

THE EDITOR AND PUBLISHER

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5 Cents a Copy

POST OFFICE BILL.

BARNHART AND BOURNE PROVISIONS ADOPTED BY JOINT COMMITTEE.

First Requires Newspapers to Publish List of Owners and Include Statements of Average Daily Circulation—Bourne Plan of Zones, Rates and Distances as Adopted—Blue Tag Gronna Amendment.

(Special Correspondence.)

WASHINGTON, D. C., August 22.—

The report of the conference committee on the post-office appropriation bill adopts the Bourne plan of zones, rates and distances for the parcels post and adds a clause authorizing the Postmaster General, with the consent of the Interstate Commerce Commission, to modify rates, zones and list of articles admissible when experience shows the need. There is also provision for appointment of joint committee of three Senators and three Representatives to further study the subject.

The Barnhart provision requiring newspapers to publish list of owners, stockholders, editors and security holders twice a year was adopted as amended in the Senate, with a further proviso that daily papers shall include a statement of their average daily circulation.

The Postmaster General is forbidden to extend or enlarge the transportation of magazines and periodicals by freight and a joint committee is to investigate and report upon the whole question of second-class postage and compensation of railroads for transportation of the mails. The zone distances and rates proposed by the Bourne parcels post bill, as it now reads, are as follows:

	First pound.	addit'n'l pound.
Rural route and city delivery	\$0.05	\$0.01
50 mile zone.....	.05	.03
150 " ".....	.06	.04
200 " ".....	.07	.05
300 " ".....	.08	.06
1,000 " ".....	.09	.07
1,400 " ".....	.10	.09
1,800 " ".....	.11	.10
Over 1,800 miles.....	.12	.12

There seems little likelihood of any legislation at this season of Congress effecting the tariff on print paper. The Gronna amendment putting a scaling duty on wood pulp and print paper to the excise bill is as good as dead, for the bill has not been reported from conference as yet and the President has so far vetoed every tariff bill that has been sent to him, and it is said that he would also veto the excise bill should it come to him for his approval.

All other bills and amendments affecting the duty on print paper have either failed through the President's veto or were defeated when they were proposed.

A Denominational Press Syndicate.

It is reported from Chicago that a syndicate is to be formed there, with Victor F. Lawson as a leader in the enterprise, to re-organize and merge the denominational press. More than one million dollars has been subscribed and the syndicate has options on a number of religious weeklies. The alleged plan of the syndicate is to retire some papers which are now operating at a loss and to merge others.

Chicago's New Daily Launched.

The Chicago Daily Press printed its first issue Aug. 8, and circulated 18,954 copies during a thunderstorm and driving rain, and got the money for them. A home and sporting edition were printed, with the back page in colored comics by A. Goldberg, and free from advertising. The concise, breezy Clover

New Magazine in the Sunday Field.

The Readers' Magazine, Philadelphia, Pa., is the latest comer in the Sunday field, and is issued as a part of the Syracuse Herald, the St. Louis Star, the Duluth News Tribune, the Washington Herald, the Evansville Courier, the Pittsburg Leader, the Knoxville Journal and Tribune and the St. Paul Daily

INDEPENDENT SERVICE.

BUTTERICK PUBLICATIONS INAUGURATE NEW DISTRIBUTION PLAN.

Follow Munsey and the Curtis People in Selling Dealers and Boys Direct—American News Co. Continues to Supply Old Agents.

The Publishers' News Co. has been organized to distribute the Butterick-Ridgway publications—Everybody's Magazine, The Delineator, Adventure, The Designer and The Woman's Magazine and several quarterlies.

Up to very recently the only publishing concern which did not do business exclusively with the American News Co. was the F. A. Munsey Co., which for years has been selling its magazines direct to the news dealers throughout the country. About two years ago the Curtis Publishing Co. followed the lead of the Munsey Co. and has been selling the Ladies' Home Journal and Saturday Evening Post direct to news dealers and boy agents.

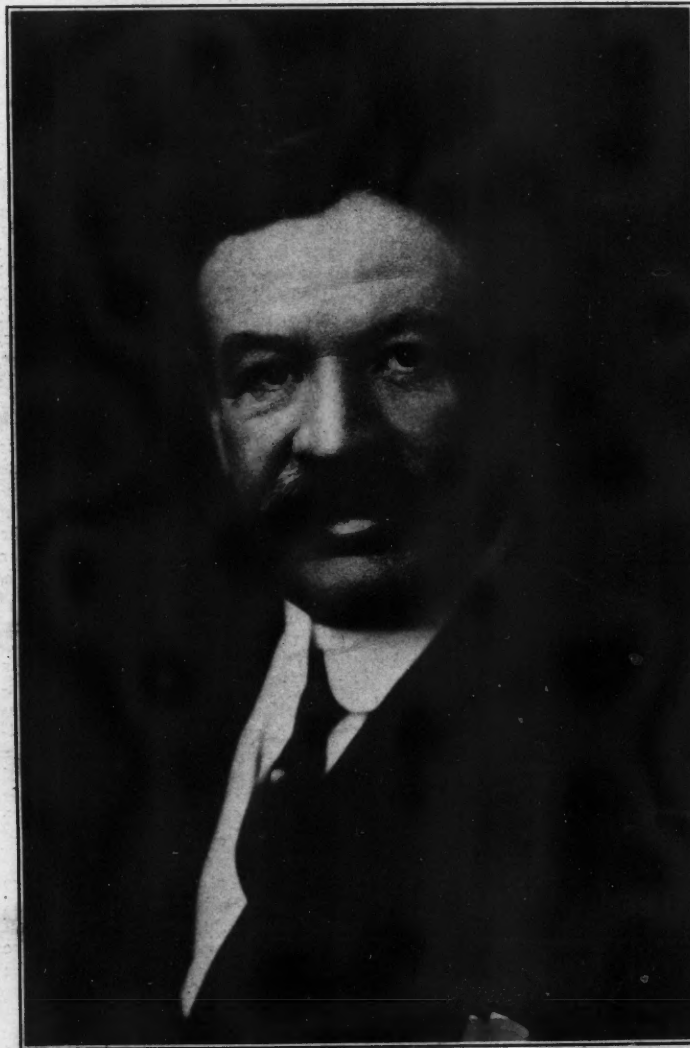
Six years ago, when Ridgway's Weekly was published, the Ridgway Co. started to sell that publication direct to news dealers, so that the Publishers' News Co.'s present venture is really a continuation of a plan started by the Ridgway Co. six years ago.

Newspaper circulation managers are much interested in this new distributing organization. They seem at a loss to know just how to handle the situation. Some managers express themselves as opposed to allowing the magazines to build up an independent organization of distribution on the foundations laid by the newspaper publishers after large investments have been made in perfecting newspaper distribution. Other publishers take the stand that "in volume there is strength," and that no harm can come to daily newspaper publishers by allowing the magazines to make distribution through newspaper dealers. They think it a good thing, as it gives the dealer more money to spend in perfecting service.

J. F. Bresnahan, manager of the promotion and circulation departments of the Butterick-Ridgway publications, is directing this new company. Mr. Bresnahan is an old newspaper man, having spent eight years with the New York World before going into the business.

Several newspaper circulation managers have recently entered the employ of the Publishers' News Co. to perfect this distributing organization—W. J. McMurray, for years circulation manager of the New York Journal and Chicago American; W. L. Ledwidge, for a dozen years circulation manager of a Boston newspaper, and F. H. Van Gelder, for years circulation manager of New York, Philadelphia and Boston newspapers.

Mr. Bresnahan, when seen at his office, stated that the Publishers' News Co. had undertaken the direct distribution of Everybody's Magazine, The Delineator, Adventure, The Designer and The Woman's Magazine beginning with the July numbers, and that it was too early to say anything about the results.



M. H. de YOUNG.

Leaf style prevailed on the front page and all news pages. Forty different advertisements were printed, totaling 399 inches. No positions were sold or granted, and the make-up was clean pyramid, leaving an upper left on all pages clear for news. This was necessary to supply the demand for papers on the streets of the Northwest side. Among those present on the opening day were L. V. Ashbaugh and N. W. Reay, St. Paul; Joseph Polcar, Omaha, and many business men of Chicago.

St. Louis Star's New Management.

It is stated that Nathan Frank owner of the St. Louis Star, has appointed Fred C. Veon, late of the Los Angeles Tribune, business manager, and Fred Warren, late of the New York Morning Telegraph, editor-in-chief.

News. H. B. Ridge has been appointed advertising manager.

President Taft Talks to Editors.

President Taft addressed members of the Maryland Republican Editorial Association in the White House last week. He began with a brief summary of what the Republican party stands for and then declared that presidential electors were "dishonest men" if they let their names appear on the Republican ballot and intended to vote for another party.

"I don't think we are unfair in asking that we be given a chance for a fair fight," said the President; "we have to be a single party, not a part of two parties. To have a man on both sides of the fight when we are on one side is uncomfortable, especially if he is behind you."

WASHINGTON TOPICS.

N. O. Messenger 21 Years with the Star—Associated Press Promotions—A New Publication—Watermelon Feast in House Press Gallery—The Bull Moose Trio—New Press Members—Recent Visitors.

(Special Correspondence.)

WASHINGTON, Aug. 22.—N. O. Messenger, head of the Congressional staff of the Washington Star and political writer for that paper, has been with the Star twenty-one years. His attention has been devoted to national legislation and politics. In the latter field his bailiwick of travel covers the entire country and his acquaintances include politicians of prominence from coast to coast. In recent years he has also written upon financial topics and keeps in touch with financial legislation. He is a member of the Manhattan Club of New York and the Gridiron and National Press Clubs of Washington.

Worth C. Harder has been made manager of the Capitol staff of the Associated Press; L. C. Probert, formerly news editor, is now day manager, retaining his duties as news editor; Grafton S. Wilcox, who has been reporting the proceedings of the House, has been promoted night manager of the office here. The men receiving the promotions are all exceedingly popular and the selections are considered particularly happy.

C. C. Brainerd, of the Brooklyn Eagle, is enjoying a fishing trip in Canada. He will shortly join his family, who are summering on the Maine coast.

Arthur B. Krock, of the Louisville Courier-Journal and the Times, has returned to the city after an absence of over a month. He visited friends in Minnesota and reported the Bull Moose convention for his papers.

William L. Stoddard, of the Boston Transcript, has just recently become Washington correspondent for the New York Survey.

It is virtually certain that one of the Washington correspondents will become publicity agent for the new Industrial Commission which will shortly be appointed by the President. The bill creating the Commission has passed both houses of Congress and there seems little doubt that it will become a law. The bill provides for an appropriation of \$100,000 for the use of the Commission.

Mr. and Mrs. Marvin McIntyre are celebrating the arrival of a daughter in their household. Mr. McIntyre is the makeup man for the Washington Times.

George F. Milton, owner and publisher of the Knoxville Sentinel and Chattanooga News, has been in the city a few days on business. Mr. Milton was a delegate-at-large from Tennessee to the Baltimore convention.

John E. Lathrop, recently Washington correspondent of the Newark News and the Portland Journal, who has been seriously ill at his home in Chevy Chase, has gone to the Adirondacks for an extended vacation.

A new weekly publication, to be both a purveyor of information and entertainment and a responsible mediator between labor and capital, is projected by James M. Place, who has just announced that such a publication is shortly to be started in this city. It is said that the owner and proprietor is to be a mammoth corporation which will be almost from its incipency one of the richest and most powerful in the world; its editors will be an advisory council of twenty-five men. Mr. Place

is a native of New York and has been engaged in newspaper work in his native state and Pennsylvania.

Through the courtesy of Representative Goodam, of North Carolina, the members of the press galleries of Congress enjoyed last week a wonderful watermelon feast. A large quantity of melons were sent to the House press gallery, where the superintendent had them cooled and served in proper style. Every man did full justice to the succulent fruit. Major Stofor, who hails from Culpeper, Va., and who has sung his watermelon song at every Gridiron dinner since he has been a member, says they were the best he ever tasted.

Parker R. Anderson has added the Duluth News-Tribune to his string of papers. He is now Washington correspondent for the Wilmington Every Evening, the Charlotte Chronicle, the Asheville Gazette, the Greensboro News and the Arkansas Gazette.

Arthur S. Henning, of the Chicago Tribune, Fred S. Bullene, of the Kansas City Star, and George T. Odell, of the New York Evening Mail, left this week for a month's fishing trip at Moose Head Lake and down the St. Johns River. It is significant that this trio should visit Moose Head Lake, for all are prominent in advocating the merits of the new progressive party.

James T. Williams, who writes political letters from New York to the Boston Transcript has been visiting in Washington a few days.

George S. Leonard, of the Christian Science Monitor, and Mercer Vernon, of the Seattle Post-Intelligencer, attempted to spend last Sunday in the mountains of Pennsylvania, but owing to many train delays they spent most of the time in traveling.

Claude S. Watts, of the Columbus Dispatch, recently won a golf tournament at the Columbia Country Club. His score was 89. Mr. Watts is considered a remarkably good player for one who has just taken up the game.

Paul Roberts, who has just arrived from Iowa to join the copy desk of the Washington Post, adds another member to the colony of newspaper men here that hail from the little State famous for its ideas. Other newspaper men now in Washington who came from Iowa are: Jackson S. Elliott, chief of staff of the Associated Press; Judson C. Welliver, Washington Times; Robert H. Patchin, chief of New York Herald Bureau; John Snure, Washington Times; James L. Wright, Detroit News; M. Brice Clagett, Washington Post; James E. Brady, Washington Times; Frank Lamb, Washington Times, and Henry Jones, Washington Post.

Gov. Wilson May Invite Editors.

Democratic editors throughout the country soon may be invited to gather at Seagirt for a conference with Gov. Woodrow Wilson. Josephus E. Daniels, national committeeman from North Carolina and chairman of the committee on publicity, had a long talk with the Governor last week in which he broached the plan for a meeting of editors of Democratic and independent papers, the time to coincide with the annual meeting of the American Newspaper Publishers' Association in New York next month. Governor Wilson was much pleased with the plan.

Fine Portrait of Wilson.

The New York World is distributing among its readers the finest portrait of Woodrow Wilson we have yet seen. It is beautifully printed on heavy paper and it is suitable for framing.

THE NEW READING (PA.) DAILY

Will Be Launched in September, with G. S. Jones as General Manager.

The Reading (Pa.) News will be launched in that city early in September. It will be published each morning except Sunday, and will be independent in politics. The paper is owned by the News Corporation, chartered under Pennsylvania laws.

G. S. Jones will be the general manager, Albert W. Cummins editor, Harrison Baldwin managing editor, H. B. Baker circulation manager, and Ira M. Rutter advertising manager. Mr. Cummins and Mr. Jones were formerly owners of the Evening Journal at Wilmington, Pa., which they sold in March of this year. Mr. Baldwin was formerly on the New York Press.

The corporation is erecting a three-story steel and concrete building for its own use. The plant will be equipped with a four-deck Goss straightline press, having a capacity of thirty-two pages, and with six typesetting machines.

Convention of American Humorists.

The tenth annual convention of the American Press Humorists will be held at Detroit, Mich., the week of Sept. 2. The funmakers are preparing a great program of auto trips, theater parties, banquet and general gaiety. C. W. Post, the breakfast food king, has invited the pen pushers to Battle Creek, where they will be tendered a brain-food breakfast. There will also be a regular business meeting, at which it is expected some of the important business of the convention will be transacted. Newton Newkirk, of the Boston Post, is the president of the association and Edgar A. Guest, of the Detroit Free Press, secretary and treasurer.

Mobile Item Bunch of Live Wires.

G. J. ("Gummy") Flourney and a bunch of Mobile and New Orleans newspaper writers have purchased the Mobile Item and are developing the old-time sheet into an up-to-date, live-wire daily. A complete new building and modern newspaper plant is now under construction for the Item, to be ready for occupancy early this fall. "Gummy" Flourney is a well-known southern editorial writer, a graduate of Chicago newspaper schooling and an all-around good fellow. Surrounded with a staff cut from the same piece of goods, the Mobile bunch are bound to make the Item an influence in southern circles.

Albert Hanson Opens Chicago Office.

Albert Hanson, representing a list of southern papers, has opened a western office in the First National Bank Building, Chicago, in charge of I. S. Wallis, who was for a number of years at the head of the Scripps-McRae League, and one of the best-known advertising men in the West. The New York office is located in the Brunswick Building.

Newspaper Man Becomes Banker.

T. C. Ashcroft, for the past seventeen years manager at Memphis, Tenn., for the Associated Press, was elected vice-president of the Security Bank & Trust Co. of Memphis last week. He is a Mississippian by birth, the son of an officer in the Civil War who fought under General Forrest in many of his hardest battles. He has been in the newspaper business for many years.

The newspaper profession is represented by seventeen members occupying seats in the house of Representatives.

DEATH OF THOMAS C. NOYES.

Well-Known Editor and Baseball Manager a Victim of Pneumonia.

(Special Correspondence.)

WASHINGTON, D. C., Aug. 22.—The death of Thomas C. Noyes, news editor and treasurer of the Washington Star, president of the Board of Trade and president of the Washington baseball club, came as a great shock to his many friends in this city, for it was not generally known that he was sick. His illness was very short, for he was only taken sick last Saturday evening.

Mr. Noyes was born January 14, 1868. He attended the public schools in Washington, graduated from the old Wights Academy in Indiana avenue, and from Princeton University in 1889. After his graduation at Princeton he came to Washington and started as reporter on the Star. From that position he was promoted to assistant city editor, then city editor, to news manager and finally to treasurer, which position he held at the time of his death.

In 1895 he was elected to membership in the Board of Trade. In November, 1910, he was made director of the board, and in November, 1911, Mr. Noyes was made president.

At the time of his death Mr. Noyes besides being news editor and treasurer of the Evening Star Publishing Co., a member of the Chevy Chase University, the Commercial, the Gridiron and the National Press Clubs of this city and the Princeton Club, of New York City, was prominent in Masonic circles. He was a member of Temple Lodge, No. 32.

The Gridiron met to-day and took appropriate action upon his death. A committee was appointed to attend the funeral. A committee will also attend from the Press Club.

Editor Replies to Penrose.

E. A. Van Valkenburg, editor of the Philadelphia North American, drew some thirteen-inch gunfire from Senator Penrose in an address before the Senate last Wednesday. The Senator from Pennsylvania alleged that Editor Van Valkenburg was arrested and indicted for bribery in 1896 and escaped conviction upon payment by his attorney of costs amounting to \$10,000.

Mr. Van Valkenburg replies to this charge as follows:

"The Senator's reference concerns one of thirty or forty suits which he and his corruptionists of Pennsylvania have brought against me during the last fifteen years, not one of which has yet been brought to trial.

"I tried unsuccessfully to force the Schuylkill case to an early trial. Before the politicians saw fit to give me a trial their tool, who swore out the warrants against me, was sent to Sing Sing for five years for perjury. He was a detective by the name of Gibson, and his arrest and conviction grew out of the celebrated Shady divorce case in New York City.

"Gibson was a vital witness in the Schuylkill County proceedings against me. The loss of their chief witness left the politicians no alternative than to *nolle prosequi* the case, which they did at the next term of the court.

"The accusation that I paid one dollar or consented to have one dollar paid or had knowledge that one dollar was paid in the settlement of the costs of the case is unqualifiedly false.

"Senator Penrose's evident purpose in bringing my name into a statement before the Senate is to forestall the presentation of evidence in the possession of the North American that he is a briber and corruptionist such as has not been exposed in public life in this country in recent years."

Leaves Ministry to Become Editor.

Rev. Charles W. Casson resigned from the pulpit of the Third Religious Society of Dorchester, Mass., to become editor of the Ottawa (Canada) Citizen. He believes that "those who would refuse to enter a church to hear certain truths would read and applaud the same truths in a newspaper." He says that he expects to do vastly more good as an editor than as a minister.

MASTER JOURNALISTS OF AMERICA.

Plain Dealer Baker

A SHORT man, already beginning to fill out around the waist line, and given to wishing for more authority, found himself at forty-four occupying the exalted position of chief herder of copy chasers and head director of the highbinders who hustled advertising for the Cleveland Leader.

He found himself bucking a paper whose circulation (on paper) was so far ahead of his own that he had no real good argument to present in asking for advertisements. He also discovered a desire to have that other paper to do with as he wished.

Being a man who generally got what he went after and generally going after what he wanted, he succeeded in making Mr. Holden, owner of the Plain Dealer, believe that the future of the paper depended upon having it managed by a rather short gentleman with a stubby mustache.

As Elbert H. Baker, the hero of this thrilling story, was short and wore a stubby mustache, and as he was on the ground, he found himself picked for the job.

HAD ORIGINAL IDEAS.

Because Mr. Baker had been twenty-one years in the newspaper game it was taken for granted that he would live up to the standards of ethics so generally followed throughout newspaperdom—but he did nothing of the sort, thank you.

Just prior to the transfer of management the Plain Dealer issued a circulation statement, which was widely distributed, that resulted in many contracts because the figures it contained were appealing. Although Mr. Baker was born in Ohio, of Puritan ancestry, he had a streak of "Missouri" somewhere in his system and applied it to that circulation statement as soon as he was on his new job.

The result of his investigation was that, in order to arrive at the figures published, one was compelled to take the press run including spoiled copies, dead heads, exchanges, free copies and everything else, add them together and then multiply by two.

When this finally filtered through Mr. Baker's brain he found the air in the office entirely too hot and stifling and, putting his hat firmly down over his ears (it was a derby hat, too), he went to the shores of Lake Erie and for two hours paced up and down, talking to himself and gazing pensively toward Put-in-Bay, thinking perhaps of Commodore Perry's victory and looking, in the distance, much like Napoleon at St. Helena.

TOLD THE TRUTH.

The result of this highly edifying conversation that Elbert H. Baker had with Elbert H. Baker was the publication of another circular setting forth the real circulation of the paper—the absolute truth.

It was, of course, contrary to the rules of the game; it was more or less suicidal—but this man Baker was one of those visionary chaps who thought at the time that it was possible for a man to run a newspaper so that he could go home to his loving wife and beautiful children with a feeling in his heart that his means of earning a living for them was really honest.

Friends and associates predicted failure; they warned him, arguing that it was all right to be honest, but not too darned, painfully honest. He had warnings a-plenty, but he was a bit bull headed and refused to heed



ELBERT H. BAKER.

By Harry R. Drummond

the good advice that he should pause in his deliberate course of wrecking the property to satisfy a mere whim.

It was a sad, sad thing to see the decline of power of this paper. The fine old line of Jeffersonian Democracy was abandoned in its editorial columns and rank mugwump substituted. The man and what he stood for meant more to the Plain Dealer than the party he belonged to.

Like a bull in a china shop this despoiler of tradition, unleashed and unrestrained, continued his mad flight, brooding no interference, hurling himself and his paper against the rocks of utter ruin.

THESE ARE THE RESULTS.

This foolhardy policy, instituted way back in 1898, has been followed for fourteen years, and Elbert H. Baker, erstwhile advertising manager of the Cleveland Leader, has gradually sunk beneath the burden of his follies and visionary ideas, until, at the age of fifty-nine, he is merely president of the American Newspaper Publishers' Association, the real head of the Cleveland Plain Dealer, a monumental factor in Ohio politics, one of the best known and best liked citizens of Cleveland, and, on account of his peculiar business methods, a man who can look the whole world in the face and tell it where to go.

And the Plain Dealer is one of the greatest newspaper properties in the United States. The readers believe in it; the advertisers swear by it. The American Advertisers' Association has quit investigating it. "What's the use?" It is a mere

needless expense and their investigation does not go into details as thoroughly as the Plain Dealer's voluntary report.

Witness a freak in the editorial policy. The Plain Dealer supported Senator Burton for Congress time and again. The street railway interests, intent upon defeating Tom Johnson, picked Burton to run for mayor of Cleveland.

OPPOSED BURTON FOR MAYOR.

Mr. Baker told Mr. Burton that the Plain Dealer would fight his candidacy, and it defeated him, too, and then turned around and supported him for Congress, and elected him. Mr. Baker thought Mr. Johnson was the best man for mayor.

Mr. Baker is a member of the Union League, Athletic and Colonial clubs, a member of the Chamber of Commerce, trustee of the Y. M. C. A. and president of the board of trustees of the Euclid Avenue Congregational Church of Cleveland.

Since he took hold of the Plain Dealer the business has been run on a basis that sets a standard for newspapers everywhere and as a result of the foolish policy of doing things as they should be done the volume of business has only increased seven-fold.

The men who help Mr. Baker get this paper out are men who have grown up under him and he owns them, body and soul—not because they are afraid of him or of their jobs, but because that fair-play spirit extends all over the place and they all think more of the big chief than the general run of newspaper men think of the boss.

And Mr. Baker still argues that it pays to be honest.

CHICAGO NEWS NOTES.

(Special Correspondence.)

The Messrs. Shubert announce the abolition of the man press representative so far as their enterprises are concerned, and the employment hereafter of women through whom to woo the susceptible Sunday editor. The discovery has been made by the Messrs. Shubert that women are more loyal, more tactful, more economical, more energetic, more intuitive, more aggressive, and more dependable than men. They are to be known, of course, as "lady press agents."

Promotion of William L. Lowrie, of Elgin, Ill., former Chicago newspaper man, from the position of American consul at Carlsbad, Austria, to that of consul general at Lisbon, Portugal, has been announced by President Taft. Mr. Lowrie is the son of Prof. A. H. Lowrie, editor of the Elgin News.

Elgin Press Club members and friends enjoyed an outing at Forest Park Tuesday evening. Newspaper men in a number of other cities joined the Elgin club in the outing. According to the committee's plans, the occasion was "Press Club night" at the Chicago park.

The Phoenix Advertising Co., Chicago, has been incorporated with a capital of \$2,500; to conduct an advertising business; incorporators: E. J. Cote, Lillian R. Everett, C. S. Everett.

William J. Hosmer, fifty-eight years old, for thirty-four years an advertising agent of the Chicago & Northwestern Railroad, died in Wilmette, Ill., last week. He was born in Beaver Dam, Wis., and for some time was a legislative reporter for a Milwaukee newspaper. He is survived by a widow and two sons.

A. E. Ormes, special writer and old-time member of the Press Club of Chicago, left Aug. 20 for a three weeks' trip in the Big Horn Valley, Wyo., and eastern Colorado, where he has assignments from farm and trade publications.

Chicago Papers May Print Races.

First Assistant Corporation Counsel Maclay Hoyne, of Chicago, handed down an opinion to Mayor Harrison last week in which he held that it is not a violation of the ordinance recently passed prohibiting the sale of racing forms in Chicago when a newspaper publishes the results of races after the event. He holds that the publication of "tips" before the races would be construed as a violation of the ordinance.

Station agents over the entire Frisco system have been notified to co-operate with newspaper correspondents, with a view to getting news published.

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

Los Angeles Record

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



GEORGE B. HISCHE.

OUR NEW CHICAGO OFFICE.

George B. Hische, Manager, Boyce Building, Suite 1100.

George B. Hische, whose experience in the general advertising field and in publishing circles has been wide and valuable, has been appointed manager of the Chicago office of THE EDITOR AND PUBLISHER, Suite 1100 Boyce building, Dearborn street, between Madison and Washington streets.

Mr. Hische began his newspaper and advertising experience auspiciously as the "devil" in the Canal Winchester (O.) Times office. Soon his rising star flashed across the reportorial sky of the Times, where as reporter and traveling representative he labored for thirteen months. Then he went to the Ohio State Journal as a reporter and it took him just thirteen years to mount the success ladder in that office, through service as advertising clerk, cashier and business manager.

After an enviable record of loyal and faithful service Mr. Hische went to Kansas City to act as advertising manager for the Times and served in that capacity for a year, resigning to take the business management of the Joliet News. At the end of a year's service in that connection he was appointed advertising manager of Conkey's Home Journal and served that publication for four years. He had charge of the Chicago office for the Woman's Magazine and for the past year has represented several trade papers, among them Printers' Ink.

Mr. Hische will devote all his time and best efforts to the representation of THE EDITOR AND PUBLISHER and Harry Lewis Shriners' publication, the Crescent.

Mr. Hische is a member of the Chicago Press Club and the Chicago Advertising Representatives' Association. He is a Master Mason, a Knight Templar and a member of the ancient Arabic Order Nobles of the Mystic Shrine.

New Use for Old Newspapers.

An Oklahoma farmer has discovered a new use for newspapers. He places one end of a paper underneath a watermelon in his field and lets the other end blow loose, thus forming a scarecrow to keep the crows away from his melons in the daytime and the coyotes at night. The farmer says the newspaper is the best medium for the propagation of full-sized melons.

The office of the Chicago Examiner, San Francisco Examiner and Los Angeles Examiner has removed from 25 East Twenty-sixth street, New York, to room 1403, 200 Fifth avenue.

The S. O. Lindeman Advertising Co., of Dayton, O., has been incorporated for \$50,000 by S. O. and L. R. Lindeman.

THE PRINTERS' CONVENTION.**I. T. U. Members Endorse Action by Officers in Chicago Strike.**

The convention of the International Typographical Union at Cleveland last week unanimously indorsed its officers and executive council of the stereotypers and electrotypers' union for their attitude towards the Chicago pressmen's strike. The vote ended one of the hottest fights that marked the convention.

The striking pressmen were condemned by the investigating committee for having refused to accept offered arbitration and for having sought to embroil the International Typographical Union, and allied trades unions. The stereotypers in Chicago were found guilty by the committee of having violated contracts, and the strike order itself was denounced as a "blunder worse than a crime."

Delegate George W. Koop of Chicago local No. 16 said he would support the committee report only because his local had so instructed. He criticized the International Typographical Union for its failure to support the strike.

Concluding, the report read: "This committee can not too strongly condemn the methods and tactics used in Chicago and your committee believes that not only should the international officers of our organization be commended for the course they pursued, but that they should be instructed in the future to see to it that every renewal of the attempt to embroil us in needless difficulties made by any other international union is promptly exposed and combated."

Another Co-operative Movement.

James R. Holliday, advertising manager of the Atlanta Constitution, daily, Sunday and tri-weekly, is pushing a combination of BIG WEEKLIES, urging publicity advertising for them. To a representative of THE EDITOR AND PUBLISHER Mr. Holliday said: "I have no interest in the list of Nine Big Weeklies other than the interest which I have pretty well developed in the Tri-weekly Constitution. I am well aware, however, that publicity campaigns are not put on for one weekly publication. As a general rule, weeklies are used. If I can get a man in the notion of using weeklies, I am willing to take big chances of getting him for the Tri-weekly Constitution."

Editor Injured in Auto Accident.

Robert Lucas Forbes, editor of the New Rochelle (N. Y.) Paragraph, and Mrs. Forbes were hurled from their automobile in Pondfield road, Bronxville, last Sunday. They were on their way to Yonkers, when at the corner of White Plains road a sixty-horsepower machine ran into them. Mrs. Forbes was thrown fifteen feet and seriously but not fatally injured. Mr. Forbes received painful bruises. The Forbes car was tossed to the side of the road and wrecked.

Can't Get Along Without It.

THE EDITOR AND PUBLISHER: I enjoy reading THE EDITOR AND PUBLISHER. It is a welcome weekly visitor. I cannot get along without it.

L. J. SWARTHOUT,
Dundee, N. Y.

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**

M. H. DE YOUNG RETURNS.

Publisher Visited Many Lands in Interest of Panama Exposition.

M. H. de Young, of the San Francisco (Cal.) Chronicle, has returned to New York after visiting China, Japan, India, Egypt and other countries of the Far East, in the interest of the Panama-Pacific International Exposition, of which he is a vice-president. He has been received everywhere with great honors and returns with most encouraging words for the success of the Panama Exposition in San Francisco in 1915.

Mr. de Young was vice-president of the Chicago International Exposition in 1892. At that time he conceived an idea that it would be an excellent thing to have an exposition in San Francisco, known as "The Mid-Winter Fair," in 1894. He planned and carried out his plan and the fair was such a success that over \$80,000 was realized above all bills. This money has since been used for the erection of an art gallery in San Francisco.

An energetic worker for California, Mr. de Young never loses an opportunity to further its best interests in every direction. His work at Washington in securing the exposition for San Francisco is well known. He is a man full of ideas and has demonstrated his ability in handling large affairs. He has been a director of the Associated Press for twenty-one years and is known as the watchdog of the treasury.

During the absence of Mr. de Young on the Continent, his son, Charles, had entire charge of the San Francisco Chronicle plant. He is a young man of exceptional ability and has earned the respect and admiration of the Chronicle force.

Charles J. Brooks, Eastern representative of the San Francisco Chronicle at New York, said to a reporter of THE EDITOR AND PUBLISHER that they don't make mankind any better than Mr. de Young. "I have been with him over twenty years and know him to be a great executive and a big man. He is a warm-hearted employer and a true friend."

MUST PRINT THE NEWS.

The peculiarity of the newspaper lies in the fact that it, more than any other, is an unshaped article. I mean that it must conform to the news. It cannot remake it or remodel it. It can and does make mistakes but that is the limit of its possibilities. The manufacturer can turn out an article of a peculiar pattern while the newspaper can only print what it finds and can only convey the result to its waiting public.

The editorial opinion it seeks to build must grow with fact and reason and not by mere assertion. In short it is an advertising medium both in presenting news, issues and trade. The newspaper can have no other purpose and be a newspaper and if it is not a newspaper it will die.—Don C. Seitz.



CHARLES P. KNILL.

NEW CHICAGO SPECIAL.

Charles P. Knill Returns to Represent the New York Sun.

Charles P. Knill has been appointed Western advertising representative of the New York Sun, with headquarters in Chicago. Mr. Knill was for many years advertising manager of the Chicago Tribune. When William Randolph Hearst started the Chicago American Mr. Knill was selected as advertising manager of that paper. During the four years that he was in that position the American established a record in advertising. Subsequently he succeeded John C. Eastman, now owner of the Chicago Journal, who had resigned as business manager. Fifteen months ago he became manager of the Association of American Advertisers and succeeded during that short period in establishing valuable co-operation between the publishers and the association.

It is stated that Mr. Knill's arrangement with the Sun permits him to take on the representation of other newspapers and that he plans to concentrate on a small list of, say, "half a dozen strong papers."

A LINOTYPE HONEYMOON.

Some go to Europe on their wedding trip; others stop at Niagara Falls, or Saratoga; many visit the Grand Canon or the Yellowstone; a few take extended automobile tours—but it remained for a young couple from Indiana to combine utility and pleasure by spending their honeymoon in the instruction department of our factory in Brooklyn, N. Y., acquiring a knowledge of the Linotype—the bride as an operator and the groom as a machinist.

Although neither had had any previous experience, both of them "made good" from the outset. Within two weeks the young lady was setting complicated tabular work in a manner that would do credit to a veteran at the keyboard, while her husband was making equally rapid progress on the mechanical end.

After satisfactorily finishing the regular course they both "graduated" with honors, according to the head of the instruction room, and they have since returned to their Indiana home to take up their life work together.—Linotype Bulletin.

Editor Arrested on Slander Charge.

Frank De Loe, publisher and editor of the Truth, at Waterbury, Conn., was arrested last week on a body writ in an action for slander brought by Giro Lauza, publisher of the Progress of New England, another Italian paper, of Waterbury, who claims \$3,000. The plaintiff alleges that De Loe printed lies concerning him and called him a cheat and a robber.

NOTABLE NEWS BEAT.

One of the best newspaper "scoops" was furnished the New York World by Charles S. Albert, who, as chief of its Washington bureau, during the Spanish-American War, gave to that paper the first exclusive information of the destruction of Cervera's fleet on the night of July 3, 1898.

How he did it has remained a mystery up to the present time. Many have speculated as to how he was able to give to his paper, a day in advance of all other papers, the information concerning one of the greatest naval battles in the history of the world's sea fighting. Some have thought that he was gifted with a sixth sense; others thought he might have received this knowledge through mental telepathy or through his knowledge of telegraphy. Heretofore when questioned on the subject he has always refused to disclose the source of his information, but when asked recently by the correspondent of THE EDITOR AND PUBLISHER he unhesitatingly replied:

"General _____ told me," naming a prominent retired army officer, who, during the war, was one of the members of the board of strategy governing the actions of the land and sea fighting forces.

Cleveland Newsboys Have a Picnic.

The Cleveland (O.) Press entertained over 5,000 newsboys at Euclid Beach last week. Thirty large automobiles were used to transport the little fellows to and from the park. Individual lunchboxes were furnished to each boy. The pro-

gram consisted of two baseball games and seventy athletic and eating contests. Over 50,000 persons visited the park to see the boys participate in the different games.

FIFTY-TWO YEARS ON THE JOB.

John Miller Murphy's Record on the Washington Standard.

The Washington Standard, Olympia, the oldest paper in the State, published for fifty-two years by John Miller Murphy, the dean of Washington newspaper editors, has been sold to J. H. Brown, Eagle Freshwater and J. DeK. Brown, who will take charge immediately.

Associated with Mr. Murphy in the early history of the paper was the elder Beriah Brown; associated in the new management of the Standard are a son and a grandson of this one-time partner.

While retiring from the active management of the weekly, Mr. Murphy will continue with the new owners as a contributing editor so long as he desires.

No other newspaper man in the Pacific Northwest and few in the United States hold the unique position filled by Mr. Murphy. Twenty-nine years before Washington became a State Mr. Murphy established the Washington Standard and has published it ever since. Two years ago, on the fiftieth anniversary of the weekly, he was honored by the State Press Association at a banquet at Olympia and received congratulatory telegrams from editors throughout the Northwest and the entire country.

Special Edition Pages

FURNISHED IN

MAT FORM

Something Worth While

World Color Printing Company

ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

The Boston Herald

now over 100,000

The Boston Traveler and Evening Herald

over 130,000

Higher rates become effective October 1st.

Now is the time to get benefit of present

low prices.

Biggest value in New England!

A Quality and Quantity Combination

that cannot be excelled

Sole Foreign Representatives

The S. C. BECKWITH SPECIAL AGENCY

New York Chicago St. Louis

NATIONAL PRESS' NEW HEAD.

Something About A. D. Moffett, Once a School Master, Now an Editor.

A. D. Moffett, the new president of the National Press Association, comes of good fighting stock, his ancestors being of Revolutionary stock on both the maternal and paternal sides. He was born in Owen County, Ind., in 1859. He grew up on the farm, attending the district school in winter and helping cultivate the soil in summer.

Mr. Moffett was graduated from Indiana University in 1883 and took his place among the educators of the State as a superintendent of city schools. In 1889 he received the degree of master of arts from his Alma Mater and the next year continued his advanced work in English and history at the Johns Hopkins University, Baltimore, Md.

In 1897 he became the sole owner of the Elwood Daily Record and the Weekly Free Press at Elwood, Ind., and gave up school work for the broader field of journalism.

In the new field Mr. Moffett has displayed the same persistent effort and high ideals which characterized his work in the schools. He is recognized as a leader among the country newspaper men of the State and has served the State associations in the highest official capacities.

GIRLS GET OUT THE PAPER.

The Gauge Sisters Do All the Work Themselves.

The Gwinnett Journal, published at Lawrenceville, Ga., is gotten out exclusively by girls. Miss Carrie Gauge operates a Mergenthaler linotype machine and sets up the paper and a good deal of body type for booklets and pamphlets. Her sister, Miss Eva Gauge, is foreman of the job office, and turns out the display advertising matter and the job printing. The young women get the news and set it, make up the forms, run the engine and operate the folder and the mailing machine. They support a widowed mother and several younger brothers and sisters.

COURSES IN JOURNALISM.

In our list of institutions teaching journalism, printed in the issue of August 10, we omitted two agricultural colleges that have good working courses. The Kansas State Agricultural College has thorough work under Prof. Charles J. Dillon, and publishes The Kansas Industrialist, an excellent paper devoted to rural matters, especially farming. The Massachusetts Agricultural College, Amherst, offers two years' work in journalism under the direction of Robert W. Neal. The courses have been successful and there is official expectation that they will be extended. Through the college year, the Springfield Union carries a Sunday feature page of rural matter supplied by the students of this college.



A. D. MOFFETT.

CAMPAIGN ADVERTISING PAYS.

Houston Candidates Use Legitimate Channels for Reaching Voters.

An interesting phase of the recent political contest in Texas, and especially in Houston, was the vast amount of newspaper advertising space used by the candidates. During the last ten days of the campaign the candidates practically ceased their efforts to reach the voters except through newspaper publicity. Nearly every candidate, from attorney-general to constable, used advertising space.

In accordance with Texas laws, all political advertising must be marked "Advertising," unless the ad is a display one. The issue of the Houston Chronicle of two days before the primary election contained thirty-six political ads, representing space paid for by thirty-two candidates or their campaign managers.

The campaign of publicity conducted in that section of the State proved most interesting and exciting, and the candidates found the newspaper a most profitable medium for conveying information to the voters.

The candidates paid for the privilege, and although their views were marked "Advertisement," they were thoroughly satisfied with their publicity results.

The Ideal Newspaper.

(From the Boston Globe.)

Occasionally it becomes the duty of a practical editor to give to the very intelligent and impractical people who are always demanding an ideal newspaper a very common sense reason why it will never be published.

And the reason is based on a few questions like these:

Has anybody ever seen or heard of an ideal minister?

Has anybody ever seen or heard of an ideal college president?

Has anybody ever seen or heard of an ideal doctor?

We are decidedly of the opinion that a loud and emphatic "no" is the answer to each question.

Why?

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

WIRE



WRITE

The Evening Wisconsin Milwaukee's Favorite Home Newspaper

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

Cheap quantity class means large waste and unsatisfactory returns and poor buyers. Results, not talk, count. The Evening Wisconsin has been printing a series of interesting articles urging its readers to read the advertising appearing in The Evening Wisconsin. Our readers DO read the advertisements BECAUSE they have respect and confidence in their favorite paper. We will not accept objectionable or questionable advertising.

Our circulation is the paid yearly, delivered into the home kind—the kind that creates a buying desire in the minds of its readers. It is the "Worth While" home in which this paper will be invariably found.

THE MILWAUKEE EVENING WISCONSIN

JOHN W. CAMPSIE, Business Manager

New York Office: 5024 Metropolitan Bldg.
CHAS. H. EDDY, Representative.
Telephone, Gramercy 4211.

Chicago Office: People's Gas Bldg.
EDDY & VIRTUE, Representatives.
Telephone, Central 3486.

TURNER'S ⁴ BULLETIN

Over \$25,000 is being saved per annum (that I know of) by using

TURNER'S SYSTEMS

C. GODWIN TURNER
Actuary and Mgr.
THE DATA CO., NEWARK, N. J.

GET

Today's News Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

The McClure Newspaper Syndicate

Established 28 years. The oldest and largest independent newspaper syndicate—more than thirty regular feature services—eight pages of colored comics weekly—the best big and little features, daily comics, etc.

The McClure Newspaper Syndicate
45 West 34th St., New York City

Adams Features

ALL THE TIME

SCOOP IS ON THE JOB

THE INTERNATIONAL SYNDICATE
Features for Newspapers: Baltimore, Md.

Lasker Indoor Games Syndicate

PORT RICHMOND, NEW YORK CITY

Weekly articles on

Chess, Bridge, Auction Bridge

Exclusive rights given. No contract.

NEW YORK HERALD SYNDICATE

Cable and Feature Service

Address

Herald Square
New York City

Canadian Branch
Desbarrats Bldg., Montreal



The Special Service Co.

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

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

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

NEWSPAPERS AND THE CHURCHES.

Dr. Hirshberg Replies to the Criticism of the Rev. Charles M. Sheldon—Daily Press Second to None in Uplift Work; Independent, Honest and Truthful, He Contends.

By Leonard Keene Hirshberg, A.B., M.A., M.D., of Johns Hopkins University.

It is easy to sympathize with Rev. Dr. Sheldon's criticism of the newspaper. His is the average, well-balanced judgment of the faults and beauties, the vices and virtues, of the daily press. With justice, the reverend gentleman enlarges upon the purity of editorial motives, the inauguration of municipal reforms by many papers, muckraking the predatory classes, and the pointing out by the press of many tolerated abuses.

Then he begins his array of defects, hypocrisies and vices of the newspapers. He inveighs against their alliance with the Rum Demon, the ill-balanced news arrangements, the polluted advertisements, and presents many other true bills. The inaccuracies that creep into the morning and afternoon papers come in for such hot shot from the Topeka divine, that he for his part, prefers an every-other-day paper, with its each line for line, word for word, and dot for dot, verified by proper authority.

WANT THE NEWS FRESH AND QUICK. Unluckily, Mr. Sheldon's extreme views are not those of other equally sainted, sincere and intelligent individuals. On the contrary, most of us wish an up-to-the-second newspaper fresh with world facts, every half hour. Personally, I plead guilty to such a wish, and I maintain that I am not solitary in this craving, nor less in search of truth and substantiated statements than the scientific Kansas divine.

The marvel in newspaper creation, is not that in some five hundred thousand words—the output of an average metropolitan daily—mistakes do occur, but that these errors are so few as to become immediately conspicuous and proverbial like Dr. Osler's chloroform and old age theory, and Dr. Sheldon's forty barrels of whiskey in lieu of beer.

Moreover—and I say this as a careful scientific contributor to many technical journals—there are relatively fewer errors insinuating themselves into a newspaper, column by column, than are to be found constantly in the magazines, religious periodicals and technical journals. Even more significant and vital is the situation with regard to false, corrupt and dangerous advertising copy.

UNRELIABILITY OF RELIGIOUS PRESS. The religious weeklies and monthlies carry relatively more alcoholic, patent medicine and Rum Demon advertisements than even the newspapers that do not pose as the reformatory and independent press. There are also proportionately more unverified and far-fetched statements in their columns than can be found day in and day out, upon the pages of any good, militant daily.

Although I am now a physician and an instructor in a scientific college, I was, in my college days and later, a reporter, copy reader, editor and consulting editor of several newspapers; among which may be ethically grouped the good, bad and indifferent. It is, therefore, with the experience of both the reader and the sufferer that I speak.

Perhaps an idea of the rigorous supervision, verification and control of published newspaper statements may be obtained and appreciated from the following incidents: I was at college and yearned to write for a paper. The city editor of the vilest sheet published in my home town—a sheet allied with the grafting politicians, the liquor dealers, the privilege seeking corporations and the underworld generally—was the newspaper man I innocently approached. He was affable to me and said: "I will give you a space-rate job as reporter the moment you discover a misstatement or an inaccurate report of anything in —, naming his paper.

HOW HE LANDED A JOB. Well, I was an alert youngster, with hosts of prominent citizens as friends, and for six weeks I ran down practically everything that appeared in that rotten paper. Then I landed the job. The false story that gave me my job was the account of an award of a city contract to a man named Finnigan, instead of Flannigan. It was because I discovered the error not to have been a typographical, but a reportorial, inaccuracy that landed me the job.

I soon found that the trouble and expense that newspapers go to in order to surround every sentence with authority was greater than that of most writers. To my surprise, I discovered that an O. K., an endorsement and another verification of each article equaled that of the most particular scientific laboratories. The reporter who makes two mistakes is discharged forthwith. In fact, it is no uncommon rule in an office to never await a second mistake. I lost my first reportorial job by stating that a certain operation had occurred on the day previous, when as a matter of fact it was two days before.

Naturally enough, as news dispatches flash across rivers, states and oceans, a barrel of beer may become telegraphically metamorphosed into a carboy of whiskey. There is no telling what the Morse alphabet uses as a beverage. It is also true that the offer of \$2,400 to write a morality play may, by some factitious event, become the changling of a \$240,000 offer to dramatize the life of J. Pierpont Morgan. But such bulls are, it must be admitted, so rare and withal so preposterous that there is no need to give them the emphasis Mr. Sheldon did, unless the exception proves the rule.

There is a reprisal that might be made—and it is made here with some delicacy and no offensive motive—that more ethically constructive work has been instigated and carried to fruition by the much maligned newspapers, than by that group from which it was rather to be expected, the clergy. There were few ministers, and there are but a few to-day, who dared raise their voices right out in meeting and call the grafting politician, the smug corporation president, the municipal contract looter and the illegitimately elected Senators by their first names. Even Dr. Charles M. Sheldon cannot deny that the church was very backward in stirring up the muck and the dormant civic conscience, when crusading newspapers were shooting their minute guns and galloping their Paul Kevere steeds.

The daily press is second to no profession or caste in its uplift work. More moral awakening has come from a Kansas City paper, from the New York World, the Baltimore News, the Baltimore Evening Sun, the Philadelphia North American, the New York Times, the New York Evening Post, and a host of other newspapers, than from the combined churches that are concentrating their sixteen-inch guns on the Rum Demon. And when the liquor curse shall have been conquered, it will be found that the newspapers, even those carrying alcohol advertisements, have accomplished as much, to put it modestly, as the church itself.

POLICY OF MODERN PAPERS. The trouble is not with the newspapers as a class. There is no force, militant or passive, that tolerates an evil less than a newspaper that publishes all of the news and suppresses none. The church and its suave and peaceable divines tolerate and condone more evil by keeping the light dim and the discussion pianissimo, than the newspapers do.

The policy of the modern newspaper is to expose everything good and evil to the purifying light of publicity. The searching gaze of the scavenger will eliminate the microbes of vice and pollution. Dishonesty and graft, privilege and injustice thrive in the dim and dingy pews, and the whispering eaves of many a holy edifice. Turn on the calcium light of exposure and newspaper publicity, and the evil is half cured.

An independent newspaper—and the trend of the times points to the survival and success only of this type—panders to no master and fries no fish for any peculiar individual or aggregaton. It is in a far better position to say what is honest, to speak the candid and disagreeable and the whole truth than the clergyman who is only too often dependent upon the approbation of Sunday saints and week day sinners. Such a preacher cannot say all that is fitting to be said, and should be said, and he does not. But the newspaper usually does.

He may go as far as he will in an onslaught upon an impersonal liquor genii, but let him strike at the dozen

pillars of his church and their kind of graft, and good night!

An honest newspaper, however, is in an independent position to assail the off-color actions of its best friends and oldest subscribers; and it usually loses no opportunity to do so. The day is past when one man, one corporation or one political party may own a successful newspaper as private chattel for selfish ends. There are a few such left and their days are numbered.

PRESS BELONGS TO PUBLIC. The growing, influential papers belong—irrespective of stockholders and proprietors—to the general public. Even the dinner friends of its editors and managers are unlike Caesar's wife. The owner may meet socially at his club the Mayor of the city, but the latter need not consider it hypocrisy if that same day the former's paper exposes the Mayor as in cahoots with paying contractors.

Mr. Sheldon lost the perspective of modern newspapers when he placed the picaune errors in bas-relief and lost sight of the gigantic power and practise for good, exerted by the real newspapers of the land.

When I was the city editor on a great daily, an aggressive, intelligent Presbyterian divine came to me and asked me to suppress a bit of news which involved one of his most solid vestrymen. This man was found by one of my reporters in a conspiracy to avoid paying the city its interest on deposits in his bank. Gently the clergyman was told that a newspaper has no friends. Its one friend is Public Welfare. All personal considerations flee before the printing of the news. Once set a precedence of suppressing the news and you league yourself with the underworld.

Comes the advertisers to your desk, deaf ears hear them. The day has long gone, except in the sanctims of a few old time papers, that witnessed the news columns as open sesame for advertisers. The few dailies that still continue the custom are passing into a tuberculous decline.

When oblique advertisements or improper news creep into even the best regulated papers as sometimes happens, they may be considered by chemical purists and others as unfit to print. Yet you may be sure that the corrective power of the rest of the paper will take moral care of the community and go much further than neutralizing any possible moral injury. It is always a more serious blunder, a much more grievous sin to suppress news than to publish sensational, immoral or even malodorous facts.

NO VALUE IN CONCEALING FACTS. A daily that now ranks among the cleanest and most independent in this country was visited once by the writer. At that time it was losing prestige, subservient to politicians, corporations and advertisers, and already started on the inevitable toboggan. As I leaned over the copy desk, I saw such notices as this: "Omit all mention of republican meetings." "Cut out the name of Dr. —, he sued this paper." "Do not mention the — Printing Co.," "Ignore the names and numbers of an Public Service Corporation Bills now pending."

Soon the concealment of local conditions by this paper became so aggravated that a new newspaper entered the field and killed the other sheet. Happily before it was buried, a resurrection came in the shape of a new owner, who made it a militant, reforming journal of such aggressiveness, that the democratic, grafting politicians hate it and its owner to the point of daring to threaten him with bodily harm.

It seems to me then, from a personal knowledge of many newspapers, that with all of their glaring faults, the new independent papers, with all of the occasional but much vaunted sensationalism, with their exaggerated or incorrect interviews, are more essential to the broader welfare of this great republic than are the majority of quiet preaching pulpit pounders.

PRESS CLUB ELECTS.

The Elizabeth (N. J.) Press Club last week elected the following officers: President, Hugh Lynch; vice-president, E. M. Scanlan; secretary, John H. Weitzel; finance committee, John Hall, chairman; Joseph H. Meehan and V. A. Fallon; house committee, E. D. Dolhenty, Alanson Stevens and J. W. Wilson.

A Successful Motorcycle Race.

The Pittsburgh (Pa.) Press conducted a highly successful motorcycle race from Cleveland to Pittsburgh, a distance of 129 miles, on Aug. 3. The winner, Henry D. Immel, a youth of eighteen, sped over the course in four hours and two minutes. Much interest was displayed in the event by the people of both cities and those in the intermediate towns.

1911—BIG YEAR
GERMAN DAILY GAZETTE
Philadelphia, Pa.

The following table shows the volume of advertising printed in each month of 1911:

January	420,800 Lines
February	381,750 Lines
March	461,724 Lines
April	476,900 Lines
May	466,590 Lines
June	434,590 Lines
July	351,765 Lines
August	336,486 Lines
September	387,265 Lines
October	471,280 Lines
November	462,680 Lines
December	470,036 Lines
Total	5,121,866 Lines

NOTE—The leading English Daily published for the same period 5,874,710 Lines of display advertising; this being the largest volume ever published in one year by any Philadelphia newspaper.

Paramount in Book Advertising

In seven months *The New York Times* published 162,500 lines of Book advertisements, a greater volume by over 70,000 lines than any other New York newspaper.

Largest proved high-class evening circulation.

THE NEW YORK GLOBE

holds certificates of A. A. Ayer & Son after recent audits.

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 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.

12 to 21 Park Row, New York City
Telephone, 7446 Cortland

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

THE JOURNALIST Established 1884
THE EDITOR AND PUBLISHER 1901

James Wright Brown, President
Frank Leroy Blanchard, Secretary
George P. Leffler, Treasurer

ADVERTISING RATES:

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

New York, Saturday, August 24, 1912

THE TRUTH WILL PREVAIL.

Dr. Hirshberg, of Johns Hopkins University, in a notable reply that appears elsewhere in this issue, to criticism of the newspapers by the Rev. Charles M. Sheldon, asserts that "more ethically constructive work has been instigated and carried to fruition by the much-maligned newspapers than by that group from which it was rather to be expected, the clergy." There are very few journalists and publicists but will readily agree with this conclusion.

The journalist is at once the Father Confessor and surgeon to the body politic. He has the patience of Job and the fearlessness of the prophets of old. He proclaims the facts and his opinion at times with a voice like a peal of thunder and awaits the judgment of an enlightened public opinion. In any event, he must exercise his influence out in the open.

Fighting in the open has its attractions, so it is not surprising that the Rev. Charles W. Casson announces his withdrawal from the pulpit to accept the editorship of a daily newspaper with the statement: "I expect to do vastly more good as an editor than as a minister."

The lives of America's greatest journalists are characterized by simplicity, purpose, self-sacrifice and an intensely religious spirit under perhaps a rough and uncouth brusqueness. The successful editor's code breathes lofty purpose, high ideals, tolerance and love. A man of affairs, the eminently successful journalist is able, liberal, forceful—the peer of the leaders of any profession.

Yes, to be sure, the editorial conscience is keen and alert always, suggesting a constructive program—giving utterance to the yearning of the race—uplifting in every direction.

The record of each fleeting day is emblazoned by the journalists on the printed page to be seen of all men, and if, perchance, facts are suppressed or distorted, or the conclusion framed, the reader soon discovers it, for nearly every story carries the internal evidence

of truth and—"truth is mighty and will prevail."

EDITORIAL COMMENT.

Step by step we are coming to the light in regard to advertising. Several books, recently published, have helped both the professional man and the layman in so far as a proper understanding of this field of modern merchandising is concerned. No book that has been added to the literature of advertising, however, has been more helpful and more inspiring than "One Hundred Advertising Talks" by William C. Freeman.

It contains an introductory note by George French and selections of material that ran in the New York Evening Mail for a thousand days—bright, sparkling matter, bearing on advertising from all sorts of angles. Through them all there is vitality, originality and at times no little humor.

Mr. Freeman has written, not as a theorist, not in speculation, but from knowledge gained at the firing line, in and out of season, and under work-a-day conditions. Mr. Freeman pleads for the square deal in advertising, for honesty, for legitimacy, and, the influence he exerts in his book must make itself felt as an advertising uplift.

The day is coming when advertising will come into its own as an exact science and Mr. Freeman will have done much to hasten this day. We recommend his book to the advertiser of both high and low degree. It is published by the Winthrop Press, New York, and sells at a dollar.

To those who have achieved large success in journalism the breezy story in the Master Journalists series beginning this issue with Elbert H. Baker's rise in his chosen profession, may contain little of interest as being the same old story, "Constancy to Purpose."

The editor is encouraged to believe, however, that a study of underlying principles will be both stimulating and inspiring to those in the profession who are striving earnestly, through dint of intelligent, well directed labor, toward a realization of the highest ideals of their profession.

In the interest of these zealous souls, fired with lofty aspirations, we bespeak the active co-operation of those who have "fought a good fight" and won.

George B. Hische has a host of friends and acquaintances in the general advertising and publishing fields who will be glad to know that he has returned to his first love, the newspaper fold, in charge of the recently established Chicago office of THE EDITOR AND PUBLISHER, "the newspaper advocate."

Mr. Hische brings to his task the seasoned judgment and capacity of a mind trained in newspaper work, the force and determination of successful achievement, the energy of maturity of power, and the character of high ideals, right thinking and right living. Call on him

whenever you think he may be of service—1100 Boyce Building.

WEDDING BELLS.

Charles T. Daly, of the Boston Globe staff, and Miss Gertrude P. Desmond were married at Medford, Mass., on August 12. They are spending their honeymoon in Canada.

Roy E. Powell and Miss Jeanette Reese were married last week at Kearney, Mo. Mr. Powell is publisher of the Clipper of that city.

Joseph M. Kapp, of Zanesville, Wis., Recorder, and Miss Jessie M. Kinney, were married by a local justice on August 19.

NEW PUBLICATIONS.

READING, Pa.—C. S. Jones, and associates, will begin to publish a morning newspaper daily except Sunday, at this city early in September.

NORTH DAYTON, O.—Dan Shriner has but recently established the Call, which he is editing and publishing in this section.

MILTON, Pa.—This town is to have another daily newspaper, the Morning Bulletin, the publication of which will be begun soon after September 1. The manager and editor is F. Purcell Angle, for several years the publisher of the Jersey Shore Herald.

CEDAR POINT, Kans.—The first issue of the Valley News, a new weekly paper, made its appearance here last week. The paper is edited by D. F. Drinkwater.

MITCHELL, S. Dak.—The Gazette announces that a Democratic daily will in the near future be printed from its office. The paper will be known as the Dakota Daily Tribune. Harry M. Hammond will be the editor.

PRINTER RAISED AT SUNRISE.

F. & A. Masons Put on Third Degree During Cleveland Convention.

One of the most novel and enjoyable features of the International Typographical Union Convention, held at Cleveland, O., Aug. 10 to 17, was a "Sunrise Raising" by Meridian Lodge No. 610, Free and Accepted Masons. This lodge is composed largely of newspaper men and meets at 1.30 p. m.—being one of the few "Daylight" lodges in the country.

Ed. O. Jones, the Senior Warden, who is on the Cleveland Leader, conceived the idea that it would be a novelty to "raise" a printer during the convention, and having obtained permission from the Grand Master of the State of Ohio it was arranged to call the lodge to order at 3 o'clock a. m., Wednesday, Aug. 14. The Plain Dealer furnished the candidate in the person of Night Foreman John Mills, who was "saved" for this event.

After "30" in the newspaper offices the men went to the Masonic Temple and the lodge was opened with over two hundred members and visitors present. The visitors' register showed the names of men from practically every State in the Union—nearly all of them printers—and it was a splendid demonstration of the wonderful "pulling power" of Masonry.

Breakfast was served in the banquet hall at 6 o'clock, and the sleepy, sweaty bunch voted it one of the most unique and enjoyable affairs of the convention. Souvenirs in the form of linotype matrices, with the square and compass and old English "M," were distributed to the 175 men in attendance.

THE KING OF CLUBS.

Stirring Adventure of Solon Ananias Cuteboy, Hero—How a Foxy Editor Courted Fame in the Town of Bloody Hollow—Terrible Fate of Deuceace and Dancer—An Editorial Episode and an Epilogue.

By James Pooton.

Solon Ananias Cuteboy was the editor of The Blowhard Bugle, published in the western mining town of Bloody Hollow. He gave "hot shot" to the gamblers and other notorious characters who infested the place. Two of these men, Tom Deuceace and Jerry Dancer, who did not know each other, but were embittered against the editor, started out, about the same time, armed with bludgeons and a firm determination to "club the editor into shape."

Tom was the first to enter the editorial sanctum, where he found Cuteboy, in shirt sleeves, standing near a form. Tom, thinking he was an employe, asked when the editor would be in. Solon looked up, grasped the situation, and said, "I'll call him right away; please take his seat at the desk and look over the paper for a few minutes."

Solon rushed for the stairs, glad to make his escape. As he was rapidly descending he met Jerry, fire in his eye, and who asked where he could find the editor. Solon quickly responded, "You'll find him upstairs reading the paper at his desk and waiting for some one he says he's going to lick if he dares to come." "He is, is he?" cried Jerry, "Ha! Ha! I'll smash every bone in his carcass!"

A SAVAGE ENCOUNTER.

Jerry tore into the sanctum and fell upon the supposed editor without a moment's notice. The ruffians minced matters like threshing machines, and, being powerful men, used to clubbing, the effect was awful. No explanations were made, as none were necessary.

Solon had halted on the stairs when he saw Jerry enter the sanctum, and having heard the opening of the bone-cracking tussle, he stole quietly to the outside of the door to listen. The sounds of the tremendous thwacks as the heavy bludgeons fell on the men's skulls, the dull thuds as they struck some fleshy part, the occasional cracking of a bone, all mingled with bitter and horrible oaths and imprecations, were music to Solon's ears, and he hugged himself to think what he had escaped, and what his ignoble victims were vicariously suffering.

But soon the blows and oaths grew fainter and fainter, and were followed by the sounds of the men falling, and groaning feebly as they lay. This emboldened Solon, and he took courage, first to peep in, and finally to enter the sanctum. He found the men on the floor nearly senseless, beaten almost beyond recognition, covered, as was the floor, with blood and matted hair.

THE MAKING OF A HERO.

This was Solon's opportunity. He knew that in a few minutes there would be crowds coming from the circus nearby, and among them the men of his office. To tear his shirt into shreds, to rumple his hair and to smear his face and hands with blood and loose hair was the work of a moment. Then, tearing out the leg from the wreck of an old desk, he smeared it with blood, and, giving a Comanche Indian war whoop, he brought down his club with a tremendous blow that smashed out the whole casement of the window, rattling

(Continued on page 16.)

SLOWER BUT SURFER:

A STORY OF SEVEN MONTHS

THE DETROIT TIMES

Eschewing poster type headlines and emphasis upon crime and scandal, has been gaining in home-going circulation since the beginning of the present year at the rate of over 1,000 a month. January 1912 average, 28,192; July 1912 average, 36,045—a gain of 7,853.

That's the main part of this message, Mr. Advertiser—the milk in the coconut. But if you would like to know why The Times thinks the foregoing paragraph should be of more than passing interest to you, you may read on.

For several years The Detroit Times "marked time" at about 30,000. Its yearly average has been both a little above and a little below 30,000; whichever it was, we printed it just the same.

We were aiming at newspaper character—at quality (or decency) rather than quantity.

This policy was bound to retard—for the time being—rather than to stimulate circulation; for true worth is a plant of slow growth.

The showy, the spicy, the salacious, the sensational and the bulky attract attention much quicker.

The Times' 30,000 represented what th; gash across the Isthmus of Panama represents. It was a preparation for big things.

But now, its standing as a newspaper of character fully established, The Times is realizing that virtue has something besides its own reward.

The careful homes of Detroit are discovering in The Times the kind of a newspaper they have been looking for.

The estimate of the paper that is heard with increasing frequency is, "The only Detroit daily that I consider fit for my family to read."

Ninth-tenths of The Times' circulation goes straight into the home by carrier or mail.

The Times accepts no liquor, cigarette or questionable medical or investment advertising.

JANUARY						Average, 28,192
MON.	TUES.	WED.	THUR.	FRI.	SAT.	
26,442	27,272	27,320	27,360	27,322	27,628	
27,786	27,742	27,945	27,934	27,896	28,018	
28,136	27,988	28,530	28,166	28,628	28,312	
28,560	32,666	28,631	28,387	28,597	28,312	
28,460	28,268	28,976				
FEBRUARY						Average, 29,032
MON.	TUES.	WED.	THUR.	FRI.	SAT.	
			28,382	28,322	28,498	
28,752	28,654	28,768	28,794	28,492	28,718	
28,688	28,840	29,082	28,962	29,016	29,524	
29,140	29,168	29,489	30,366	29,684	29,162	
29,268	28,994	29,573	29,462			
MARCH						Average, 29,526
MON.	TUES.	WED.	THUR.	FRI.	SAT.	
29,200	29,220	29,701	29,448	29,715	29,503	



...the circulation of newspapers that sell because of our columns, is worth ten times the circulation of newspapers that sell because of our columns.

MON.	TUES.	WED.	THUR.	FRI.	SAT.
29,200	29,220	29,701	29,448	29,715	29,503
29,381	29,240	29,373	29,472	29,358	29,730
29,632	29,470	29,718	29,512	29,644	29,684

APRIL					
Average,					33,478
MON.	TUES.	WED.	THUR.	FRI.	SAT.
29,542	52,682	29,746	29,570	29,776	29,604
29,622	30,118	29,948	36,574	34,872	34,670
35,096	34,854	33,356	33,196	33,154	34,544
33,722	33,858	33,789	33,794	33,034	34,593
32,908	33,814				

MAY					
Average,					33,451
MON.	TUES.	WED.	THUR.	FRI.	SAT.
33,450	33,560	33,957	34,028	34,079	33,970
34,470	33,594	32,943	33,636	33,534	33,593
33,016	32,994	33,826	33,203	32,883	33,128
36,756	33,151	33,156	33,010	33,119	33,326
		33,332	30,238	33,215	

JUNE					
Average,					35,879
MON.	TUES.	WED.	THUR.	FRI.	SAT.
51,538	33,686	34,814	34,010	34,392	33,622
34,326	34,470	34,894	34,456	35,673	34,922
34,630	35,369	35,615	34,866	36,055	36,530
37,312	35,784	36,094	36,008	36,324	36,297

JULY					
Average,					36,045
MON.	TUES.	WED.	THUR.	FRI.	SAT.
36,690	36,811	36,145	32,658	35,819	35,604
35,745	39,766	36,204	35,876	36,223	35,621
35,672	35,684	35,625	35,425	36,104	35,630
35,816	35,722	35,622	36,260	36,386	36,546
36,472	36,761	36,330			

dence in our columns, is worth ten times the circulation of newspapers that sell because they are big and flaring and sensational, but which do not inspire confidence because they print things every day in news and advertising columns that everybody knows are not true.

The calendar on the right of this page is a calendar of circulation progress for The Times. Every day is a red figure day for clean journalism.

When the advertisers have come to recognize the opportunity as clearly as the homes of Detroit and Michigan have, honest newspaper-making will score a commercial as well as a moral victory in this field.



The Detroit Times was the first, and continues to be the leading, progressive newspaper of Michigan.

The reforms that have led to the realignment of parties in the campaign of 1912 have been advocated stoutly by The Times since its first issue twelve years ago.

The Times was the only Detroit newspaper that advocated the election of Gov. Chase S. Osborn, the most progressive executive since Hazen S. Pingree, and has supported him in his war on brewery domination and official extravagance and faithlessness in Michigan.

The Times was the only Detroit newspaper that was not severely censured by the pulpits, church and women's clubs and commercial organizations for printing the prurient proceedings of the unsavory Kellogg divorce case in detail.

The Times was the first Detroit newspaper to oppose the granting of a twelve-year franchise to the Detroit United Railway under the Thompson-Hutchins ordinance, and it had the satisfaction of seeing its position sustained by the people.

The Times saw the justice of giving women the ballot while every other Detroit newspaper sneered at the suffragists' cause. The state will vote on equal suffrage this fall.

The Times carried on a crusade against private medical impostors until a prosecutor was chosen with sufficient courage to put the charlatans out of business.

The Times was the only Detroit newspaper advocating the nomination of Gov. Woodrow Wilson, whose triumph over the corrupt elements in the Democratic convention at Baltimore has been aptly termed a "political miracle."

The Times led the long and successful fight against politics in the school board.

The Times is an affirmative answer to the question of the Madison conference, "Is a modern daily newspaper free to print the truth?"



In the columns of a newspaper that is capable of rendering such public service as this, and is entirely unfettered and free to do it, advertisers can be sure of speaking to an interested and responsive class of readers.

It is this record of achievement, no less than its advanced advertising policy and its stand for clean journalism, that accounts for the standing and steady growth of The Times, and has given it an individuality and influence from which every reputable advertiser who is eligible to its pages is bound to derive a legitimate advantage.

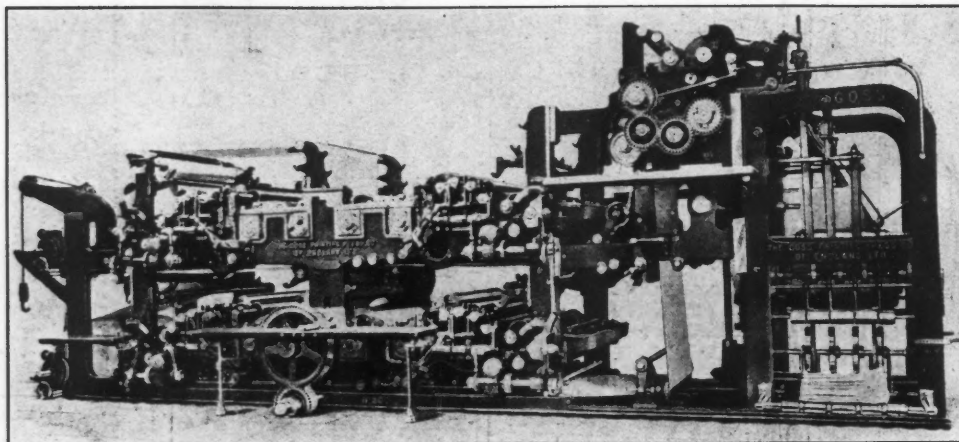
And bear in mind, in making up your list, that a newspaper that goes home because it is the only one that is considered fit for the home, must serve a constituency that is both distinctive and discerning, and one that cannot be reached as effectively—if at all—through any other medium.

JAMES SCHERMERHORN, President and General Manager.

THE N. M. SHEFFIELD SPECIAL AGENCY, NEW YORK AND CHICAGO

[From *Newspaper Owner*, June 22, 1912]

A Suggestion to Provincial Weeklies



Goss Two-Reel 16-page Press with Insetting Folder, which prints the "Kilmarnock Standard."

Capacity per hour:—

- 18,000—4, 6, or 8-page papers from a double set of plates.
- 9,000—8-page papers from 8 plates.
- 9,000—10-page papers from 12 plates.
- 9,000—12-page papers, composed of three 4-page sheets, inset, from 16 plates.
- 9,000—12-page papers, composed of two 4-page and two 2-page sheets, inset, from 12 plates.
- 9,000—12-page papers, composed of two 6-page sections, folded together, from 12 plates.
- 9,000—16-page papers, composed of four 4-page sheets, all inset, from 16 plates.
- 9,000—16-page papers, composed of two 8-page sections, folded together, from 16 plates.

*Write us your requirements and
we will endeavor to meet them.*

THE GOSS PRINTING PRESS COMPANY OF ENGLAND, LIMITED

By reprinting the above advertisement published in *Newspaper Owner* (London), June 22, 1912, we are not bringing personalities into the campaign. Presumably the Goss Company (of England) paid *Newspaper Owner* a fair price for publishing and circulating this advertisement. We are simply giving it, without charge, still wider circulation.

On the opposite page we reprint from the same Journal of the same date an advertisement by Linotype and Machinery, Ltd. (London), who are building the Duplex Tubular Plate press in their magnificent works at Manchester.

Our purpose is to call the attention of publishers to the respective claims of the builders of these two styles of presses. We recently introduced the Tubular Plate press, the invention of our Superintendent, Mr. Henry F. Bechman. We claimed that, when running at the same peripheral rate of speed, it would produce just **double the product** of presses equipped with the same number of semi-cylindrical plates. (See next page.)

DUPLEX PRINTING PRESS COMPANY

LONDON
Linotype & Machinery, Ltd.
188 Fleet St., E.C.

Main Office and Works: BATTLE CREEK, MICHIGAN.
NEW YORK: World Building
General Agents for Canada: MILLER & RICHARD, Toronto

PARIS
Linotype & Machinery, Ltd.
10 Rue de Valois

[From Newspaper Owner, June 22, 1912]

All Provincial Newspaper Proprietors

AND OTHERS WHO MAY BE INTERESTED ARE INVITED TO SEE

The Duplex Tubular-Plate Press



The 16-page Duplex Tubular-Plate Press prints newspapers at the rate of 25,000 copies per hour. . . .
without insetting folder, i. e., without tapes.

Capacity of 16-page press per hour :

<u>50,000</u>	4, 6, or 8-page newspapers, from a double set of plates (with extra folder).
<u>25,000</u>	8-page newspapers, from 8 plates.
<u>25,000</u>	10 " " " 10 "
<u>25,000</u>	12 " " " 12 "
<u>25,000</u>	14 " " " 14 "
<u>25,000</u>	16 " " " 16 "

All Copies from 6 to 16 pages inset.

The Duplex Tubular-Plate Press is Manufactured and Sold by

Linotype & Machinery Limited, 188 and 189 Fleet Street, London, E.C.

(See preceding page.)

This claim was so revolutionary and startling that it was not readily believed. Competitors ridiculed it and their agents scoffed at it—but it was true. The ridicule has ceased and agents who scoffed are now applying to us for permission to sell the machine.

In the Tubular Plate press each plate is on the web and printing **all** the time. In all other stereotype presses each plate is on the web and printing **only half** the time.

Compare the two tables of products. You will observe that the ratio is as 9 to 25, that is, while the press with semi-cylindrical plates is delivering 9 papers, the "Tubular" delivers 25—nearly three times as many. The experience of scores of publishers now using the Tubular Plate press is that this ratio is easily maintained. The twenty-five papers from the "Tubular" are delivered as easily, as cheaply and as certainly as the nine from the other. This excess over the double product is because of the far greater simplicity of the Tubular Plate machine.

DUPLEX PRINTING PRESS COMPANY

LONDON
Linotype & Machinery, Ltd.
188 Fleet St., E.C.

Main Office and Works: BATTLE CREEK, MICHIGAN.
NEW YORK: World Building
General Agents for Canada: MILLER & RICHARD, Toronto

PARIS
Linotype & Machinery, Ltd.
10 Rue de Valois

CUB REPORTER'S LUCK.

HOW A YOUNGSTER INTERVIEWED MARSHALL FIELD AFTER EXPERIENCED MEN FAILED.

By Dan F. Miller.

Sometimes the luck of a cub reporter in landing a difficult story is equal to that of a greenhorn at poker. In fact the ability of most cubs to blunder into a story where the



DAN F. MILLER.

finesse of an experienced news gatherer would avail him naught has passed into a proverb.

I had been a cub on the Chicago Inter-Ocean just a week when the city editor, more to get me out of the office than anything else, said:

"Go out to Marshall Field's house and get him to give you an interview on the present conflict between Capital and Labor."

If he had asked me to interview the Pope on the bearcat dance, the assignment could not have been more preposterous. In fact, though I did not know it then, Marshall Field simply would not be interviewed. Every newspaper editor—every experienced reporter knew that and so did not attempt to accomplish the impossible.

ATTACKED BY BUCK AGUE.

When I reached the Field mansion I had a severe attack of buck ague. I had never been asked to do so tremendous a thing before. Other cubs had confessed to me similar emotions. One told me he had walked around a hotel three times before he got up nerve enough to call on Col. Robert Ingersoll.

A butler, who was really overwhelming in his hauteur, came to the door and surveyed me suspiciously. I told him I was a reporter and wanted to see Mr. Field. He shut the door in my face but returned a moment later and admitted me. He led me up a wide stairway to a library on the second floor, where before a grate fire sat the merchant prince, himself, a handsome man, with snow white hair, who looked at me kindly and motioned me to a chair. I told him what I wanted.

"Your editor must know I don't talk for publication," he said. "Have you been in newspaper work long?" he asked me.

I told him I hadn't; that it was my first week on a newspaper.

HOW FIELD FOOLED THEM.

"Well, we'll fool them," he said, finally. "Get your note book out and take down just what I dictate to you."

For an hour I wrote steadily while Marshall Field dictated what, even to my unsophisticated newspaper sense, was hot stuff—a great big story that was all my own—that ought to cinch my job on the paper.

When I went back to the office and told the city editor I had that interview, he wouldn't believe it. I had to show him my notes and was taken in to see the managing editor. The interview appeared the next day on the front page in a big box and in black face. It was copied in newspapers throughout the country and cabled abroad. It was commented on for weeks in print by capitalists and labor leaders.

LUCK NOT CONTINUOUS.

This was just one instance of a cub's luck—that I couldn't repeat it as an ex-

perienced reporter I found out years later, when a new trade journal in Philadelphia, looking for a feature for their first issue telegraphed me that they were willing to pay \$50 for an interview with Marshall Field on trading stamps. I went to the Field wholesale house, sent in a request for the interview and a haughty young clerk came back with the answer. It was:

"Marshall Field does not criticize the business methods of his competitors."

PUT UP A JOB ON A CUB.

It was once the custom at detective headquarters where the night police reporters foregathered to bully-rag a cub until he was frantic from a realization of his own crassness and incompetence. A favorite stunt was to send a new man out to some jumping-off place late at night on a "tip" that existed wholly in the fertile imagination of one of the older news gatherers.

One night a little cub named Reynolds who had recently come out of the tall and uncut wandered into detective headquarters, when the place was deserted, and began turning over the leaves of the accident book. "Planted" there for his benefit, presumably not intended for his sight but addressed confidentially by one of the older men to another, was a "tip" on a big murder away out in the Attrill street district, which the police were endeavoring to suppress. The note read: "Get out there at once and make the captain cough up. Don't let him bluff you. Tell him you got the tip straight and we're going to print the story anyway."

The little cub shuddered when he realized that only the accidental discovery of this note had saved him from being scooped on a whale of a story. It was late at night—a nasty cold night especially chosen for the hoax—and it would require two hours at least to get out to Attrill street station and back to his office. That would barely give him time to catch the last edition.

When he reached Attrill street he found the captain in his office.

HE BLUFFED IT OUT.

"How about that murder story Capt.," he said, with easy assurance.

The captain looked at him in astonishment.

"What murder story," he blustered.

"Aw, come off, Cap.," retorted the cub. "WE know all about that. The other fellows have all got it. You aren't going to let me get scooped are you?"

So the captain, resigning himself to the inevitable, actually did give the cub the story of a whooping big murder, which actually had happened that night in the Attrill street district and which the police actually had been trying to suppress, and the cub went back to his office and with the assistance of crime describers who were older and wiser than he, smeared his beautiful murder

story all over the first page of the paper.

GAVE THEM A SHOCK.

When the night bunch were leaving headquarters at daybreak, one of the older men, who had been in on the hoax, asked the little cub if he had got the "murder story" out at Attrill street.

"I certainly did. Big story all right. I got it on the first page. Here it is"—and he bought a paper at a newstand and showed it to the merry jesters.

The outburst of language which followed this revelation was horrible.

The oldest cub I ever knew was a little German, fat and more than forty, who had broken into the night police game, somehow, after he had resigned as hopeless the task of supporting himself, a wife and twelve children, as a minister of the gospel. How on earth he ever was able to make both ends meet on a cub's salary was a mystery. He retained a good deal of his ministerial dignity, did not attempt to disguise the fact that the free-and-easy language used by most of the newspaper boys pained him extremely, and so, on the whole, he was not very popular.

When a big story broke, no one took the trouble to enlighten him and he was scooped so often that it got on his nerves. In fact, during his working hours he was continually bordering on a state of hysteria, fearful lest something was happening that he knew nothing about and which he would know nothing about until it was printed.

CHASING A BURGLAR STORY.

Early one morning the tip came into detective headquarters that two policemen from a west side station had been shot and killed by burglars. There was still time to catch the last edition if the scene of the shooting near Ashland avenue could be reached in a hurry, and a dozen newspaper men ran at top speed out of headquarters to the cabstand at the south side of the city hall, jumped in the waiting vehicles and shouted to the sleepy cabmen to get a move on them.

The excitement woke up the German, who had been sleeping soundly in a chair, and he started to his feet in time to see the last of the scurrying reporters vanish through the doorway. He followed, saw them jumping into the cabs and heard a jumble of rapid-fire instructions to the drivers as they were driven away in the darkness. Something big had happened—but what was it all about? A sudden realization of the hopelessness of his own situation made him frantic.

He jumped into the only cab remaining.

"Where to, boss?" asked the cabby. "Ach, Gott!" shouted the little German, in a frenzy. "Take me ANYWHERE!"

PANCAKE'S HARD LUCK.

When Karl Pancake left for the Pacific Coast about a year ago, he had

(Continued on page 16.)

Quality Circulation, It's Growing.
The Cleanest Paper in Pittsburgh, A Family Favorite.
Newsiest Paper in Pittsburgh.—It's Read.
The Real Paper in Pittsburgh, Sets the Pace.
Your Pittsburgh Advertising Can't Do Without It.
THE PITTSBURGH SUN
Emil M. Scholz, General Manager
CONE, LORENZEN & WOODMAN, Foreign Representatives, NEW YORK. CHICAGO.

KNICKERBOCKER PRESS

THE **DEMOCRAT**
Nashville, Tenn.
Has a circulation known and proven. Ask Association of American Advertisers, New York City
The JOHN BUDD CO., Representative
New York Chicago St. Louis.

The News Scimitar
OF MEMPHIS, TENNESSEE
is the leading afternoon newspaper in circulation and importance in the Mississippi Valley south of St. Louis, and in a territory over 800 miles wide.
Represented by PAUL BLOCK, Inc., 250 Fifth Avenue, NEW YORK, Steger Building, CHICAGO.

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

GET THE BEST ALWAYS!
The Pittsburgh Dispatch
Greater Pittsburgh's Greatest Newspaper
WALLACE G. BROOKS Brunswick Bldg. New York
HORACE M. FORD Peoples Gas Bldg. Chicago

The Elizabeth (N. J.) Times
Only Democratic daily
in Fifth Congressional District

The Evening Post
PORTLAND, ME.
"The People's Paper"
During the next thirty days will cover every home in Portland, South Portland and Westbrook.
Maine's only Penny Paper
PERRY LUKENS, JR., GEO. L. McFARLAND, Tribune Bldg., New York Boyce Bldg., Chicago

THE MONTH OF MAY FO THE R **ST. PAUL DAILY NEWS**
(St. Paul's Greatest Newspaper) was most satisfactory, showing large increases in both circulation and advertising.
May average Circulation..... 70,684
May, 1911, average..... 59,232
Increase, daily average..... 11,461
May local display advertising increased 38,346 lines over May, 1911.
And during May the Daily News printed 15,134 lines more local display advertising than any other St. Paul evening newspaper. 92,008 lines more local display advertising than any St. Paul morning newspaper.
The St. Paul DAILY NEWS has a larger circulation and a larger local advertising patronage than any other St. Paul newspaper.
Foreign Advertising Department, C. D. BERTOLET, Manager, Kansas City, Boyce Bldg., New York, G. O. DAVIES, Chicago, J. F. ANTISDEL.

THE TRADE JOURNAL.

Not Merely a Distributor of Trade News or Personals, but an Earnest Well-Equipped Teacher in the Trade or Profession to Which It Is Devoted—Its Higher Purposes.

By B. B. HERBERT.
Editor National Printer-Journalist.

The great English philosopher, Sir Francis Bacon, stated: "I hold every man a debtor to his profession, from the which, as men do, of course, seek to receive countenance and profit, so ought they, of duty, to endeavor themselves, by way of amends, to be a help and an ornament thereunto."

The technical or trade paper has come into existence largely to record the "amends" made to the callings represented thereby. It is a clearing house of knowledge, of experiences, theories, principles and accomplishments in the trade or profession to which it is devoted.

It is wise that a man of attainment in his vocation give of his wisdom to others and it is a duty of others to learn of that wisdom, that they may profit, and in time become a help and an adornment to the calling.

EDUCATIONAL PURPOSE.

The trade or technical paper exists not alone to make men more successful, to help them to meet and solve the difficulties that confront them from time to time, but to instruct and educate them, to make them more able, more worthy, for the encouragement, inspiration and uplift of others.

The editor of a trade journal is never more pleased or encouraged than when subscribers state that they carefully go over and study each number when received and mark with a pencil all those things they think they can apply to their own business and then go back and study these marked paragraphs or articles and seek out methods for their application.

The woes of the editor of the technical journal come from subscribers who are alike indolent, listless, inattentive, with the feeling that there is no need for learning or that they already know it all. He is troubled by those who have no object higher than getting a present living, no sense of the duty and privilege of highest possible service or desire of becoming a help and an ornament or glory and inspiration to the calling that furnishes them, or should furnish them, if intelligently and earnestly pursued, "a profit and advancement."

The home papers all over this land (and all newspapers, whether metropolitan or rural, are now home papers) are, in an important sense, in the nature of trade papers to their respective cities and communities and to all the activities and industries carried on therein.

DUTY OF NEWSPAPER.

It is the privilege and duty of every newspaper as well as of every trade paper, to advance knowledge in promoting the callings of their readers and the upbuilding of their lives. One of the curses of the newspaper calling in the past has been the use of the paper for political advancement. Professional office seeking is now at a discount and editors and publishers have come to strive and glory in their work and in making their business useful, worthy, and permanent.

The work of the editors and publishers of trade papers devoted to newspaper and printing has been greatly helped by this change and where only one feeble journal existed twenty-five years ago devoted to these callings, a score of strong, worthy journals now

find support. The trade paper as a teacher of newspaper making and good printing has come to be appreciated.

The trade papers aid those engaged in the developing of better appliances, better devices and supplies in the way of presses, types, composing machines, paper, etc., for the use of these callings. They build up the members in the knowledge of their use, as well as in all knowledge that tends to higher professional or expert attainments, to economic management, efficiency and all else that tends to better production, broader and more useful service and a permanent success with rewards and honors.

CLUBS AND ASSOCIATIONS.

The Chicago Press Club held a picnic at Glen Ellyn on August 10. Owing to a heavy rain the picnic was held in the Auditorium, where an impromptu program was rendered, which included a showing of excellent moving pictures a la Nicolodeon. Supper was served in the Congregational Church parlors. The serving included Glen Ellyn sweet corn grown by local gardeners having membership in the club.

E. J. Cooney, of Providence, R. I., has been re-elected president of the Catholic Press Association, which held its annual meet this year at Louisville, Ky. The organization has selected Milwaukee, Wis., as its meeting place for 1913. The association will establish a news bureau in Rome in the near future from which the papers in membership will receive a weekly cable letter containing news from the Vatican.

The Brooklyn Press Club opened its quarters at 365 Fulton street last week. The club has a present membership of eighty-five. The clubhouse consists of five rooms that are tastefully furnished. The organization is not only debt-free, but has more than \$400 in its treasury, which is good for a press club. The club will give a housewarming in the fall. Walter M. Oestreicher is president.

The annual meeting of the Northern Indiana Editorial Association was held this year on August 22-23 at Gary.

A new press club has been organized on the Jersey coast. Its name is the Journalistic Club of Atlantic City. Its membership includes both local and out-of-town journalists. The president of the club is Harry Knapp, of the Philadelphia Inquirer; vice-president, Joseph H. Shinn, of the Associated Press; treasurer, Victor Jagmetty, of the New York Herald; secretary, J. Campbell Murphy, of the Press.

The Pittsfield Dope Club, with a membership including the leading newspaper correspondents of Western Massachusetts, had its annual excursion on August 18, passing through Albany en route to this city. The club visited Coney Island and the members were at their desks again on Monday. In the party were Mayor Kelton B. Miller of Pittsfield Board of Public Works; former club; J. P. Barnes, chairman of the Pittsfield board of public works; former Senator Cyrus C. Henry and former State Representative Chester E. Gleason.

William R. Collier, of the Denver Post, has been elected as president of the Denver Press Club.

The Wisconsin Daily League, representing fifteen of the newspapers of the State, elected the following officers at the annual summer outing and meeting at Oshkosh: President, F. E. Noyes, Marinette; vice-president, O. J. Hardy, Oshkosh; secretary-treasurer, H. H. Bliss, Janesville.

The one best bet, a subscription to THE EDITOR AND PUBLISHER, \$1 a year.

**New York American Gained
New York World Lost**

July 1912 Compared with July 1911

In Total Advertising

NEW YORK AMERICAN	GAINED	11,641 Lines
New York World	Lost	25,755 "

In Dry Goods Advertising

Our worthy contemporary, THE WORLD, frequently has made the assertion that DRY GOODS ADVERTISING more than anything indicates advertising supremacy in local newspaper field.

In July the New York American not only published more dry goods advertising than The World, or any other New York morning newspaper, but made a substantial gain over the same period last year—while The World lost.

This statement is certified by the Statistical Dept. of the New York Evening Post



**Advertising That Grows PAYS
Advertising That Pays GROWS**

EFFICIENCY IN CIRCULATION WORK.

Best Results Are Obtained When a Newspaper Has the Hearty Co-operation of the Entire Editorial Department.

By A. E. MacKinnon,

Of the Circulation Department of the New York World.

With its usual regularity, the old question crops up again as to the relations that should exist between the editorial and circulation departments of a newspaper. Its continuous repetition would almost indicate that there really was a condition existing that was not altogether satisfactory. There isn't, at least not in any well managed publication office in the country.

The circulation department of a modern paper is no longer an adjunct of the mail or shipping room, but under the development which modern newspaper methods have required, it has progressed until the circulation manager is to all intents and purposes the sales manager and as such bears similar relations to his publication as the sales manager would to a corporation whose output happened to be automobiles, adding machines or any other standard commodity.

All modern industries have in addition to the administrative force, the creative and selling ends, each essential and each equally indispensable to the other.

Stripped of the ethics that surround the profession, a newspaper to-day is nothing more or less than a manufacturing plant producing every twenty-four hours a marketable commodity in the form of news, and its success or failure is in exact proportion to the quality of the news supplied by the editorial department, plus the energy and ability displayed by the circulation department in placing it before the largest number of possible readers in the shortest possible space of time.

A PERISHABLE PRODUCT.

No other article offered for sale is as perishable as the regular editions of a daily paper. There is nothing staple about news, for history is made every time the presses start and the exacting demands of the public can only be satisfied by giving them the best, and that with a split-second delivery. These conditions result in an atmosphere during working hours, that is, to say the least, surcharged, and editors have been known to damn the circulation staff for their sins of omission as well as commission, but the latter, with the consideration for which they are noted, realize that this is simply the penalty of working with men with hair-trigger nerves, and realizing, forgive and forget.

New York presents conditions that are found in no other city in the country. Here, more than in any other place, editorials make circulation, and by editorials I include all the reading matter that contributes to the make-up of the papers. This is not an insinuation that editorial matter in other cities does not carry weight, but not to the same extent. Ninety per cent. of the combined output reaches the public through street and newsstand sales. Home delivery is practically unknown and there is little indication of its introduction.

The circulation manager is four degrees removed from the public, reaching him only through wholesale distributors, sub-dealers and the local newsstands, but with it all the non-return basis on which the publications are handled enables him to better keep his thumb on the public pulse, and in short order he can detect the rapidity with which his papers are moving.

HELPS THE EDITORS.

This naturally tends to make the circulation manager a valuable assistant to the editorial force. He, through his assistants, is in hourly touch with every section of the city and as reports are received, it requires little deduction to know when a good piece of news has been put across, or, what is equally as important, when a "bull" has been made.

If the two departments are co-operating as they should these impressions are noted immediately and such action taken as the conditions demand.

The profession has its positives and negatives just as every other industry has, but circulation managers are not only positivists, but materialists as well. They know only figures on output and cash receipts, and the fluctuations of those figures are the standards by which they measure everything else. I hold no brief for them and would not claim that they best knew what to give the public, but, by the standards established, they best know what the public wants and in so far as their ability goes they try to serve that public.

This does not mean that they stand alone in their position. The circulation manager who is denied the support of the editorial department is the exception to the rule. Few editors can be found who are not open to conviction when tangible facts and figures are presented.

MUST FOLLOW POLICY.

That the editors do not always fall in with the suggestions does not necessarily indicate opposition. The strong papers are those possessing that intangible quality known as a fixed policy and circulation managers, in their wish to swell output, are oftentimes blind to the fact that in order to bring about the desired result they ask the editorial staff to depart from the very thing that gives the publication strength.

The business, more than any other, is in a state of transition. The old day of the so-called "personal journalism" is fast passing. Men with a mission are and always will be in the field, but the modern publisher properly expects to be able to fulfill his mission unmuzzled, and at the same time make a legitimate profit on his investment. The public are slow to change, however, and they still regard the daily paper as the expressed personality of the man behind it. Each has an individuality separate and distinct from that of any other contemporary and this fact compels us to recognize the editorial department as the one in which the public takes more

than a passing interest, because through it comes the daily expression of the individuality that has appealed to them and made them regular readers.

CIRCULATION MAN A MATERIALIST.

This is a roundabout way of saying they ought to be the court of last resort. *The circulation man is first, last and all the time a materialist. He wants results and if always left to himself might wander along strange paths to secure them. All would be fish that came to his net.*

The ethics of an editorial man are grounded in the fact that his paper has a fixed policy. His mind is never allowed to wander from that fact and as a result he sees sometimes with a clearer vision than the man whose alpha and omega is increased circulation. After all, things are great or small only by comparison, and even in newspaper circulation the one great factor isn't necessarily what you've got, but how you got it, for the manner in which it was secured more than anything else determines the proportion of it that will stick adown through the years.

CUB REPORTER'S LUCK.

(Continued from page 11.)

won recognition as one of the best crime reporters in Chicago. Many years before, "Pan" had begun newspaper work as a cub for the City Press Association, assigned to the Hyde Park police district. The first few weeks of the new work were hard sledding. Early one morning, when "Pan" was leaving the Hyde Park station, Inspector Nick Hunt, commanding officer of the district, who had noticed the young cub about the station and thought he seemed despondent, called him into his office.

"Well, young man, how are you getting along?" he questioned.

"It's rather hard to say," replied Pan-cake, doubtfully. "Last week I got scooped ten times and this week only eight. What do you think, inspector?"

THE KING OF CLUBS.

(Continued from page 8.)

thousands of pieces of glass on the heads of the audience returning from the circus.

The crowd rushed for the stairs. As Solon heard them coming he worked himself up, and as they burst open the door they found him over his "victims," with club raised like Ajax defying the lightning. The first to enter were so appalled by the awful scene that they beat a quick retreat, knocking a dozen or more people downstairs.

It was the liveliest scene that even Bloody Hollow had ever witnessed. Solon, with his dishevelled hair and bloody visage, still brandishing his club, came out on the landing and assured all that there was no danger. The crowd then took heart and ascended to the

sanctum, where Solon told them how "he had been assailed by these ruffians while he was quietly at work and how he had quickly disposed of them."

This roused Tom and Jerry, and they were about to utter the word "Liar," as nearly as could be judged by the formation of their lips, but there was only a gurgling sound in their throats, and when they heard Solon Ananias say, "They begged for their lives on their bened knees," they convulsively rolled over on their backs and gave up the ghost. It was too much.

EPILOGUE.

Solon Ananias became the hero of the day. The people now had a champion before whom Hercules was but a puling infant. A vigilance committee was forthwith formed. Solon Ananias was unanimously elected chairman. The desperadoes were cleared out. Bloody Hollow changed its name to Peaceful Valley. Thousands came to settle there. It was given a city charter. Solon Ananias became the first mayor, and was known ever after as "The King of Clubs."

Press Clippings

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

BURRELLE

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

"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. 6996-4 Bookman



THE WARD SYSTEMS CO.

Operators of

The Ward Paid-in-advance Contest System

(The Sure System)

Write for terms, etc. 903 Marbridge Bldg., New York City, N. Y.

For Washington Correspondence

write

AMERICAN TELEGRAPH PRESS

District National Bank Building

Washington, D. C.

"IPSCO" TISSUE

INTERNATIONAL PUBLISHERS SUPPLY CO.

LOUIS A. HOFFMANN, Gen. Mgr.

Proven Newspaper Supplies

117 John St., New York, U. S. A.

FACTS ABOUT SEATTLE TIMES.

Col. Alden J. Blethen Gives Results of a Recent Examination.

On the subject of circulation examinations the distinguished editor of the Seattle Times, Col. A. J. Blethen, to a reporter for THE EDITOR AND PUBLISHER, said: "During the last month we submitted our entire circulation department to the inspection and auditing of C. E. Patteson, the special agent of N. W. Ayer & Son.

"I did not do this until after I had thoroughly understood the situation through N. W. Ayer & Son themselves, and then came to the conclusion that it would be vastly more proper to have this work done by so eminent and reputable a firm than to have it lie in abeyance and suddenly be put to an examination by the A. A. A. or some other combination, who might send out a rascal or a very incompetent person.

"I therefore consented to this arrangement, although it cost us \$250 in cash to have it done and required nearly ten days to complete the examination. The outcome was the most satisfactory of anything that has ever been done for us, as N. W. Ayer & Son had directed Mr. Patteson to give the most faithful examination he had ever given to any newspaper, provided the Times would consent to such an examination.

"The certificate which N. W. Ayer & Son issued at the close of the examination is at hand. Among the startling things which Mr. Patteson discovered himself were the following:

"First—That the returns, wastes, exchanges, complimentary and all other papers not actually paid in cash amounted to 1.69 per cent. of the total circulation—thus certifying that 98.11 per cent. were delivered to the public for net cash.

"Second—He also found that of the total circulation the city of Seattle takes almost seventy-one per cent. of the entire output, while the outside territory gets less than twenty-nine per cent.

"Mr. Patteson found the average daily circulation of the Times for nine months, Sept. 1, 1911, to May 1, 1912, was 65,990 copies, of which the average net paid circulation was 63,930 copies.

"In describing in his certificate the Times circulation, Mr. Patteson wrote: 'The Times management placed unreservedly at the command of investigator all books, accounts, lists, etc., relating to production, distribution and receipts of circulation. There was also hearty co-operation at every stage of the process on the part of the managers and employes in both accounting and circulation departments.'

Annoying Coincidence.

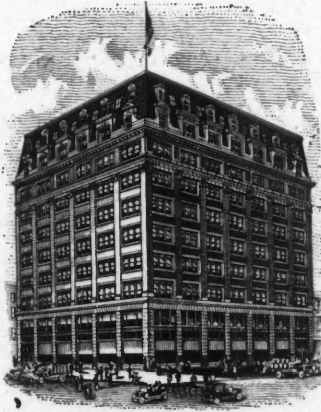
"That was an annoying coincidence," said Mr. Biggins. "It took great tact to manage it." "What's the trouble?" "The pension examiner and the life insurance doctor both called on me at the same time."—*Washington Star.*

NEW BUILDING OF THE
SATURDAY BLADE
AND
CHICAGO LEDGER

Boyce's Big Weeklies
With 1,000,000 Proved Circulation

is now ready for occupancy.
We are moving in and "moving things."

**Boyce's
Cover
the
Country
like a
blanket**



New W. D. Boyce Building, 500 Dearborn Ave., Chicago, Ill.

**Rate
\$2.25
per
agate
line
flat**

In making up your lists at this time you are going to miss out on proved pulling power if you don't include Boyce's Big Weeklies. Address

W. D. BOYCE CO., 500 Dearborn Ave., Chicago

HENRY A. WISE WOOD, EDITOR.

Inventor of the Autoplate Heads Staff of Aero Club Bulletin.

It is not generally known that Henry A. Wise Wood, besides being an inventor of the Autoplate, and various improvements in newspaper presses, is also an editor, but such is the fact.

It was his love of aeronautics that led Mr. Wood to take up the editorial pen and assume the responsibility of supervising the publication of the Aero Club of America Bulletin in addition to his duties as president of the corporation bearing his name. Mr. Wood is vice-president of the Aero Club of America and takes much interest in everything pertaining to its affairs.

OBITUARY NOTES.

JOHN H. RIORDEN, for more than twenty years connected with newspapers in New York, Philadelphia and Boston, died in a Newark hospital of diphtheria, last Saturday. He was 42 years old.

J. H. BOERMAN died at his home at Findley Lake, N. Y., last week. He was the publisher of the Breeze of that town and held the office of postmaster for a number of years.

M. A. LEAVY, for more than thirty years a well-known newspaper man of Washington, D. C., died last week in a hospital there after a short illness. He was sixty-five years old and had been on the staff of the old National Republican and the Washington (D. C.) Times.

GEORGE D. YOUNG, editor of the Park Falls (Wis.) Herald, was accidentally drowned last week. He was a well-known newspaper man of Wisconsin.

IRA M. CADY, the pioneer editor of the Magnolia (Minn.) Advocate, died last Monday of apoplexy. He was fifty-nine years old.

WILLIAM J. KENNEDY, for several years assistant city editor on the Troy (N. Y.) Record, died on Aug. 16 after a two months' illness.

WILLIS LEONARD CLANAHAN, for a number of years a contributor to the New York World and St. Louis Post-Dispatch, died in a St. Louis hospital on Aug. 20. He was forty-five years old.

THOMAS J. QUINN, for the last thirty-five years employed in the newspaper business and for many years connected with the New York Herald and Evening Telegram delivery department, died Aug. 19 after a lingering illness. Mr. Quinn was always active in the interests of organized newsdealers and was president of the New York Newsdealers' Association for several years.

COL. JOSEPH STARR DUNHAM, one of the leading newspaper men in Arkansas, died at Fort Smith last week at the age of eighty-two. In 1859 he founded the Van Buren Press and was its publisher from that time until his death. He was a prolific writer and much quoted.

TWIN CITY DAILY NEWS NOTES.

(Special Correspondence.)

MINNEAPOLIS, Minn., Aug. 22.—The first prize in the runabout class of the Twin Cities to Winnipeg Reliability Run of the Minnesota State Automobile Association is a beautiful sterling silver loving cup, 2 1/4 inches in height, offered by the Daily News of St. Paul and Minneapolis. It has applied upon it a striking design showing a speeding runabout.

Suitable engraved inscriptions will cite the names of the donors and the conditions upon which the trophy may become the permanent property of contestants. The deed of gift to the State Automobile Association by the Daily News provides that the cup is to become the property of the entrant winning it three times in succession with the same make of car.

W. F. Chapman, circulation manager of the News, has been appointed business manager of the Woman's Home Weekly, of Minneapolis.

George Barton, sporting editor of the News, is in training at White Bear Lake. He's training for another year's work.

James D. Williams, of the linotype force, has filed as a candidate for reelection as alderman from the 11th Ward. He was urged to get into the game for mayor, but the field was so crowded with aspirants that his old seat in the city council looked like a fat take.

Rex G. White has returned to his desk in the editorial department of the News, after a vacation spent at Remington, the same being a typewriter upon which he was beating out a play.

J. P. E. Dempsey, formerly of the News, now with the Philadelphia Record, spent a week in the Twin Cities, visiting friends.

C. J. Bradley, United Press operator for the News, is putting in his summer working a wire from the Fountain Hotel in the Yellowstone Park. His place in Minneapolis is being filled by **W. P. Guthrie**.

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

A steadily increasing
business—without the
aid of special editions
—is the answer as to
why

THE EVENING MAIL'S
policy of accepting
only clean advertise-
ments is a winning
one.

203 Broadway - New York

THE NEWS

BUFFALO, N. Y.

Circulation for July, 1912

100,937

The Leading DISPLAY and
CLASSIFIED Advertising
Medium in New York State
outside of New York City.

EDWARD H. BUTLER, Editor and Prop'r
KELLY-SMITH CO., Foreign Representatives
Chicago New York City
People's Gas Bldg. 220 Fifth Avenue

TIPS FOR BUSINESS MANAGERS.

The J. W. Barber Advertising Agency, 258 Washington street, Boston, Mass., is placing orders with Western papers, for the A. J. Tower Co., Tower Brand Slickers, Boston, Mass.

The George Batten Co., Fourth avenue building, New York, is sending out orders to New England papers, for the Bristol Manufacturing Co., Marino Underwear, Bristol, Conn.

The Blackman-Ross Co., 10 East Thirty-third street, New York, has secured the advertising account of the H. O. Co., H. O. Oatmeal, Buffalo, N. Y. It is said that only Eastern papers will be used for the present. This company is making contracts also for the W. M. Lowmyer of Canada, Ltd., Lowmyer's Cocoa and Chocolates, with Canadian papers only.

The Blumenstock Bros. Advertising Agency, Chemical building, St. Louis, Mo., is placing orders with some Eastern papers, for the Make-Man Tablet Co., 1221 Lake street, Chicago, Ill.

The Clague-Painter-Jones Co., Otis building, Chicago, Ill., is making 10,000-line contracts with some Western and Pacific Coast papers, for the Steinberg Tailoring Co.

The W. L. Douglas Shoe Co., Douglas Shoes, Brockton, Mass., is renewing contracts with Western papers where they have expired.

The McGuickin-McDevitt Co., Morris building, Philadelphia, Pa., will start a campaign with large city papers from Boston, Mass., to Cincinnati, O., after Sept. 20, for the Lippard-Stewart Motor Car Co., Buffalo, N. Y. This company will also place the advertising of the Durham-Duplex Razor Co., 200 Fifth avenue, New York, after Sept. 1.

The Murray Advertising Agency, 74 Cortlandt street, New York, will shortly place orders with newspapers generally, for the Wyeth Chemical Co., Wyeth's Sage and Sulphur Hair Remedy, above address.

The Frank Presbrey Co., 456 Fifth avenue, New York, is sending out orders to large city papers for the R. J. Reynolds Tobacco Co., Tuxedo Tobacco, Richmond, Va. This company is also placing some trade and cash orders with a few large city papers, for the Copley-Plaza Hotel, Copley square, Boston, Mass.

The Taylor-Critchfield Co., Brooks building, Chicago, is making contracts for 5,000 lines with some Western papers, for the Martin-Howe Coal Co.

E. J. Thiele & Co., 206 South LaSalle street, Chicago, are making 1,000-line contracts with some Western papers, for Dr. F. W. Willard.

James T. Wetherald, 221 Columbus avenue, Boston, Mass., is making renewals for the fall advertising of Dr. Earl S. Sloan, Inc., Sloan's Liniment, Boston, Mass.

The Wrigley Advertising Agency, 35 South Dearborn street, Chicago, is placing 2,000-line contracts in the West, for the John R. Thompson Restaurant Co., Chicago.

W. P. Colton, 220 Broadway, New York, is placing orders for fifty-six lines, thirteen times, e. o. d., with St. Louis papers, for the Hudson River Day Line.

ROLL OF HONOR

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

Table listing publications across various states including Arizona, California, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, New Jersey, New Mexico, New York, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Washington, Wisconsin, Canada, and Trade Papers.

TIPS FOR BUSINESS MANAGERS.

W. L. Douglas Shoe Co. is sending out orders, direct, for 10,000 lines, one year, West.

Clague-Painter-Jones Co., Inc., Otis Bank building, Chicago, Ill., is making contracts for 14,000 lines, one year, on the Pacific Coast, for the Steinberg Tailoring Co.

W. H. H. Hull & Co., Tribune building, New York, is sending out orders for forty-two lines, four times, to Philadelphia papers, for the advertising of Dunlap Hats.

The Charles H. Fuller Company, 378 Wabash avenue, Chicago, is making contracts for 10,000 lines, with St. Louis papers, for the Universal Motor Truck Company, Detroit. This company is also making 10,000-line contracts with Western papers, for E. W. Rose, St. Louis.

Lord & Thomas, Trude building, Chicago, are making contracts for 5,000 lines, with Southeastern and Western papers, for Goodyear and Motz, Dayton, O. These agents are also sending out orders for 1,000 lines, to St. Louis and Western papers, for the Michigan Motor Car Company.

The Charles H. Touzalin Agency, Kesner building, Chicago, is placing orders for three inches, four times, with North-western papers, for the Department of the Interior, Dominion of Canada.

The Charles H. Fuller Company, 378 Wabash avenue, Chicago, is making contracts for 5,000 lines, with Eastern and Western papers, for the American Motors Company, Detroit.

The John F. Murray Advertising Agency, 74 Cortlandt street, New York, will shortly place some advertising for the Genuine Haarlem Oil Manufacturing Company, Gold Medal Haarlem Oil, Scranton, Pa. This agency will also place the advertising of O. H. Jadwin & Son, Hooper's Fatal Food and Tobias Liniment, 63 Cortlandt street, New York. It is also reported that this agency will place the advertising of the Onstead Corset Company, 44 West Twenty-second street, New York.

Has Clear Ideas of What He Wants.

The editor of the New York Times recently received the following letter from a man in Garrison, Tex.:

Mr. Editor will you please have this printed in the New York Times. And you write me what it will cost me to have this ad put in the paper. here is what I want put in the paper. Ad for a wife. want a wife from the age 18 to 21 yrs. would like for her to be a brunet. want her to have a sweet disposition and to be a christian lady and have a talent for music. I want to study law and am a poor hoy not able to go and take the course, and I want a Wealthy girl and would rather no other would ans. A description of myself is I am 6 ft. high weigh 150 lb. am a gentleman. I do not drink, smoke, or curse. I am a brunett. my birthday is the 29th of may. I was 21 last may would like for her to write me and have her picture taken and send it at first in first letter.

Only in Books.

"I say, is this the novel you advised me to read?" said the cabman to the librarian. "Yes," replied the librarian, "that's the one." "Well," said the cabman, "you can just take it back. There's nine people in the first four chapters who hired cabs, and each of 'em, when he got out, 'flung his purse to the driver.'" - Spokane Spokesman Review.

THE New Orleans Item

Has made New Orleans a "one paper city."

The Association of American Advertisers recently gave The Item a Sunday circulation of 51,318, daily of 47,807.

That's why The Item month after month carries as much advertising as The Picayune and Times Democrat Combined, and from 300 to 500 Columns more than The States.

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

New Orleans States

32,000 Daily, net

Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.

From May 20th to June 9th, inclusive, States carried 858,856 agate lines, beating Item by 46,985 agate lines, and crediting them with exchange space.

Truthful Statements Carry Weight!

Don't be misled by wild, unsupported claims.

We PROVE everything we say. The evidence is in our columns.

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

New York Chicago St. Louis

AD FIELD PERSONALS.

Peter Findley, space buyer at the Stack-Parker Agency, Chicago, is spending a few weeks at Yellowstone Park, accompanied by his family.

J. E. Trower, advertising manager of the Pittsburgh Post and Sun, was a visitor to Chicago last week. Jack Woodman showed him the sights, but kept him from paying to see the Masonic Temple turned around.

Henry Vallely, formerly of the Chicago Record-Herald, has joined the Tribune of that city, where he will establish a special art department.

Thomas E. Dockrell, the New York advertising specialist, addressed the Pittsburgh (Pa.) Publicity Association last week.

Root Sutherland, formerly assistant advertising manager of the Standard Oil Co., has joined the New York office of Lyddon & Hanford, advertising agents. He is well known among the newspaper and advertising agents.

Fay Hall, formerly with the Los Angeles Evening Herald, has been appointed advertising manager of the Detroit Saturday Night.

Joseph F. Brown, for many years space buyer for the Chas. H. Fuller Co., is now with the Chicago office of Nelson Chesman & Co. in a similar capacity.

A surprise in Chicago advertising circles is that Guy S. Osborn is to lose the New York Sun on Sept. 1. He will be succeeded by Chas. P. Knill, who is resigning his position as manager of the A. A. A.

F. H. Ralston, Western manager of the Butterick Publishing Co., has been made general sales manager of the company, with headquarters in New York City, to take effect Sept. 1. He will be succeeded by J. A. Townsend. Mr. Ralston's friends of the Agate Club will give him a farewell luncheon on Aug. 28.

BRIEF ITEMS OF NEWS.

The Hanscom Park M. E. Church, of Omaha, Neb., is using advertisements in the local newspapers to bring pupils to its Sunday school.

The Adams Newspaper Service is syndicating Phil Porter's Democratic cartoons and Katherine Garland's delightful talks.

The Pittsburgh Sunday Post is presenting as a new feature a boys and girls' magazine, the object of which is to popularize the Post among the youngsters from eight to fifteen years of age.



HENRY VALLELY.

CHANGES IN INTEREST.

SAGINAW, Mich.—Through his purchase of the stock held in the Courier-Herald by Governor Osborn, Walter Hunsaker secures a controlling interest in the paper. He also assumes the presidency of the publishing company.

SOMERSET, Ky.—The owners of the Journal have sold the Times plant, which they bought about three weeks ago, to G. W. Kidd and D. E. McCready of Pine Knot. The new owners propose to publish the McCready County News.

WEATHERFORD, Tex.—C. F. Drake, some time of the Dallas News, has bought an interest in the Democrat. He becomes editor of that paper.

HOXIE, Kan.—The Selden Independent plant was sold under the hammer last week. Frank McIvor, editor of the Hoxie Sentinel was the purchaser. The paper will be consolidated with the Sentinel.

HOUSTON, Mo.—Ed. Vollmar has sold the Republican to George B. Corn, a local real-estate dealer. Corn will act as publisher.

THOMSON, Ga.—Benjamin A. Neal has bought the McDuffie Progress, published here, from Ira E. Farmer and will himself edit and manage the paper.

LELAND, O.—R. L. Balsley has purchased the Times, a weekly newspaper.

BENSON, Minn.—The Times, established thirty-six years ago, has been sold by Foland & McCune to W. H. Thompson, of Holloway. The publication office of the paper will hereafter be located in that town.

HAZELTON, Pa.—The Sentinel, a Republican evening paper, was recently sold at sheriff's sale to ex-State Senator C. W. Kline. The paper continues without change.

SEATTLE, Wash.—Sidney Smith, formerly of Little Rock, Ark., is the new owner of the Northwestern Freeman, of that city.

COLUMBIA, Ark.—The Banner has been sold by the estate of R. L. Emerson, the founder, to W. H. Nabors. The Banner is the oldest paper in the county and has an unbroken publishing record of 35 years.

KANE, Pa.—The Daily Republican is now issued by a company of which G. Scott Smith, formerly of Williamsport, is president and treasurer. W. A. Mundy is secretary.

FARGO, N. D.—The local Roosevelt boosters have secured control of the Fargo Courier-News, under a foreclosure sale.

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NEW PUBLICATIONS.

PINE KNOT, Ky.—The McCreary County News is the name of a new publication that made its first appearance here last week. D. E. McIneary is the editor.

HALLETTSVILLE, Tex.—The Booster is a new daily launched here this week by B. L. Morris.

HUNTSVILLE, Tex.—A. J. Brick, formerly editor of the Normangee Bell, has transferred his printing press to this town, where he will begin the publication of a paper.

INDEPENDENCE, Ore.—The first copy of the Monitor was issued here last week by G. A. Hurley.

STREATOR, Ill.—The first issue of the Oglesby Record made its appearance last week. The paper is a weekly, and at present is being printed in Streator, as its own plant has not yet been established. C. C. Countryman is the editor.

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

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THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,741; Sunday, 84,908—80% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

SCM Superior Copper Mixed Type

IS GUARANTEED TO PRINT Better, Wear Longer, Satisfy Better and Longer than any other. It's in a class by itself; costs more to make; pays better to buy; has had an honorable record of superiority for thirty-eight years; made on best system—point-set, point-line, point-body; makes and saves money for buyer. That's

SCM
made only (but abundantly) by
Barnhart Brothers & Spindler
TYPE FOUNDERS

NEW YORK STATE EVENING DAILY

located in substantial and growing manufacturing town, exclusive field, earning 10 per cent. on \$50,000. Can be bought for materially less than the figure named above. One-half cash required. Splendid opportunity for capable newspaper publisher with a small amount of money to build up a big property.

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New York.

HOUGH WON THE WINE. HOW HE CONVINCED A SCEPTIC THAT THE HILLSBORO GA- ZETTE HAD A NATIONAL CIRCULATION.

Robert T. Hough is the owner and Washington correspondent of the Hillsboro (O.) Gazette. According to the newspaper annuals the Gazette is rated as having a circulation of 3,000 or less. But Judge Hough never ceases to expatiate upon the great ability of his editorial staff and the wonderful influence which the paper exerts upon the politics of Ohio.

"Without the aid of the Hillsboro Gazette," said the judge, recently, while walking down Pennsylvania avenue with a friend from Indiana. "Harmon would never have carried Ohio. Every Republican politician in the State, from Cleveland to Cincinnati, fears the power of our great exponent of public opinion. Nor is its influence confined to the limits of Ohio. It is known and read in every great city in the country. And—"

THE UNBELIEVING SCEPTIC.

"Oh rats!" exclaimed the judge's companion. "Look at that sign on that portable news-stand:

"Newspapers from your own town. We guarantee to supply you with any newspaper you call for."

"Now I bet you a bottle of wine that you can't find your measly little old paper there."

"You're on," replied the judge.

They approached the vendor.

"Have you the Hillsboro Gazette?" inquired the Hoosier, with a grin.

"Surest thing you know," replied the newsman, reaching for a convenient copy, "ten cents, please."

"Well! I'll be eternally honswoggled," exclaimed George Ade's neighbor. "But there's another stand in front of the Star building and I'll double the wager that we can't find it there."

HIS BET IS DOUBLED.

"Once more your bet is placed," calmly said the owner and Washington correspondent of the Hillsboro Gazette. "Hillsboro Gazette?" inquired the visitor when the Star building was reached.

"Certainly sir," said the newsdealer, "shall I wrap it up for you; ten cents, please."

"That beats me judge, but there is another of the peripatetic newsstands up near the Capitol. I'll make it a case or nothing that we can't get it there."

"The odds are large. A bird in the hand—you know the rest. But seein' it's you I'll go you," responded the former solicitor of the Treasury and present owner of the widely circulated palladium of the liberties of the Buckeye State. As they jumped off the car and approached the wheeled depot an inquiry was again propounded. It was answered promptly:

SATURDAY SPORT PAGE!

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

Expert Comment. Best Illustrations.
YOU NEED IT!

Write for particulars to

INTERNATIONAL NEWS SERVICE
200 WILLIAM ST. NEW YORK CITY

AND THE WINE FLOWED ON.

"Hillsboro Gazette? I am afraid, Colonel, that they are all gone—No! here is the latest issue. Ten cents, please."

Judge Hough has a log house on one of the prettiest spots along the Potomac. He likes to entertain friends there as they drop in. That case of fizz-water has aided him materially in this laudable desire, and after the third cork had flown into the tree tops the other day Judge Hough said, with a reminiscent smile:

"I reckon I'll have to telegraph my brother to run off a dozen extra Gazettes next week or the salt in the mine may be evaporated by the time the next Indiana come-on reaches town. Those now on sale are getting 'passay,' as Count Perreard would put it."

LIVE AD CLUB NEWS.

Seventy-five members of the Los Angeles Advertising Men's Club and a number of invited guests attended the regular luncheon meeting last week. Routine business was briefly discussed by the members before the first speaker of the day, Charles A. Stauffer, business manager of the Arizona Republican, of Phoenix, was introduced. Mr. Stauffer briefly outlined the advertising possibilities in Arizona generally and in Phoenix particularly, remarking that the time quickly is coming when Phoenix and Los Angeles would be more closely linked together with commercial ties.

The members of the Jackson (Fla.) Ad Club have mapped out a plan of aggressive action for the fall and winter months.

At the regular meeting of the Rochester (N. Y.) Ad Club last week, L. B. Elliott announced that the Rochester Industrial Exposition has offered money prizes to members of the ad club for the best full page and the best two column, twelve-inch advertisements of the September Exposition for insertion in the local dailies. The following nominating committee has been appointed to prepare the double slate of candidates for ad club offices for the ensuing year, which begins in October: E. C. Mason, J. S. Briggs, Louis E. Groh, Henry M. Sperry and William W. Dake.

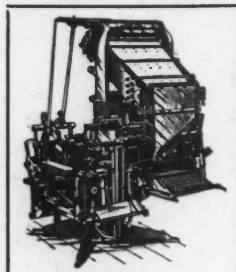
Members of the Springfield (Ill.) Ad Men's Club and the Commercial Association were brought together last week at a luncheon given by the latter association, and a street car ride by the Utilities Company, after which they were the guests of the association at a ball game between Springfield and Davenport. More than 150 business men were present. Secretary Snape, of the association, expressed himself as well pleased as the result of his good fellowship entertainment. The object of the luncheon was to secure the closer affiliation of the two business organizations, a closer co-operation in movements for the good of the city.

It has been suggested that to enhance the international character of the ninth annual convention of the Associated Advertising Clubs of America an effort be made by the committee in charge of arrangements to invite the President and his Cabinet, together with representatives of foreign governments, to attend the convention at Baltimore next June. A ball in honor of the President is also proposed. The many delegates from abroad are expected to represent the large commercial interests of the different countries interested in the extension of trade relationships in countries other than their own.

The Multiple Machine Idea

IN THE GOPHER STATE

The Minneapolis Journal installed a Quick Change Model 9 four magazine Linotype last March. As soon as it was running they wrote us. "It's a hummer." Now they have placed their order for another Model 9 and also a Quick Change Model 8 three magazine machine. That's what they think of the Multiple Machine idea.



Quick Change Model 9
Four Magazine Linotype

OTHER USERS OF

Multiple Magazine Linotypes

IN MINNESOTA ARE:

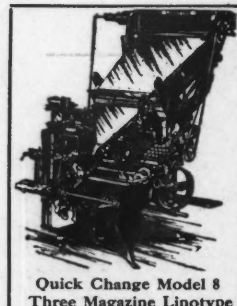
Minneapolis Tribune
(Two Model 9's)

Duluth Herald

Mitchell Printing Co. - - Minneapolis

K. C. Holter Pub. Co. - - Minneapolis

Northfield News



Quick Change Model 8
Three Magazine Linotype

The Multiple Linotype Way Is the Modern Way

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

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549 Baronne Street

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

The members of the Dallas Advertising League met at the regular weekly luncheon last week, covers for fifty-five were laid in the ladies' ordinary, and behind every plate was a real live wire in the form of the genuine get-up-and-hustle Dallas business man. J. R. Babcock, secretary of the Dallas Chamber of Commerce, spoke to the members. He suggested that he believed close co-operation between the Advertising League and the Chamber of Commerce in conjunction with the Texas Commercial Secretaries and Business Men's Association in the way of pointed talks and newspaper writeups on the subject of the best, cleanest and honest advertising would bring splendid results to all parties concerned.

At the regular monthly meeting of the Birmingham Ad Club, last week, John A. Sparrow was unanimously re-elected president for the ensuing year. J. D. Rosenberger and F. J. Holberg were unanimously elected vice-president and secretary-treasurer, respectively. The following seven men were elected directors: John W. Anderson, Sidney J. Lazarus, Phillip Oster, W. C. Radcliffe, E. A. Ribble, J. K. Sterne and Williard J. Wheeler. J. K. Sterne was unanimously re-elected chairman of the board of directors.

Enjoys Reading The E. and P.

NETTLETON ASSOCIATION NEWS.

SYRACUSE, N. Y., Aug. 13, 1912.

THE EDITOR AND PUBLISHER: We watch with interest for each copy of THE EDITOR AND PUBLISHER and enjoy thoroughly its spicy articles from front to back. Wishing you continued success, we are

W. R. JILLSON, JR.

NOTICE

Choice newspaper properties at moderate prices in every State in the Union. Will furnish summary descriptions in first letter if you give requirements and bank references.

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Metal Economy

Even a high-grade metal must have proper care and attention to keep it in good shape.

Overheating and useless, frequent skimming are the greatest evils to avoid, as they tend to destroy the "life" of the metal.

OXODIO is a timely preservative.

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Let the American Ink Co.
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4-cent inkman.

