

THE EDITOR AND PUBLISHER AND JOURNALIST

Vol. 13, No. 22

NEW YORK, NOVEMBER 15, 1913

10 Cents a Copy

THE GILT EDGE LIST.

NEW NEWSPAPER ASSOCIATION
ORGANIZED TO PROMOTE
GOOD ADVERTISING.

Of Two Hundred and Thirty Newspapers That Have Approved the Plan 102 Have Signed Up—At Chicago Meeting Jason Rogers Was Elected President and Thomas Rees, Vice-President of New Body.
(Special by Wire.)

CHICAGO, Ill., Nov. 12.—The organization meeting of the Gilt Edge List was held at La Salle Hotel Tuesday and Wednesday. Two hundred and thirty papers had signified their desire to participate in the association, of which 102 have signed final agreements to date. Seventy papers were represented at the meeting either by the publisher, the business manager or a proxy.

The officers elected were: Jason Rogers, of the New York Globe, president; Thomas Rees, of the Springfield (Ill.) State Register, vice-president; Max von Schlegell, of the Martinsburg (W. Va.) Journal, secretary, and L. H. Dingman, St. Thomas (Ont.) Times, treasurer.

TRUSTEES ELECTED

Trustees for one year: A. L. Fish, of the Portland (Ore.) Journal; Victor H. Hanson, of the Birmingham (Ala.) News; Thomas Rees, of the Springfield (Ill.) State Register; N. B. Black, of the Grand Forks (N. Dak.) Times and Herald; Arthur Capper, of the Topeka (Kan.) Capital, and J. L. Sturtevant, of the Wausau (Wis.) Record-Herald.

Trustees for two years: C. B. Gillespie, of the Houston (Tex.) Chronicle; M. R. Jennings, of the Edmonton (Alta.) Free Press; L. H. Dingman, of the St. Thomas (Ont.) Times; W. H. Dow, of the Portland (Me.) Express and Advertiser; David B. Plum, of the Troy (N. Y.) Record; Wesley McCurdy, of the Winnipeg (Man.) Free Press.

Trustees for three years: Max von Schlegell, of the Martinsburg (W. Va.) Journal; Jason Rogers, of the New York Globe; E. P. Adler, of the Davenport (Iowa) Times; John T. Mack, of the Sandusky (O.) Register; G. H. Larke, of the Indianapolis (Ind.) Sun, and Milo W. Whittaker, of the Jackson (Mich.) Patriot.

Committee on audits to confer with organizations of general advertisers: J. L. Sturtevant, H. H. Bliss, M. W. Whitaker.

Executive committee: Thomas Rees, chairman; N. B. Black, David B. Plum, L. H. Dingman and Arthur Capper.

AIMS OF THE ORGANIZATION.

The Gilt Edge List of newspapers is composed of daily newspapers pledged to honesty regarding circulation and the verification of circulation statements. In order to set before its readers—the newspaper publishers and advertisers—a clear statement of the motives and necessity for this new organization, THE EDITOR AND PUBLISHER has secured the following statement from Jason Rogers, publisher of the New York Globe, who brought about the new movement:

"The motive back of the organization of the Gilt Edge List is the improvement of a condition rather than a theory. It makes for the simplification of the use of newspaper space as a national medium through the effectual separation of newspapers which sell space as a commodity from those which, for one reason or another, do not believe in letting the advertiser know what he is buying with his dollars.

(Continued on page 426.)



WILLIAM KENNY,
EDITOR OF THE NEW ST. LOUIS STAR.

PINDELL TO BE NOMINATED.

President Decides in Favor of Editor
Despite Alleged Letter.

The candidacy of Henry M. Pindell, owner of the Peoria (Ill.) Journal, for Ambassador to Russia, has had rough going during the past week, as the result of the publication of a letter alleged to have been written him by Senator Lewis, of Illinois.

In this epistle Mr. Pindell is informed that as "the original Wilson man in Illinois," he would be rewarded by the ambassadorship to Russia for one year, at the end of which period he could resign, and return to his paper. The post, continued the letter, would be almost in the nature of a junket, with few political matters to bother him, and plenty of side trips.

Mr. Pindell has declared the letter a forgery, and Senator Lewis, in a statement, denies the authenticity of the published letter, calling it a garbled affair concocted by one of his discharged employes.

President Wilson held several conferences on the matter during the week, and on Wednesday announced that he had decided to nominate Mr. Pindell. Secretary Bryan, in a formal statement for the President, asserts that the whole matter had been grossly misrepresented. The belief in Washington is that the

Pindell nomination will meet with opposition in the Senate, and that the Administration will have further explaining to do before the nomination is confirmed.

Report New Tammany Daily Paper.

A million-dollar newspaper, controlled by Tammany Hall and capable of competing with the leading metropolitan dailies, is soon to be launched in New York, according to a rumor in Park Row this week. The chief reason advanced for the new publication is the lack of support Tammany received from the newspapers in the last election. Just who are the principal persons in the scheme has not been learned. Thomas C. Quinn, formerly interested in the old Daily News, also connected with the Ledger and now Supervisor of State Records, is mentioned as likely to be active in the new paper.

Inherits \$50,000; Takes Holiday.

Eppie Barber, editor of the Powhattan (Kan.) Bee, who recently inherited \$50,000, has leased his paper to Charles H. Brown and will take a rest. Barber says that he does not know what he will do, but thinks he will take a trip abroad and return to this country next spring in time to fulfil a lifelong desire for enough leisure to put in a whole month doing nothing but fishing.

WARREN SUIT DROPPED

SETTLEMENT EFFECTED IN HIS
CASE AGAINST THE NEW
ST. LOUIS STAR.

Nathan Frank, Former Owner of the Paper, Brought It About—Warren Says He Was Paid Enough to Take a Two Years' Vacation—Not a Dollar from Us, Declares E. S. Lewis—Who Put Up the Cash?
(Special by Wire.)

St. Louis, Nov. 13.—Frederic B. Warren, a former New York newspaper man, and recently editorial director of the new St. Louis Star, which succeeded the St. Louis Star, has come to terms with the owners of that newspaper and a settlement made out of court which ends the litigation to remain in control of the editorial policy of the newspaper.

Nathan Frank, late owner of the Star, says that he was instrumental in bringing about a settlement with Warren, whose suit against the paper was dismissed Tuesday, in the Circuit Court.

"How much did you pay Mr. Warren to dismiss his claim against the owner of the Star?" Mr. Frank was asked.

"That is a matter which all concerned in the settlement agreed not to make public, hence I am not at liberty to discuss the matter," Mr. Frank replied.

"It is true that you brought about, or aided in bringing about, the settlement, though, isn't it?" the reporter inquired.

"Yes, that is correct, and that is all I have to say about the matter."

WARREN SOUGHT INJUNCTION

Warren's suit was filed Oct. 22 to restrain John C. Roberts, the present principal owner of the New Star from ousting him from the position of editorial director or interfering with his policies in running the paper. Warren alleged that he had an eight-year contract with Nathan Frank, which was extended by a contract with Roberts when the paper was bought.

In their answer to Warren's allegations, Roberts and the other owners of the paper contended that Warren's contract was obtained through fraudulent representations, and denied that it had been continued.

"A settlement satisfactory to all concerned was reached this morning in Warren's case, and the suit was dismissed," Loomis C. Johnson, one of Mr. Warren's attorneys, said. "It was agreed that the terms of the settlement would not be discussed.

GOT NOTHING FROM LEWIS.

E. S. Lewis, president of the Star Chronicle Publishing Co., gave out the following statement:

"Neither Mr. Roberts, Mr. Lewis nor anyone connected with the new St. Louis Star paid Warren a dollar, or any other thing of value to dismiss his suit against the New St. Louis Star.

"Nor has anyone connected with this company had any conference or negotiations with Warren or his lawyers on this subject."

Virgil Rule, attorney for Roberts and his associates, declined to discuss the terms of the settlement, but said that if Warren was taken care of it was by some one other than his clients.

When asked to discuss the matter, Warren said: "Settlement was made that is translatable into two years or more of a vacation for me, either here or abroad.

"While I shall continue to make my home in St. Louis, I expect to spend the next twelve months loafing."

WASHINGTON TOPICS.

Congressmen Favor an Increase in the Rate on Second Class Matter—Necessity for Publishers to Be on the Alert—Praise for the Washington Times—Changes on Newspaper Staffs—Austin Cunningham Weds.
(Special Correspondence.)

WASHINGTON, D. C., Nov. 9.—Possibly the newspapers will take no interest in the proposition to increase second-class mail rates until the movement is well advanced, just as happened in regard to the Barnhart amendment to the Post Office Bill, by which the newspapers were required to "lay on the table" all the secrets of their business operations, but there is a movement on foot which seems to mean an increase.

Heretofore the average Congressman, and especially the one representing a country district, has had no interest in having second-class rates increased, because it was generally understood that rural newspapers and subscribers to periodicals were getting the benefit of the low rates.

But the fact that the parcels post has proven so profitable is to be made a handle by which to bring about an increase on newspaper and magazine rates, if certain elements can bring it about.

UNJUST TO FARMERS.

"Why should the farmers who ship their products to market and who receive parcels from town and city pay a profit for carrying these parcels when the newspapers and magazines are being carried at a loss?" is the question which the promoters of the increase are asking.

One of the closest students of the parcel post business has said that the second-class rate cannot be increased beyond two cents a pound because to go beyond that figure would drive the newspapers and magazines to other avenues of transportation which would be cheaper. That is a confession that the Government ought to be able to carry the second-class mail at a less cost than the estimates, which have been all the way from two cents, by the Hughes commission, to nine cents, by former Postmaster-General Hitchcock.

There is yet no indication that the new administration of the Post Office Department intends to make a recommendation for an increase of second-class rates, but there is a determination on the part of many members of Congress in both Houses to secure such an increase.

NEW PUBLICATION.

The first copies of the Log, the new paper published by the Annapolis midshipmen, have reached Washington, and naval officers are pleased with it. The paper replaces the Bulletin, which was discontinued two years ago by order of Superintendent Gibbons. Midshipmen Henry P. Sampson and J. S. Winslow are editor-in-chief and business manager, respectively.

A resolution commending the Washington Times for its attitude in declining to accept the advertisements of itinerant merchants, was adopted at a meeting of the Retail Jewelers' Association of the District last Saturday evening. The resolution provoked considerable discussion, during which the Times was highly praised for its advertising policy. The secretary, W. H. Oringe, was instructed to forward a copy of the resolution to the Times.

Libel suits amounting to one hundred thousand dollars that have been pending jointly against George W. Summers, Washington correspondent of the Wheeling Register and Buffalo Courier, and Col. Stuart W. Walker, of West Virginia, have been dismissed. The suits, which were for \$50,000 each, were brought by Governor H. D. Hatfield, and his personal and political friend, Dr. G. T. Epling, were instituted during the heated political campaign of last year in West Virginia, when Mr. Summers was publicity man for the Democratic State Committee and Colonel Walker was chairman of the State

Democratic Committee. Governor Hatfield and his friends objected to an article that appeared in the Cincinnati Enquirer which they thought Mr. Summers had written. The suit was pending nearly a year and was dismissed a few days ago by the order of the Governor and his friend. Mr. Summers and Col. Walker wrote a letter to Governor Hatfield disclaiming the authorship of the article to which exception had been taken, and the suit is now a closed incident.

STAFF CHANGES ON DAILY PAPERS.

Important changes have been made in the editorial and reportorial staffs of the Washington, D. C., local papers recently. Fred A. Walker, general manager of the Washington Times, has been transferred to Philadelphia to take charge of the Times, the Munsey paper in that city. Judson C. Welliver and Leigh Wilson have been filling his position, as the vacancy caused by his transfer has not been filled, and will not be until some time next week.

Charles M. Willoughby has been made city editor of the Times. William P. Kennedy, resigned. Mr. Kennedy has joined the forces of the Washington Post. When William P. Spurgeon became editorial director of the Washington Herald, and associate editor of the McClure Newspaper Syndicate, E. S. Rochester, city editor of the Post was made managing editor to succeed Mr. Spurgeon.

Ira W. Bird, formerly of the Milwaukee Sentinel, has been promoted to city editor to fill the vacancy caused by the elevation of Mr. Rochester to the managing editorship of the Post. Mr. Bird was a member of the reportorial staff of the Post about a month before, being made city editor.

Stuart Crosby Godwin, formerly of the Washington Star, has joined the United Press staff, and Max Kauffmann, a son of Rudolph Kauffmann, managing editor of the Star, has been transferred from the business office of the Star to fill the vacancy made by Mr. Godwin going to the United Press.

Mr. Willoughby, the new city editor of the Times, is a graduate of the University of Virginia, and was on the Washington Post for five years before he joined the Times staff about two years ago.

CUNNINGHAM-MATTINGLY WEDDING.

The marriage of Austin Cunningham, of the San Antonio Express, and secretary of the National Press Club, to Miss Clotilde Mattingly, a sister of Archibald Mattingly, of the Washington Post, last Wednesday evening, was one of the most brilliant events in newspaper society that has happened in Washington this season. Prominent officials from all branches of the Government were present, and many beautiful presents were received by the young couple. Handsome remembrances were sent by the Texas and Kentucky congressional delegations, as Mr. Cunningham is also a member of the Louisville Courier-Journal staff here. Mr. Cunningham and his bride left immediately after the wedding ceremony for Texas, where they will spend their honeymoon. Morton M. Milford, of the Indianapolis News was best man.

Philharmonic Wins Pulitzer Legacy.

The executors and trustees under the will of Joseph Pulitzer are directed to pay \$700,000 to the New York Philharmonic Society as the result of a decree filed in the Supreme Court Tuesday, following the decision of Referee Phoenix Ingraham. Interest at 2½ per cent. from Dec. 4, 1912, is added to the round sum. Mr. Pulitzer originally left the society \$500,000, and later in a codicil gave an additional bequest of part of the income from the fund which he set aside, on condition that the society had a paying membership of more than 1,000 within three years after his death. Mr. Ingraham, as referee, found that the society had complied with the terms of the will, in that it had 1,059 members.

PUEBLO, Col.—W. L. Martin, of Ordway, is the new owner of the Swink Advocate, a weekly publication.

DISTRIBUTION PLAN.

Heast Magazines Hereafter to Be Handled by Circulation Department of Publisher's Newspapers—To Begin with the January Issues—Can Serve 25,000 Newsdealers a Day—Prices Charged to Newsdealers.

Beginning with the January issues, the Hearst group of magazines, namely: Cosmopolitan, Good Housekeeping, Hearst's Magazine, Harper's Bazaar, Motor, and Motor Boating, will be placed on sale with newsdealers from coast to coast under the direction of the circulation managers of Mr. Hearst's morning and Sunday newspapers: Boston American, Ray Williams; New York American, Berthold Yokel; Chicago Examiner, Ross Welch; Atlanta Georgian, A. T. Ellis, San Francisco Examiner, C. D. Williams; and Los Angeles Examiner, Peter H. Inman.

The Hearst agents will be given the opportunity of wholesaling and distributing all of the magazines, the same as the news companies—the plan being to continue to supply the news companies as formerly.

CAN SERVE 25,000 DEALERS.

It is estimated that Mr. Hearst's organization is capable of serving upward of 25,000 newsdealers a day, and it is known that in the tryout in the New England territory the newspaper organization proved more elastic and flexible—kept the dealers supplied, increased the sales upward of 50,000, whereas the news companies orders remained approximately the same as before the new system was put in force.

In New York the New York American magazine sales department has been organized with Berthold Yokel in charge. The delivery will be made through the Interboro News Co., of which Samuel Paul Booth is the directing mind. The dealers in the New York territory are paying in advance for their January magazines on a non-returnable basis.

It will be recalled that THE EDITOR AND PUBLISHER pointed out in August, 1912, that the Publishers' News Co. had been organized to make an independent distribution of the Butterick publications. The Munsey magazines and the Curtis Publishing Co. also have an independent service.

SHIPPED COLLECT.

The New York dealers have been advised that magazines will be shipped freight or express collect. "You will pay the transportation charges," says the circular, "and on receipt of the freight or express bills from you your account will be credited, so that your profit on magazines sold will be exactly the amount between the prices charged by us and the prices you make to your trade.

"The prices will be:

Magazine.	To You.	To Trade.	Sells at.
Cosmopolitan10c.	11c.	15c.
Good Housekeeping10c.	11c.	15c.
Hearst's Magazine10c.	11c.	15c.
Harper's Bazaar10c.	11c.	15c.
Motor17c.	19c.	25c.
Motor Boating 6½c.	7½c.	10c.

An allowance of 10 per cent. will be made wholesalers in order that they may at all times have enough copies to resupply dealers.

Nyack Editor Commits Suicide.

George B. Helmle, editor and owner of the Nyack Journal and some time postmaster of that city, committed suicide at his home on Nov. 12. Mr. Helmle was born in Marietta, O., fifty-four years ago. Bernard Peters, the late owner of the Brooklyn Daily Times, was an uncle of the deceased. Mr. Helmle is survived by a widow, a brother, Frank J. Helmle, and a sister, Elizabeth, the wife of Alexander Black, author and newspaper man.

The Minkok (Ill.) Dispatch has bought the News and consolidated both papers as the News-Dispatch.

FRANK I. COBB MARRIAGE OUT.

Wed Margaret Hubbard Ayer at South Norwalk, October 2.

Frank Irving Cobb, chief editorial writer on the New York World, and Margaret Hubbard Ayer, special writer on the World, were married at South Norwalk, Conn., on Oct. 2. Secrecy was maintained in connection with the ceremony until Nov. 7, the last legal day for filing the marriage certificate.

Mr. Cobb is one of the best-known newspaper men in New York. He was born in Kansas forty-four years ago, and before coming here was an editorial writer on the Detroit (Mich.) Evening News and later on the Detroit Free Press. He has been in the editorial department of the World since 1904.

This is Mr. Cobb's second marriage. The first Mrs. Cobb was Miss Delia S. Bailey, to whom he was married in 1897.

Miss Ayer is herself one of the well-known newspaper women of America. She has been on the World as a special writer for a number of years. She is a daughter of the late Mrs. Harriet Hubbard Ayer. This is also Miss Ayer's second marriage.

Brings Action for \$50,000 Damages.

W. D. Jameson and Hodge Jones, editors and publishers of the Shenandoah (La.) World, are defendants in a suit for \$50,000 started in the district court of that city last week by Mrs. William Ratekin. This is the largest damage suit started in Southwest Iowa for twenty years. The plaintiff alleges that she suffered injury to that amount as the result of an article which appeared in a recent issue of the World giving an account of Mrs. Ratekin's divorce action against her husband, a wealthy seed merchant.

"Big Six" May Demand Shorter Day.

The discussion of a proposed new newspaper scale engrossed the attention of Typographical Union No. 6 (Big Six) at its meeting in Murray Hill Lyceum last Sunday. In the report of the committee, which is composed of the chairmen of the New York newspaper chapels, it was recommended that the new scale provide for a shortening of the work day. The contract between the International Typographical Union and the newspaper publishers of the city expires next January. The report of the scale committee will be further discussed at the meeting a week from next Sunday. The resolution to thank Governor Glynn for appointing President Lynch as Labor Commissioner was again tabled, the sentiment being that the Governor had only done his just duty.

Paper Quits with Roast on Spongers.

The Rushsylvania (O.) Weekly Record suspended publication last week after a ten years' existence. The editor, C. A. Buck, in his valedictory, has this to say: "Let me not forget to make a bow of gratitude to those faithful admirers, the chiefest of all, who never failed to borrow a Record every week; they could not do without the paper, even if it was not run to suit them. Ditto to that another class of human sponge who soaked up many editorial favors with a sublime gall that took no thought of thanks, even."

New Clients of United Press.

The following newspapers were added to the United Press Associations' service during the month of October: Detroit (Mich.) Journal, Lewiston (Me.) Leader, Portsmouth (O.) Times, Orange (Cal.) News, Hugo (Okla.) Herald, Murphysboro (Ill.) Independent, Palestine (Tex.) Record, Centralia (Ill.) Democrat, Du Quoin (Ill.) Call, Prince Albert (Saskatchewan) Times, Beardstown (Ill.) Illinoian-Star, Poughkeepsie (N. Y.) Courier, Alton (Ill.) Telegraph, Huntington (W. Va.) Advertiser, Mt. Carmel (Ill.) Register, Ludington (Mich.) News, Olney (Ill.) Mail, Trinidad (Col.) Free Press and Austin (Tex.) Tribune.

CHICAGO HAPPENINGS.

Annenberg Asks \$50,000 from Day Book Publisher—Illinois Press to Meet in Chicago for Three-day Convention—Stahl Leads Writers' Guild—Windsor Buys Big Plot—New Ad Agency—Several Deaths.

(Special Correspondence.)

CHICAGO, Nov. 12.—Max Annenberg, circulation manager of the Chicago Tribune, has sued N. D. Cochrane, publisher of the odd little daily, the Day Book, for \$50,000 damages for libel. This grows out of Annenberg's connection with a recent fatal shooting affray.

The executive committee of the Illinois Press Association has chosen Chicago as the place for the next annual convention, to open May 4 and last three days.

The first social meeting of the Illinois Woman's Press Association for this season was held last week Thursday evening in the Rockwood Room of Hotel La Salle. Several members of the society provided a pleasing program. A large entertainment will be given late in January at a downtown theater for the benefit of the club's fund.

Henry H. Windsor, publisher of Popular Mechanics, has purchased the property southeast corner of Coss and Michigan streets, 100 by 100 feet, for \$80,000.

The Tribune in its dramatic column the other day printed the following note: "We don't like the way your Percy Hammond wrote up the play 'Much Ado' this morning.—Mr. and Mrs. Isaac Peterson." The question is if there is a joke in this and if it is on Mr. Hammond or the Petersons.

The tenth annual dinner of the Writers' Guild the other evening resulted in the election of John M. Stahl as master.

John C. Shaffer, owner of the Chicago Evening Post and other papers, has now marshaled his holdings and has the string of papers named at the head of the editorial page of the Post, headed by himself as editor, there being seven papers all told.

Mr. and Mrs. John Lee Mahin have been spending a few days in New York.

J. Frank Allen, a veteran newspaper man, formerly of Omaha, but for fifteen years connected with Chicago papers, died last week, aged fifty-seven. He was connected with the American last, being its first city editor.

Mrs. Emily Huntington-Miller, a pioneer Chicago writer, died last week in Minnesota, aged eighty-two years. From 1867 to 1875 she edited the Little Corporal, a once popular children's paper, which was later combined with St. Nicholas. From 1891 to 1898 she was dean of women at Northwestern University. She wrote many poems. Her husband died in 1882.

Marcus B. Lichtenstein, a newspaper writer who had lived here forty-five years, died late last week. His funeral was held on Sunday.

The W. H. Henri Advertising Co. has been incorporated with \$2,500 capital by Julius L. Earl, William B. Henri and A. L. Reuter.

Change in Duplex Office.

P. E. Dowe, who has been in charge of the New York office of the Duplex Printing Press Co. for two years, will now return to the road for that company. Mr. Dowe is probably one of the best-known salesmen in the country, as he has been president of the Commercial Travelers' National League for many years and has made a host of friends among publishers and printers as a representative for printing machinery. Mr. Dowe prefers outside work, and after the death of his wife last spring he requested the Duplex company to permit him to resume active field work.

The Rochester Evening Times plant was recently damaged to the extent of \$500 by water in a fire that destroyed an adjacent building.



ELMER HELMS,
NEW ADVERTISING MANAGER OF THE NEW YORK TRIBUNE.

FREEMAN GOES TO THE GLOBE.

Resigns from the Tribune to Accept a Handsome Offer from That Paper.

William C. Freeman, one of the best known advertising men in the United States, who has been advertising manager of the New York Tribune the past four months, has resigned in order to become advertising counsel of the New York Globe.

When a representative of THE EDITOR AND PUBLISHER asked Mr. Freeman about the change he said:

"I have known the Globe people for a long time. Some of them have been warm personal friends for many years. On several occasions they have asked me to join their organization and each time I have declined. The last invitation was accompanied by such a large salary offer that I could not in justice to my family and myself turn it down."

"I therefore asked the Tribune to release me and my request was granted. I am leaving the paper with the kindly wishes of my late associates. I believe the Tribune is to become a great newspaper property. It is a valuable medium for advertisers to use and I am sure that my successor will find the work of securing business for the Tribune easier as the years go by."

"On the Globe I am not going to displace any of the men who have done so much to bring that paper to its present high position of popularity with advertisers. I am simply going to take off my coat and pitch into the work as one of them."

Mr. Freeman's successor is Elmer Helms, who has been with the Tribune for the past year and a half, latterly as assistant advertising manager. Mr. Helms was for seven years on the New York American, and previous to that spent almost five years as advertising writer with John Wanamaker. He is well known in the ad field.

"Fast Record in Baltimore."

The Baltimore News, Baltimore, Nov. 5, 1913.

The Editor and Publisher:

On page 388 in your November 1st issue under the heading, "Fast Record in Baltimore," appears a most interesting story in your special correspondence.

I read this story in intense suspense. The writer is a word artist. "Murray Warfield held the stop-watch," says the writer, "and Bob Vale, general manager, held his breath."

Uhm! Injuns! I felt as the little boy does in the motion pictures, when a band of Indians appears at the right, creeping stealthily upon the unsuspecting hero, just before the heroine appears and annihilates the whole lot of them with her trusty dagger, or words to that effect.

At any rate, in this article in three separate places appears the statement that the Evening Sun "must be first" on the street with its world extra, that it "had beaten the other papers by several minutes," and the Evening Sun, as usual, was first on the street last year, or words to that effect.

At any rate, thanks to Mr. Mills' very ingenious dry mat, they got away with the goods and all the other evening papers in Baltimore were left.

The facts in the case so far as the world series extras in Baltimore are concerned are about as follows:

The Sun beat the News out on the first day of the world series. Two other days we beat them by several minutes. On the last day in which their article said the flash of the final came to the office at seven seconds past four, our paper was on the street at 3.47.

We used no dry mat, but it took us just exactly seven minutes from the time the flash came until the papers arrived in the mail room. However, in case we should be falsifying the time that the papers arrived on the street, the story of the number of extras sold during the world series will certainly be conclusive proof as to which paper got the better of the other in the matter of time.

FRANK D. WEBB,
Advertising Manager.

TENNESSEE NEWS NOTES.

(Special Correspondence.)

MCKENZIE, Tenn., Nov. 12.—The Alabama Courier, of Athens, Ala., has just celebrated its thirty-third birthday. For thirty-two years Robt. M. Rawls has guided its destiny as editor.

Henry F. Walsh, a well-known lawyer of Memphis, died a few days ago, falling dead on South Main street, from heart failure. He had lived in Memphis for twenty-five years and was editor of the old Daily Ledger, and afterwards was Attorney General at Memphis.

W. W. Lewis, nephew of Major E. C. Lewis, former owner of the Nashville Democrat, is now serving as secretary of former Governor Benton McMillin, who was made minister to Lima, Peru.

Kenneth Eve Taylor, recently connected with the Nashville Democrat, with the retirement of that paper last Sunday, has taken a position with the Milwaukee Free Press.

The final issue, Sunday, Nov. 2, of the Nashville Democrat, whose plant, subscriptions, lists, etc., were sold to the Tennessean-American, had emblazoned on the front page the figure of "30," in red ink, each "Thirty" of a myriad of small "Thirties" being done in the same. A good-natured valedictory and a paper up to the best of the year was gotten out.

The opening verse of the valedictory was thus consoling:

"When next trouble comes, I shall stand up and fight,

And meet it the best that I can. I've reached the conclusion that trouble's all right.

It brings out the stuff in a man."

—The Democrat's Staff.

John W. Turner, lately publishing the Hohenwald Star, at Hohenwald, Tenn., has purchased the Gurdon (Ark.) Times from S. Scott Harris.

Floyd King, formerly on the staff of the News-Scimitar, Memphis, is now general advance and publicity man for the Wm. A. Brady "Ready Money" company.

The Shreveport (La.) Journal, brought out a big fair edition, Nov. 3. H. L. Heatherwick, Jr., advertising manager of the Journal, had a good deal to do with it. The edition consisted of ninety-two pages.

Several days ago the Nashville (Tenn.) Press Club gave a dinner at the Maxwell House in honor of Miss Will Allen Dromgoole, a fellow-worker for ten years on the Nashville Banner, and the author of several books. John Leiper, president of the club, acted as toastmaster. Many letters and telegrams were read and several speeches made. A ballad by Mrs. Elizabeth Fry Page was written in honor of the occasion.

The Baird-Ward Printing Co., at Nashville, has bought the whole printing plant of the Cumberland Presbyterian Publishing House, which had been in existence more than half a century. The linotype equipment has been sold to the E. T. Lowe Publishing Co.

Robt. L. Burch is making a very good success with his new monthly magazine, Southern Woman's Magazine, as well as the Merchant and Manufacturer, that he has been publishing for some time.

Lady Warwick Turns to Journalism.

The Countess of Warwick has added journalism to her other interests and has accepted a position as editor of the woman's page of the London Daily Sketch, a halfpenny illustrated paper. Lady Warwick has sought various means of making money recently. Last year she came to the United States on a lecture tour, but her trip was not successful. She recently announced that she had made arrangements to write a series of moving picture dramas.

Users Endorse the Intertype.

The Intertype Typesetting Machine Co. has issued a booklet containing letters of endorsement from all the users of the first fifty machines the company has manufactured. Since the first machine was delivered last March, 250 have been sold or leased, it is reported.

NEWSPAPER WOMEN OF AMERICA.

Ada Patterson, of the Hearst Service, Warns Young Aspirants Against the Grind of Journalistic Work—Successful Qualities Include Detached View of Life, Sympathy, Untiring Energy and Imagination.

By A. C. Haeselbarth.

Anyone who knows Miss Ada Patterson, one of the stars of the Hearst galaxy, knows that it is not easy to induce her to talk about herself. But her friends in the Hearst newspaper offices do not hesitate to express themselves enthusiastically about her.

The editor of the Journal told someone that "she is the best they have down in the city room. If no one else can get a story we send her on it." A managing editor of one branch of the New York American said she was "the best newspaper woman in America." One of the chief executives in the Journal office said she was "the most thorough worker he ever knew," and one of the "big chiefs" has repeatedly said "she has the brain of a man." Another said she could "write all around most of the women on Park Row." The Journal advertised her during a Thaw trial as "the most forceful woman writer in America." And to have my own little say, I think I am not far from right when I attribute Ada Patterson's success to the fact that her greatest assets are judgment, sympathy, ability and knowledge of her business.

I quote, as accurately as I can, my recent interview with Miss Patterson when she was in a hurry to catch a train but wanted to be obliging to THE EDITOR AND PUBLISHER. If I've made any mistakes I hope she will forgive me. She said:

ROUGHNESS OF THE GAME.

"When I am asked for advice to girls who want to become newspaper women I am prompted to reply as Enid Vandell answered the same query as applied to sculpture: 'Tell them to get married.'

"I have never advised a girl to become a newspaper woman and never will. The chief reason is that not more than one woman in fifty is physically strong enough to endure it. There are statistics on the subject that show that the average life of a woman actively employed on a newspaper is eight years. Women whose term of service is much longer are of two classes, either those exceptionally gifted with vitality or women whose nervous systems are as frayed as the gown of three years ago.

"I know one who can no longer use a typewriter because of chronic neuritis. One or two occur to me whose names have been intermittently before the public for more than a score of years, but they are spasmodic workers. One has forsaken the field at least as often as the Presidential administration changes, but who sooner or later emerges from her self-imposed seclusion and tries again, whether because of the lure of habit or from necessity, she has never confided to me.

THE GRIND IN THE OFFICE.

"Continuous activity in the feverish atmosphere of a great newspaper is exhausting to brain and body. Four women I know lost their reason under the strain, while but two men have met that fate under my eye. A woman's highly sensitive organism doubles the rigors of the work for her. She is assailed by foes to the nervous system within and without.

"The woman who does desk work and takes assignments in a newspaper office literally never knows where or when she will eat nor where she will sleep. She may have to cross three States at a quarter hour's notice without time to buy a toothbrush. A prudent one keeps her traveling bag always packed for emergencies.

"Newspaper women are classified, to my mind, in two orders. Either they are unmarried or wish they were. In some instances I fancy their husbands share the wish, for I cannot conceive that the woman whose nervous force has been drained by a diversified and exacting day in a newspaper office or outside it on its missions is an agree-

able companion. Believing as I do that it is a man-killing vocation, I cannot in conscience recommend it for women less well equipped with physical power and resistance.

"Writing articles for the newspapers



MISS ADA PATTERSON.

is a different matter. A contract to write two or three or more articles a week at home and mailing or sending them by messenger to the office is pleasant pastime, but it isn't newspaper work.

"If a girl tells me she wants to join a newspaper staff because she can write, or thinks she can, I tell her to write, but write at home. If she is as blessed with the penning gift as she thinks, she can write essays and the ordinary grade of fiction for newspapers or newspaper syndicates and eventually for the magazines. If she wants to take up the work because she is of an active nature and wants to earn money, I tell her to open a little shop. She will earn more money, for the effort expended, and she can lead a regular life. Her day will lend itself to a program and her health will be spared and her life prolonged.

"The qualifications for successful newspaper work I believe to be, first, a clear, keen sense of what you're going after; second, sensitiveness for others, but not for yourself. The newspaper woman should be selfless during office hours. She should leave her emotions at home, for no one in a newspaper office will consider except to deride them. In that place of haste, profanity and self-detachment she is a little nearer to the "boss" than his table, a little dearer than his chair, only because she happens to be a sentient being instead of an inanimate object. She should be sensitive to conditions without the office,

but impervious to conditions within it, else her editor will hint about hysteria and utter remarks about 'women being hard to get along with.' She must be sympathetic to the extent that she is capable of regarding seriously during an interview what is to others serious. She should have enough sympathy to look at a subject through the speaker's eyes for the time. It should be a sympathy so controlled that it will not be permitted to sway her judgment.

"The newspaper woman needs a sense of proportion. While she should be able according to the threadbare editorial ad-

my 'tireddest' hours, on the days when everything seems to go 'dead wrong,' I know that newspaper life is all that severest critics have said of it, yet when I say to myself with the intellectual honesty we owe, but do not always pay ourselves. "What else would you want to do?" I must answer, 'Nothing.'

"I began newspaper work in Salt Lake City, on the Herald, when that newspaper was under Mormon control. As society editor of that newspaper I came to have an intimate knowledge of the Mormon family life, and the strange, simple people whose characters held more to commend than to condemn. On my impressionable girlhood those pictures were indelibly stamped. I regard that period as the romantic phase of a life that has been for the most part ordered to labor routine.

"Tiring of describing madame, the bishop's frock or the poppy lunches of the woman's literary club, I made my way to the nearest large city, San Francisco, and there went to school in 'the business' as reporter on a city staff. I went to fires, interviewed irate clergymen from my zealous post beneath their midnight windows, and even caused the artist who accompanied me to turn pale by extracting statements from officers on parade at the Presidio. One of the artists who accompanied me on these forays was Harrison Fisher.

"Later I was 'tried' on a Sunday feature. The Sunday editor praised the work, but satirically remarked that I would never become a special writer because I didn't know how to dawdle on a story.

"When fairly launched as a special writer I went to St. Louis, and during the political conventions wrote impressions of the big gatherings. Remaining there I handled Sunday and daily features, one of which was a description of the execution of a man whom I saw hanged.

"Coming to New York, I went down the caisson of the East River bridge and wrote my impressions of it for the Sunday American. I became a member of its staff and now write for the Hearst Sunday newspapers, for a branch of the Hearst syndicate service and occasionally for the morning American or the Evening Journal.

"I have specialized in theatrical matters and write regularly for the Theatre Magazine and Dramatic Mirror and occasionally for the Green Book Magazine. I have written articles and stories for many magazines and a book of short stories entitled 'By the Stage Door,' and a biography of Maude Adams. Occasionally something of mine appears on the editorial page of one of the Hearst newspapers in New York."

NEW PUBLICATIONS.

BOWLING GREEN, Ky.—E. W. Neel, formerly editor of the Morgantown Republican, is to head a new weekly that will make its first appearance the latter part of this month. The new plant has been purchased.

NORTH BEND, Wash.—The Post is the name of a newspaper established last week by B. N. Kennedy, formerly of Seattle. For the last year and a half North Bend has been without a newspaper.

MANGUM, Okla.—The Greer County Democrat, edited by J. E. Taylor, has made its appearance. The new paper is a successor to the Sun-Monitor, for years one of the leading Republican papers in Oklahoma.

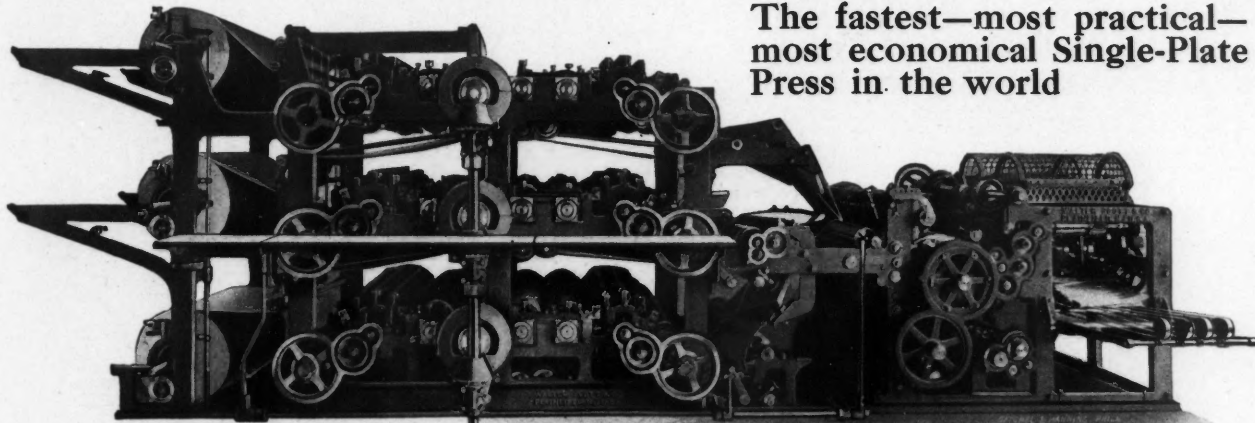
MENLO, Ga.—Influential citizens have banded together and raised a handsome sum to start a newspaper. A publishing company has been organized and places are now being made for the new publication.

WAKARUSA, Kan.—The Wakarusa Valley Enterprise made its initial appearance Nov. 7. The paper is published by A. G. Bauer, who also has editorial charge of the Dover Herald. The project is being backed by the Commercial Club of Wakarusa.

WATKINS, Minn.—The Forum is a new enterprise recently launched by H. H. Klitzke.

The SCOTT "Speed King"

The fastest—most practical—
most economical Single-Plate
Press in the world



THIS IS THE IDEAL MACHINE WHERE MANY COMBINATIONS ARE DESIRED

IT is the only three tiered, two-page-wide newspaper printing press that prints, insets and folds a 4, 6, 8, 10 or 12 page paper at a running speed up to 48,000 per hour, and also prints folds and delivers, separately, two sections of either a 4, 6, 8, 10 or 12 page paper at a speed of 24,000 per hour, and is the only inseting press that prints, insets and folds to half-page size a 4, 6, 8, 10, 12, 14, 16, 18, 20 and 24 page paper at a speed up to 24,000 page papers per hour.

THIS MACHINE GIVES SEXTUPLE CAPACITY AT ONE-HALF THE COST FOR LABOR, POWER, FLOOR SPACE AND PRESS.

Patented and
Manufactured
by

WALTER SCOTT & COMPANY

DAVID J. SCOTT, GENERAL MANAGER

MAIN OFFICE AND FACTORY: PLAINFIELD, N. J.
NEW YORK OFFICE: No. 1 MADISON AVENUE
CHICAGO OFFICE: MONADNOCK BLOCK

BROOKS TO LEAVE CHRONICLE.

**Eastern Representative Retires from
'Frisco Paper After 25 Years'
Continuous Service.**

Charles J. Brooks, the Eastern representative of M. H. de Young's San Francisco Chronicle, announced on Thursday that the representation of the Chronicle would pass, on Dec. 1, to the Williams, Lawrence & Cresmer Co., Brunswick building, New York, and 824 Harris Trust building, Chicago.

For many years the Chronicle has maintained its own office in the Temple Court building in charge of Mr. Brooks, one of the old guard, who has been with the Chronicle for twenty-five years. It is said Mr. de Young was influenced to make the change in the belief that it would be advantageous to the Chronicle to be represented by the same firm as the Los Angeles Times and Oakland Tribune.

Don Seitz Discusses Books.

In an address which he delivered at the opening of the eighth annual exhibition of the books of the year, on Nov. 12, at the National Arts Club, Don C. Seitz, business manager of the New York World, stated that in the bibliographical work that he had lately done he was surprised at the utter disappearance of well-known books. In some inquiries that he made as to why this was so, one publisher informed him that the books "wore out." Mr. Seitz said that no respectable man had a library of less than 5,000 volumes. He recently estimated the number of books which he owns and found that he lacked only about 200 to become respectable. Mr. Seitz's latest book is concerned with Whistler and some stories of and about him. The formation of an organization to be known as the American Institute of Graphic Arts was announced by John C. Agar, president of the club.

Dinner to L. H. McLaughlin.

Lewis H. McLaughlin, retiring editor of the Williamsport (Pa.) Sun, was tendered a complimentary dinner at the Ross Club on Saturday evening by the business and professional men of that city. Covers were laid for forty. Charles E. Sprout, who presided, paid an appreciative tribute to Mr. McLaughlin upon his abilities and achievements as a newspaper man. Felicitous remarks were made by Frederic E. Manson and Elmer E. Schuyler, representing the press, and by A. W. Fell, the new business manager of the Sun. Other speakers were N. Burrows Bubb, Frank P. Abercrombie, Frank A. Sherwood and O. R. Howard Thompson. Mr. Abercrombie recounted experienced with Mr. McLaughlin during the Spanish-American War which showed him the worth of the man.

Unique Treatment of Daily Problems.

Robert J. Shores has employed very unusual and unique methods in discussing the many topics of timely interest in his new book, "New Brooms," recently published by the Bobbs-Merrill Co., of Indianapolis. Many of the light and serious problems of the present day are handled with airy wit and delightful humor. Mr. Shores has a very keen insight and a large degree of homely philosophy and common sense. His analysis is worthy of serious thought by all. Among other subjects, Mr. Shores discusses penal reforms, new literary phases, physical handicaps, serious moral problems and social uplift.

Raising Money for Vigilance Work.

The Advertising Men's League, of New York, is raising among its members \$4,000 to carry on the work of its Vigilance Committee, of which John J. Dillon, of the Rural New Yorker, is chairman. Of this amount \$1,200 has already been subscribed and contributions are coming in daily.

New Sunday Dayton News.

The initial issue of the Dayton (O.) Sunday News, Nov. 2, received such a hearty welcome that an edition of 25,000 was exhausted before the demand had been supplied. It contained 116 pages, an abnormal size for a Sunday paper in a city having the population of Dayton. The main news section consisted of twenty-four pages; sports, eight; editorial, sixteen; women's, six; comic, four; special features, twelve; advertising section, ten; magazine section, twenty-four. The general impression seemed to be that the Sunday News had made a great hit. Certainly little was wanting to make it all that could be desired in a Sunday paper.

Knott Still Missing, Paper Leased.

No word having been received from Robert Knott, publisher of the Van Buren (Ark.) Press, who mysteriously disappeared several weeks ago, the paper has been leased for one year to A. Layles, editor and publisher of the Mulberry Democrat. Since Mr. Knott's disappearance, the Press had been published by the persons holding a mortgage on the plant.

Scott's New Intaglio Press.

United States patent No. 1,678,219 has been issued for a rotary intaglio printing machine to David John Scott and Walter Charles Scott, of Plainfield, N. J., assignors to Isabella Scott and David J. Scott, of the same city, executors of the estate of Walter Scott deceased. The application was filed Dec. 24, 1910.

The Ins and Outs.

One Brooklyn newspaper man was elected to office, and one was defeated in the recent election. The winner was Edward T. O'Loughlin, who used to read copy on the Evening Journal. He was re-elected Register at a salary of \$12,000, which is far better than the rates

for the best copy readers. He went in on the Fusion wave.

George E. Dennen, who is on the staff of the Standard Union, and who is at present Assemblyman from the Tenth District, was defeated for re-election. After Jan. 1 George will devote all his time to newspaper work. It has been quite a strain on him, dashing up to Albany, making a couple of laws about some old thing or other—and then dashing back to Brooklyn for an assignment from the city editor, but he stood it well. George was not defeated because he was not a good member of the Legislature, for he was—and his record was O. K. He just happened to be on the wrong side of the landslide.

Suspends Paper, Then Burns Files.

Rather than have his newspaper fall into other hands, Herman Meyer, editor of the Alton (Mo.) Banner, a German paper, recently suspended, burned the files of the publication, which he had lovingly edited for forty-seven years. After taking a farewell glance at the charred remnants of his paper Meyer departed for Chicago. The Banner was a weekly, to which Meyer had devoted his whole life. Recently he lost the sight of one eye. Physicians told him to quit work or he would lose the other. Meyer preferred to suspend the paper and burn its files rather than have it fall into alien hands.

Editor Attacked in Political Feud.

James E. Maguire, editor of the East Boston Free Press, was assaulted last week by Representative Thomas J. Giblin, of Massachusetts, as the outgrowth of a political feud. Giblin surrendered in the Municipal Court and was held in \$500 bail for a hearing on the charge.

DOUGLAS, Ga.—The Coffee County Progress is a new weekly edited by T. A. Wallace and under the business management of J. E. Bartlett.

PRESS ASSOCIATIONS.

The sixth annual reunion and dinner of the Veteran Boston Journalists was held at Young's Hotel Saturday night. Clarence W. Barron, of the Boston News Service, presided. The speakers included General Charles H. Taylor, publisher of the Globe; Hon. Robert Luce, Manley M. Gillam, veteran ad man, of New York; Joseph O. Hayden, of the Somerville Journal, and Samuel Y. Nash. The following officers were elected for the ensuing year: President, Robert G. Fitch; secretary, Nathaniel H. Taylor; treasurer, Charles E. Davis, Jr. About fifty veteran journalists were present at the reunion.

The annual meeting and dinner of the New York Trade Press Association will be held at the Hardware Club Friday evening, Nov. 21. The principal address of the evening will be delivered by A. C. Ernst, of Ernst & Ernst, public accountants and efficiency experts, his subject being "The A B C of Publishing Efficiency."

The Southern Iowa Editorial Association held a two-day convention this week at Iowa City. Among those who took part in the programme were: S. W. Needham, *Sigourney News*; Elmer E. Taylor, *Traer Star-Clipper*; Horace Barnes, *Albia Republican*; F. E. Corbin, *West Branch Times*; W. E. Whetstone, *Columbus Safeguard*; K. F. Baldrige, *Bloomfield Democrat*; C. W. Gray, *Corning Union-Republican*; M. L. Curtis, *Knoxville Journal*; H. S. Rosecrans, *Oskaloosa Times*; John M. Grimes, *Montezuma Republican*.

At a meeting in the office of the Life of the Rockaways last week a number of newspaper men formed an organization to be known as the Rockaway (L. I.) Press Association. The association will be open to newspaper publishers, editors and reporters, and one of its objects will be the furthering of the interests of the Rockaway peninsula.

The annual convention of the Missouri Women's Press Association, a Statewide organization of newspaper women and magazine writers, will be held at the Maine Club, Hollister, Mo., Nov. 28, 29 and Dec. 1, according to arrangements completed at a meeting of the executive committee last week.

The editors of Oklahoma and several visitors from other States were the guests last week of the Tulsa Press Club at a banquet and entertainment. There were about 200 in the party. Several short and witty speeches featured the spread at the Commercial Club rooms. The speakers were Frank Greer, former owner and editor of the *Guthrie State Capital*; Eugene Lorton, of the *Tulsa World*; William Stryker, of the *Tulsa Democrat*; Frank L. Haddock, of *Salt Lake City, Utah*, and O. D. Hunt.

Plans for a big gridiron dinner to be given in the rooms of the Dallas Press Club, Nov. 17, are under way. The following committee has been appointed on arrangements for the affair: M. W. Florer, chairman; J. J. Taylor, Brice Hoskins, Burns Hegler, W. C. McGintie, O. H. Hawley, W. D. Trotter, Tom Gooch, T. H. Napier, E. R. Hambrick, P. E. Fox, Ross Murphy and Ralph Millet.

At the annual meeting of the Portland (Ore.) Press Club the following officers were elected for the coming year: John T. Dougall, president; A. R. Slaymaker, Monroe B. Goldstein, Horace E. Thomas, vice-presidents; J. L. Wallin, secretary; Carl S. Kely, treasurer; W. S. Watson, librarian-historian. Directors, Charles W. Myers, Dean Collins, Harold E. Smith, George K. McCord, Donald J. Sterling, E. N. Blythe and Nathaniel Stevens.

The Sioux City (Ia.) Journal is erecting a \$175,000 building for the plant.

THE GILT EDGE LIST.

(Continued from front page.)

"Honesty regarding circulation is the cornerstone around which we will build an instrumentality which will make for a new era of business prosperity such as has never gone before. We will help save the advertisers of the country a large part of the \$41,000,000 now spent every year for circulation that never has existed; help make it more difficult for the circulation falsifiers to get business; and help provide increased business for all honest mediums.

"It is estimated that \$410,000,000 a year is spent for newspaper, magazine, periodical and trade paper advertising, and in the light of the experience of those familiar with the results of audits, as there is a variation of from 10 to 40 per cent. between publishers' statements and the results of audits, it is obvious that if we take the minimum margin of difference as 10 per cent., the waste will foot up to \$41,000,000.

EFFECT OF POSTAL LAW.

"Of the 3,000 daily newspapers in the United States and Canada, only 1,000 are credited with making any sort of a circulation statement to the American Newspaper Directory, published by N. W. Ayer & Sons. The new postal law has compelled a statement reflecting six months' averages from all of the papers, but in the absence of a uniform system of accounting, or the application of some standard rule, even these figures are of doubtful value in forming such exact knowledge as to enable a business man to spend his money the same as he would for any other commodity.

"Through the Gilt Edge List we are going to secure up-to-the-minute quarterly circulation statements furnished with the right to verify the figures, and compile all the returns in a quarterly bulletin which will be furnished free of expense to all advertisers and advertising agencies. The cost of membership to each newspaper will be \$5 per year and perhaps 25 or 50 cents for each thousand of average net paid circulation, or less than the postage stamp expense of circularizing part of the general advertisers.

EXPENSE TO BE SMALL.

"We have purposely planned to keep the expense down to within the reach of the very smallest newspaper enterprise in the country, for we realized that the fundamental requirement of such a movement must be representation from practically every city and town in the country boasting of a daily newspaper willing to sell advertising as a commodity and actually sell 1,000 copies for every thousand claimed.

"The Gilt Edge List will co-operate with any and all bodies of advertisers or advertising agents for the purpose of freeing the selling and purchasing of advertising from doubtful factors, and rendering practical service to help increase the results to be obtained from effective newspaper advertising.

"General advertisers are rapidly withdrawing their advertising from the magazines and general mediums and planning and starting newspaper campaigns hooked up to local dealers. The magazines are now carrying from 30 to 50 per cent. less business than a year ago, and my guess is that within another year they will be carrying about 10 per cent. of what they did a year or so ago.

GIVES DEFINITE INFORMATION.

"We are building up the Gilt Edge List so as to furnish the very sort of information that is required by an advertiser desirous of effectively introducing or stimulating the sale of his goods in any town or city or section of the country.

"Last January at Syracuse I urged the Association of American Advertisers to permit the sellers of space to become associate members for the purpose of producing more money to carry on their excellent plan of audits. This was done, but the A. A. A. was still in the position of trying to do a full man's work with a boy's equipment. The association has done a most important work in the development of honesty regarding circulation. For twelve years, with limited

revenue and a limited number of members courageous enough to know that by the expenditure of a fraction of one per cent. of their appropriations to defray the expense of audits they could save ten per cent. of waste, they have blazed the way for the work now in hand. Its employees and auditors have made mistakes and its policy has undergone change after change, until to-day its method of conducting audits is better and more effective than anything else which has been devised.

WASTE OF MUCH ENERGY AND MONEY.

Mr. Rogers then proceeds to describe the method employed by the Association of American Advertisers in making its circulation audits. Continuing, he says: "Last June I submitted to the board of control of the A. A. A. a broad plan for increasing the membership of the A. A. A. and closer affiliation with the honest publishers of the country. This plan and developments of it have been under consideration at several conferences with the board of control.

Members of the board of control wrote Mr. Rogers letters heartily endorsing his plan. No less enthusiastic messages were received from scores of newspaper publishers.

PLAN HEARTILY ENDORSED.

"Growing out of these conferences with advertisers I decided that it was more desirable that the newspaper publishers who stood for the same principles of common honesty regarding circulation as I do should get together into some organized movement to co-operate with other bodies.

"The Gilt Edge List will co-operate with any and all bodies of advertisers or advertising agents for the purpose of standardizing circulation verification and otherwise cutting out the waste and lost motion in the sale and purchase of advertising.

"As an organization it will have a voice in saying how far and to what limits audits or examinations will be permitted, always with the single purpose of producing absolutely definite information which will be as generally and certainly received as a national bank statement.

SERVICE AT NOMINAL COST.

"The cost of doing all the work necessary will be purely nominal to each paper. No honest publisher can object to the payment of \$5 per year for membership and representation in the list. Money to defray any additional expense in case of necessity will be raised by a flat assessment per thousand of average net paid circulation.

"The Gilt Edge List by co-operation with the Association of American Advertisers, the National Association of Advertising Managers, or the Association of Advertising Clubs will materially assist in simplifying the whole process of buying and selling space.

"Advertisers through the use of the Gilt Edge List will be able to place business in the light of absolute knowledge regarding the number of buyers of newspapers they may address.

"The quarterly reports of the Gilt Edge List will show the newspapers arranged alphabetically by cities, the population of the city, the average circulation for the past year, for each month of the last quarter, the percentage city and country, number of columns to a page, width of column, length of column, and one time and thousand line or hundred inch rate.

"Each quarterly report will reflect

more up-to-the-minute information regarding a strong group of 'known circulation' newspapers than could be compiled by days of labor for any advertiser or agent.

"In addition to this information the Gilt Edge List will maintain for ready reference of advertisers at bureaus in New York, Chicago, Philadelphia, Boston and London, England, list of dealers in many lines of trade, all alphabetically arranged by cities.

"The Gilt Edge List will in no way conflict with the excellent work now being done by the Bureau of Advertising of the American Newspaper Publishers' Association or any other existing organization, but simplify the process for all interested in the business of selling and buying advertising."

Detroit Saturday Night

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

Foreign Advertising Representatives

F. S. KELLY & CO.
1216 Peoples Gas Bldg.
CHICAGO

GEO. H. ALCONR
Tribune Bldg.
NEW YORK

THE HERALD

HAS THE
LARGEST MORNING CIRCULATION
IN
WASHINGTON

C. T. BRAINERD, President.

Representatives:

J. C. WILBERDING,
Brunswick Bldg.,
NEW YORK.

A. R. KEATOR,
15 Hartford Bldg.,
CHICAGO.

The Seattle Times

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines. The foreign business amounted to 1,086,000 lines. Gain in foreign business was 288,000 agate lines over 1911.

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

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

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK CHICAGO ST. LOUIS

YOU MUST USE THE
LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST.

Sunday Circulation
MORE THAN 120,000

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

New York, N. Y.

The Jewish Daily Forward - 142,191

\$52,000 TO ADVERTISE ADVERTISING

The New York American has just launched the most intensive and extensive advertising campaign ever planned by a New York newspaper.

More than \$52,000 will be expended on this campaign during the next twelve months.

The preliminary announcements deal in a broad way with the general principles of newspaper advertising. These will be followed by the most important phase of the campaign—

**Making New York American Readers
even more responsive to advertising in
the future than they have been in the past.**

The advantages of advertising will be treated in a new and interesting manner. Important facts and figures regarding the New York advertising situation will be presented. Problems of merchandising will be dealt with in a way beneficial to every business man in every line who spends or contemplates spending money in newspaper advertis-

ing (or in any other kind of advertising) in New York.

It is a nationally known fact that advertising in the New York American has always paid—and paid well.

This campaign is going to make both the local and the national advertising dollar do double duty in the



New York American

Greatest Quality - Quantity Circulation

More Than 280,000 Daily

Over 750,000 Sunday

For Sale

We have for sale several high-class weeklies and small dailies in various parts of the country. Here are a few of the propositions listed with us:

INDIANA WEEKLY; county seat; Progressive Republican; annual net receipts, \$2,500. Price, \$7,500—\$2,500 cash, time on balance. (263)

MONTANA DAILY; good city; Democratic; annual net receipts, \$3,500. Price, \$15,000—\$5,000, time on balance. (275)

OHIO WEEKLY; independent; annual net receipts, \$2,400. Price, \$5,500—part cash, time on balance. (292)

ARKANSAS WEEKLY; Democratic; annual net receipts, \$3,500. Price, \$8,000—one-half cash, time on balance. (285)

MINNESOTA WEEKLY; city of 6,000; Democratic; annual net receipts, \$3,000; good opportunity to add daily. Price, \$10,000—one-half cash, time on balance. (268)

MINNESOTA WEEKLY; county seat; annual net receipts, \$2,500. Price, \$5,500. (269)

NATIONAL ILLUSTRATED WEEKLY, devoted to scientific subject; new field, great possibilities; now making annual net profit of nearly \$5,000. Price, \$12,000. (287)

We invite correspondence. In writing concerning any of the above propositions, indicate by number the one that interests you. If nothing on this list appeals to you, let us know just what you want, and we will endeavor to find it for you.

American Newspaper Exchange
Rand-McNally Building, Chicago

HENRY A. WISE WOOD AND BENJAMIN WOOD INC.

Newspaper Engineers

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

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

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

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

DINNER OF THE SPHINXES.

Some of the Interesting Things Done at the Get-Together Meeting of the Advertising Men.

The one hundred and twenty-eighth dinner of the Sphinx Club, "the oldest advertising organization in the world," was held at the Waldorf-Astoria Hotel on Tuesday evening.

Before sitting down to a dinner arranged by Oscar, and which was all that could be desired, the diners toasted the Sphinx and listened to the pleasing voice of Miss Elmor Frances Bailey, who, as High Priestess in the Temple of Vulcan, delivered in invocation.

The meeting developed into "a real get together" under the inspiration of President E. D. Gibbs, who presided, and on numerous occasions by his ready wit and repartee proved his capacity to serve the Sphinx in the highest office.

The secretary's report by Justin McCarthy showed that 29 new members have been received during the month. Four deaths were reported—two resident and two non-resident. The total membership is now 340; 233 resident and 107 non-resident.

The president read the resolutions prepared by Messrs. Hotchkiss, Fletcher and Linn on the death of Robert C. Ogden and pronounced them the best he had ever read.

Barrett Andrews, chairman of the speakers' committee, said that the committee is desirous of having a headliner for every meeting, and then he named half a dozen of America's really big men who had tentatively agreed to address the Sphinxes. This winter's program will measure up to a pretty high standard, if the committee has its way.

Manly M. Gillam, the well-known advertising counselor, reminisced a bit to the delight of the advertising men.

Will P. Hooper, a charter member, made a pleasing and humorous talk.

W. R. Hotchkiss urged the members to share their success with their fellows, arguing that all would be benefited thereby and stimulated.

Joseph Appel, publicity director of John Wanamaker stores, spoke of the desirability of advertising New York. He explained that New York spends \$800,000 a year for advertising, and the people who pay the fiddler never hear the fiddle.

Mr. Appel was followed by Collin Armstrong, the advertising agent; Irving Fletcher, advertising manager of Saks & Co., and Mr. O'Flaherty, of the Suburban list.

It was agreed that an invitation should be extended to municipal authorities to meet with the Sphinx Club at an early date and discuss the proposal.

Ad Experts Speak in Ford Hall.

The subject of advertising was discussed by three speakers at the Ford Hall meeting in Boston Sunday night. George W. Hopkins spoke on "Advertising and Economics"; George B. Gallup on "Advertising and Democracy," and William Shaw on "Advertising and Religion." George W. Coleman presided. The speakers pointed out that truth was the central figure in modern methods of publicity. Mr. Gallup declared that advertising, "in a certain broad sense, is 'telling the truth scientifically' and that democracy is 'living the truth.'" Mr. Shaw praised Mr. Coleman for putting truth into advertising and giving it a religious and social consciousness.

New Firm Making Rapid Strides.

The World Syndicate Co., launched a few months ago, has already achieved success in the domain of newspaper circulation promotion. Among the publications to its credit are the Imperial Pattern Outfit, the new Premier Dictionary, Heart Songs, a collection of more than 400 songs contained in a beautifully bound volume of 500 pages, and "Ding-a-ling Circus." L. M. Rankin, the president of the company, has had many years' of experience in the publishing business, and has won for himself an enviable reputation in the trade.

LEWIS' PARCEL POST PLAN.

Urges Institute to Act as Clearing House Between the Producer and the Consumer.

In an address before a Cooper Union audience Tuesday night, Representative David J. Lewis, of Maryland, author of the parcel post law, urged the people's institute to make itself a sort of clearing house between the producer and consumer, using the parcel post to transport eggs, poultry and vegetables and thus eliminate the middleman. Taking as his subject "The Parcel Post and the People's Food Supply," Mr. Lewis said:

"It is less easy for you in the city to get in touch with farmers, but I would suggest that the People's Institute insert advertisements asking farmers to send to it their prices. And I would also suggest that other advertisements ask people who want to deal directly with farmers to send their names. In this way the parcel post could be used to transport foodstuffs not of a wholesale character directly from the producer to the consumer."

Representative Lewis, who is also the recognized Congressional authority on express and telegraph and telephone questions, has been urging that the Government pass over the question of purchasing the vast properties of the Postal and Western Union Telegraph companies. His idea is to have the Government content itself with the 3,300,000 miles of interurban and long distance telephone wires, which, being of copper, can be utilized by the Post Office Department for the simultaneous transmission of both telegraph and telephone messages. These, he estimates, can be acquired for about \$200,000,000, thus establishing the Government as a competitor of the commercial systems and paving the way for purchase of the telegraphs later.

BROOKLYN PERSONALS.

Carter Childs, of the Eagle, wears a smile these days. When Harry Thaw escaped from Matteawan several Borough Hall reporters were willing to bet real money that Thaw would be back in Matteawan within ninety days. Childs took them up, and that is why he smiles.

Herbert Berri, son of the owner of the Standard Union, has qualified as an expert in wireless telegraphy. He has installed an elaborate plant at his home in Flatbush. He also finds time to edit the automobile news of the Standard Union.

John Black has quit his Brooklyn job to become rewrite man on the Call.

J. E. Chapman, a well-known Brooklyn newspaper man and a warm personal friend of the late Mayor Gaynor, has left the borough, and rumor locates him in Montana somewhere near a daily paper.

James Adamson, a brother of Robert Adamson, secretary to the Mayor, has returned after an absence of five years in Chicago, and will soon be turning out copy again.

William Dunning, who does special work on the Eagle, has been playing to hard luck. Some time ago he was assaulted by an auto and had three ribs broken, which meant long weeks in the hospital. He had only been out a few days when he was assigned to cover a series of political meetings, with other reporters, to whom an auto was assigned. This car met with an accident and Dunning was thrown against the wind shield and badly bruised, while the other scribes escaped unharmed.

Canada Departs New Jersey Editor.

Charged with violating the contract labor law of Canada, James Steele, Jr., formerly editor of the Little Falls (N. J.) Eagle, was deported from Montreal last week, where he had gone to take a position on the Herald-Star as superintendent of the mechanical department at a salary of \$2,500 a year. The Herald-Star was fined \$250 by the Dominion Government and Steele ordered out of the country. He has returned to Paterson. His father, James Steele, is the owner of the Little Falls Eagle.

\$5,000 Cash

And \$10,000 deferred, in form of bonds on the property, will buy Republican Evening Newspaper in good town within 50 miles of New York City. This little Daily is now earning \$5,000 per annum net.

HARWELL, CANNON & MCCARTHY

Brokers in Newspaper and Magazine Properties

200 FIFTH AVENUE NEW YORK

TURNER'S BULLETIN

Highest testimonials have been awarded

C. Godwin Turner

on

Efficiency of Press Room, Paper, Circulation and Delivery.

Address

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

BARNHART BROTHERS & SPINDLER

Sole Manufacturers of the

Electric-Welded Silver-Gloss Steel Chases

OVER EIGHTY-FOUR THOUSAND

Made and Sold by Us and Every One Satisfactory

All Other Chases Inferior to this Well Known Make

Barnhart Brothers & Spindler

TYPE FOUNDERS

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

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

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

BURRELLE

CHARLES HEMSTREET, Manager

60 and 62 Warren Street, New York City

Established a Quarter of a Century

"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.

Business Reports

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

Western Press Clipping Exchange

MINNEAPOLIS, MINN.

THE SEATTLE POST-INTELLIGENCER

A. S. TAYLOR, Publisher

SCOTT C. BONE, Editor

Seattle, the gateway of Alaska and situated on the finest harbor in the world, to-day has a population of 300,000 people and holds commanding position as the metropolis of the North Pacific Coast country.

Seattle is growing and the *Seattle Post-Intelligencer*—supreme in its field—is showing a corresponding growth. It is the only Seattle newspaper which, according to sworn statements to the Government, showed a gain between April and October, and its gain was substantial. Here are the figures:

April 1, 1913, net paid circulation daily . . . 49,425
 October 1, 1913, “ “ “ “ . . . 52,555

The *Post-Intelligencer* prints no predated editions and employs no artificial means to promote its circulation.

It is growing upon its merits as a free-handed, fair-dealing, independent newspaper, attuned to the spirit of the most progressive, enterprising, wide-awake and promising city on the American Continent.

The *Post-Intelligencer* is far and away the best advertising medium in its field. It has rejected thousands of dollars worth of questionable business during the year, but is eclipsing all records for volume of clean, legitimate advertising at uniform rates.

Salaried representatives—

WM. J. MORTON COMPANY

FIFTH AVENUE BUILDING, NEW YORK.

TRIBUNE BUILDING, CHICAGO.

STARS OF YESTERDAY.

John Talman Writes Delightfully of Some of the Journalists Who Made Newspaper History Since the Seventies.

ST. PAUL, Minn., Nov. 5, 1913.

THE EDITOR AND PUBLISHER:

Arthur W. Dunn, the well-known newspaper writer of Washington, in THE EDITOR AND PUBLISHER of Oct. 11 wonders "how many newspaper men in the country remember George Alfred Townsend ('Gath')," and speaks of the dangerous tendency of the gentry eventually to "fall into the 'anecdote' and 'remembrance stage' of journalism." I, for one, retain a vivid recollection of "Gath," and don't mind falling into "anecdote" now and then, as I am not looking for a job just now. (Hear me thump wood!)

The last time I saw "Gath" was one evening in June, 1879. I was "doing time" on the Rochester (N. Y.) Express, now Post-Express, after leaving the Albany Argus. He addressed the New York State Editorial Association, in session in Rochester, whose members had returned from an excursion to Hammondsport, on Lake Keuka. Townsend's burly figure towered from the stage in a closely buttoned "Prince Albert," in all that sangfroid of confident self-assertion which on many a field, both military and political, had plucked the flower "scoop" from the nettle danger. He topped his career as a writing man with "The Entailed Hat" and other novels that well repay storage charges in the warehouse of memory.

RECALLS WHITELAW REID.

Another speaker that night was Whitelaw Reid, with the Ambassadorship to the Court of St. James awaiting him—Whitelaw Reid, with face of waxen pallor, with courtly presence and luxuriant black hair as yet untouched by gray.

The city editor of the Express who sent me to cover the Hammondsport

junket was Edward Marshall's brother, Isaac, Dexter Marshall, a sunny-faced, rosy-cheeked, energetic young fellow of twenty-four, who was stricken with death in the streets of New York some five years ago after long service as manager of the American Press Association and of the McClure Newspaper Syndicate, with an interval as managing editor of the Philadelphia Press.

GALAXY OF GREAT ONES.

That year, 1879, was about the time Isaac M. Gregory was leaving the Rochester Democrat and Chronicle for the Buffalo Express, and destined to die in harness as the editor of Judge. Dear old "Greg" was my first newspaper mentor. Our acquaintance, ripened by association on the same paper where as telegraph editor I did my first paid work, dated from the time he began printing my boyish rhymes, when he was the Democrat and Chronicle's "Current Topics" (in other words "funny") man. He was much given to the exchange of paragraphic badinage with fellow funsters of the daily press, then far less numerous than now. They included Stanley Waterloo, of the St. Louis Republican (now Republic), who died only the other day in Chicago; C. B. Lewis ("M. Quad"), of the Detroit Free Press, whose Bowership still waves; Catlin, of the New York Commercial Advertiser (now Globe), and Bailey, of the Danbury (Conn.) News. One of them, I remember, dubbed my friend "Eyes-ache," and another—a flippant wretch down at Shreveport, La.—was mean enough to declare that the "Current Topics" man used the largest chair and the smallest hat in America!

To get back to Arthur Dunn: In 1892, on my first visit to Washington, he was my host, being correspondent of the St. Paul Pioneer Press, on which I was maintaining a dual role of night editor and assistant managing editor. We ascended the Washington Monument, of course; but, missing the last elevator down, had to walk all those 555 feet, via the dark spiral stairway, back to what

the Partingtonian John Stetson, of Boston, called "terra cotta." The ensuing week found me merely tolerating these "po' laigs" as a necessary evil. Never since have I seen Arthur. "Tell me, ye winged winds that round my pathway roar," has that big, carefully trained red mustache whitened like mine?

DUNN MADE BIG HIT.

It was this way that I came to know Dunn. In the latter eighties he was the Grand Forks (Dak.) correspondent of the Pioneer Press, then "the whole thing" in the Minnesota and Dakota morning field. He made a hit with us, being that rara avis of a country correspondent who never "slopped" and was never scooped. His "specials" were terse, uncuttably so. One night the report of a Grand Forks hanging was a bit tardy. The managing editor, impatient, waspish and always demanding bread before it was baked, was stewing most uncomfortably. At last, but still in plenty of time, along came Dunn's story—800 words, cut to the bare bones and the bones pared. Arthur soon came to St. Paul as city editor of the Pioneer Press—a pause in his transition to Washington, where he made good in the service of various press associations.

But Dexter Marshall and "Ike" Gregory! They were of the elect who have "gone before," upon whose memories it is unsafe to dwell too intently. These pesky throat-lumps are deucedly inconvenient when one is "rushed."

JOHN TALMAN.

Libel Suit Against Reading Herald.

William McCormick, proprietor and editor of the Reading (Pa.) Herald, is the defendant in a libel suit for \$50,000 brought against him by William A. Whitman, Sr., a defeated candidate for city councilman. The complaint alleges that the Herald published libelous articles about Mr. Whitman "tended to blacken his character and holding him up to public ridicule." Criminal proceedings were instituted last week.

Technical Men Hear Talks on Paper.

"A personally conducted tour through a paper mill," in the form of a motion picture lecture, was the feature at the dinner of the Technical Publicity Association, Thursday evening, at the Martinique. C. W. Dearden, advertising manager of the Strathmore Paper Co., Mittineague, Mass., was the guide. The various departments of the mill were visited and the processes of manufacture explained. Raymond Woolf, of the Ashcroft Manufacturing Co., New York, told how to test paper. Isaac H. Blanchard spoke on the mechanical knowledge of paper required by a catalogue editor.

Raine Starts a New Weekly.

John E. Raine, who had charge of the night pageant at the Ad Club convention at Baltimore last June, has launched a weekly newspaper, the New Era, at Towson, a suburb of Baltimore. Copies of the paper that have reached this office show that it is a bright, attractive looking sheet of eight pages. The editorials are snappy and have a punch to them that ought to be effective. Doubtless through an oversight an editorial from THE EDITOR AND PUBLISHER was reproduced without credit in the first issue. The news columns are crowded with local items from Towson and surrounding towns. The New Era started with a paid subscription list of 1,100 copies. During the next two weeks this number was doubled. From now on the paper will be set on a linotype—something new for a country weekly.

Waco Times-Herald New Officers.

Following the death on Oct. 20 last, of C. J. Glover, secretary of the Waco (Tex.) Publishing Co., and general manager of the Times-Herald of that city, there has been a reorganization of the company. At a recent meeting the following officers were elected: President, George Robinson; vice-president, Fred B. Robinson; business manager, C. J. Glover, Jr.; secretary, A. B. Hughes.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER Co., World Building, New
York City. Telephone, 4830 Beekman. Issued every Saturday.
Subscription, \$2.00 per year: Canadian, \$2.50; Foreign, \$3.00.



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

New York, Saturday, November 15, 1913

"Good will is the cyclone-proof cellar of business. Its value as a business asset is so staple that in comparison with it a Government bond is a questionable investment."—Frederick M. Webster.

NEWSPAPER CONTRACTS.

As a rule, contracts between newspapers and editors amount to but very little and are worth only a trifle more than the paper upon which they are written.

If a publisher wants to get rid of a man he can do so without much fear of being sued for breach of contract; and if an editor wants to leave of his own accord he usually finds a way without much trouble. The reason for this disregard of contract obligations may be explained as follows:

It is absolutely necessary that the editorial force shall pull together and that each member shall perform to the satisfaction of the owner or manager the duties to which he is assigned. All newspapers that amount to anything have fixed policies on politics and on national and local affairs. If an editor develops a strong antipathy to any of these policies and allows that antipathy to show itself in his work to the detriment of the paper his usefulness ceases, no matter how brilliant a pen he may wield. Naturally no newspaper wants to retain such a man on its staff, even though he may have a contract with it covering a term of years. To fire him means a breach of that instrument and payment of the unexpired term of service for which it stands.

Long ago it was discovered that you can often get rid of a newspaper man by making his position so uncomfortable that he will resign of his own accord. The process employed is something like this: First he is shorn of some of his authority in the office, and perhaps is told to take orders from an editor who had hitherto held a subordinate position. Nothing galls an editor so much as this. His pride is hurt, and he resents the treatment he has received. Then he is asked to take a less important desk, and the iron enters his soul. In every way he is made to feel that he is not wanted; and finally, unable to stand the unpleasant relationship longer, he resigns, and the newspaper is released from its obligation to pay him for the unexpired portion of his contract.

It is only when both parties to the contract are satisfied that the document is worth a tow string. No man of spirit will work long in an office where he knows he is not wanted. His salary may be large, but he had rather serve another paper, where the conditions were congenial, at half or two-thirds of the amount. No newspaper man can do good work if he is being constantly nagged, or if he is worrying over his position in the office.

When you are not wanted in any position, and you know it, the only thing to do, contract or no contract, is to get out and make the best of it.

HOW WE CAN HELP YOU.

THE EDITOR AND PUBLISHER offers to newspaper makers ABSOLUTELY THE SAME SERVICE IN HELPING THEM TO MARKET THEIR ADVERTISING SPACE as they themselves offer to national advertisers in helping them to market their goods.

THE EDITOR AND PUBLISHER reaches, and interests, the large buyers of advertising space in newspapers as surely as do the important newspapers reach, and influence, the buyers of advertised goods in their communities.

The newspaper is, in a sense, the "trade paper" of housewives, affording them in its advertising columns news of new things, of real buying opportunities. THE EDITOR AND PUBLISHER performs precisely this service for buyers of advertising space, and offers to the maker of a newspaper the same opportunity to sell goods that he offers, through his paper, to the national advertiser.

If this seems like reiteration on our part, so be it; for it is fundamental truth. It needs reiteration, because it needs universal recognition.

The national advertiser is more eager to know all about your newspaper than your readers are to know all about his goods; for he MUST SPEND MONEY IN YOUR FIELD, and he is not anxious to spend it unwisely. Thus he seeks for every scrap of illuminating information he can find concerning the relative values of newspapers in every important field.

He expects to find this information in his trade journal—in YOUR trade journal. If he doesn't find it your paper has about as much chance of getting its share of his appropriation as he would have of getting his goods introduced to your readers through the use of circulars and billboards.

EDITORIAL COMMENT.

The new postal law compelling publishers to furnish the government circulation statements is already bearing good fruit. Newspapers that used to claim large figures are now content with moderate figures. In the Middle West a daily that on April 1 issued a sworn statement that its average paid circulation for the previous six months was 96,353, on Nov. 3 printed its report, made to the government for the preceding six months, giving its circulation as 44,128 copies, a drop of 52,225 copies. Another newspaper's report showed a drop of 31,728 copies. Verily it seemeth like a good thing for newspapers to tell the truth, the whole truth and nothing but the truth about their circulations.

And now they are talking of building a dirigible balloon of the Zeppelin type that will cross the Atlantic and the United States to San Francisco in 1915, when the Panama-Pacific Exposition is to be held. The balloon will carry thirty passengers, and already, it is said, that number have signified their intention of taking passage at the rate of \$5,000 each. When this wonderful and unparalleled feat is accomplished some New York daily newspapers will be delivered, doubtless, to points within a distance of 1,500 miles on the very same day they are published.

Postmaster-General Pelletier, of Canada, has given notice that he intends to regulate by postal law the size of advertisements printed in the Dominion. Before he gets through Mr. Pelletier will find that such an undertaking is a bigger job than draining the Red Sea.

Tremendous fortunes have been made in this country during the last fifty years in the patent or proprietary medicine business, through advertising. Until the Government passed the pure food and drugs act and the newspapers put up the bars against the exploitation of cure-alls and bogus preparations designed to separate people from their cash, the patent medicine makers had things their own way and made heaps of money. Some of the preparations which have been most widely sold to the medicine taking public possess recognized merit and are as popular as

ever. Jonas M. Kilmer, who died at Binghamton, N. Y., recently, left an estate valued at \$2,600,000, made from Swamp Root. The fortune of Willis Sharpe Kilmer, his son, is estimated at a similar amount. These fortunes have been made in less than twenty-five years. Peruna has brought hundreds of thousands of dollars profit to Dr. Hartmann. Warner's Safe Remedies made their owner a millionaire. Owing to the watchfulness of the Government and a quickened conscience in the newspaper field bogus remedy purveyors now find it increasingly difficult to fool the public.

FOR BETTER NEWSPAPER TYPOGRAPHY.

BROOKLYN, Nov. 8, 1913.

THE EDITOR AND PUBLISHER:

In his address before the Pulitzer School of Journalism recently, Samuel Bowles, editor of the Springfield Republican, deplored the fact that the penny newspapers were degenerating as to typographical art. AS THE EDITOR AND PUBLISHER comments, the penny press has also lowered the standards of journalism in its mad rush for speed and circulation.

There are no good reasons why the great newspapers should not compare favorably from a typographical standpoint with those of forty or fifty years ago. In fact, there is every reason why the press of to-day should have a far better appearance, typographically, than the olden-time publications. Certainly there are better mechanical means to bring this about. There are better presses—even considering their remarkable speed—than the old-fashioned drum cylinders. There is better ink, better inking rollers and fountains, better method of press preparation and better folding devices to prevent smearing of newly printed papers. Then why do the newspapers not look as well as those of a half-century ago? Simply because proper attention is not given to these improved mechanical details.

All daily newspapers have not degenerated. A glance over the North American and the Public Ledger, both of Philadelphia, will prove this assertion.

In these nationally known dailies there are no screaming headlines. All the heads and sub-heads are small compared to those of the yellow press, and are interestingly as well as neatly arranged. The text is linotyped admirably. The display is clean, with plenty of white space; the presswork is sharp and clear, and the illustrations have splendid tone, detail and color, considering the quality of the paper stock. Both of these dailies have large circulation—especially the North American, and the journalism is of the highest class.

Newspapers of to-day would excel in typographical appearance if linotype operators would be careful with the composition. With wide spacing and poor divisions of words (so prevalent in newspaper work) eliminated, a linotyped paper will print far better and have a cleaner, more easily readable appearance than the old-time newspapers set with movable type. The linotype makes possible an entirely new dress for each issue of the paper, and the matter is practically the same as new movable type.

The old way was to compose the paper continually from separate types and in a short time the characters became worn, filled-up and battered. Looking over issues of newspapers of fifty years ago reveals a typographical appearance that is not very much to their credit after all. Study the text carefully from a mechanical point, and much uneven spacing between words is in evidence. A half-century ago composition was all done by hand on piece-work basis, and naturally the spacing was often slighted to procure a big "string" of matter, and thus more pay for the typographer. To-day there is no uneven spacing in newspaper text set on the machine, for no matter how careless a linotype operator may be, he cannot space uneven, as the spaceband justifies and spaces automatically.

There is a tendency among compositors engaged in newspaper work to say, "Oh, that's good enough for a newspaper. If this were job or magazine work I would be more particular." As a matter of fact, the average linotype operator in a newspaper plant receives higher wages than a typographer in a magazine or job printing office, and while the dollar-mark does not stand for all things, still good wages should encourage men to execute good work. Executives in charge of newspaper mechanical details could do much in improving the typographical appearance of the press by insisting upon careful work from the printers, especially those linotypers who seem to believe that "any old thing" is good enough for a newspaper.

Improvement must first come in the machine composition of the average newspaper, for this is the principal mechanical work that counts for general appearance. Practically all display and text in the big dailies is linotyped, and there is no reason why the matrices cannot be assembled as carefully as though they were movable type. Close spacing of good matrices will produce perfect slugs, plus clear stereotypes, plus good presswork. To secure perfect typography let work be started earlier on each edition, or let the papers be "put out" later—follow any logical play that will improve the appearance of our newspapers. Eliminate those ugly three-inch headlines; those questionable illustrations; that sensational journalism that pleases only the lower classes. We must not go backward. Let us advance artistically in newspaperdom, even if it be necessary to dispense with some of the speed!

ROBERT F. SALADE.

PERSONALS.

Josephus Daniels, Secretary of the Navy and owner of the Raleigh (N. C.) News and Observer, will be the guest of honor at a banquet of the St. Louis Press Club Nov. 18.

Hamilton Wright Mabie, associate editor of the Outlook, who recently returned from an extended trip through the Orient, addressed a distinguished audience at the Hotel Astor Tuesday evening, taking as his subject "Peace in the Orient."

J. Monroe Spears has assumed editorial charge of the Darlington (S. C.) News and Press.

J. Clyde Oswald, publisher of the American Printer, attended the recent typotheta convention at New Orleans, whence he returned with a pompous looking leather medal, conveying this legend: "Awarded to J. C. O., who, notwithstanding the hottest competition, ate, in broad daylight, with ease, facility and pepper sauce, 768 Galveston Bay oysters, Oct. 25." Mr. Oswald modestly confesses that the only oyster he ever ate, made him sick for a week.

John Henry Whyte, of the St. Louis Press Club, has published a booklet on "Incorporated Farming," in which he offers a practical solution of the problem of the high cost of living in its relation to the cost of farm products.

E. Arthur Roberts, of the Cleveland Plain Dealer, will sail for his home in England on the Olympic, Nov. 15, for a few weeks' absence.

Frank R. Wingfield, formerly publisher of the Marion County News, at Pleasantville, Ia., has returned from a three months' tour abroad.

T. J. Van Deusen, business manager and associate publisher of the Moline Mail, who was recently seriously injured when a train wrecked his automobile, is reported as much improved, though still confined to a hospital bed.

Freeman W. Sackett, head of the Phillips (Wis.) Times since 1876, has retired from active service in the field.

GENERAL STAFF PERSONALS.

James A. Stuart, city editor of the Indianapolis (Ind.) Star, succeeds Charles A. Segner as news editor of that paper.

Francis P. Daily, city editor of the Washington Herald, was in New York last week and renewed many old acquaintances.

Charles A. Segner, news editor of the Indianapolis (Ind.) Star, resigned Tuesday to become managing editor of the Louisville (Ky.) Herald.

Walter M. Fernald, for the past ten years managing editor of the Ansonia (Conn.) Sentinel, has become connected with the Hartford Times.

Ralph B. Ebbert has become night editor of the Waterbury (Conn.) Republican.

Edgar C. Markham is a new editorial writer on the Elizabeth (N. J.) Daily Journal.

Hayden Williams, a reporter on the Wilkes-Barre (Pa.) Record, is prominently mentioned for the position of chief of police of that city.

Peter Fagen has joined the Boston Herald staff as assistant literary editor.

George C. Bastian has been appointed city editor of the Chicago Record-Herald.

Paul E. Wilkes, formerly with the Atlanta Georgian and Hearst's Sunday American, has become associated with J. N. Couch in the management of

Grove Park Inn, at Asheville, N. C. Mrs. Wilkes is society editor of the Georgian.

Herbert A. Stocking, night editor of the Waterbury (Conn.) Republican, became managing editor of the Ansonia Sentinel last Monday.

IN NEW YORK TOWN.

Robert Adamson, formerly political writer on the World, who managed the Fusion campaign, will be tendered a dinner by representative citizens, at the Waldorf-Astoria, Dec. 15. Invites are out at ten dollars a plate. "Bob" is now back at his desk as secretary to Mayor Kline.

Edward McKenna, formerly city editor of the Philadelphia News-Post, and more recently with the Sun, has joined the staff at the copy desk of the Evening Mail.

L. M. Shadbalt is a new recruit on the reportorial staff of the Press.

Morris Strunsky, for a number of years on the American and with the Hearst Service, has gone to the Philadelphia News-Post.

Thomas O. Piper, for many years on the Evening World, has changed to the Morning World.

Mrs. Irene Van Dyke has joined the woman's page staff of the Press.

Harold A. Vivian, of the World; F. Stuart Crawford, of the Tribune; William Willis, of the Herald, accompanied Mayor-elect John Purroy Mitchel on his trip to the Panama Canal Zone. William Hoster, of the American, will join the party at Kingston, Jamaica.

Wendell Phillips Dodge, until recently dramatic editor of the Press, and Francis Arthur Jones, American representative of the Strand Magazine, have gone into business under the name of the World Wide News Service.

Barton W. Currie, formerly on the World editorial staff, is traveling through the South as representative of the Country Gentleman.

WASHINGTON PERSONALS.

J. Fred Essary, the popular chief of the Baltimore Sun bureau, has just been elected a member of the famous Gridiron Club. Mr. Essary is one of the youngest bureau chiefs in Washington.

F. E. Ackerman, of the United Press Association, has been assigned to the New York office.

William Vernon Richardson, Washington correspondent of the Danville (Ky.) Advocate, has just returned from a visit to his home in Kentucky, where he was royally entertained.

John S. Shriver, of the Baltimore Star, secretary of the Gridiron Club, has received from President Wilson his acceptance of the club's invitation to attend the dinner to be given Dec. 13.

Thomas W. Brahany, assistant secretary to President Wilson, and formerly of the New York Tribune bureau and correspondent for Wisconsin papers, has been elected a limited member of the Gridiron Club.

Joseph E. O'Toole, formerly of the Wilmington (Del.) Star, and now a Senate official, has been elected president of the 1916 law class of Georgetown University.

Isaac Gregg has severed his connection with the York (Pa.) Dispatch and is now a member of the New York World staff.

Joseph P. Annin, of the Washington Herald, tendered a banquet to E. R. Sartwell, of the Associated Press, and Mrs. Sartwell, last Saturday night. Mr. Annin attended Mr. Sartwell when he was married a few weeks ago.

Fred W. Bullock, New York correspondent of the London Daily Mail, was in Washington this week looking into the Mexican situation for his paper.

WEDDING BELLS.

Charles Spalding Presbrey, son of Mr. and Mrs. Frank Presbrey, and Miss Marion Shaw were married in St. Bartholomew's Church, this city, in the presence of many relations and friends Wednesday afternoon, the Rev. Dr. Ernest M. Stires, rector of St. Thomas' Church, was the officiating clergyman. Tobias C. Fogel was the best man. The ushers included Howard Sayre, Jehiel Shipman, Frank Rollins, Clark Matthai, Felix Doubleday and H. M. Green. After the ceremony there was a reception in the ballroom of the St. Regis.

The marriage of R. Hutton Page, city editor of the Waukegan (Wis.) Journal, and Miss Elizabeth Drake, of Newark, N. J., took place at the home of the bride last Monday.

OBITUARY NOTES.

HARVEY HATFIELD, thirty-nine years old, formerly telegraph editor of the Anderson (Ind.) Herald, died in Kokoma, Ind., of pneumonia last week. He was at various times connected with papers in Marion, Huntington, Logansport and Kokoma. At the time of his death he was city editor of the Kokoma Dispatch.

JOHN A. HODGE died recently at Greenville, Tex., where, for several years he was one of the owners of the Banner.

GRACE LATHROP COLLIN, for several years a member of the New York Evening Sun staff, died in this city Nov. 5. Miss Collin was a well-known contributor to Harper's and other magazines. Burial was at Norwich, Conn.

PUBLISHER'S NOTICE.

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

THE EDITOR AND PUBLISHER can be found on sale each week at the following newsstands: New York—World Building, Tribune Building, Park Row Building, 146 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

Brooklyn—Frank Williamson, Borough Hall, Washington, D. C.—Bert E. Trenis, 611 Fourteenth street, N. W.

Chicago—Morris Book Shop, 71 East Adams street.

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

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

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

NEWSPAPERS FOR SALE

Only paper in fine Texas county seat town, clearing over \$3,000 net cash yearly above expenses. Fine climate, near Gulf coast, rich soil and prosperous people; many Northerners. Linotype, cylinder, folder, jobbers and good equipment, circulation 1,600 at \$1.50. Independent in politics. Price, \$7,500; half cash. "TEXAS," care THE EDITOR AND PUBLISHER.

Half interest in leading Florida county seat weekly, in heart of orange belt. City of 5,000. Only one other paper. Making better than \$3,000 above expenses yearly. Business can be largely increased. Linotype and splendid equipment. Price, \$5,000. "FLORIDA," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 60c. per page. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

LINOTYPE MACHINES

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

RICH & McLEAN, 51 Cliff St., New York.

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

NEWSPAPERS WANTED.

Have cash buyer for small city daily; also one for large country weekly. G. E. BARROWS, Newspaper Broker, 141 Broadway, New York.

ADVERTISING MEDIA

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

\$100,000

cash available for first payment on New York State or New England newspaper property or interest. City of at least 50,000 population. Proposition I. H.

C. M. PALMER

Newspaper Properties

225 Fifth Ave. New York

HELP WANTED

WANTED, ADVERTISING SOLICITORS.

I want three good advertising solicitors—no boose fighters. If you are a producer and have any faith in yourself and want to connect where there is good money write me. I am working special editions on big Southern dailies. Have eighteen months' contracts already closed and with papers where big business is assured. Pay strictly commission, but clean solicitors cannot fail to make from fifty to one hundred dollars per week, fifty-two weeks in the year. I have three men now working for me who worked for dailies on small salaries who are now averaging over fifty dollars a week each. I will open work in Jacksonville, Fla., and other good Southern city on November 17th, and can give three high-grade men permanent work. Address at once "BOX D, 1119," care THE EDITOR AND PUBLISHER, New York City.

SITUATIONS WANTED

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

MR. BUSINESS MANAGER: Do you ever feel that your circulation is not getting the proper attention? There is no need of this, as there is now a chance for you to get a man who has great ability in getting new subscribers. His motto is "get the money," and he does. He has increased the circulation of the paper he is on now 50%. He has increased their cash collections 75%. He has been with this paper three years. If you are interested in this man write "E. B. T.," care THE EDITOR AND PUBLISHER.

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

STEREOTYPE FOREMAN.

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

BUSINESS and Advertising Manager of newspaper for 15 years, eminently successful; A1 solicitor, desires a change Jan. 1. Sold and written more advertisements than any other man in State. Not looking for easy job; willing to take hold and build up any newspaper proposition, if future to it. Address "D, 1124," care THE EDITOR AND PUBLISHER.

ADVERTISING MAN.—Eight years' experience in regular and feature work. Have been in my present position two years during which time have covered a regular beat and in addition have worked sufficient feature work among small advertisers to pay the salary expenses of three solicitors. Have been very successful in developing 500 inch and small contracts among a class of merchants who had not used space previous to my coming here. Have given most of my time to writing and laying out weekly and semi-weekly advertisements for these merchants, and by this method have given my paper an average increase of 8,000 inches a month. I am second man on the paper, the advertising manager is one of the partners and my only reason for desiring a change is because I feel that my opportunities here are limited. I am 28 years of age, of good habits and have the reputation of being an exceptionally hard worker. Can furnish enthusiastic recommendations, from men whose advertising I am handling as well as publishers with whom I have come in contact. My field is in a town of from 50,000 to 100,000, and I can show big returns to any paper with whom I connect. Address "B, 1125," care THE EDITOR AND PUBLISHER.

FOR SALE

A WEEKLY PUBLICATION in the amusement field can be bought for \$20,000. The paper is more than 20 years old, has always been considered the first among its competitors. Yearly income about \$6,000 a month. A good newspaper man should own it. HARRIS-DIBBLE COMPANY, 71 West 29th Street, New York.

INNOVATION

A newspaper which issues a directory with the names of its readers in CAPS?

You can see who does **not** read the TIMES, as well as who does. You can tell the proportion of the one class to the other.

Therefore, we believe this is the

**MOST
DETAILED
CIRCULATION
STATEMENT
EVER ISSUED**

**New Brunswick Times,
New Brunswick, N. J.**

Foreign Representatives:

**GRIFFITH-POWERS CO.
456 Fourth Ave.**

Buffalo News

EDWARD H. BUTLER
Editor and Proprietor

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

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

The Detroit Tribune

Detroit's popular
morning medium

GUARANTEED CIRCULATION
40,000 week days
100,000 Sundays

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

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

Net average weekly circulation for the year 1912:

January	\$0,908	July	\$2,935
February	\$0,996	August	\$3,730
March	\$1,053	September	\$4,821
April	\$0,998	October	\$5,406
May	\$1,332	November	\$6,067
June	\$2,102	December	\$6,487

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

CATHOLIC PRINTING CO.
Dubuque, Iowa

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.

ALONG THE ROW.

NOW FOR BUSINESS.

The hot campaign has passed away, With roar and hurley-burley. Now is the time to advertise; "Do Christmas shopping early."

HOW HE GOT JOHN D.

Once upon a time a city editor wanted an interview from John D. Rockefeller, so he called up a bright young man and said: "I want you to see Rockefeller and make him talk. Old John D., of course, will try and evade answering questions, but this is an important matter. Make him talk." Later in the afternoon the reporter returned with a corking interview. "How did you get him?" asked the delighted city editor. "It was this way," replied the reporter. "I went to Tarrytown and found that John D. was out taking a stroll. So I waited near some bushes, on his road home, and when he came along I made a noise like dividends and that captured him."

PRIME FAVORITE.

"Is he popular with the staff?" asked one reporter of another regarding the latter's night city editor. "Popular?" he answered. "I should say so. Say, he's as popular as pigs knuckles at the German Press Club."

WHERE SHE WAS.

Billy Sill, the theatrical press agent, once worked on a paper, the Sunday editor of which was a highly cultivated woman whose upper lip was marked by quite a growth of dark hair. One day a stranger entered the city room, walked up to Sill, who was seated at a desk, and said: "I should like to see the Sunday editor." "Please be seated," said the poliffe Mr. Sill "for a few minutes. She has gone out for a shave."

NO CHANGE.

The editor the glory gets,
The publisher the dough;
While the reporter gets the work.
It has been ever so.

NEXT TO READING MATTER.

"What are you kicking about?" said the advertising agency man. "Didn't I get your add next to reading matter, as I promised?" "You certainly did," howled the irate proprietor of a patent medicine. "Look at this paper, will you? Here's a column of my 'Liquid Life for Kidneys' bang up against obituary notices, on one side, and the announcement of an undertaker who makes a specialty of \$65 funerals on the other."

ABOUT 3 A. M.

Some take the subway trains uptown,
Some take the Jersey ferries.
Some take the Brooklyn trolley lines,
But more take things at Perry's.

GOOD OLD BEN.

The closing of the campaign has brought great relief to the statue of Ben Franklin in City Hall square. For two months this good, kind, printer man has been surrounded by Socialists, Prohibitionists, Fusionists, No Rent agitators, Tammany rooters, suffragettes and other strange political tribes—all shouting and yelling at once. Ben stood the siege well, but here and there some of the polish has been knocked off his bronze clothing and it's up to the city to give him a new coat.

FROM THE SKINNERSVILLE SIGNAL.

"We regret to announce the passing away on Wednesday of Jeremiah Hawkins, who began to reside among us two months ago. It was only a week ago that Mr. Hawkins subscribed to the Signal for six months. Dr. Onderdonk says his death was due to natural causes."

SURE ENOUGH.

'Tis a cosmopolitan town sure enough. Don't Isaac Goldmann still print the Irish World?

FATHERLY ADVICE.

Old Silas Long years ago tended bar in a well-known wet goods emporium

along the Row and his trade at night was chiefly with newspaper men. One dawn, when the boys had been hitting it up quite lively, old Si thought it was time to give them some fatherly advice, so he said: "You newspaper men think you can stand everything; but let me tell you something: If half of you fellows could see your livers you'd drop dead."

GRUFF OLD THING.

She was a fair young creature who had not spared the paint and powder on her animated face, and thus she spake to the chief: "I have written some for the press and would like to adopt newspaper work as a profession. Do you think you could find something for me to do?" "I'm sorry," he said, "but at present there are no vacancies. Some day, however, I may need someone to make-up, and then there may be a chance." And then she departed with a puzzled expression.

KNEW HIS AILMENT.

"The trouble with you," said the doctor as he stood by the editor's bedside, "is poor circulation." "Great Scott, Doc!" cried the sick man in a feeble voice, "the business office told me the same thing, and it didn't cost me a five-dollar fee either."

WHAT'S IN A NAME?

The comic editor does not always have charge of the funny page.

THE MORNING "EVENING."

"Home edition!" cried the boy.
The man, he answered "Nix."
'Tis only half-past seven now,
'I don't go home till six."

TOM W. JACKSON.

CHANGES IN INTEREST.

CHARLES CITY, Ia.—W. C. Rhinesmith, of the Intelligencer Publishing Co., has purchased the half interest of his partner, W. E. Dodge, who has been business manager and city editor for seven years. The publication is a daily and weekly. Lee Rhinesmith will be the editor of the paper.

OTTAWA, Ill.—The Tidende, a Norwegian paper, has been sold by Noah Thompson, to Rev. W. O. Bellany, of Chenoa. The paper is to be changed from Norwegian to English.

AMBOY, Minn.—Earl Wilder has purchased the Herald from E. R. Miller, who has owned the paper for a number of years.

MARION, N. D.—The Sentinel, a weekly newspaper, has been purchased by I. E. Officer and J. R. Norgaard, from Paul Paulson.

WILLIFORD, Ark.—Judge Ben Phillips, for eleven years one of the leading newspaper men of Sharp County, has retired, having disposed of the News to J. O. Wasson, of Mobley.

MCINTOSH, Minn.—A. E. Rose, who at one time published the Maiden Rock Press, the Osceola Sun and the Hudson Star-Observer, has purchased the Times and will take possession this week.

GRAND JUNCTION, Col.—The News has been purchased by Verner Z. Reed, and will be edited by George G. Reed, his nephew.

CENTER POINT, Tex.—George A. Byers, of Corpus Christi, has purchased the new from J. W. Blanton. Mr. Blanton goes to Nordheim, where he will again assume control of the View.

SISSETON, S. D.—The Record has been sold to Anderson & Farrington, publishers of the Veblen Advance, who have moved the paper to New Effington. They will also establish a paper at Rosholt. The removal of the Record leaves Sisseton with but two newspapers, the Courant and the Standard.

KNOXVILLE, Ill.—Eugene C. Dwyer, a reporter on the Elgin (Ill.) Daily News, has purchased the Knox County Republican.

ATCHISON, Kans.—Forrest Warren has purchased the Vermillion Times and will take charge of it at once. He was editor of the Times several years ago and also started the Frankfort Daily Index.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives

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

In September, 1913, the daily average net paid circulation of THE NEW YORK EVENING MAIL was

140,158 Copies

Its phenomenal growth during the past few years is evidence that intelligent people appreciate a newspaper that is interesting without being sensational; clean without being mawkish.

THE EVENING MAIL

203 BROADWAY, NEW YORK.

Best Ten Months

In ten months of 1913 THE NEW YORK TIMES published 7,679,893 lines of advertisements, a gain of 459,855 lines, and a greater gain by over 400,000 lines than the combined gains of the four other New York morning newspapers leading in volume of advertising.

The net paid daily sale of THE NEW YORK TIMES greatly exceeds 200,000 copies, the purchasers of which represent the greatest buying power in the world.

Why Not Let Us Prove



To you, Mr. Advertiser, that the buying power of

The
Pittsburgh Sun

is worth more than price asked for space by some papers claiming "largest" circulation? Just ask us for details and information and you'll be under no obligation.

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

GET THE BEST ALWAYS

The
Pittsburg Dispatch

Greater Pittsburg's Greatest
Newspaper

WALLACE G. BROOKS, Horace M. Ford,
Brunswick Bldg., Peoples Gas Bldg.,
New York Chicago
H. C. Root,
Real Estate Trust Bldg., Philadelphia.

THE PEORIA JOURNAL

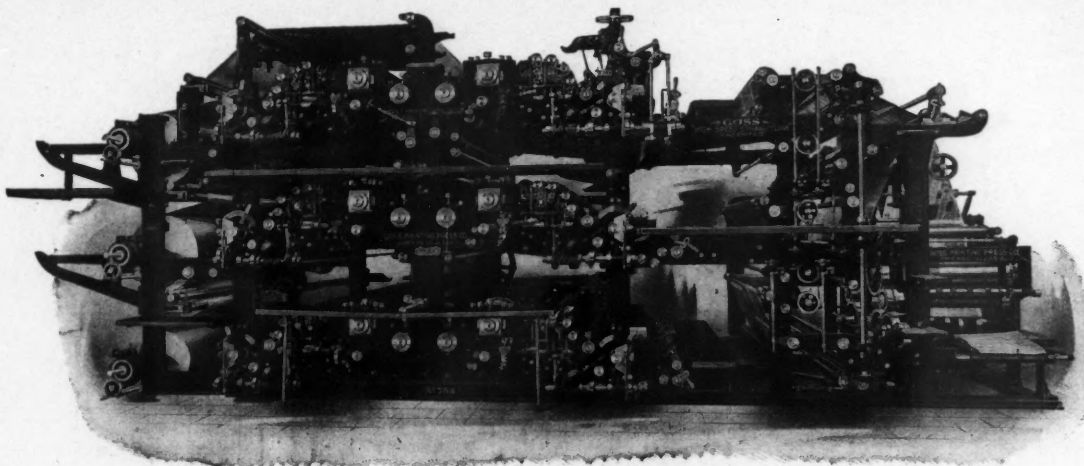
is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST Circulation.
NET PAID

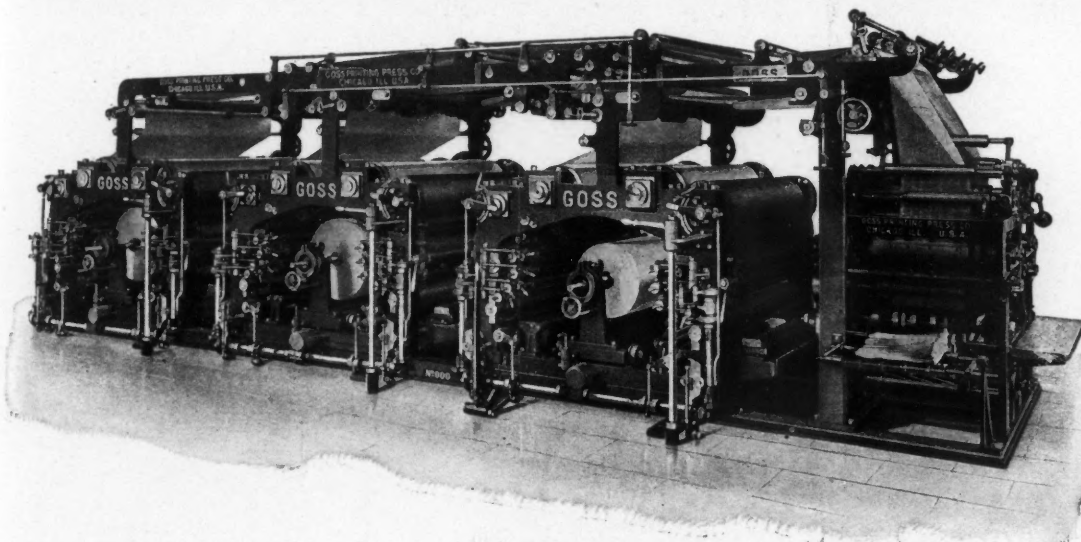
H. M. PINDELL, Proprietor.
CHARLES H. EDDY, Representative.
1 Madison Avenue, NEW YORK.

**The
GOSS
High Speed
Sextuple Press
No. 160**

**The Fastest Newspaper
Press Ever Produced
Patented**



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



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

Rolls of paper can be placed at end of press, between presses, above presses, or from sub-basement.

Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44, 48 pages.

Built in all sizes and styles up to double Octuple, to fit the requirements of floor space and low ceilings.

All presses constructed so that additional decks or sections can be added at any future time.

We manufacture Newspaper, Magazine, Color and Half-Tone Presses, and all kinds of special rotary presses, for black and extra color work.

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

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

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

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

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

- PATENTED PAPER ROLL CHUCKS—with automatic roll tighteners.

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

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

AND MANY OTHER IMPROVEMENTS TOO NUMEROUS TO MENTION.

ALL LOWER DELIVERIES ARE TWENTY INCHES ABOVE FLOOR.

WE TAKE THE LEAD—OTHERS FOLLOW.

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

THE GOSS PRINTING PRESS CO.

New York Office:

1 Madison Ave., Metropolitan Bldg.

16th St. and Ashland Ave.

CHICAGO, ILL.

The Greatest Show in the World

THE ONE AND ONLY DING-A-LING

THE ORIGINAL CIRCUS

Do Not Be Deceived by Cheap Imitations!

Our ORIGINAL Ding-a-ling Circus is made for those live progressive newspapers that demand, and will have, only the best—that lead and are not content to follow the poor imitations that achieve only a short-lived notoriety.

We offer in this announcement an opportunity that we believe to be absolutely unrivalled in the annals of newspaperdom; something that has never been equalled in its personal appeal to the millions. Something that will pull the heartstrings of the young and the pursestrings of their elders to a degree that will culminate in an overwhelming rush to your office.

It means the greatest circulation and the highest good will for your paper—and the utmost profit and greatest enjoyment to your readers.

The modern circus, as invented by those great geniuses and unequalled caterers to the American people—Barnum and Ringling—is clean, absorbing, elevating, fascinating and instructive to the masses.

Do Not Be Deceived by Envious Imitators

THE DING-A-LING CIRCUS IS THE ORIGINAL

Copyrighted, 1913, and Patent Applied for, and Published by Cruver Manufacturing Co.

Made of cloth that is everlasting; painted by the highest-priced artists of great skill and talent. Every animal depicted in life-like colors of startling realism. Seventeen fascinating and educative lectures on the natural history of all the animals. Two mirth-provoking clowns that provide fun for the multitude. A parade that will stretch out 30 feet with the animals and performers one foot apart. Little Bill and little Betsy, two most lovable little figures, that will win their way at once into the affections of thousands of their little human prototypes. The arrangement and preparation of THIS GREAT FEAST OF FUN is a delight to young and old. Remember it is not made of cheap, poor cardboard, with stiff, ungainly monstrosities painted upon it that fade in a day—giving false ideas of the animal kingdom—and that might far better be bought in any ten-cent store—but strong, durable cloth, with everlasting colors painted by genuine artists.

Of course it would not be fair to make this offer through more than one newspaper in each town. Therefore, we would urge our friends to lose no time in securing the ONLY original, genuine, durable, life-like, realistic, interesting, entertaining and instructive circus now offered to the newspaper world.

Needless to say, we ask for no investment whatever on the part of the publisher. That is not our plan.

WARNING!

IT IS USELESS TO TRY TO DECEIVE THE WISE HEADS OF THE NEWSPAPER WORLD. AND WE RELEGATE TO OBLIVION THE PUSILLANIMOUS ATTACKS OF DISAPPOINTED RIVALS WHO ARE SO COMPLETELY CHAGRINED BY OUR SUCCESS AS TO FORGET THE FIRST PRINCIPLES OF DECENCY AND HONORABLE COMPETITION.

Remember, we are offering you the ORIGINAL CIRCUS. Others are mere imitations—cheap and tawdry. Set them up in comparison with ours, and you will grasp at once the bitter disappointment of the little ones who may have been wheedled—or misled—into acquiring the poor makeshifts that masquerade in other papers.

THE WORLD SYNDICATE COMPANY, INCORPORATED

has established a reputation for fair and square dealing that has made it hosts of friends among the leading newspapers of the country.

Notice! We specialize in courteous treatment of all our clients!

WORLD SYNDICATE COMPANY, Inc.

110 West 40th Street

NEW YORK CITY

The First Issue of the
Sunday Edition
of the
Dayton Daily News
(November 2.)
reached 25,000 in Paid Circulation.
No free distribution was made.

BUSINESS CARRIED: Local, 191 columns; Foreign, 10 columns; Classified, 17 columns; or a total of over 64,000 lines of paid advertising—an exceptional record for a first issue.

THE SUNDAY NEWS becomes at once the leading Sunday Newspaper of Dayton.

Rate, 4½ Cents Per Line
Dayton News and Springfield News combined, 6 cents per line.

Each paper is published six evenings and Sunday morning.

News League of Ohio
Home Office, Dayton, Ohio

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

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

Chicago Evening American

Get the best results.

The Proof of Superiority—

The New York Evening Journal

prints month after month

More Display Advertising

than any other newspaper in New York.

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

THE NEW ORLEANS ITEM
As They Told It to Uncle Sam
3D U. S. P. O. STATEMENT

The New Orleans Item 53,901
The Daily States 32,532
The Times-Democrat 25,242
The Picayune 20,837

That's why The Item every week in the year carried more paid advertising of any and all kinds.

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

NOTES FROM THE AD FIELD.
The New York American has begun an extensive campaign to advertise itself in its own columns. An entire page is occasionally used to good advantage to drive home some advertising truth. The ads are cleverly written and certainly are effective. Walter G. Bryan, of Chicago, is furnishing the copy and directing the campaign.

Bromfield & Field, Inc., advertising, 1780 Broadway, will move about Jan. 1, 1914, to enlarged quarters in the new Burrell Building, Madison avenue and Thirty-third street, New York.

Charles Nobbe, of the Metropolitan Building, 1 Madison avenue, New York, has been appointed foreign representative of the Scranton (Pa.) Scrantonian, the Wilkes-Barre (Pa.) Independent, and the Chico (Cal.) Enterprise.

George B. David Co., has been appointed Eastern advertising representative of the Mobile (Ala.) Evening and Sunday Post, the only one cent newspaper in that city.

The Carpenter-Scheerer Special Agency, of New York and Chicago, has now increased its list of Illinois dailies to nine, having just secured the Eastern and Western representation of the Litchfield News-Herald, the Kankakee Gazette and the Mattoon Commercial-Star. It has also secured the Eastern and Western representation of the Crawfordsville (Ind.) Journal, making

its Indiana list of dailies three. In Grand Forks, N. D., it already represents the Times-Herald; in addition it now has the Fargo (N. D.) Courier-News, which seems to give the agency the two strategic points in North Dakota.

Publicity House Near Completion.
The new home of the Pilgrim Publicity Association, Boston, on the site of the old Bromfield Street Church, is practically completed and will be occupied this week. "Publicity House," as it is called, is eight stories high in the front and nine stories in the rear. The investment in the property is about \$700,000. Loren D. Towle is the owner. Steel and stone are used in the construction. Limestone, marble and Roman brick have been used for exterior finish. The architect was Arthur H. Bowditch.

Special Issue from the Sage Brush.
The Phoenix (Ariz.) Gazette on Oct. 31 issued a seventy-page edition which was wholly compiled, written and printed in its own office by the regular staff. This is going some for a sage-brush town in the middle of the Great American Desert and only reached at present by a spur railroad connecting with the main line at Tucson. The enterprise of the Gazette, which is one of the most aggressive newspapers of the Middle West, has never been better illustrated than by the publication of this special number, which in many respects equals the best work found in metropolitan newspapers.

TABLE OF CONTENTS.

The Gilt Edge List.....	Front Page
Pindehl to Be Nominated.....	Front Page
Warren Suit Dropped.....	Front Page
Washington Topics.....	422
Distribution Plan.....	422
Frank L. Cobb, Marriage Out.....	422
Chicago Happenings.....	423
Freeman Goes to the Globe.....	423
Tennessee News Notes.....	423
Newspaper Women of America.....	424
Brooks to Leave Chronicle.....	425
Press Associations.....	426
Dinner of the Sphinxes.....	428
Lewis' Parcel Post Plan.....	428
Stars of Yesterday.....	429
Editorial Page.....	430
Personal Page.....	431
Along the Row.....	432
Changes in Interest.....	432
Notes from Ad Field.....	435
World Bureau of Accuracy.....	436
Pacific Coast Ad News.....	437
Waking Up the Grocers.....	437
Bonds Sold by Advertising.....	437
Tips for the Ad Manager.....	438
Big Advertising Campaign.....	438
Live Ad Club News.....	439
New Incorporations.....	439

Harwell, Cannon & McCarthy.....	428
Henkel, F. W.....	439
Houston Chronicle.....	438
Howland, H. S., Advertising Agency.....	439
International News Service.....	436
International Syndicate.....	436
Jackson Patriot.....	438
Johnstown Daily Democrat.....	438
Joliet Herald.....	438
Joliet News.....	438
Keator, A. R.....	439
Lee-Jones, Inc.....	439
Lincoln Freie Presse.....	438
Lindenstein, S. G.....	439
London Free Press.....	438
Los Angeles Examiner.....	426
Los Angeles Tribune.....	438
Louisville Courier-Journal.....	438
Louisville Times.....	438
Memphis News-Scimitar.....	438
Mergenthaler Linotype Company.....	437
Meyen, C., & Co.....	439
Minneapolis Tribune.....	438
Montreal La Patrie.....	438
Montreal La Presse.....	438
Nashville Banner.....	438
New Brunswick Times.....	432
New Orleans Daily States.....	438
New Orleans Item.....	435
New Orleans Times-Democrat.....	435
News League of Ohio.....	435
Newspaper Feature Service.....	436
New York American.....	427
New York Evening Journal.....	435
New York Evening Mail.....	422
New York Evening Mail.....	478
New York Globe.....	439
New York Times.....	432
New York Tribune.....	432
New York Tribune.....	435
Notbury, Frank R.....	439
Notre Dame, The, Ave Maria.....	438
O'Flaherty's N. Y. Suburban List.....	439
Okie Co., F. E.....	428
Palmer, C. M.....	431
Payne & Young.....	439
Peoria Star.....	438
Peoria Journal.....	432
Peoria Herald-Transcript.....	438
Philadelphia German Gazette.....	435
Phoenix Gazette.....	435
Pittsburgh Dispatch.....	438
Pittsburgh Dispatch.....	432
Pittsburgh Press.....	432
Pittsburgh Press.....	438
Pittsburgh Sun.....	432
Plainfield Courier-News.....	435
Powers Photo Engraving Co.....	428
Putnam & Randall.....	439
St. Louis Post-Dispatch.....	435
San Francisco Bulletin.....	438
Santa Barbara Independent.....	438
Scott, Walter, & Co.....	425
Seattle Post-Intelligencer.....	479
Seattle Times.....	426
Stockton Record.....	438
Stockwell Special Agency.....	439
Topeka Capital.....	438
Troy Standard Press.....	438
Turner's Bulletin.....	425
United Press.....	436
Union Syndicate.....	436
Vancouver World.....	435
Veree & Conklin.....	439
Washington Herald.....	426
Western Press Exchange.....	428
Wilkes-Barre Times-Leader.....	438
Wood, H. A. W. & Benjamin.....	428
World Color Printing Co.....	436
World Syndicate Company.....	434
York Gazette.....	438
Youngstown Vindicator.....	438

INDEX TO ADVERTISEMENTS.

Allen & Ward.....	439
American Newspaper Annual.....	426
American Newspaper Exchange.....	428
American Sports Publishing Co.....	439
Anderson, C. J., Special Agency.....	439
Anderson Daily Mail.....	438
Ankrum Advertising Agency.....	439
Armstrong, Collin, Advertising Company.....	439
Ashury Park Press.....	438
Augusta Chronicle.....	438
Autoplate Co. of America.....	440
Atlanta Constitution.....	438
Atlanta Journal.....	438
Baltimore Sun.....	438
Barnhart Brothers & Spindler.....	428
Beers Advertising Agency.....	439
Bolletino Della Sera.....	438
Boston American.....	435
Branham, John M., Company.....	439
Bricka George W.....	439
Budd, The John, Company.....	432
Buffalo Evening News.....	438
Burrelle.....	428
Butte Miner.....	438
Carpenter-Scheerer Special Agency.....	439
Catholic Printing Company.....	432
Central Press Association.....	436
Chester Times.....	428
Chicago Evening American.....	435
Chicago Polish Daily Zgoda.....	438
Chicago Scandinavian.....	438
Chico Enterprise.....	431
Classified Advertisements.....	439
Classified Ad Company.....	439
Cleveland Plain Dealer.....	438
Columbia, The, State.....	438
Columbus Ledger.....	438
Cone, Lorenzen & Woodman.....	439
De Clerque, Henry.....	439
Des Moines Register and Leader.....	438
Detroit News.....	432
Detroit Saturday Night.....	426
Dominion Press Clipping Agency.....	438
Dubuque, The, Times-Journal.....	439
Export Advertising Agency.....	438
Elizabeth Journal.....	438
Fort Worth Star-Telegram.....	438
Frank, Albert & Co.....	439
Goss Printing Press Co.....	433
Guenther-Bradford & Co.....	439

Please Consider when the

N. Y. Tribune

states that its circulation is over

51,000

that means that cash has been received for an average of that many copies a day for the six months ending Sept. 30th.

No returns; no waste; no free copies.

You know that The Tribune circulation in point of quality is unexcelled by any newspaper anywhere and can be reached only through The Tribune itself.

WORLD'S BUREAU OF ACCURACY.

How the New York Newspaper Carries Out the Principle of Fair Play in Correcting Misstatements of Fact That Creep Into Its News and Editorial Columns.

By A. C. Haeselbarth.

The New York World's Bureau of Accuracy and Fair Play is becoming so widely known in newspaper circles that it is receiving frequent inquiries as to its workings. Several big dailies are contemplating the installation of a similar system in their respective offices. The scheme, as described exclusively in THE EDITOR AND PUBLISHER a few days after the bureau commenced operations, is accomplishing its purposes. A revised copy of the notice posted July 7 last on the bulletin boards in the World offices, outlining the bureau's plans and inviting co-operation, has been sent to the World's correspondents throughout the civilized world and to many news agencies which supply the World with news.

I have been talking with Isaac DeForest White, the director of the bureau, and with his associates, Richard Linthicum and James L. Frazee, about some points upon which there may exist misunderstanding as to the exact purposes and methods of this interesting newspaper board. Mr. White said:

LAW OF JOURNALISM.

"There was a strong temptation in naming our bureau to call it the Bureau of Accuracy, leaving off the words 'and fair play' for the sake of terseness. The shorter title, however, did not convey a complete idea as to the purposes of the bureau. Accuracy and fair play are inseparable in journalism, because inaccuracy often results in unfairness. Then, too, 'accuracy and fair play' sums up the law of journalism. It is a test which, if applied by writers and editors to articles designed for publication, would almost invariably lead them safely through the intricate mazes of the libel law. What is more important still, it will tend to build up and maintain the good standing of the press in the court of public opinion. For we must never lose sight of the fact that, while the newspapers help to mold public opinion, they are themselves subordinate to it and dependent upon it for whatever power and influence they possess.

"The bureau has enjoyed the co-operation of editors and writers on the World staff from the beginning. It handles all complaints involving accuracy and fair play in the columns of this newspaper (including libels) in the same manner that we have been handling complaints in libel actions for nearly four years past. Under our system complaints that were formerly scattered are now directed into one channel. All complaints are put in writing. We have a folder for every complaint filed alphabetically, generally under the name of the person or institution that was the subject of the article complained of.

COMPLETE RECORD KEPT.

"We begin by putting in this folder the complaint in writing and the article complained of. We make an inquiry to fix responsibility in writing, addressing letters to the reporters and copy readers involved, retaining carbon copies of same and calling for written reports or explanations. If the complaint is sustained we charge it up on the index card of the person held responsible. Every complaint charged up on the index card has a reference to the folder containing the papers in the case.

"Having determined that a complaint is well founded, we prepare the necessary correction for publication. We turn this correction over to the managing editor of whichever edition the World has published the particular matter complained of, with a notice typewritten on the top of the first sheet of copy requesting that it be published in all editions on the day following. This notice has the same force and effect as the old printer's 'mast.'

"After the correction is published a marked copy of the paper containing it is sent to the complainant, accompanied by a courteous note, and a copy of the correction goes into the folder with the

complaint. Finally, the entire case is summed up in a brief report, which is filed with the other papers in the case, and a copy of this report is sent to the managing editor interested. It is for the latter to pass judgment on persons held responsible for inaccuracies and



BOARD IN CHARGE OF WORLD'S BUREAU OF ACCURACY.

unfairness and to impose penalties. This avoids any infringement upon his authority that might have an ill effect upon the discipline of the office.

COMPLAINTS INVESTIGATED.

"All complaints involving the editorial page are investigated in the same manner as news complaints, and final reports on them are submitted to the chief editorial writer.

"As day associate in the bureau, the director has Richard Linthicum, an able and experienced journalist, who reads critically all editions of the World and other newspapers with a view to discovering errors and defects. He is an expert and intelligent kicker. If an article in the World is contradicted by a publication in another newspaper the contradiction is called to the attention of the writer of the World article and he is required to investigate and make a report of the exact truth.

"The associate director in charge of the bureau at night is James L. Frazee, lawyer and journalist, who reads all morning World articles in proof before publication with a view to assuring accuracy and fair play. He is particular to see that in articles involving reputation the accused is given a chance to tell his side of the story. If an article raises a doubt in his mind as to accuracy and fairness, he questions the writer. Where legal questions are involved copy readers and reporters go to him for advice.

BUREAU WORKS WELL.

"In actual operation the bureau has justified itself. It has caused editors, writers and copy readers to be more careful, and this care has been reflected very noticeably in the paper itself. The bureau has already convinced a great many people who had believed the newspapers were reckless of the truth and of reputations that at least one newspaper is not. Many complainants who were bitter over some unintentional error have been impressed with the spirit of fairness shown in the correction of the error, and some very cordial letters of appreciation have been received. The words 'accuracy and fair play' in the title of the bureau, as displayed in its letterheads, are in themselves effective as a guarantee of good intent."

Mr. Linthicum thus expressed himself on the subject: "Accuracy always has been the watchword of the Pulitzer papers, but the recent organization of a Bureau of Accuracy and Fair Play is the first attempt to reduce it to a system, to trace inaccuracies to their source, to fix responsibility and by disciplinary methods reduce errors to a minimum.

"The results were instantaneous and highly encouraging. The mere fact that

the detection of inaccuracies had been reduced to a system and that the person responsible would be called upon for an explanation was sufficient to cause extreme care in the writing and in editing of copy and in the verification of news.

CORRECTS CARELESSNESS.

"It is not the purpose or the practice of the bureau to annoy or irritate the members of the staff by making inquiries about trivial errors or those obviously unavoidable in the complex and hurried work of getting out a newspaper, but rather to correct those due to carelessness or a failure to realize the responsi-

bilities of a modern newspaper man working for a paper that demands not only high intelligence, but accuracy, fair play and the observance of the highest standard of ethics.

"Under the new system every man on the staff is keenly on guard against inaccuracies, not only as a means of establishing a high record in this respect, but for the esprit de corps as well. It is but the logic of progressive journalism that the New York World, which revolutionized the system of gathering, editing and presenting the news should be the first paper to establish a system that makes its news as reliable as honest, intelligent effort and vigilance can make it.

"The motto of the bureau is, 'Eternal vigilance is the price of accuracy.'

Mr. Frazee said: "I am thoroughly in sympathy with the aims of the so-called innovation. The publicity that has been given it may, however, create an impression that the need for such a bureau is greater than it in fact is. I have been actively engaged for years in the work that the new bureau is intended to systematize, and have at all times had the hearty co-operation of the entire staff in aiding the editors to give the public the highest degree of accuracy and fairness. In all that time I have been impressed with the earnest striving of all for accuracy and a fair presentation of facts."

Yonkers Record to Be a Weekly.

The Yonkers (N. Y.) Record, recently launched as a Progressive daily, suspended publication Nov. 6. It will be hereafter published as a weekly.

Newton Newkirk's "ALL SORTS"

a daily column of fun, is brimming with the peppery witticism and quaint drollery of this inimitable dispenser of mirth.

A Smile or a Laugh in Every Line.

The management recognizing that people nowadays want to be entertained as well as instructed will not be slow to bind up subscribers into one happy family of loyal boosters whose contagious enthusiasm will add many new and smiling faces.

For the editorial page—special feature—family magazines or want ad page.

First Release date Nov. 17.

No contract—stop when you please on 30 days' notice.

World Color Printing Company
ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

Ask Us About Service

Lately Placed With

Minneapolis Journal
New Orleans Times-Democrat
Portland Oregonian
St. Louis Globe-Democrat
Montreal Star
Winnipeg Free Press

Among Others

The International Syndicate
Features for Newspapers
BALTIMORE, MD.

Ask About Our Red Letter Service

The Best "Time Copy"

UNITED PRESS

General Offices, World Building, New York

WEEKLY COMIC & CARTOON SERVICE

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

GOING FAST 75 PUBLISHERS
NOW USING IT

Write or wire for Sample Sheets and Terms

UNION SYNDICATE SERVICE

450 FOURTH AVE., NEW YORK.

Daily News Mats

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

INTERNATIONAL NEWS SERVICE

200 William Street New York City

Have You Seen the Proofs?

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

Newspaper Feature Service

M. KOENIGSBERG, Manager
41 Park Row New York City

MOST CONVENIENT

News matrix service in the market—saves time, patience, money.

CENTRAL PRESS ASSOCIATION, Cleveland

SECOND PATENT SUIT

Linotype vs. Intertype

We desire to announce that we have instituted a second action in the United States District Court for the Southern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

Table listing patent holders and their respective numbers, such as D. S. Kennedy No. 586,337 and J. M. Cooney and H. L. Totten No. 759,501.

We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

Table listing patent holders and their respective numbers, such as O. Mergenthaler No. 614,229 and J. R. Rogers Reissue 13,489.

Mergenthaler Linotype Company

TRIBUNE BUILDING

NEW YORK

PACIFIC COAST AD NEWS.

San Francisco Association Actively Engaged in Practical Work.

(Special Correspondence) SAN FRANCISCO, Oct. 10, 1913.—The Educational and Research Committee (chairman, George H. Eberhard) of the Advertising Association of San Francisco is conducting a combined salesmanship and advertising school at the San Francisco Y. M. C. A.

Arrangements are being made with the University of California to put on a series of fifteen lectures before the College of Commerce under the auspices of the University Extension Division of the University of California.

A series of lectures by the professor of psychology of the University of California will be delivered before the Advertising Association of San Francisco for the benefit of its members.

Mr. Eberhard, 360 Fremont street, chairman of the committee, will appreciate receiving information as to what other clubs are doing along these lines with the universities and Y. M. C. A.'s in other sections of the United States.

On Oct. 1 Herbert E. Law, well-known financier and psychologist, addressed the association. Mr. Law has made a study of the psychology of efficiency as applied to advertising, salesmanship, and effort of all kinds.

Dawson Mayer, a director of the association, has made a novel and, to many members a practical, suggestion. He advocates the issue of traveling cards to all members in good standing who have paid their dues six months in advance.

WAKING UP THE GROCERS.

Plan Used by the Philadelphia Record to Secure Co-operation.

The Philadelphia Record, through its advertising service department, has been sending out to grocers a big sheet containing copies of twenty advertisements of articles that are appearing regularly in the Record and other newspapers.

The letter which accompanies the sheet calls the grocer's attention to the fact that these advertisements, through the Record, reach 175,000 homes, hundreds and perhaps thousands of which are right in the neighborhood of his store.

"All of this advertising," says the letter, "is being done to create more business for you. These manufacturers are trying to send more business into your store and they want you to put your name to every advertisement by letting people know that you are alive and wideawake and sell advertised goods."

"How can you do it? Use your windows. Push these goods to the front. Keep them where people can see them and the business will come to you."

BONDS SOLD BY ADVERTISING.

How San Francisco Was Able to Dispose of a Big Lot in Quick Time.

After failing to receive a single bid for \$1,190,000 worth of the city's 5 per cent. bonds at public sale, the Board of Supervisors of San Francisco decided that the best thing to do was to offer them to the public through display advertisements in the city newspapers.

Finally the plan was submitted to R. A. Crothers, the publisher of the Bulletin. Mr. Crothers, who is public spirited and ever ready to do what he can to advance the city's interests, approved of it, and then told the treasurer to go ahead and use all the space he needed

in the Bulletin without the payment of a cent by the city.

F. J. Cooper, of the Cooper Advertising Co., of San Francisco, who originated the scheme, prepared the copy and claimed that within thirty days the entire issue would be sold. The first advertisement appeared the last day of September. In less than twenty-three working days the city and county treasurer sold the \$1,190,000 worth of bonds, also another lot of \$592,000 ordered sold on the 27th of October and not only were these bonds actually sold but in addition applications were received for nearly half a million more which could not be filled.

The result of this publicity has demonstrated that well placed, well written ads will sell even interest bearing securities in times of money stringency. It demonstrates the efficiency of good advertising. It demonstrates that the people of a community will buy their securities direct.

The only papers used were the Bulletin, L'Italia and the California Farm and Home.

Savings Bank for Carriers.

It is W. E. Page and not W. E. Pope, as stated in these columns last week, who is circulation manager of the Columbus (Ga.) Ledger, and who originated the Carriers' Savings Bank for the benefit of the Ledgers' distributors. Mr. Page is the son of R. M. Page, the editor and publisher of the Ledger.

Chicago Paper's New Name.

The Irving Park Signal, one of three weeklies published in the interests of the Northwest Side of Chicago, by Gus G. Martin, 2345 Milwaukee avenue, has changed its caption to the Northwest Suburban Signal. The original name had become too localized for a newspaper covering more than thirty miles of territory. Originally the Signal was established in Irving Park about twelve years ago.

BIDWELL EXTENDS ITS LIST.

San Francisco Agency Adds Chicago Tribune and Rocky Mountain News to Its Papers.

The R. J. Bidwell Co., of San Francisco, which heretofore has confined its special representation to Pacific Coast newspapers, recently added the Chicago Tribune, the Rocky Mountain News, of Denver, and the Salt Lake Herald-Republican to its list.

The Bidwell Co. reports a decided improvement of business conditions on the Pacific Coast, and quotes Edward F. Trefz, field secretary of the United States Chambers of Commerce, who recently spoke before the Advertising Association of San Francisco, as follows:

"San Francisco is destined to become a great manufacturing center, it being the logical point of distribution for the Orient and being surrounded by an almost inexhaustible supply of productive agricultural lands."

New enterprises are continually being launched, and the Chicago Tribune's selection of a Pacific Coast representative is an indication of a growing demand on the part of the Eastern publisher for representation in the territory west of the Rocky Mountains.

The R. J. Bidwell Co. has been in the special field since 1909 and has built up its list from a single paper to the present strong combination. The managers are thoroughly familiar with advertising conditions in their field, having developed their business along with the growth of the greater San Francisco.

The International Syndicate, of Baltimore, is sending to its patrons a new series of articles by Barbara Boyd, in which the writer discusses some of the problems the women have to face in the home and in society.

PINE BLUFF, Ark.—The Union Standard has been launched by J. E. Weilbacker, formerly of the Commercial.

TIPS FOR THE AD MANAGER.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago, Ill., is sending out 50 l. 7 t. orders to Western papers for Brook's Rupture Appliance.

Roberts & MacAvinche, 30 North Dearborn street, Chicago, are renewing 220 l. 1 t. contracts with a few papers for T. F. Lynott.

The Munyon Remedy Company, of Philadelphia, is getting up its advertising list.

E. H. Clarke Agency, 30 North Dearborn street, Chicago, is issuing 780 l. 1 yr. contracts to a few papers for the Swanson Rheumatic Cure Company. It is also placing 5,000 l. 1 yr. contracts with the Pacific Coast papers for M. I. S. T.

Blaine-Thompson Company, Fourth National Bank Building, Cincinnati, O., is making 1 in. 104 t. orders with Mississippi papers for the Evans Chemical Company.

O. J. Koch Agency, University Building, Milwaukee, is forwarding 8 in. 12 t. orders to Western weeklies for the F. Mayer Boot & Shoe Company.

D'Arcy Company, Fullerton Building, St. Louis, Mo., is sending out 1,000 l. 1 yr. contracts to a few Southern papers for the Missouri Pacific Co.

The Dauchy Company, 9 Murray street, New York City, is putting out mail-order copy with a selected list of papers for Margaretta Merlain, London, England.

A. W. Ellis Company, 10 High street, Boston, Mass., is reported to have charge of the advertising account of the White Mountain Freezer Company, Nashua, N. H.

Frank Presbrey Company, 456 Fourth avenue, New York City, is placing 30 in. 26 t. orders with a selected list of papers for The American Tobacco Company, "Mecca Cigarettes," 111 Fifth avenue, New York City. It is also placing 1,048 l. 1 t. orders with large Sunday papers for the Hendee Manufacturing Company, "Indian Motor Cycle," Springfield, Mass.

Lord & Thomas, Mallery's Building, Chicago, are making 6,000 l. contracts with a few Middle West papers for the Samuels Chemical Company, "P. P. P.," Cincinnati, O.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago, is forwarding 1,000 l. in. contracts to Pennsylvania papers for the Bery Medicine Company, "Musterine," 512 State street, Rochester, N. Y.

It is reported that the Universal Film Manufacturing Company, Broadway and Forty-eighth street, New York City, will shortly place their advertising account with Will K. Cochrane Advertising Agency, Boyce Building, Chicago, Ill.

H. K. McCann Company, 11 Broadway, New York City, is reported to be preparing a list of papers for the Chesebrough Manufacturing Company, 17 State street, New York City.

Lyddon & Hanford, 200 Fifth avenue, New York City, are forwarding orders with a few Eastern papers for the Urbana Wine Company, "Gold Seal Champagne," Urbana, N. Y.

Nichols-Finn Advertising Company, 222 South State street, Chicago, will shortly issue contracts to papers in thirty-five of the large cities for the Mutual Film Company, of the same city.

George Batten Company, Fourth Avenue Building, New York City, is making some new contracts for the Huvler's Candy Company, 64 Irving place, New York City.

Contracts are going forward to Texas papers for 750 in. to be used by the Jaques Manufacturing Company.

Lee-Jones, Inc., Republic Building, Chicago, Ill., is sending out 2,364 l. contracts to a few Western papers for the Northern Light Milling Co., Owatonna, Minn.

The Cramer-Krasselt Company, Milwaukee, is now handling the advertising of Humphrey Company, Kalamazoo, Mich.

The New England Advertising Agency, 29 Washington street, Boston, Mass., is forwarding 22 l. 6 t. orders to Canadian papers for Jesse A. Case, Rheumatism Remedy, Brockton, Mass.

Mahin Company, 104 South Michigan avenue, Chicago, is making 10,000 l. 1 yr. contracts with papers of the Middle West for Haynes Auto Company.

Collin-Armstrong, 115 Broadway, New York City, is issuing to Mississippi papers 56 l. 156 t. orders for the North German Lloyd Company of New York.

Frank Presbrey Company, 456 Fourth avenue, New York City, is placing 50 l. 20 t. contracts with Mississippi papers for Hall, Hartwell Company, of Troy, N. Y.

George L. Dyer, 42 Broadway, New York City, is forwarding 10,000 l. copy to Western papers for the Gillette Razor Company.

H. D. Stewart, of Chicago, is sending out 400 in. 1 yr. contract to Mississippi papers for the Bernheim Distilling Company of Louisville, Ky.

Proctor & Collier Company, Commercial-Tribune Building, Cincinnati, O., is making 28 l. 99 t. contracts with Middle West papers for the Higgins Manufacturing Company, of the same city.

Nelson Chesman & Company, Chicago, Ill., are handling 81 l. 13 t. contracts with Middle West papers for the Lung Germinie Company.

Calkins & Holden, 250 Fifth avenue, New York City, are placing 3,880 l. contracts with Middle West papers for Merrill & Soule Company, "None-Such Products," North Franklin street, Syracuse, N. Y.

C. Ironmonger Advertising Agency, 20 Vesey street, New York City, is issuing a few orders to Western papers for the American Hosiery Company, 108 Franklin street, New York City.

The New England Advertising Agency, 29 Washington street, Boston, Mass., is forwarding 22 l. 6 t. orders to Canadian papers for Jesse A. Case, Rheumatism Remedy, Brockton, Mass.

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BIG ADVERTISING CAMPAIGN.

Universal Film Company to Spend \$250,000 in Publicity Campaign.

The Universal Film Manufacturing Co., of New York City, known all over the world from its catchy advertising phrase as "the largest film manufacturing concern in the universe," announces the beginning of one of the largest national advertising campaigns ever undertaken by a motion picture manufacturing enterprise.

In accordance with a resolution adopted by the Universal board of directors at a meeting held at the Mecca Building, New York City, on Tuesday, Oct. 28, the sum of \$250,000 has been appropriated from the net surplus of the company, to be expended on a national campaign of advertising. The account will be handled by the Witt K. Cochrane Advertising Agency, of Chicago. The campaign will be carried on through magazines, newspapers, billboards and street cars and kindred media.

An interesting feature of this announcement is the fact that it is quite outside of the regular appropriation for advertising in the motion-picture trade journals, which will be in no wise effected by this supplementary campaign. Coming as it does from the net surplus, it is an excellent testimonial of the belief of the Universal stockholders in the superior worth of Universal films, and their preference for a national advertising campaign rather than larger dividends.

The announcement of this great campaign was received with great enthusiasm by the film exchanges handling the Universal program, the respective managers appreciating the fact that both their customers and themselves will profit by the Universal's vast expenditure on the lines suggested. Scores of telegrams and congratulatory letters are being received by the officers of the company in the Mecca Building, New York City.

Pritchard's New Position.

H. E. Pritchard, who for the past four years has been connected with the Federal Advertising Agency, resigns his position in the Service Department to take the advertising and sales management of Hy. J. Roussel, Inc., a branch of one of the largest manufacturers of toilet articles in France. The Federal Agency, who have handled this account since the opening of the Roussel office in New York some seven months ago, will continue to place this business.

ROLL OF HONOR

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

ARIZONA.	MONTANA.
GAZETTE—Av. Cir. Oct., 5963....Phoenix	MINER Butte
CALIFORNIA.	NEBRASKA
ENTERPRISEChico	FREIE PRESSE (Cir. 128,384)....Lincoln
TRIBUNELos Angeles	NEW JERSEY.
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	PRESSAsbury Park
INDEPENDENTSanta Barbara	JOURNALElizabeth
BULLETINSan Francisco	COURIER-NEWSPlainfield
RECORDStockton	NEW YORK.
Only newspaper in Stockton that will tell its circulation.	BUFFALO EVENING NEWS....Buffalo
GEORGIA.	BOLLETTINO DELLA SERA, New York
ATLANTA JOURNAL(Cir.54989)Atlanta	EVENING MAIL.....New York
CONSTITUTIONAtlanta	STANDARD PRESS.....Troy
CHRONICLEAugusta	OHIO.
LEDGERColumbus	PLAIN DEALER.....Cleveland
ILLINOIS.	Circulation for Oct., 1913.
POLISH DAILY ZGODA.....Chicago	Daily 118,857
SKANDINAVENChicago	Sunday 146,271
HERALDJoliet	VINDICATORYoungstown
NEWS.....Joliet	PENNSYLVANIA.
HERALD-TRANSCRIPTPeoria	TIMESChester
JOURNALPeoria	DAILY DEMOCRAT.....Johnstown
STAR (Circulation 21,589).....Peoria	DISPATCHPittsburgh
INDIANA.	PRESSPittsburgh
THE AVE MARIA.....Notre Dame	GERMAN GAZETTE.....Philadelphia
IOWA.	TIMES-LEADERWilkes-Barre
REGISTER & LEADER.....Des Moines	GAZETTEYork
THE TIMES-JOURNAL.....Dubuque	SOUTH CAROLINA.
KANSAS	DAILY MAIL.....Anderson
CAPITALTopeka	THE STATE.....Columbia
KENTUCKY.	(Sworn Cir. June, 1913. D. 21,733; S. 21,960)
COURIER-JOURNALLouisville	TENNESSEE.
TIMESLouisville	NEWS-SCIMITARMemphis
LOUISIANA.	BANNERNashville
DAILY STATES.....New Orleans	TEXAS.
ITEMNew Orleans	STAR-TELEGRAMFort Worth
TIMES-DEMOCRATNew Orleans	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
MARYLAND.	CHRONICLEHouston
THE SUN.....Baltimore	The Chronicle guarantees a circulation of 35,- 000 daily and 42,000 Sunday. Increase in advertising rates effective January 1, 1913.
has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	WASHINGTON.
MICHIGAN.	POST-INTELLIGENCERSeattle
PATRIOT (Morning).....Jackson	CANADA.
Daily (Except Monday)	BRITISH COLUMBIA.
Average, Year of 1912	WORLDVancouver
Daily..... 10,589 Sunday..... 11,629	ONTARIO.
MINNESOTA.	FREE PRESS.....London
TRIBUNE, Morn. & Eve....Minneapolis	QUEBEC.
MISSOURI.	LA PATRIE.....Montreal
POST-DISPATCHSt. Louis	I A PRESSE Ave. Cir. for 1912, 114,371 Montreal

For a Great Night.
Great preparations have been made for the first monthly dinner and entertainment of the Brooklyn Press Club, which will be held on Nov. 18. Among the invited guests are Secretary of State May, Harrison Fisher, Judges Dike and Fawcett, Irving Berlin, John Temple Graves, E. H. Tower and several Brooklyn theatrical managers. President Deane promises a unique program.

The Bureau of Advertising.
W. A. Thomson and J. W. Adams, of the Bureau of Advertising of the A. N. P. A., were guests at luncheon last week of the Publishers' Association of New York, on which occasion they outlined the work of the bureau. At the close of the function the association adopted a resolution of thanks and expressed itself as being in accord with its work.

New Orleans States
Sworn Net Paid Circulation for 6 Months
Ending October 4, 1913
32,532 DAILY
Per P. O. Statement
Carrier circulation averages over 19,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

AD FIELD PERSONALS. LIVE AD CLUB NEWS.

Prof. Paul T. Cherrington, of Harvard University, author of "Advertising as a Business Force," contributes to the November issue of Town Development a timely article on "Harvard Trained Secretaries," in which he writes entertainingly of the work being done by Harvard's graduate school of business.

Friends of James F. Antisdell, for many years the Eastern representative of the Clover Leaf newspapers, who has been confined to his home for some months, are glad to know that he is convalescing at Metuchen, N. J., and is much improved.

A. W. Treybal has resigned from the Locomobile Co., Bridgeport, Conn., to become associated with the American Lithographic Co. He founded the Bridgeport Publicity Club and was for nine years associated with the Frank Presbrey Co.

F. Wayland Ayer, of N. W. Ayer & Son, Philadelphia, was re-elected president of the New Jersey Baptist State Convention last week for the fifth consecutive time.

Cleveland A. Chandler, head of the Amsterdam Advertising Agency, of Boston, was re-elected to the Massachusetts legislature as a representative at the recent election.

S. R. Phelps has become advertising and sales manager of the Pure Water Apparatus Co., Philadelphia. He was recently with the Armstrong Cork Co., New York.

R. D. Crisp, of Cleveland, becomes vice-president and general manager of the Krahmer Co., advertising publishers, Chicago, Nov. 15.

Kirk B. Johnson is the new representative of Munsey's Magazine in the New England field.

Ad Men's Educational Classes.

The educational committee of the New York Advertising Men's League announces the opening meetings of the educational classes. The dates and speakers are as follows: Nov. 17, 7:30 p. m., lecture room of the National Cash Register Co., 1170 Broadway, "The Principles of Arrangement," conducted by Prof. Frank Alvah Parsons, of the School of Fine and Applied Art; Nov. 21, place to be announced, "Appeal and Response in Advertising," conducted by Dr. H. L. Hollingworth, of Columbia University; Dec. 2, course on "Advertising as a Graphic Art;" Jan. 7, "Advertising English," by Prof. H. L. Hotchkiss, of New York University, and early in January a course on "Tools of Advertising." A complete prospectus of the work for the season is being prepared.

Quincy Telegram Visited by Fire.

The big press room of the Quincy (Mass.) Evening Telegram was gutted by fire Saturday morning. The press and two monotype casting machines were badly damaged and a large quantity of paper stock destroyed. Damage to the plant is estimated at \$3,000. G. W. Spargo is the owner of the Telegram.

Some day all reputable newspapers will adopt the GLOBE policy of quoting only NET CASH SALES, averaged for the ENTIRE YEAR. On this basis, when you ask for the "best buy" in the high class evening field you will find

In New York it's



Prince Troubetsky, the portrait painter, was among the guests of honor at the Cleveland Advertising Club's art loan meeting, Nov. 5. More than 200 members were present, guests of honor, in addition to Prince Troubetsky, being Worcester R. Warner, chairman; F. F. Prentiss, vice-chairman; H. P. Eels, H. H. Johnson and Ralph King, all of the board of directors of the art loan exposition; William Ganson Rose, manager of the exposition; F. Allen Whiting, director of the Cleveland Museum of Art, and Miss Georgia Norton, president of the Cleveland School of Art. Professor M. Luckiesh, of the physicist laboratories of the National Electric Lamp Association, gave an illustrated lecture on lighting effects. In the darkened hall Professor Luckiesh played white and colored lights upon sculpture, moldings, paintings and drawings, demonstrating the importance of lighting effects, not only in art, but in every-day advertising. Worcester Warner, Mr. Whiting and Homer H. Johnson spoke of the importance, industrially and esthetically, of art loan exhibitions.

"Six hundred million dollars was the sum invested last year in America alone for advertising," said John Renfrew, in his concise and interesting talk at the San Diego Ad Club luncheon, last week. There are four parts to advertising: Common sense, honesty, devotion to your business and—just a little more common sense. The Advertising Club movement is nothing more than the enthusiastic devotion of advertising men to higher ideals of advertising—yes, because it is more profitable, if you wish to judge it by a selfish standard. The ad club of a city should reflect the spirit of that city.

Advertising men of Saginaw, Mich., took preliminary steps last week to form an ad club in that city. Plans were discussed and arrangements made for formal organization. The club aims to increase efficiency in advertising and to get better results. Attention will also be paid to elimination of ads of doubtful character and generally to encourage and build up the scientific as well as the practical sides of advertising. Among those present were D. A. Coleman, H. P. Baker, James Bartlett, Allan Jackson, Theodore Hoffmeyer, Leonard Frank, A. R. Treanor, of the Daily News, and James E. Fesler, of the Courier-Herald.

Prof. C. A. Dykstra, of the Kansas University, delivered the principal address at the meeting of the Leavenworth (Kans.) Advertising Club, Thursday evening. His subject was "The City at Work." This is the first of the educational lectures to be delivered before the club during the winter. There was a very good attendance.

That all manufacturers must engage in some form of judicious advertising of their products, or suffer their business to stagnate, was the dominant note of an effective address on the use of ads to build up trade, made by Rollin C. Ayers, before the House Industry League, of San Francisco, recently. He spoke on the elements of advertising campaigns, and laid particular stress upon the need of persistent advertising.

At the weekly meeting of the Town Criers, Providence, R. I., about seventy-five members listened to a very interesting talk on "Color in Advertising," by Lawrence A. Lyon. He gave the "why" and the "wherefore" of certain color schemes, and made practical suggestions as to the use of effective colors in advertising.

After a lively discussion, in which several members of the Houston Ad Club took part, it was agreed by the advertising men at the weekly luncheon that "The House of Tomorrow is Built Upon the Prospects of To-day." Though

DIRECTORY OF ADVERTISERS AIDS.

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- BUDD, THE JOHN, COMPANY**
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
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Tel. 9101-9102 Mad. Sq.
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Tel. Broad 3831
- HOWLAND, H. S., ADV. AGCY., Inc.**
20 Broad St., New York
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- LEE-JONES, Inc.,**
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Republic Building, Chicago.
- MEYEN, C., & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- ANKRUM ADVERTISING AGENCY**
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431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY**
Clearing House For All Agencies
Karpen Bldg., Chicago.
- GUENTHER-BRADFORD & CO.,**
Chicago, Ill.
- THE BEERS ADV. AGENCY**
Lat.-Am. Off., 37 Cuba St., Havana, Cuba
N. Y. Office, 1111 Flatiron Bldg.
- THE EXPORT ADV. AGENCY**
Specialists on Export Advertising
Chicago, Ill.

NEW INCORPORATIONS.

MOUNDSVILLE, W. Va.—Advocate Publishing Co.; capital \$20,000; to publish West Virginia Labor Advocate, weekly, and the Daily Advocate; incorporators: J. A. Armstrong, Dr. J. A. Striebich, E. E. Koontz and others.

CHICAGO, Ill.—Record Publishing Co.; capital stock, \$50,000; incorporators, Charles A. Sala, Florence S. Courts and Albert Gunderson.

HARTFORD, Conn.—Sunday Globe Publishing Co.; capital stock of \$110,000; incorporated by W. L. Linke, Harry Cornwall, Paul Ockerly and H. G. Macomber.

TAYLORVILLE, Ill.—Daily Courier Co.; daily newspaper and general printing business; capital stock, \$17,000; incorporators: G. D. Hewitt, H. J. Burke, Joseph Brockamp, L. E. Martin and others.

Barnes to Buy Journal Property.

It is reported that William Barnes, Jr., is negotiating for the purchase of the property at 61 State street, Albany, N. Y., now occupied by his paper, the Evening Journal. The purchase price is said to be about \$170,000.

some of the club members took an opposite view at the outset they were forced to submit to a majority vote in the end. The debate was led by D. W. Tarrant, of Felt & Tarrant. Following this debate the question of adjustments was discussed.

A number of business men got together at Plainfield, N. J., last week and discussed plans for an advertising club. J. J. Varley was chosen temporary chairman, and Leslie R. Fort, temporary secretary. A committee was appointed to draft plans for a permanent organization.

Not Any More.

They were gazing out of the window of the Pullman car. The thin man was rapturously admiring the sunset.

"Ah, Nature is a real artist," exclaimed the thin man, addressing the fat man who sat in the opposite seat. "Have you never gazed at her wonders? Have you never watched the lambent flame of dawn life leaping across the dome of the world? Have you never watched the red-stained islets floating in lakes of fire? Have you never been drawn by the ragged, raven-wing, sky-fantoms as they blotted out the pale moon? Have you never felt the amazement of these things?"

"Not since I swore off," replied the fat man, as he prepared to hunt another seat.—Cincinnati Enquirer.

SEMI-AUTOPLATE SAVINGS

If you are still casting your plates by hand you are losing money and wasting time. You cannot afford to do either.

Why not save both, and improve the appearance of your paper as well?

All three may be done at no cost to yourself. Let the money come out of your wastes. You can hire a SEMI-AUTOPLATE for the amount of the savings it should be able to effect in your plant.

Its rent is but \$2.35 a day, and its purchase price is but \$4,850. It may be hired to begin with, and purchased later on easy terms if you wish, when all rental paid will be credited upon its purchase price.

One man can work it; it never needs two.

AUTOPLATE COMPANY OF AMERICA

HENRY A. WISE WOOD, President

BENJAMIN WOOD, Treas. and Gen. Mgr.

One Madison Avenue

New York

