the use of



Quick Change Model 8

Three Magazine Linotype



Quick Change Model 9

Four Magazine Linotype

**MULTIPLE
MAGAZINE
LINOTYPES**

MORE THAN 2,000 IN USE

The Linotype is the only line-casting machine that mixes faces in the same line mechanically. No lifting of matrices by hand during composition.

The Multiple Linotype Way Is the Modern Way

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

Mergenthaler Linotype Company

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave.

SAN FRANCISCO: 638-646 Sacramento St.

NEW ORLEANS: 549 Baronne St.

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

Post Office Statement

No. 3

On August 24, 1912, Congress passed an act making it necessary for all newspapers in the United States to file with the postmaster certain facts regarding their ownership, management, circulation, etc.

The New Orleans ITEM was the FIRST newspaper in Louisiana to COMPLY with this LAW.

The postmaster has again requested facts of the same nature, and The Item has filed its SWORN statement as follows:

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.,

of The New Orleans Item, published daily and Sunday, at New Orleans, La., required by the Act of Aug. 24, 1912.

NOTE.—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice.

Editor, Marshall Ballard, 210 Camp St.
Managing Editor, Marshall Ballard, 210 Camp St.
Business Manager, Arthur Newmyer, 210 Camp St.
Publisher, James M. Thomson, 210 Camp St.
Owners: (If a corporation give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)
James M. Thomson, 210 Camp St.
Paul J. Thomson, 210 Camp St.
Marshall Ballard, 210 Camp St.
Arthur G. Newmyer, 210 Camp St.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement. (This information is required from daily newspapers only) **53,901**

Sworn to and subscribed before me this third day of October, 1913.
JAMES M. THOMSON,
JNO. J. WARD,
Notary Public.

(Seal.) (My commission expires Nov. 5, 1913.)

The Daily STATES will probably file its statement today.
The TIMES-DEMOCRAT swore this morning to 25,242.
The PICAYUNE swore to 20,807.
At the time the LAST statement was filed, during APRIL, 1912, THE ITEM SWORE that its circulation for the six months PRECEDING was 48,525.
It will be seen that The ITEM'S circulation for the six months just passed as compared with the period before covered shows an average INCREASE of 5,376 COPIES PER DAY, and that on week-days its sworn average is practically TEN THOUSAND GREATER than the TWO morning papers combined.
TODAY THE ITEM ACCEPTS advertising on a guarantee of MORE THAN 54,000 PAID CIRCULATION daily and Sunday.

BUSINESS OUTLOOK.

[The following are additional expressions of opinion concerning the outlook for business both in the advertising and commercial fields contributed to THE EDITOR AND PUBLISHER by leading ad men.—EDITOR.]

E. Mapes, secretary of the Cream of Wheat Co., Minneapolis.—"As I am able to see, the business situation looks good. Our business is eminently satisfactory, collections excellent, and the situation in the Northwest could hardly be better. Taking it for all in all, in as far as I can see we are due for at least an average prosperous year."

J. B. Comstock, advertising manager of P. & F. Corbin, New Britain, Conn.—"The outlook for business in our line is encouraging. There has been no great falling off from last year, and we see no reason why next year should not be even larger."

A. H. Bartsch, advertising manager of the Bosch Magneto Co., New York.—"As we look at the matter the prospects for the business to be obtained for 1914 look excellent. While we do not believe that the actual production in our various fields will equal that of last year, yet it will be very close to it, and possibly may equal or even surpass it. The amount of business which we will obtain in proportion to that which is actually obtainable is greater than that of last year, so that we have no reason to be pessimistic in any way whatsoever. "It is possible that through various changes in the mediums of doing business that our advertising expenditures will be greater than those of 1913. The season has been somewhat backward in starting, but we have no doubt that as soon as it assumes its normal pace it will go on merrily and without retard."

The St. Louis Star.

The St. Louis Star, after announcing that it had suspended the Sunday edition, gave notice that subscribers would receive up to the date of the expiration of their subscriptions, copies of the Sunday Republic. This, of course, means an increased circulation on the Republic.

NOTE THE NEW NAME

The Detroit Tribune
Detroit's Live Every Morning Paper

PAID CIRCULATION:

Week Days, over - 50,000
Sundays, over - - 110,000

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

The Catholic Tribune - (English)
Katholischer Westen - (German)
Luxemburger Gazette - (German)

Net average weekly circulation for the year 1912:

January	\$0,908	July	\$2,935
February	\$0,996	August	\$3,730
March	\$1,053	September	\$4,821
April	\$0,998	October	\$5,406
May	\$1,332	November	\$6,087
June	\$2,102	December	\$6,487

These figures are net, all exchanges, advertisers' copies, free and unsold papers having been deducted. Write for sworn statement.

CATHOLIC PRINTING CO.
Dubuque, Iowa

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

DON'T PLAY WITH TRUTH.

Gillilan Warns the Ad Men Not to Go Too Far or Trouble Will Follow.

Strickland W. Gillilan's address at the Affiliation banquet in Cleveland last week was such a delicious bit of humor that we reproduce it herewith.

Gentlemen, members and guests of the organization that put the "filly" into affiliation—these Benighted States of America are in a maudlin middle of a truth jag; an orgy of integrity; a fact debauch; a revel of rectitude; a spree of veracity; a riot of righteousness; a pot-latch of piety. Where will it end?

People are telling the truth who never even tried it before. People to whom truth had been but a dictionary word labelled a noun—an improper noun—with two-inch nonpareil apology, are now quaveringly trying to lisp the lingo; people who couldn't tell the truth even when they heard it, are now pretending to be familiar with it. Naturally these novices are making a garbled mess of it, but there is hope, as the veracious Dr. Sugarplil Munyon once remarked with the aid of an erect forefinger and perpendicular pompadour, truly truth is stranger than fiction when seen emerging from some facial front doors.

Gentlemen (and I have weighed well my words before making such an accusation)—Gentlemen, you and your fellow ad club members of the country have jarred loose this avalanche of truth upon a hitherto lie-ridden universe. You have precipitated this upon a world totally unused to truth and wholly unprepared for the shock. It is you who have introduced this expensive novelty—introducing it oftener by description than by sample.

And look at the results! Mischief, thou art a foot. Take thou whose scalp thou wilt! Mr. Bryan, who holds the government's portfolio as Secretary of the State of absence, has admitted that he lectures for money instead of for the vocal exercise we once believed to be his object. Taft and Roosevelt told the undiluted truth about each other through a long, bitter, nauseous but convincing campaign. And because the people had great confidence in both gentlemen and believed every bad thing they said about each other, it was your old college chum, T. Woodrow Wilson, who punched the Gambon-busting button!

A Michigan editor told what he believed was the truth regarding Mr. Roosevelt's irrigating habits; then, after a long but spiritless lawsuit, he rendered a reversed version of his King James edition of slander—a sort of "counter-irrigant," as it were, wept on the Colonel's brief but substantial and vulcanized neck, and vowed between sobs that he would thereafter adhere to the truth even if it cost him SEVEN cents.

He had not the Dutch courage—this Michigan editor—of the intoxicated man whose wife demanded a 3 a. m. explanation. He told her he would have been home early, had it not been for her brother Bill's invitation to drink. She checked his maudlin protestations with the statement that Brother Bill had been in the house all evening. After pondering this statement of contradictory fact a moment, the drunken man said, "Well, that's m' shtory an' I'm gonna stick to it." Thus are noble men daily making self-sacrifices on the altar of truth.

They are paying much more attention to Truth's altar, and less to her alteration, than they used to.

Nowadays people are trying to sprinkle salt on the millennium's tail. They are adopting the motto "Heaven now, to be sure of it," rather than the older one, "Hell now, to be used to it." Who knows to what lengths this truth madness may not go? It may even become so that the newsboy will walk up to you on the street, saying, "Extra Plain Dealer, Leader, News or Press. Meager and doubtful details of an unsubstantial rumor of a probable train wreck," instead of the inevitable "full account" which is the modest least any newsboy's paper ever holds.

Some of the effects of the truth campaign are startling. One manufacturer of a certain kind of cotton goods says, "Cotton is contaminated every time it is touched. Ours is handled twenty-one times!" Thus may advertising become a horrible confession and a warning, rather than an allurements. Things have changed materially since Ananias, editor of the Jerusalem Real Estate Review, was electrocuted for concealing a part of his circulation.

Ethics are improving. We used to differentiate between being right and being President—now we believe a man

ought to be both at once if it kills him. Truth, you know, lies at the bottom of wells, and all ad men should dress regularly in diving suits. There are fewer "all wool" goods advertised than formerly, and not so many towns where six different newspapers proved that each of them had more lines of advertising next February than all the others combined.

But newspaper truthfulness? Did you ever think of this: If newspapers could get the truth, they would publish it. But they have no way to get their news except from people, and human beings cannot tell the real truth.

Suppose truth should really prevail! Why, Truth has grown so accustomed to Phenixing from the ashes, so used to being crushed to earth and rising again, that she depends on that for her regular exercise to reduce her waist line. Suppose we should crown her and keep her squatting on the throne continuously! She should grow fat and slow. And even now, lean as Truth is, we know that the most asthmatic, crippled lie totally out of training can give Truth two hours start and beat her to the wire in a walk!

If we become so truthful that we could be believed without oath, a good many notaries public would find their business expiring before their commissions.

Have a care, gentlemen, have a care! Avoid the use of truth to excess! A number of lecturers would have to go to work at something and after-dinner speaking would be a matter of history!

There is some comfort in the fact that the use of truth is not yet quite universal. But pause, gentlemen, pause ere you have carried the truth campaign too far!

THE PRINTING INDUSTRY.

The printing industry now ranks sixth in importance, it having advanced from seventh place since the last census. The important industries rank as follows: Meat packing, foundry and machinery, lumber, iron, flour and printing. The annual output of printing is valued at about \$737,000,000, an increase of thirty-three and one-third per cent. over the amount reported ten years ago. The capital invested in book and job printing is in the neighborhood of \$145,000,000, about half of which is in machinery and tools.

Notwithstanding the importance, however, of the printer in the commercial world, a recent report indicates that only 415 firms in the United States were rated over \$10,000; only 1,717 were rated over \$5,000; 5,886 with less than a thousand rating, and 26,000 with no rating at all.

Detroit News' Popular Travelogues.

Readers of the Detroit News are enjoying a highly instructive and entertaining travelogues brought to that city under the auspices of the paper. The travelogist is Frank B. Roberson, and the subjects covered are of the widest range and variety. The News makes an admission price of only ten cents with a coupon clipped from its columns. There are practically no reserved seats, as the whole aim is to provide high class entertainment for the common people at nominal cost. A different travelogue is given every evening taking the audience to the Panama Canal, Mexico, Grand Canyon of Arizona, Yellowstone Park, also cities and countries of the Old World, the "Passion Play" and many other features. This is the third year of the Detroit News travelogues for its readers at the Light Guard Armory, and each succeeding year has seen still larger crowds turned away because the immense Armory would hold no more.

States Against Fraud Ads.

According to Harry D. Robbins, chairman of the A. A. C. A. Vigilance Committee, fifteen States now possess laws against fraudulent advertising. The list includes New York, Oregon, Massachusetts, Ohio, Minnesota, Washington, North Dakota, Colorado, Pennsylvania, New Jersey, Nebraska, Iowa, Indiana, Michigan, Wisconsin. There are five cities which possess honest advertising ordinances: Seattle, Wash.; Portland, Ore.; Wichita, Kan.; Los Angeles, Cal.; North Yakima, Wash.

The Clayton (Ind.) Enterprise has suspended publication.

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

A SPLENDID RECORD

During September

THE EVENING MAIL

carried 382,852 lines of advertising, leading the Globe by 54,855 lines; the Evening Sun by 90,457 lines; the Post by 99,894 lines.

EVENING MAIL READERS believe in EVENING MAIL advertisers, and patronize them liberally.

Picture of

The Typical American Girl

Selected from recent photographs submitted to THE NEW YORK TIMES will be published in

The Times's Christmas Edition

Twenty-nine photographs of girls will be chosen for rotogravure reproduction and from these will be taken the one that typifies

The Girl of To-day

Photographs must be received at THE TIMES office by Nov. 1.

The Biggest Asset



WITH
The Pittsburgh Post

(Every Morning and Sunday)

is the approval and confidence of its readers. Every copy that goes into the homes of its thrifty readers is a guide in their buying as well as a medium of clean news.

EMIL M. SCHOLE, General Manager,
CONE, LORENZEN & WOODMAN,
Foreign Advertising Representatives,
NEW YORK. DETROIT. CHICAGO.

GET THE BEST ALWAYS

The Pittsburgh Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE, HORACE M. FORD,
Brunswick Bldg., Peoples 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.

BIG DEAL AT CAPITAL.

(Continued from front page.)

to both the McClure Newspaper Syndicate and the Washington Herald.

"During the last year and a half the business of the syndicate has increased over 200 per cent. and is increasing rapidly from week to week. We are putting out Sunday comic pages, daily comic strips and numerous literary features, thus taxing our present facilities in the stereotyping department to the limit. We find an increasing demand for features in mat form, and the composing room of the Herald will be available for the typesetting of page features and the stereotyping room to augment the syndicate stereotyping room. The McClure Newspaper Syndicate is now doing business with 250 more papers than when I obtained the property in May, 1912, and new papers are being put on the books constantly.

"We plan to put out with the Sunday Herald a magazine section—a new feature in colors—which will not be excelled by any other in this country. Besides this, we are planning to put on at the Herald a comic section which will be superior to anything else in the field and which is now being used by the Buffalo Courier, the largest paper in the State outside of New York City; by the Atlanta Constitution, the largest paper in the South; by the Indianapolis Star, the St. Paul Pioneer Press, the Milwaukee Free Press, the Boston Herald, the Boston Post and other great papers.

"Last week, before returning to London, Lord Northcliffe, England's greatest journalist, publicly expressed the opinion that the daily paper will take the place not only of the weekly paper, but of the monthly magazine. He said that already many of the dailies here print the best fiction and serials, good articles of interest and educational value on all variety of topics which are not equaled by the matter published in weekly and monthly magazines of interest to the general public. The tendency is certainly strong in that direction, and it is my intention that the Herald, daily and Sunday, shall be a newspaper which will be carried into the home because of its strong feature matter."

C. T. Brainard, the new president of the Washington Herald Co., began his newspaper work in Colorado in 1885 as a reporter on the Rocky Mountain News, which was then under the management of Colonel William J. Arkins. He reported the mining excitement in Butte, Mont., for that paper, and was later connected with the Hot Springs Daily News, the St. Louis Post-Dispatch, Chicago Inter-Ocean and other papers.

Mr. Brainard in 1895 worked on the Denver Times, again on the Rocky Mountain News and also on the Denver Republican. With the first two papers he worked in both the business and editorial departments. In 1897 he joined the staff of the New York World. Later he was on the Times, and still later on the Mail and Express.

For a number of years after this he wrote advertising for various concerns, principally the book advertising of John Wanamaker, and later became identified with, and is still interested in, the C. T. Brainard Publishing Co., of Boston and New York. Mr. Brainard in the last few years has also been interested in Pearson's Magazine and associated with the Architectural Record Co., which publishes Sweet's Catalogue, the Architectural Record and Guide, the Construction Record, the Construction News and the Contractor.

Mr. Brainard is a graduate of Harvard, a member of the Harvard Club, the University Club of Chicago and other clubs, and for several years has been a member of numerous New York civic associations.

Mr. Brainard leaves for Washington on Friday of this week with new advertising contracts for over a \$1,000 worth of new business. It is his purpose to devote most of his time and attention for the next three or four

**While The Globe Is High Class
It Is Not Exclusively High Class**

You can find papers that are too high class to be profitable—papers that circulate exclusively amongst the people who delegate most of their buying to servants and pay very little attention to advertising.

THE GLOBE avoids this extreme. It is edited to interest that great middle class of people who know a whole lot and want to know a whole lot more—the kind who can afford and appreciate the good things of life, and who can discriminate between the ultra expensive and the ultra cheap.

The fact that THE GLOBE carries the largest volume of Fifth Avenue advertising of any New York evening paper is proof that the merchants catering to the best trade find it the best paper to use.

If your proposition will measure up to THE GLOBE'S standard you can secure profitable exploitation through the advertising columns of a paper whose co-operation is a recognized accommodation.

And you can get the guarantee of an average daily recognized recommendation.

In New York It's



O'MARA & ORMSBEE

Foreign Advertising Representatives

Brunswick Building
NEW YORK

Tribune Building
CHICAGO

Circulation (Net Paid) for Year
Ending Sept. 30, 1913, **139,509**

Circulation (Net Paid) for Month
Ending Sept. 30, 1913, **156,318**

months to the interest of the property. He will not make any changes in personnel for at least three months, taking ample time to get in touch with the local situation. Mr. Codrington will continue as managing editor and Mr. Cain as office manager. J. C. Wilberding as eastern representative and A. R. Keator as western representative.

It is stated that the following gentlemen have been elected to membership in the board of directors, succeeding to the vacancies caused by a transfer of interest: C. T. Brainard, P. C. Eastment, general manager of the McClure Newspaper Syndicate; Frank Codrington, managing editor of the Herald; James W. Slocum, an old Harvard chum of Mr. Brainard's, who is in the cotton business; Paul F. Cain, Frank R. Morgeson, and Guy T. Viskiniski.

The New York Press is awarding a prize of \$1 each day to the person sending the best written want ad. W. G. Bowdoin, of the editorial staff of the Musical Courier Extra, won one of last week's prizes.

LEITH, N. D.—Howard Samuelson, of Mapleton, Minn., has acquired the Index from T. J. O'Connor, who retires.

The Amboy (Ill.) Journal and News have been consolidated.

Panama Canal and Flat Globe.

"Uncle Sam's Panama Canal and World History," accompanying the Panama Canal Flat Globe, has just been brought out by the World Syndicate Co., of New York. The book, which represents the work of Joseph Bucklin Bishop, secretary of the Isthmian Canal Commission, and Admiral Robert E. Peary, is illustrated and is published by John Wanamaker. The idea of getting up the work belongs to William T. Blaine, for years prominent in newspaper work both here and in Europe. The work is strictly up to date and is of the utmost value to teachers, students and business men who want to keep posted on world affairs.

The Tariff on Dry Flong.

Benjamin Wood calls the attention of THE EDITOR AND PUBLISHER to an error in an article appearing in the issue of Oct. 11, describing the effect of the new tariff bill upon the press and printers' supply industries of this country. In an interview Mr. Wood was made to say that the new tariff would increase the duty on dry mats 10 per cent., or about .01 cent per matrice. Mr. Wood said that what he did say was that the tariff would be reduced about 10 per cent.—not increased—which would enable the Wood-Flong Co. to sell dry mats at about 1 cent each cheaper.

OBITUARY NOTES.

WILLIAM J. K. KENNY, president of the Securities Advertising Agency and once supervisor of the New York City Record, died Tuesday morning at his Freeport, L. I., home. He was born in 1851, when a boy of fourteen he obtained work in the index department of the Herald and in 1874 became private secretary to James Gordon Bennett. Mr. Kenny was with the Times for a number of years and later became news editor of the Morning Journal. The following year he joined the staff of the Press as city editor. He was actively interested in politics.

JAMES H. CLYDE, employed for more than thirty years on the New York World, died at his home in Brooklyn last week. He was seventy-two years old.

HARRY D. HUNT, formerly owner of the North Attleboro (Mass.) Chronicle, died Oct. 4 in that city. He was thirty-nine years of age.

GRENVILLE MARSTON BLACK, fifty-three years old, publisher and owner of the Dry Goods Guide, a monthly publication, died at his home in Pelham, N. Y., of Bright's disease, Wednesday. He was born at Charleston, S. C., and for several years was connected with monthly and semi-monthly publications in this city. In 1898 he organized the Dry Goods Guide, which he controlled at the time of his death.

Manual for Writers.

"A Manual for Writers," is the title of a valuable book issued by the University of Chicago Press for the use of those who contribute to the newspaper and magazine. Its authors are John Matthews Manly, head of the department of English in the University of Chicago, and John Arthur Powell, of the University of Chicago Press. The book aims to answer the practical questions that constantly arise in the preparation of manuscripts for the printer, business letters, and any sort of composition where correctness of form is an important element. The chapter on letterwriting is unique and of especial value in its practical suggestions. Pp. 225, 12 mo. Price, \$1.35.

City Editor Killed in Train Wreck.

Ralph Blydenburg, city editor of the Middletown (Conn.) Penny Press, was instantly killed Oct. 10, when a New Haven train crashed into a trolley car on a grade crossing at Westfield Junction, Conn. Mr. Blydenburg was a well-known correspondent from Middletown for Boston and New York. Ten other persons were seriously injured in the wreck.

WOMEN PRESS WRITERS.

(Continued from page 356.)

A keen sense of fun is infinitely more valuable than a trick of maudlin pathos. And it's really much harder to make people laugh than to make them weep. The newspaper woman who is subjectively humorous, who can express an amusing situation in the terms of her own wit, will never lack readers.

"Only one thing she may not do, however successful. Like every other producer of 'literature in a hurry,' she may not escape the impermanence of her medium. Yet, after all, isn't the true test of the artist the willingness to work for the joy of the working and the good of things as they are?"

If the foregoing is not an accurate insight into the true inwardness of the demands made by dignified, earnest newspaper reporting upon news gatherers, then my judgment is sadly at fault. I at least know that her following such convictions has helped to win for Miss Marshall her success.

Miss Marshall's activity has not been confined to newspaper work. That she writes good poetry is attested by the fact that her verses have been published in the Smart Set and other magazines. In 1911 her first novel, "The Drift," a clever problem story, was published by Appleton & Co. She is a Granite State woman, her birthplace being Kingston, N. H.

TIPS FOR THE AD MANAGER.

Hanff-Metzger, 95 Madison avenue, New York City, will place the advertising account of the Southern Railway Co., of Washington, D. C., after Nov. 1.

Van Cleve Co., 1790 Broadway, New York City, is forwarding orders with a few large city papers for the United States Tire Co., 1790 Broadway, New York City.

Albert Frank & Co., 26 Beaver street, New York City, it is reported, will shortly place orders for the Royal Mail Steam Packet Co., 22 State street, New York City.

E. H. Haven, Fuller building, New York City, is handling the advertising of the Robert G. Ingersoll & Bros., "Ingersoll Watches," 315 Fourth avenue, New York City, with Canadian papers.

Wood, Putnam & Wood, 111 Devonshire street, Boston, Mass., are forwarding 3 1/2 in. d. e. 1 t. a. w. for six months contracts to New York State papers for Stephen I. Bartlett Co., "Bensdorp's Dutch Cocoa," Boston, Mass.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are issuing 3 in. 22 t. orders to a few selected papers for Dr. J. F. True & Co., "True's Elixir," Auburn, Me. They are also placing orders with Canadian papers for the Library Bureau, Albany and Pacific streets, Cambridge, Mass.

Bates Advertising Co., 15 Spruce street, New York City, is placing orders with a few large city papers for the Corporation Trust Co., New York, "Federal Income Tax Law," New York City.

Ewing & Miles, Fuller building, New York City, are forwarding copy to some Western papers for Glidden Varnish Co., "Jap-a-lac," Cleveland, O.

George Batten Co., Fourth Avenue building New York City, is making 10,000 l. contracts with a selected list of papers for Oakland Chemical Co., "Dioxegen," 98 Front street, New York City.

Doremus & Co., 44 Broad street, New York City, are issuing orders with New York State, Ohio and Pennsylvania papers for Southern Pacific Steamship Co., New York City.

Cheltenham Advertising Agency, 150 Fifth avenue, New York City, is sending out advertising for Alex. D. Shaw & Co., "Black and White Whiskey," 76 Broad street, New York City.

Co-operative Advertising Co., Real Estate Trust building, Philadelphia, is handling, with a large list of papers, the advertising for Philadelphia Bird Food Co., Philadelphia, Pa.

Clague Agency, Otis building, Chicago, Ill., is placing orders with some large city papers for A. W. Shaw & Co., "System," Wabash avenue and Madison street, Chicago.

Frank Kiernan & Co., 150 Broadway, New York City, are forwarding orders to a few selected papers for Pulmonol Chemical Co., "Pulmonol," 173 Washington street, Brooklyn, N. Y.

M. Volkman Advertising Agency, 5 Beekman street, New York City, is reported to be placing orders shortly with newspapers for Vapo Cresolene Co., 62 Cortlandt street, New York City.

Robert M. McMullen Co., Cambridge building, New York City, is making orders with papers in Chicago, New York, Philadelphia and Providence for Crudol Co., 1777 Broadway, New York City.

Tracy-Parry Co., Lafayette building, Philadelphia, Pa., is sending out 500 in. contracts with Pennsylvania papers for Shane Bros. & Wilson, "King Midas Flour," Philadelphia, Pa.

O. A. Marsh, 20 West Thirty-fourth street, New York City, is forwarding to some New England, New York State and Canadian papers, on trade basis, for Murray Hill Hotel, Park avenue and Fortieth street, New York City.

Morse International Agency, Fourth avenue and Thirteenth street, New York City, is making contracts with selected list of papers for Sperry & Hutchinson, "Green Trading Stamps," 2 West Forty-fifth street, New York City. Also

they are placing some orders with some Western papers for Bromo-Lithia Co., Philadelphia, Pa.

Frank Seaman, 116 West Thirty-second street, New York City, is handling orders, with a selected list of papers in fifteen large cities for Corneille David & Co., "Oxo Bouillon Cubes," 9 North Moore street, New York City. Also is placing a few orders with a selected list of papers for J. Wiss & Sons, "Wiss Shears," Newark, N. J.

National Advertising Agency, 32 West Twenty-fifth street, New York City, is issuing orders with a large list of papers for Emergency Laboratories, "Poslam," 32 West Twenty-fifth street, New York City.

Ruthrauff & Ryan, 450 Fourth avenue, New York City, will shortly place orders with a selected list of papers for Nomordust Chemical Co., 1 Madison avenue, New York City.

Rowland Advertising Agency, 1790 Broadway, New York City, is making orders with newspapers in cities where they have distribution for Clarence N. Peacock & Co., "Ames Shock Absorber," 1790 Broadway, New York City, and 1510 Michigan avenue, Chicago, Ill.

M. J. Berliner, Corry, Pa., is placing 2 in. 3 t. orders with weekly papers for Corry Hide & Fur Co., Corry, Pa.

J. Walter Thompson Co., New York City, is issuing 100 l., 13 t. to newspapers in larger cities, for Apollinaris Agency.

Blackman-Ross Co., New York City, is handling on trade deals, the advertising of the Hotel Gotham, New York City.

R. A. Foley, Philadelphia, Pa., is forwarding 49 l., 3 t. to Pacific Coast papers for William H. Kuden.

R. M. Seeds, Indianapolis, Ind. is putting out schedules on contract for Pinex Co.

Nelson Chesman & Co., Chattanooga, Tenn., are handling 5 in., 156 t. with Mississippi papers for Phil P. Cresap Co., St. Louis, Mo.

Witt K. Cochran Advertising Agency, Boyce building, Chicago, Ill., is placing 800 l., 1 t. with large Sunday papers for Mitchell Lewis Motor Co.

Dunlap-Ward Advertising Agency, Hartford building, Chicago, Ill., is making 10,000 l., 1 year contracts with Pacific Coast papers for Paige-Detroit Co.

Taylor-Critchfield Co., Brooks building, Chicago, Ill., is forwarding 7,000 l., 1 year contracts with Northwestern papers for Pinus Medical Co., Los Angeles, Cal.

Bromfield & Field, Inc., 1780 Broadway, New York City, are placing the advertising of the Overland Limited of the Union Pacific Railroad Co. in a list of flat publications.

The advertising of the Globe-Wernicke Co.'s branch at 330 Broadway, New York City, is being handled by the Siegfried Co., Inc., 50 Church street, New York City.

The Cramer-Krasselt Co., Milwaukee, Wis., is sending orders to a list of high-class publications for the Canada Land & Fruit Co., Isle of Pines.

The Cramer-Krasselt Co., Milwaukee, Wis., has been given the account of Colfax-Grand Mineral Water. This water, though well known to tourists and the medical profession, has never been advertised.

Orders are going out through the Cramer-Krasselt Co., Milwaukee, Wis., to agricultural papers for the advertising of Leavitt Manufacturing Co.

Orders for the advertising of David White are going to a large list of foreign language papers through the Cramer-Krasselt Co., Milwaukee, Wis.

The Cramer-Krasselt Co., Milwaukee, Wis., has added a list of agricultural papers to the media carrying the advertising of the Northwestern School for Stammerers.

After a lapse of three years, the advertising of Sugarola Feeds is appearing in the farm papers. The business is being placed by the Cramer-Krasselt Co., Milwaukee, Wis.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is placing advertising for William Carter Co., Underwear, Needham Heights, Mass.

Metropolitan Advertising Co., 6 Wall street, New York City, is making contracts with a few selected papers for the Citizens Central Bank of New York, 320 Broadway, New York City.

F. P. Shumway Co., 373 Washington street, Boston, Mass., will make up a list of weeklies and farm papers early in November for American Agricultural Chemical Co., 2 Rector street, New York City.

The Watoga (Ill.) Herald has changed its name to the Visitor.

The Cincinnati American Publishing Co. has reduced its capital from \$150,000 to \$75,000.

ROLL OF HONOR

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

ARIZONA.		MONTANA.	
GAZETTE—Av. Cir. July 6,355.....	Phoenix	MINER	Butte
CALIFORNIA.		NEBRASKA	
ENTERPRISE	Chicago	FREIE PRESSE (Cir. 128,384)....	Lincoln
RECORD	Los Angeles	NEW JERSEY.	
TRIBUNE	Los Angeles	PRESS	Asbury Park
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.		JOURNAL	Elizabeth
INDEPENDENT	Santa Barbara	COURIER-NEWS	Plainfield
BULLETIN	San Francisco	NEW YORK.	
RECORD	Stockton	KNICKERBOCKER PRESS.....	Albany
Only newspaper in Stockton that will tell its circulation.		BUFFALO EVENING NEWS....	Buffalo
GEORGIA.		BOLLETTINO DELLA SERA, New York	
ATLANTA JOURNAL (Cir. 54,989) Atlanta		EVENING MAIL.....	New York
CONSTITUTION	Atlanta	STANDARD PRESS.....	Troy
CHRONICLE	Augusta	OHIO.	
LEDGER	Columbus	PLAIN DEALER.....	Cleveland
ILLINOIS.		Circulation for Sept., 1913.	
POLISH DAILY ZGODA.....	Chicago	Daily	120,276
SKANDINAVEN	Chicago	Sunday	145,855
HERALD	Joliet	VINDICATOR	Youngstown
NEWS.....	Joliet	PENNSYLVANIA.	
HERALD-TRANSCRIPT	Peoria	TIMES	Chester
JOURNAL	Peoria	DAILY DEMOCRAT.....	Johnstown
STAR (Circulation 21,589).....	Peoria	DISPATCH	Pittsburgh
INDIANA.		PRESS	Pittsburgh
THE AVE MARIA.....	Notre Dame	GERMAN GAZETTE.....	Philadelphia
IOWA.		TIMES-LEADER	Wilkes-Barre
REGISTER & LEADER.....	Des Moines	GAZETTE	York
THE TIMES-JOURNAL.....	Dubuque	SOUTH CAROLINA.	
KANSAS		DAILY MAIL.....	Anderson
CAPITAL	Topeka	THE STATE.....	Columbia
KENTUCKY.		(Sworn Cir. June, 1913. D. 21,733; S. 21,960)	
COURIER-JOURNAL	Louisville	TENNESSEE.	
TIMES	Louisville	NEWS-SCIMITAR	Memphis
LOUISIANA.		BANNER	Nashville
DAILY STATES.....	New Orleans	TEXAS.	
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.	
MARYLAND.		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.		WASHINGTON.	
MICHIGAN.		POST-INTELLIGENCER	Seattle
PATRIOT (Morning).....	Jackson	WISCONSIN.	
Daily (Except Monday)		EVENING WISCONSIN.....	Milwaukee
Average, Year of 1912		CANADA.	
Daily.....	10,589 Sunday.....	11,629	
MINNESOTA.		BRITISH COLUMBIA.	
TRIBUNE, Morn. & Eve.....	Minneapolis	WORLD	Vancouver
MISSOURI.		ONTARIO.	
POST-DISPATCH	St. Louis	FREE PRESS.....	London
MONTANA.		QUEBEC.	
NEBRASKA		LA PATRIE.....	Montreal
NEW JERSEY.		NEW YORK.	
OHIO.		LA PRESSE Ave. Cir. for 1912, 114,371	Montreal

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

AD FIELD PERSONALS.

L. A. Hornstein, advertising manager of the Mergenthaler Linotype Co., sailed last week for Bermuda and Cuba. He will arrive in New Orleans in time to attend the big Cost Congress.

It is announced that L. J. Griffith has left the E. P. Remington Agency, of Buffalo. Contracts are being looked after personally by Carl J. Balliett.

Thomas H. Moore, formerly advertising manager of John Wanamaker's and other large concerns, has joined the forces of the Brooklyn Eagle as advertising expert.

Urban E. Dice, formerly advertising manager of the Pittsburgh Chronicle-Telegraph, has been appointed foreign advertising manager of the Chronicle-Telegraph and the Gazette-Times of that city.

Carl G. Eddy, formerly of the Omaha (Neb.) World-Herald, is now the advertising manager of the Nebraskan, at Omaha.

G. P. Talbott has been appointed advertising manager of the Augusta (Ga.) Chronicle, succeeding J. Bernard Lyon, who recently joined the Birmingham Ledger staff. Mr. Talbott was formerly on the Savannah Press.

William C. Freeman, advertising manager of the New York Tribune, was a speaker before the Utica (N. Y.) Ad Club on Wednesday.

E. Stewart Webb has resigned as advertising manager of the New York Press. Business Manager Charles M. Morgan has taken over his duties as well.

Byron W. Orr, who recently resigned as promotion manager of the Pittsburgh Post and Sun, has joined the publicity department of the New York Globe.

Nat M. Olds, formerly advertising manager of the Stein-Bloch Co., Rochester, N. Y., is now in charge of the publicity for Marcus M. Marks, Fusion candidate for Manhattan Borough President.

Robert Johnson has joined the staff of the J. C. McMichael Agency at Atlanta, Ga.

Henry H. Creske is the new advertising manager of H. Black & Co., manufacturers of Wooltex, Cleveland, O.

Birmingham News Going Ahead.

Victor H. Hanson, publisher of the Birmingham (Ala.) News, is receiving congratulations from his friends in the advertising field on the splendid increase in circulation shown by the News in its October statement to the Government. The daily average for six months increased from 30,377 to 34,845. The Sunday average for six months increased from 28,165 to 34,289. The average for September, as compared with March of this year shows that the daily gain from 33,492 copies to 36,488, and the Sunday increased from 33,334 to 35,229. The paper is represented in the Eastern and Western fields by Kelly-Smith Co., 220 Fifth avenue, New York, and Lytton building, Chicago.

Daily Ad Men to Dine.

The Daily Ad Men's Club will hold its first annual dinner of the season at the Martinique Hotel, Thursday evening, Oct. 30. The speakers will be John Purroy Mitchel, Clarence J. Shearn, Joseph H. Appel and F. Irving Fletcher. A musical program will also be presented. The dinner committee consists of Martin C. Ready, New York American, chairman of Dinner Committee; Einar O. Petersen, O'Flaherty's Suburban list, secretary; Wm. J. Crompton, Journal of Commerce; Wm. Barrett, Brooklyn Times; Claude R. Abele, New York American; R. B. Adams, New York World.

Ad Men in Golf Tournament.

In their last tournament of the season the members of the Metropolitan Advertisers' Golf Association turned out fifty-eight strong over the links of the Knollwood Country Club last week. The gross award in Class A went to W. E. Conklyn and F. Keith Evans with a card of 67-2-65, while J. J. Hazen and E. F. Palmer won the net with 68-3-65. In Class B the gross award went to W. E. Bunnell and W. W. Manning, their card reading 73-5-68. F. W. Nye and H. E. Porter won the first net with 78-6-72. In the evening the association had its annual dinner, when the following officers were elected: President, John C. Cook; vice-president, J. A. Appel; secretary, Walter Kimball; treasurer, O. B. Merrill.

McKinney Speaks at Duluth.

One of the speakers at the last meeting of the Duluth (Minn.) Ad Club was R. H. McKinney, of New York, the Eastern representative of the Duluth News-Tribune. He spoke for half an hour on the interlinking of local and national advertising. Mr. McKinney said that the growth of newspaper advertising during the past few years had been remarkable, due to the increased appreciation of the intimate message bearing qualities of these daily visitors. The retailers, he explained, are realizing now, as never before, how important it is for them to co-operate with the manufacturers in their advertising campaigns.

LIVE AD CLUB NEWS.

"Watch for the small opportunities. Use lots of little ideas. Dig for the new angles on your proposition," said Manly M. Gillam at the dinner of the New York League of Advertising Women Tuesday. "The trouble with many advertising men and women is that they are eternally on the lookout for some colossal, brilliant idea that will revolutionize a business or an industry, in the meantime passing by many excellent smaller ideas." Mr. Gillam was the speaker of the evening at the first dinner of the year of the League, and responded to a generous volley of questions from advertising women present. This was also the first dinner under the regime of the new president, Miss Ida Clarke, of Scott & Bowne. Among others present were: Miss J. J. Martin, of Sperry & Hutchinson; Mrs. M. M. Gillam; Miss Flack, of Wanamaker's; Mrs. A. O. Miller, of Vanitabs Co.; Miss A. R. Rosenblatt, of the Business Bourse; Mrs. I. O. Shaw, of Cupples & Leon; Miss Chew, of the Delinco, and Miss M. Graswinckel, of Mailorder Copy Service.

Methods for placing advertising in New Orleans on a higher plane and the doing away with that kind of advertising embodying fake claims or reading matter was the most important subject discussed at the meeting of the New Orleans Ad Club last week. I. R. Jacobs, president of the club said he was glad to notice that the Item had inaugurated a clean-up of its advertising columns. D. D. Moore, managing editor of the Times-Democrat, welcomed the Item into the "fold" after representatives of the latter paper had pledged their intention for the future. Mr. Moore briefly reviewed the circumstances which caused the Times-Democrat to be the pioneer in the local field as a champion of clean truthful advertising.

At the weekly luncheon of the Toledo (O.) Ad Club, Harry T. Irwin, city passenger agent for the Pennsylvania lines, addressed the members on methods and values of advertising. After Mr. Irwin's remarks a large number of those present held a general discussion on advertising, covering the subject in a general way, and advancing many new and valuable ideas.

"Birmingham-Made Goods" was the subject of the address by President W. P. G. Harding of the Chamber of Com-

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

- ALLEN & WARD
Brunswick Bldg., New York
Advertising Bldg., Chicago
- ANDERSON, C. J., SPECIAL AGENCY
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112
- JOHN M. BRANHAM CO.
Brunswick Bldg., N.Y., Mallery Bldg., Chic.
Chemical B'g., St. Louis.
- BUDD, THE JOHN, COMPANY
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHEERER SP. AGCY
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN
Brunswick Bldg., N. Y.; Mallery Bldg., Chic.; Gumbel Bldg., Kansas City
- DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.
- HENKEL, F. W.
People's Gas Bldg., Chicago
Tel. Randolph 3465
- KEATOR, A. R.
601 Hartford Bldg., Chicago, Ill
Tel. Randolph 6065
- LINDENSTEIN, S. G.
118 East 28th St., New York
30 North Dearborn St., Chicago
- NORTHROP, FRANK R.
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- O'FLAHERTY'S N. Y. SUBURB. LIST
150 Nassau Street, New York
Tel. Beekman 3636
- PAYNE & YOUNG
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York
- PULLEN, BRYANT & FREDRICKS CO.
225 Fifth Avenue, New York.
Tel. Madison Sq. 9729.
- PUTNAM & RANDALL,
45 W. 34th St., New York
Tel. Murray Hill 1377
- STOCKWELL SPECIAL AGENCY
286 Fifth Avenue, New York
People's Gas Bldg., Chicago
- VERREE & CONKLIN, Inc.
225 Fifth Ave., New York
Tel. Madison Sq. 962

Advertising Agents

- AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.
115 Broadway, New York
Tel. 4280 Rector
- BRICKA, GEORGE W., Adv. Agent.
114-116 East 28th St., New York
Tel. 9101-9102 Mad. Sq.
- FRANK, ALBERT & CO.
26-28 Beaver St., New York
Tel. Broad 3831
- HOWLAND, H. S., ADV. AGCY., Inc.
20 Broad St., New York
Tel. Rector 2573
- LEE-JONES, Inc.,
General Advertising Agents,
Republic Building, Chicago.
- MEYEN, C., & CO.
Tribune Bldg., New York
Tel. Beekman 1914
- ANKRUM ADVERTISING AGENCY
Classified Specialists
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY
Clearing House For All Agencies
Karpen Bldg., Chicago.
- GUENTHER-BRADFORD & CO.,
Chicago, Ill.
- THE BEERS ADV. AGENCY
Lat.-Am. Off., 37 Cuba St., Havana, Cuba
N. Y. Office, 1111 Flatiron Bldg.
- THE EXPORT ADV. AGENCY
Specialists on Export Advertising
Chicago, Ill.

merce, at the weekly luncheon of the Birmingham Ad Club. The manufacturers of that city are being lined up for the Home Products Exposition to be held next month under the auspices of the club.

George L. Mitchell gave an interesting address on advertising before the Walnut Street Business Association of Philadelphia last week. Mr. Mitchell urged upon the business men to adopt as their motto in advertising "Patience and Persistence." He said the average advertiser after having decided to spend some money in newspaper publicity tries to see how little he can spend. The proper thing to do is to decide how much he can consistently spend and then spend it judiciously. The meeting was presided over by William Massey Blackburn.

Harold Jans delivered an address before the members of the Los Angeles Advertising Club last week. The speaker discussed the question of "Fixing the Advertising Appropriation." He said that great care was necessary in outlining an advertising campaign and that the head of the firm, the members of

the advertising department, the salesmen must co-operate in planning the campaign. I. Bernstein, general manager of the Universal Film Company, talked on "Reel Advertising."

More than a hundred members and guests of the Syracuse (N. Y.) Advertising Men's Club heard an address last week by C. F. Bennett of Chicago, city planning expert on "Planning a Greater City."

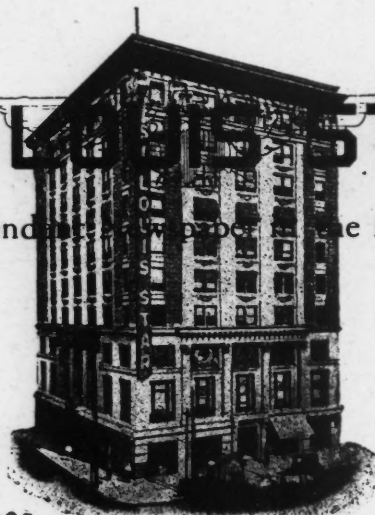
The weekly meeting of the Lynchburg (Va.) Ad Men's Club on Tuesday was taken up with the following program of speakers: "Relationship Between Window and Newspaper Advertising," by J. H. Farrar; "The Social Service of Advertising" by Giles H. Miller; "The Necessity and Possibilities of a Club Room," by R. C. Williams. President Harvey appointed the following new committees: Club Room—R. C. Williams, Sidney S. Hirsch, John Victor; Program—E. H. Crutchfield, Giles H. Miller, James G. Abbe; Membership—John W. Woodson, J. R. Clark, G. E. Caskie, Jr.; Press—J. T. Baber, W. E. Thornton, J. M. Dulaney.

THE SEMI-AUTOPLATE

ST. LOUIS STAR

The Only Independent Paper in the Mississippi Valley

Office of the
Editorial Director,
F. B. WARREN.



October 10th, 1913.

Mr. Benj. Wood,
The Autoplate Company,
New York City.

Dear Mr. Wood:-

The Semi-Autoplate is a time saver
par excellence.

Three minutes after "Strike three"
was called in the last inning of the World's Series
games our Goss press, sextuple, had been double plated
and was turning over.

The result: We had no competition,
only two followers, in the Final Results and Box Score
editions of The New St. Louis Star's sporting green
sheets.

But this is really an old story with
us. We have been doing this ever since we began using
the Semi-Autoplate.

The Semi-Autoplate reduced our payroll
by eliminating two men.

Cordially,

F. B. Warren

Editor Director
The New St. Louis Star.

THE SEMI-AUTOPLATE

