

THE EDITOR AND PUBLISHER

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5 Cents a Copy

NEW NEW YORK DAILY.

GUSTAV MAYER CONTEMPLATES ESTABLISHING A GERMAN NEWSPAPER HERE.

He Is Publisher of the Philadelphia German Gazette and Other Periodicals—Local Field Already Occupied by Six German Dailies, Having an Aggregate Circulation of About 253,150 Copies.

From information received by THE EDITOR AND PUBLISHER from an authoritative source, it is quite probable that within the coming year a new German daily newspaper will be established in New York by Gustav Mayer, president of the German Daily Gazette Publishing Co. of Philadelphia.

Mr. Mayer has been in New York for several days looking over the ground and interviewing business men who are in thorough touch with the situation. During the week Mr. Mayer inspected several sites for a newspaper office and is said to have found at least two that meet his requirements.

Gustav Mayer is the son of Carl Theo. Mayer, who founded the German Daily Gazette of Philadelphia in 1879. Ten years later Gustav Mayer succeeded his father as president of the publishing company. He had been educated with special reference to a newspaper career, and showed, even in his boyhood, an aptitude for the work that promised well for his future success.

In 1908 the German Daily Gazette Co. purchased the German Demokrat, an evening newspaper, the oldest German publication in Philadelphia, and the Neue-Welt, its Sunday edition. The latter publication was consolidated with the Sonntag Gazette, and the Demokrat was continued in its own field.

Mr. Mayer's newspapers, it is claimed, carry more local and foreign advertising than any other German newspapers published in America.

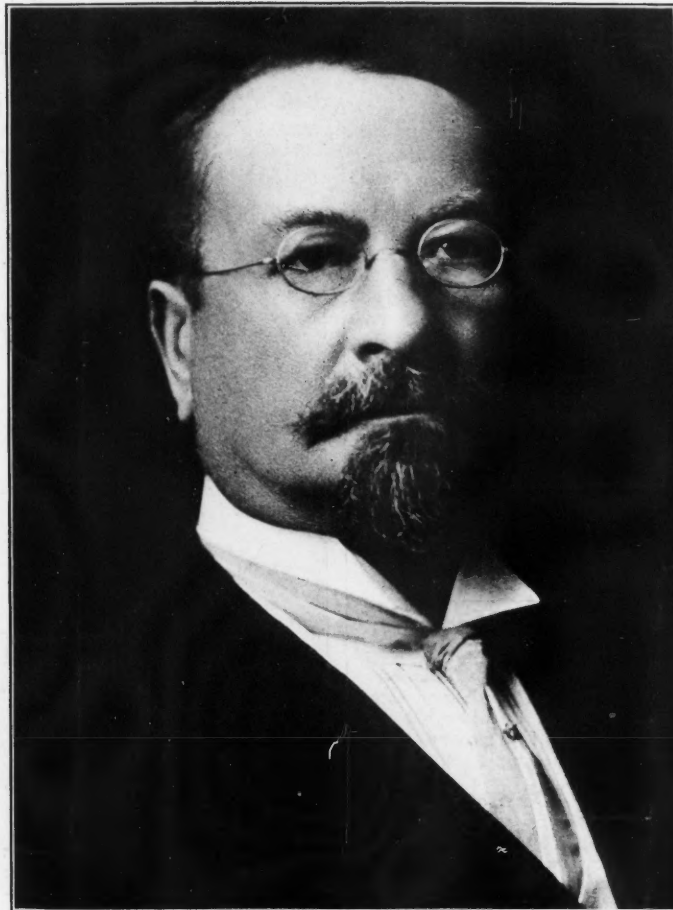
Mr. Mayer is a tireless worker, and whatever he undertakes he carries through to success. Should he enter the New York field, he will certainly set a lively pace for his brother German publishers.

Whether or not New York City is large enough to support more German newspapers is a question. At the present time six newspapers occupy the field, two evening and four morning. Of these, according to Ayer's Annual, the Morgen Journal has a circulation of 69,240; the Herold, 62,154; the Staats-Zeitung, 41,756; the Abendblatt, 25,000, and the Volkszeitung, 15,000. Of these publications, the Abendblatt and the Herold are evening papers, and the others morning papers.

The combined circulation of the six papers is 253,150. The total German population of the city of New York is a little over a million.

Effective Financial Advertising.

Doremus & Morse, advertising agents, 50 Pine street, New York, during the last thirty days have prepared and placed advertisements that have sold over \$35,000,000 worth of bonds and other securities.



ROBERT HANSCHIKE,
RECENTLY APPOINTED GENERAL MANAGER ILLINOIS PUBLISHING CO., CHICAGO.

PATENT INSIDE TRUST?

President of American Press Association Says a Rival Seeks to Gobble It Up.

William R. Brittan, a stockholder of the American Press Association, was last week granted a writ of mandamus by Justice Cohalan of the Supreme Court compelling the association to permit him to inspect the stock books.

Courtlandt Smith, president of the American Press Association, in opposing Mr. Brittan's application of the writ, declared that the petitioner was acting in the interest of the Western Newspaper Union and that his purpose is inimical to the American Press Association, which has Dr. Albert Shaw as one of its directors. He said that Brittan pretended to be connected with a Wall Street banking house which deals in the defendant's securities, but that this was found to be untrue. He believes the list of stockholders is wanted for stock-jobbing purposes.

Mr. Smith said that the Western Newspaper Union has made overtures through its president for a combination of the two concerns, but that the press association has refused to join. He said that President Joslyn of the newspaper union advanced the argument that the combined concerns would make so much

money that the great financial interests would be glad to take hold of such a trust, especially since veiled advertisements could be inserted in the plate service. He alleged that President Joslyn told him that the Western Newspaper Union made \$800,000 in one year out of advertisements that should have gone to the country newspapers. The press association's stockholders have already been harassed by persons acting in the interest of the Western Newspaper Union, Mr. Smith said.

Justice Cohalan granted the writ on the ground that under a recent ruling a stockholder is entitled to an inspection of the stock books without divulging his purpose.

Huntress' San Antonio Express.

acquired a majority interest in the San Antonio Express at a meeting of the Board of Directors held Dec. 10. Mr. Huntress was elected president and C. V. Holland, vice-president of the company. Both Mr. Huntress and Mr. Holland have been connected with the Express for many years in various capacities, Mr. Huntress, for some time being the vice-president and general manager.

The plant of the Dawson (Ky.) Tribune Publishing Co. was recently destroyed by fire.

MUNSEY IN NEW FIELD.

WILL LAUNCH A NEW WEEKLY FICTION MAGAZINE, JANUARY 6.

It Will Be Called The Cavalier and Will Represent the Consolidation of the Scrap Book and the Cavalier Magazine—Will Become An Active Rival of the Saturday Evening Post.

One of the important announcements of the week in magazine circles is that the Cavalier and the Scrap Book, two of Frank A. Munsey's group of monthly magazines, will be merged and become a weekly fiction magazine, the first number of which will appear Jan. 6. The new publication will be called the Cavalier.

The fact that the magazine is to be issued weekly, will, it is thought, remove the objection entertained by some fiction readers to the long waits between installments. Moreover the stories that were inevitable in monthlies will be completed in a shorter number of chapters, all of which it is expected will bind the advertisers more closely to the magazine.

One of the features of the Cavalier will be the beginning of a new serial with each number.

The Scrap Book was started in 1906, and the Cavalier in 1908. The Scrap Book has had a large circulation, and has been regarded as a very successful publication.

The three most popular weekly magazines in the country to-day are the Saturday Evening Post, Collier's Weekly and Leslie's Weekly. The first is almost entirely devoted to fiction while the last two deal more especially with news events and the discussion of questions of the hour. Besides these are a number of purely literary publications, such as the Independent and the Outlook.

Mr. Munsey, it would seem, intends that the Cavalier shall become more of a rival of the Saturday Evening Post, than of any of the other publications named above. The Saturday Evening Post has the largest circulation of any weekly in the United States and is regarded as the most profitable weekly periodical in the matter of advertising revenue in the world.

COL. BLETHEN NOT GUILTY.

Charges Against Him Fall to the Ground at Trial.

The trial of the suit brought against Col. Alden J. Blethen, of Seattle, in which he was charged with aiding and abetting a nuisance in maintaining a dance hall, resulted in a verdict completely exonerating Colonel Blethen.

The suit was inspired by the newspaper publisher's enemies, so his counsel declared in his plea before Judge Roland and a jury.

In his address to the jury Judge Roland intimated that the greatest crime Colonel Blethen had committed was the one every man commits when he tells a friend that courts were established to administer justice.

NORTHWESTERN NEWS.

Former Managing Editor of Spokane Paper Seeks Congressional Nomination—Receiver Appointed for the Oldest Newspaper in Idaho—Moscow Editor Elected a Vice-President of Club Federation.

(Special Correspondence.)

Spokane, Wash., Dec. 10.—Nelson W. Durham, formerly managing editor of the Spokane Spokesman-Review, has issued a letter to the Republican electors in the Third Washington Congressional District, that he is a candidate for the office of representative, upon a platform that has for its keynote the more direct and thorough control of the Government and their officials by the people.

Mr. Durham came to the northwest in 1881 from Denver, where he graduated from the case. He settled in Spokane in 1889 and for twenty years was managing editor of the Spokesman-Review, severing his connection in April, 1910, to devote his time to his private interests and literary work. He has been occupied the last twelve months with the preparation of an exhaustive history of Spokane county. He has been president of the Progressive Republican League but resigned when he announced his candidacy for Congress.

Residents of Republic, Wash., paid tribute to the memory of H. C. Parliament, a pioneer editor of eastern Washington, who died recently, by attending the funeral, at which Rev. Father Caldi read the service. Mr. Parliament is survived by his widow, two sons, two daughters in Republic. He published a newspaper in Seak City, Skagit county, Wash., six years, and prior to coming to Ferry county was one of the publishers of the Olympian, a daily paper at Olympia, Wash. He entered into partnership with Reuben C. Hull in 1897, and established a weekly paper, the Reservation, at Nelson, on the boundary of Washington and British Columbia, now part of the town of Danville.

Joseph E. Wing, of Mechanicsburg, O., contributing editor of the Breeders' Gazette, Chicago, and Frank G. Odell, of Lincoln, Neb., contributor to the Twentieth Century Farmer, Omaha, were among the principal speakers at the first meeting of the National Country Life Congress in Spokane, Nov. 23 to 29. Mr. Wing's address upon "The Home in the Country" will be issued in pamphlet form by the Spokane Chamber of Commerce for free distribution.

John H. Williams, formerly of the editorial staff of the Spokane Spokesman-Review, is collecting photographs and data for a book, "The Guardians of the Columbia," which will be published in the spring of 1912. As a companion to his work, "The Mountain That Was God," The scene of the new story is laid at the lower Columbia River, the history and legends of the tributary

country will be unfolded with a description of its mountains, together with their geology, the work of the glaciers and the great forests.

Edwin W. Wing, commissioner of the county, has taken charge as receiver of the property of the Teller Corporation, publishers of the Lewiston (Idaho) Teller, with one exception the oldest newspaper in Idaho. It was founded in 1877 and for years was conducted as a weekly. Four years ago it became a daily and now is again a weekly. The liabilities are placed at \$24,000, with assets amounting to \$10,000.

Ernest Smith, who has been owner and editor of the Kahloutus (Wash.) Record for several years, has leased his plant and paper to Charles Munns, formerly of the Franklin County (Wash.) Register.

Lee Odgers, editor and publisher of the Tribune at Davenport, Wash., is a candidate for re-election as clerk of the city, a position he has occupied four terms.

George Fields, editor of the Idaho Post at Moscow, was elected one of the three vice-presidents of the Inland Empire Federation of Commercial Clubs in Spokane, Nov. 28. R. P. Parks, Colville, Wash., is president, the secretary being R. J. Maclean, secretary of the Spokane Chamber of Commerce. One hundred and fifty delegates, representing sixty-two clubs with a total membership of 15,000, were in attendance.

AUGUST WOLF.

MR. HEARST'S GREAT AUDIENCE.

Speaker at Los Angeles Examiner Dinner Pays Editor a Tribute.

The Los Angeles Examiner on Saturday evening, Dec. 9, entertained at a banquet over 200 of the most representative men of Los Angeles and Southern California in celebration of the installation by that newspaper of a new giant black and color press, the largest on the Pacific coast.

During the evening a number of speakers took occasion to express their satisfaction at the outcome of the recent municipal election, at which Mayor Alexander was re-elected, and a continuance of the city's unparalleled progress was assured.

Frank P. Flint, who acted as toastmaster, paid an eloquent tribute to William R. Hearst and the Examiner, in the course of which he said:

"Mr. Hearst stands to-day as one of the great Americans talking to more people about the nation than any man in it, and Mr. Hearst talks California and Los Angeles to all the nations."

Hoe Library Sale.

The second part of the great library of the late Robert Hoe will be sold at the rooms of the Anderson Auction Co., 284 Madison avenue, New York, Jan. 9-19. Among the most valuable books in the collection are a perfect copy of the Gutenberg Bible of 1454-5, one of the "Catholicon" of 1460, also attributed to Gutenberg, and one of the Decrees of Boniface VIII, printed by Faust & Scheffer in 1465.

A Live Michigan Newspaper.

The Jackson (Mich.) Patriot in its issue of Sunday, December 10, presented an admirable review of Jackson's progress during the year now closing. The thirty pages were fat with advertising, showing, by the way, that the business men of Jackson know a good newspaper when they see it and are willing to help support it. Milo W. Whittaker, the general manager, is one of the ablest newspaper men in Michigan.

LONG ISLAND EDITORS MEET.

They Discuss Advertising Rates for Legal and Town Notices.

The semi-annual meeting of the Long Island Press Association, which was held at Rockville Centre, N. Y., on Saturday, Dec. 2, brought out a good attendance. The proposed trip to Washington in January or February, when the members are to be the guests of Congressman and Mrs. Martin B. Littleton, was discussed, and Chairman W. S. Funnell, of the Brooklyn Times, and Archer B. Wallace, of the Rockville Centre Observer, were appointed a committee to make the necessary arrangements.



ARCHER B. WALLACE,
Secretary Long Island Press Association.

The question of advertising rates was taken up and a committee consisting of Messrs. Ballinger, of the Rockville Centre Owl; Davis, of the Lynbrook Recorder, and Frank J. Bang, of the Rockville Centre Recorder, were appointed to confer with a committee from the Suffolk County Press Association for the purpose of securing fair legislation in the matter of rates for advertising collection and legal notices, registration enrollments, and other matters in towns.

The following were elected to membership in the association: Wilbur Raynor, Observer, Rockville Centre; Rand W. Sutherland, Herald, Rockville Centre; J. Huyler Ellison and Roland M. Lamb, South Side Messenger, Freeport; Eben Griffith, Eagle, Brooklyn; Leslie C. Disbrow, Guardian, Oyster Bay.

Michael Pette, editor of *Lavore e Commercio*, an Italian weekly published at Jamaica, gave an interesting talk on the war in Tripoli, insisting that an editorial in one of the city evening papers accusing the Italians of cruelty toward the Arabs was untrue, as he could prove by letters he had received from the front.

Among those who attended, in addition to those already mentioned, were: Charles F. Delano, Record, Amityville; Lemuel B. Green, Argus, Patchogue; Francis Hoag, News, Sayville; Irvin J. Long, Journal, Bay Shore; Nelson H. Disbrow, Guardian, Oyster Bay; J. Fred. Flugarth, Signal, Babylon; George F. Spinney, Herald, Rockville Centre.

"Did you include Switzerland in your travels?"
"No; I always was so afraid of falling down a cravat."—Exchange.

CANADIAN HAPPENINGS.

Empire Press Union Seeks Further Details About New Cable Rate.

(Special Correspondence.)

OTTAWA, Can., Dec. 10.—The Ottawa Newswriters' Association has elected these officers: President, George H. Kall; vice-president and manager, H. W. Quincy; treasurer, Charles Vincent; secretary, James Fay; directors, John Kehoe, Tom Emmerson and B. Phelan.

The Tribune is the name of a new weekly brought out by P. C. Adams. Montreal's five daily newspapers in that city now claim over 50,000 circulation. They are the Star, Herald, Gazette, La Patrie and La Presse.

The Empire Press Union has written to the cable companies, pointing out that the utility of the new press rate to the press of the Empire depends upon the interpretation the cable companies place upon the possible nineteen hours' delay which may befall press cables at the reduced rate. They ask for more precise details as to the conditions under which the deferment of nineteen hours may operate, or whether it is expected that under any conditions, or at any period, night press cables at a reduced rate will be transmitted with only two or three hours' delay.

The first cable under the reduced rates between England and Canada was received to-day by Hon. Mr. Pelletier, Postmaster-General. The cable which is from the British Postmaster-General, Hon. Herbert Samuel, reads:

"Cordially reciprocate the friendly wish contained in your letter of twenty-fourth November. Have announced in House of Commons that reduced rate for plain language deferred telegrams to and from Canada will come into operation on first of January; also that by an arrangement with the Western Union Co. deferred press telegram at half rates and day and week-end cable letter at greatly reduced rate will be accepted at once by this company for places in Canada served by its system. Letter follows: Am sending this by cable letter on first day of service."

CHARLES E. RHEAUME.

Printing House Celebrates Its Jubilee.

Messrs. W. G. Baird, Ltd., of Belfast, Ireland, celebrated the jubilee of the firm on Nov. 23 by inviting 1,150 of its employees and friends to a reception and tea at Ulster Halls. While the reception was being held smoking concerts were being given in Minor Hall, and after these entertainments were over the festivities wound up with a grand ball, in which most of the guests participated. It was one of the most enjoyable celebrations ever held in Belfast. William Baird, now dead, was the founder of the Belfast Evening Telegraph, a newspaper of great influence in Ireland.

Eleven Months

In eleven months of 1911 The New York Times published 7,367,531 lines of advertisements, a gain of 524,121 lines over the corresponding period last year, a gain overwhelmingly greater than any other New York newspaper.

The New York Times is the home newspaper read by those WHO BUY.

New 'Phone Numbers:

5674 MADISON
5675 MADISON

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

MISSOURI NEWS NOTES.

CHINESE STUDENT TO INTRODUCE AMERICAN JOURNALISM IN NATIVE COUNTRY.

(Special Correspondence.)

COLUMBIA, Mo., Dec. 12.—Hin Wong, a senior in the University of Missouri School of Journalism, will probably be the first Chinese student to be graduated from a professional school of Journalism in America. Wong's ambition is to return to China and introduce American newspaper methods into his native land. Wong has worked on St. Louis and New York newspapers during his vacations. H. Tong, a freshman in the School of Journalism, expects to enter diplomatic work after graduation and is taking newspaper work as preparatory training.

John E. Wilson has bought the Kirkwood, Mo., Courier, of Walter Ridgeway, who in turn has purchased the Howard County Advertiser. Henry T. Burckhart retires from the Advertiser after thirty-one years continuous newspaper work.

Jacque L. Morgan has started a magazine in Kansas City to be known as the Scientific Digest. According to the Kansas City Star Mr. Morgan hopes to build up in Kansas City a popular scientific magazine that will fill the place in the field of science that the Literary Digest fills in that of letters.

Dean Walter Williams, of the School of Journalism, has been appointed chairman of the executive committee of the National Press Association. The other members of the committee are E. H. Pierce, of Massachusetts; A. D. Moffet, of Indiana; W. H. Mayes, of Texas; W. F. Parrott, of Iowa; George Schlosser, of South Dakota; W. R. Hodges, of Minnesota, and the president of the association, R. E. Dowdell, of South Dakota.

Omar D. Gray, editor of the Sturgeon (Mo.) Leader, recently went to Wichita, Kan., to hear the Reverend Billy Sunday in revival services. Mr. Gray came back much impressed with the evangelist and "threatens" to run a copy of one of Sunday's sermons each week until his readers tire of them.

Journalism Week, an annual event at the School of Journalism, has been set for the week of May 6, 1912. All State press associations will meet here that week as will the Federation of Ad Clubs.

The Evening Wisconsin

is conceded to be the most thorough HOME paper in the State. This, together with the fact that its average daily circulation is over

47,000

makes it the most necessary medium to use in Milwaukee. There is no waste to Evening Wisconsin circulation. Every copy goes direct into the HOME of a buyer.

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

JOHN W. CAMPSIE, Business Manager.

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



GUSTAV MAYER,

PRESIDENT OF THE GERMAN GAZETTE PUBLISHING CO., OF PHILADELPHIA, WHO MAY ESTABLISH A GERMAN DAILY NEWSPAPER IN NEW YORK.

Distinguished newspaper men have been invited and the program next spring promises to be a brilliant one. Some of the greatest journalists in the United States have made addresses in other years.

CHANGES IN INTEREST.

ABINGDON, Ill.—The Enterprise Herald has been taken over by J. C. Shoop, publisher of the Kodak.

DENVER, Col.—The Mining Investor, published in this city, announces a change of ownership and management. J. W. Crapsey and Frank C. Wilder have purchased the interest in the publication formerly held by W. S. Tarbell, who retires as editor and manager.

YORK, Neb.—Miss Grace Moore has purchased the York Teller from Cliff Frank & Son.

ABERDEEN, S. Dak.—G. H. and L. R. Eastwood, former publishers of the Watertown Herald, have again taken possession of the property, which they sold to W. F. Bancroft several months ago.

GASPORT, Ind.—The Tri-County Reporter, which ceased publication a few weeks ago, has resumed as the Gasport Reporter. Jesse J. Sanders, formerly connected with the Daily Free Press of Wagomer, Okla., is editor.

COON VALLEY, Wis.—Arthur Skar has bought the Coon Valley Herald.

CHICAGO, Ill.—Charles W. Price, president of the Electrical Review Publishing Co., announces the purchase of Electrocraft, a Detroit journal largely devoted to electrical contracting and elec-

trical supplies. Three journals—the Electrical Review, the Western Electrician and Electrocraft—will, after Jan. 1 next, appear as one weekly publication, with main offices in Chicago, and important branch offices in New York and London.

FAYETTE, Mo.—The Howard County Advertiser has been sold to Walter Ridgeway by H. T. Burckhart.

NARKA, Kan.—W. E. Muth, of the Munden Press, has purchased the Narka News, owned by H. C. Doering.

HUMBOLDT, Kan.—The Humboldt Daily Herald, owned and edited by Arthur W. Cunningham, has passed into the hands of G. G. Brinton.

ALGONA, Ia.—The News-World at Wesley, has been purchased by Dewel & Clark and V. J. Sands.

DECATUR, ILL.—The plant of the Adams County Publishing Company, publishers of the Decatur Daily Herald and Weekly Journal, has been sold by the receiver to John Koenig of St. Marys.

SCTO, ORE.—L. L. Gooding has sold the Santiam News to L. W. Charles, of Newberg.

WASHINGTON, IA.—The Washington Press has been sold by Chas. K. Needham to S. W. and J. L. Brookhart.

ASHLAND, KY.—George P. Ginn has purchased a half interest in the Daily Independent, of which he will assume control.

KING CITY, Mo.—Dudley A. Reid, editor and owner of the Bethany Democrat, has sold a half interest recently to W. Claude Brown, and will retire from the management of the Democrat.

A NEWSPAPER MAN'S RUSE.

How Fred Kelly Secured an Important Piece of News.

Fred C. Kelly, in his column in the Washington (D. C.) Herald, under the caption, "Statesmen, Real and Near," tells an anecdote about Robert O. Bailey, who gave up a choice position on the Associated Press to enter the Government service as private secretary to Secretary of the Treasury MacVeagh, from which position he was soon promoted to be an assistant Secretary of the Treasury.

"Bailey," says the veracious chronicler, "was one of the most powerful newspaper men that ever drew pay at the Capital. Bailey has a prematurely bald head that fairly glistens with wisdom as if from a good steady fire under the brain pan, and he has a great knack at thinking up good ideas.

"He was connected with the Washington bureau of a New York paper at the time of the embalmed beef scandal in the Spanish-American war. One night he got a tip that the military order of the Loyal Legion, then holding a meeting, might vote to expel Gen. Egan from their ranks for whatever part he played in the beef scandal. It was a cold night, but Bailey waited in front of the meeting place until the session was over, and asked the first man he met coming downstairs what had happened.

"We're all pledged to secrecy," replied the man. "No one will ever know what was done."

"So, of course, Bailey went ahead to find out. He turned up his overcoat collar, ducked his youthful face, but arranged his hat to show off his premature bald spot, and dashed upstairs toward the door of the meeting place. Then he immediately turned around and walked back downstairs with the slow stride of an old man, alongside of two or three members of the Loyal Legion.

"Let's see," inquired Bailey, in a husky but casual tone, "what was our vote on expelling Egan?"

"The man, thinking the inquirer was one of their own crowd, replied, giving the figures and, incidentally, giving Bailey the confirmation he was after.

"The next morning Bailey's New York paper was the only one in the country that carried the story."

"Grandma, did you like that gumdrop?" "Yes, I liked it very much, dear." "Well, Towser didn't. He spit it out twice." —Life.

How the Big Stores of Philadelphia Sell Things to Germans

It's interesting to know that the great department stores of Wanamaker, Gimbel Bros., Strawbridge & Clothier, Snellenburg's and Lit Bros. use over two million lines a year to tell their merchandise stories in the

German Gazette

The Leading German paper in a city with 60,000 German homes. This paper carries the advertising of all the progressive houses. The

Evening Democrat
Sunday Gazette Weekly Gazette

Also reach certain exclusive fields and prove their value to the advertiser. The German Gazette stands second among the morning newspapers of Philadelphia.

The following table shows the volume of display advertising printed in each of the morning newspapers from Nov. 1, 1911, to Nov. 30, 1911:

First English Newspaper...	386,620 Lines
Second English Newspaper...	328,830 "
GAZETTE	306,605 "
Fourth English Newspaper...	278,195 "
Fifth English Newspaper...	213,660 "
Sixth English Newspaper...	188,095 "

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

WASHINGTON GOSSIP.

Gridiron Club's First Dinner of the Season Attended by Many Distinguished Men, Members of the Hearst Newspaper Correspondence Staff—George E. Miller, of the Detroit News Honored.

(Special Correspondence.)

WASHINGTON, Dec. 14.—In journalistic circles there is no event possessing more interest than the dinners of the Gridiron Club, at which the most eminent men in all callings sit down with the correspondents in Washington—or at least with the limited number of them comprising the membership of the club—and enjoy a program enlivened by droll foolery.

The first dinner of the club this season was held last Saturday evening, and in the absence of President Richard Oulahan, publisher of the Sun, who is in Europe, the president-elect, Louis Garthe, of the Baltimore American, presided. President Taft, most of the members of his Cabinet, high officials of the army and navy, Senators, Representatives, and illustrious visitors from out of town were among those present.

As usual the program had been prepared with great care and it was carried out with snap and vim. "Faust," was chosen as a vehicle for the travesty presented, and some of the most austere and dignified clubmen were cast for the parts of ballet girls, with ruffles and abbreviated skirts, but modestly retaining their accustomed trousers to square their actions with the local Comstocks. The transformation of the dove of peace into a full-sized goose and many another mirthful quip helped to keep the glooms at a proper distance and caused political and other worries to seek temporary retirement.

GRIDIRON CLUB OFFICERS.

The Gridiron Club held an election last Saturday, at which Louis Garthe, of the Baltimore American, and Rudolph Kauffmann, of the Washington Star, were unanimously elected president and vice-president, respectively, of the club. John S. Shriver, of the Baltimore American, was unanimously re-elected secretary, and Louis W. Strayer, of the Pittsburgh Times-Gazette, was unanimously re-elected treasurer. James P. Hornaday, of the Indianapolis News; Arthur J. Dodge, of the Minneapolis Tribune, and J. Harry Cunningham were elected members of the executive committee. M. Harry Stevens, of Washington, was elected a limited member of the club.

PRESS GALLERY ELECTION.

The election of a member of the standing committee of the Press Gallery took place last week in the Senate Press Gallery. Charles S. Albert of the New York World, chairman of the standing committee, presided at the meeting. The following tellers were in

charge of the ballot box: Wm. A. van Benschoten, of the Detroit Journal and Free Press; James D. Preston, superintendent of the Press Gallery, and Col. Edwin Alexander Halsey, assistant superintendent of the Press Gallery. The balloting was not very spirited and there was practically no electioneering. George E. Miller, of the Detroit News, received 57 out of a total of 90 votes cast and was declared elected. D. Hastings McAdam, of the St. Louis Republic, his closest rival, received 24 votes. The one void ballot found in the box was cast by a joker for "Capt." Koepenick, the celebrated individual who, dressed up in a captain's uniform, captured a German city and raised a laugh that was heard around the world.

CONVENTION TALK.

It was reported here early this week that the Republican National Committee is likely to make the same arrangement as obtained four years ago regarding applications for press seats at the convention. Then all requests were referred to the standing committee of the Press Gallery in this city. It is understood that this plan will be followed next year. In that case the Democratic committee may adopt the same plan, which seemed to be satisfactory to everyone four years ago. About 400 press correspondents were assigned in the press gallery at the Republican convention. The arrangements at the Democratic convention were bad and gave rise to much complaint.

Dudley Harmon, formerly of the United Press, has joined the staff of the New York Sun and has been assigned to the State, War and Navy Building, succeeding Alfred L. Geiger, who has been put on the White House assignment.

BRYANT ON BALTIMORE SUN.

H. E. C. Bryant, who was in charge of the New York World bureau for a time last summer, and who was also on the staff of the St. Louis Post-Dispatch, has resigned to take a position on the Washington staff of the Baltimore Sun. Bryant originally came here for the Charlotte Observer.

O. K. Davis, chief of the New York Times bureau, is becoming celebrated as a golf expert. On Thanksgiving day he only missed winning the Thanksgiving handicap on the Columbia Golf links by two holes.

Among the many prominent men attending the Republican National Committee meeting were Victor Rosewater, editor of the Omaha Bee, and Gus J. Karger, Washington correspondent of the Cincinnati Times-Star, the latter holding a proxy for the committeeman for the Philippines.

Col. R. M. Johnston, owner and editor of the Houston Post, was a delegate to the Rivers and Harbors Congress. He was interviewed while here on politics and expressed the opinion that Texas would be for Harmon, although he said Clark and Underwood had hosts of friends in his State. He thought Wilson would be the weakest candidate that could be named.

HEARST'S CAPITAL STAFF.

As stated in these columns last week, the Hearst newspapers are represented here by Than B. Ranck, who was formerly city editor of the New York American, and a staff which is temporarily strengthened by the addition of Homer Davenport, the celebrated cartoonist, who made his name famous by his work on the San Francisco Examiner, and James J. Montague, whose tuneful satire in meter is one of the cleverest features of the American's editorial page. Matthew Tighe is cover-

ing the State, War and Navy Departments, Hugh Melbaes represents the San Francisco Examiner and the Los Angeles Examiner, Hugh S. Miller represents the Chicago Examiner, Frank L. Whitehead is assigned to the Senate and Augustus O. Hayward to the House. Miss E. E. Poe, Mrs. Avila Wilson and Mr. Lane complete the staff. Mr. Ranck has adopted the plan of giving all the members of his staff more general work than has been the custom heretofore.

Percy Thomas has been sent from the New York office to take charge of the local bureau of the National News Association and the International News Service, vice George H. Manning, who was placed in charge temporarily.

The bureau of the Baltimore Sun has been reorganized. On the opening of Congress, Hal H. Smith, who had been with the bureau for eleven years, handed in his resignation and his place was taken by McKee Barclay, a cartoonist and personal friend of the owner, Mr. Grasty. Smith is one of the best known newspaper men in Washington, a hard worker and always in demand.

Albert Johnson, editor and publisher of the Gray's Harbor Washingtonian, came to Washington last week as a delegate to the Rivers and Harbors Congress. He says that the loneliest thing in the world is to eat one's Thanksgiving turkey on a transeontinental dining car. Mr. Johnson was formerly a newspaper man of this city, but he went West and worked editorially on several papers before buying one of his own at Hoquiam, where he now lives.

Alfred Holman, editor of the San Francisco Argonaut, spent a day or two here last week on his way home from New York. He was entertained at luncheon by Mr. Hilles, secretary to the President.

D. L. Cease, editor of The Railroad Trainman, is a member of the Employers' Liability and Workmen's Compensation Commission, which meets here Dec. 14 to prepare recommendations for legislation.

E. A. Dickson, editorial correspondent of the Los Angeles Express, reached Washington last Monday, after taking an active part in the Los Angeles city election. Mr. Dickson is secretary to Senator Works of California, and acts as secretary of the Senate Committee on Expenditures in the War Department.

He is an enthusiastic politician and is one of the leaders in the Progressive movement in California.

Irwin Barbour, who was on the Washington staff of the Toledo Blade last year, has returned to the capital from Savannah, Ga., where he was on the staff of the Morning News during the summer. He has offers to join the staff of several Ohio papers, but has not decided just what the line-up will be for the session.

NEW PUBLICATIONS.

JONESBORO, N. C.—J. R. Benton, of Monroe, N. C., has bought the outfit of the Lee County Times, which suspended publication some time ago, and will revive the paper under the name of the Lee County News. Publication will begin about the middle of December.

BLISS, IDAHO.—The first number of the Weekly Times, issued by W. Archie Wells, has made its appearance.

TOPEKA, KANS.—It is expected that the Topeka American, a daily newspaper, will soon be launched.

MONROE, MICH.—The Bulletin, a thoroughly independent weekly paper, made its appearance a few weeks ago.

DEWEY, KANS.—A. H. Norwood has purchased the Dewey Sentinel plant, and is issuing a new paper, the Dewey Globe, edited by Capt. Jack Mills.

GLENROCK, WYO.—The first issue of the Glenrock Review has appeared. The new paper will be published by Clarence Littlefield, owner of the Gasper Press.

PERRY, IA.—Allen Harvey, formerly connected with the Chief, is to start an independent weekly paper here soon.

COLUMBUS, O.—A new Democratic daily newspaper to be called the Times, and to be devoted to local news only, will be launched in this city about the first of the year.

ASHMORE, ILL.—The Ashmore Record, edited by J. B. Lane, recently made its appearance.

PORTLAND, TEX.—The Portland News has made its debut in the newspaper field, with C. P. Kendall as the editor and publisher.

STAPLETON, N. Y.—The Advertiser is a new weekly publication, with E. B. Mahon, as its editor.

COLUMBUS, O.—A new Democratic daily is to make its appearance in this city, to succeed the defunct Daily News under the name of the Columbus Times.

A Big One

Evening Paper—20,000 circulation.
Eastern Field.
Population—City and environs, 400,000.
Competition—One morning, one evening.
Physical Value—\$120,000.
Associated Press Franchise.
Can be bought for \$250,000.
In our opinion this is one of the best newspaper openings in the United States.

Harwell & Cannon

Brokers in newspaper and magazine properties that are not "hawked on the market."
Fifth Ave. Bldg. New York City
Cor. 23rd St. and 5th Ave.

ANNOUNCEMENT

This is to announce that C. E. Ferrigo, Originator of "THE MODERN BABY CONTEST" has severed his connections with The McDonald Syndicate, of Erie, Pa., and is now interested in and affiliated with this company.

The United Contest Company

(Incorporated)
"Not the cheapest, but the best"
811 Citizen Bldg. Cleveland, O.

The Wm. L. Betts Co.

SUITE 406, WORLD BUILDING
NEW YORK CITY, N. Y.

Newspaper
Contest Experts

Let the American Ink Co.
of New York City be your
4-cent inkman.

CHICAGO NEWS BUDGET.

HOWARD BRICELAND WINS THE CHATFIELD-TAYLOR GOLF TROPHY.

(Special Correspondence.)

CHICAGO, Dec. 14, 1911.—The Illinois Women's Press Club gave a tea Tuesday from four to six at the Press Club. The guests of honor were Marguerita Sylva, Frances Starr, Zella Sears, Marguerite Clark, Crystal Hearne, Charlotte Ives, Sallie Fisher, Gertrude Hoffman, Ann Murdock and Lillian Bell, all of whom were actresses appearing in the local theatres.

Howard Briceland won the H. C. Chatfield-Taylor trophy, emblematic of the Chicago Newspaper Golf Championship, by defeating Bert Leston Taylor, six to five in the final, Saturday at the Windsor Park Golf Club. The going was wet and the play was over the winter course, which is shorter than the regular one. Taylor won the first hole, but after that Briceland played the steadier golf and was three up at the turn. He won the next three holes and by halving the thirteenth took the championship, which he held several years ago.

W. S. McDonald, circulating manager for the Hearst papers in Chicago, has accepted a similar position in the Mother's Magazine department of the C. D. Cook Publishing Co.

Dr. George F. Butler, the newly appointed county physician, will be the guest of the Press Club at a luncheon Saturday noon Dec. 16. Frank Comerford will preside. The speakers include Opie Reed, Peter Bartzan, Judge John E. Owens, Dr. W. A. Evans and Dr. George B. Young.

Jonathan Periam, eighty-eight years old, a pioneer of Chicago and for years regarded as an authority on agricultural subjects, died at his residence Saturday night from hardening of the arteries, due to age. Periam was born in New York, N. Y., in 1823, and came to Chicago in 1838. From 1841 to 1861 he engaged in farming. In the civil war he served until the close. After the war he wrote on agricultural topics for farm journals. He was editor of the Prairie Farmer for fifteen years until his retirement, thirteen years ago.

The holiday number of the Poster, official organ of the Associated Billposters of the United States and Canada, published in this city under the editorial management of Herbert C. Duce, is the most pretentious issue ever put out by the magazine.

John F. O'Malley has brought suit for \$100,000 damages against the Examiner, alleging libel. Some time ago the Examiner described him as a "saloon and dive-keeper, one of the most notorious gambler bosses Chicago ever dealt with; accused him of being head of an organization for colonizing illegal voters, and known as the North Side representative of the graft ring of the



FRANK G. HUNTRESS, JR.,

WHO HAS PURCHASED A CONTROLLING INTEREST IN THE SAN ANTONIO EXPRESS AND HAS BEEN ELECTED PRESIDENT OF THE COMPANY.

Busse and former administrations."

Suit for \$100,000 has been started by the officials of the United State Land and Irrigation Exposition, which has charge of the land show at the Coliseum, against C. D. Stowe, publisher of the Michigan Tradesman of Grand Rapids, Mich. The suit is based on the publication of an alleged libelous story regarding the giving away of lots in Fruitville, Mich., by the exposition company. The suit was filed in the United States District Court at Grand Rapids.

Will F. Baum, founder and former publisher of the Chicago Live Stock World, and later secretary of the Iowa Live Stock Commission Co. has purchased the Adrian (Mich.) Times.

A plea for honest copy from advertisers was made by A. P. Johnson, advertising manager of the Record Herald, in an address before the "ad" writers in the central Y. M. C. auditorium the other night. "One of the reasons some business men do not get great results from advertising is that they do not send out true copy," said Mr. Johnson. "After a few visits to the store the buyer finds that the bargains listed are not as represented. The man who advertises his wares as they really are in time will gain the confidence of the public and his ads will bring results."

H. P. YARD.

San Francisco's Polyglot Press.

Forty-two foreign newspapers are published in San Francisco, in thirteen different languages, namely, Korean, German, French, Italian, Japanese, Chinese, Danish-Norwegian, Portuguese, Greek, Swedish, Croatian, Serbian and Swiss.

SCHOOL OF JOURNALISM.

Work of Excavating on the Site of Pulitzer Building Is Begun.

Ground was broken last week in the work of excavating for the foundation of the new building for Columbia's new School of Journalism, which Joseph Pulitzer endowed to the amount of \$2,000,000. The site selected is at Broadway and 116th street. The building will have a frontage of sixty feet on Broadway and a frontage of 250 feet on 116th street.

The architects are McKim, Mead & White.

Mr. Pulitzer's ideal of what the college should be was published in the North American Review several years ago. Because of the many requests which have been received by the university the authorities have arranged for a reprint of the article, which will be sent to those making inquiry as to the objects of the school.

Taking No Chances.

Dugald was ill, and his friend Donald took a bottle of whiskey to him. Donald gave the invalid one glass and said: "Ye'll get anither yin the mornin'." About five minutes elapsed, and then Dugald suddenly exclaimed: "Ye'd better let me hae the ither noo, Donald; ye hear o' sae mony sudden deaths noodays."—*Tit-Bits.*

The UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Papers.

General Offices, World Building NEW YORK

The National News Association's

Day Leased Wires

have just been extended to Los Angeles, and now reach from

Coast to Coast

National News Association 200 William St. New York City

WHIMLETS A NEW DAILY FEATURE

Catchy Verses :: Up-to-Date Illustrations

THE INTERNATIONAL SYNDICATE Features for Newspapers : Baltimore, Md.

NEW YORK HERALD SYNDICATE.

Special Telegraph and Cable, Daily Matrix and Photo Services. Address Herald Square New York City Canadian Branch Desbarats Bldg., Montreal

THE WARD SYSTEMS CO.

Operators of

The Ward Paid-in-advance Contest System

(The Sure System)

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



Linotype Machines For Sale

Two 1-letter Mergenthaler linotype machines; one font of 6-pt. 1-letter mats; one font 7-pt. 1-letter mats; one font 10-pt. 1-letter mats, moulds, etc. These machines are in good condition, are working every day, but are in excess of our needs.

Address the **TRIBUNE - REPUBLICAN SCRANTON, PA.**

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS

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

J. B. SHALE, Editor

FRANK L. BLANCHARD, Managing Editor

BY THE EDITOR AND PUBLISHER COMPANY

13 to 21 Park Row, New York City.

Telephone, 7446 Cortland

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THE EDITOR AND PUBLISHER 1901

J. B. SHALE, President

T. J. KEENAN, Vice-President

F. L. BLANCHARD, Secretary

GEO. P. LEFFLER, Treasurer and Business Manager

ADVERTISING RATES

Display, 15 cents per agate line
Classified, 1 cent per word

Reading Notices, 25 cents per agate line
Liberal discount for time contracts.

NEW YORK, SATURDAY, DECEMBER 16, 1911

JOHN ARBUCKLE'S TESTIMONY.

When a man like John Arbuckle publicly states that he has spent millions in advertising and that it has all come back to him many times over it is about as good proof of the value of advertising as any sane individual could ask for. Timid souls who are about to take the plunge in publicity; small advertisers who have already started in but fear they are wasting their money; and large advertisers who have spent hundreds of thousands of dollars in building up their business—all will feel better after reading what Mr. Arbuckle has to say.

There was a time when the question "Does advertising pay?" was open to discussion. Chambers of Commerce and boards of trade used to sit in solemn debate over it. Business men were about evenly divided in their views. The opponents of advertising were often more numerous than its defenders.

Advertising was then in its experimental stage. Merchants were skeptical of the claims made for this new business force. The venturesome who made use of it regarded the money spent as a speculation rather than an investment. If it paid they were gratefully surprised; if they received no benefit they only laughed.

We have now reached the point in business history when advertising is no longer regarded as experimental or speculative. While it has not developed into a science by the aid of which the expenditure of a given sum of money will sell a definite quantity of goods, it has become an art in which certain well defined principles are recognized as fundamental to success.

There is to-day less uncertainty in advertising than ever before. Men who are skilled in the business can, and often do, approximate the quantity of business that can be secured from the expenditure of a given amount of money in a selected list of mediums. This would have been utterly impossible twenty-five years ago and only barely possible fifteen years ago.

Advertising is just coming into its own. The increase in the volume carried by the newspapers and magazines during the coming decade will be far beyond any increase hitherto recorded for

the same period. The greatest growth, in our opinion, will be in newspaper advertising, because the newspapers get closer to the people than any other medium. If you can talk to a man two or three times a week about your goods, which must of course possess merit, and are sold at attractive prices, you are certain to gain his patronage in the end.

DO THE NEWSPAPERS MAKE CHILDREN CRIMINALS?

Children are naturally imitators. They see or read of persons doing certain things and straightway they follow their example. The act may be innocent or it may be criminal. One of the objects of education is to develop an intelligent discrimination between right and wrong. Judgment ripens with age. The boy who stole apples at the age of ten is now a justice of the Supreme Court.

There is altogether too much talk in reform associations, civic organizations and the church about children who are alleged to have been led to commit criminal acts by articles they have read in the newspapers. If there were no newspapers just about the same number of children would be found doing things they shouldn't.

The newspapers report what they hear, just as does the man on the street or the woman in the home of a friend. They are conducted for grown people and not for children. There would be no more sense in refusing to print a story about a murder or robbery, or a divorce because a young person might see it and perhaps be influenced by it, than there would be to banish from the home all knives, razors or other sharp edged tools because the children might get hold of them and cut themselves.

Most newspapers are conducted with an eye to the observance of the decencies of life. Public opinion will not tolerate nastiness, indecency or irreverence in the public press. Crime exists and must be reported, but it can and is reported in a manner that does not offend the average reader.

The newspapers are not the corruptors of the morals of children and youth to any appreciable degree. They are the defenders of the public against corrup-

tion. They point out existing evils and urge their abolishment. They prevent crime by making evil deeds unpopular and by insisting on the punishment of the guilty.

EDITORIAL COMMENT.

The Advertising Men's League of New York has the best wishes of the entire advertising world in the work it has undertaken to stop fraudulent advertising through criminal procedure. The matter has been placed in the hands of a live grievance committee, consisting of seven members, to which instances of fraudulent advertising will be submitted for action. The league is the pioneer in this direction, and should be able to accomplish a great deal during the next few months.

The Washington (D. C.) Times in a recent issue said:

"There is coming a day when baseball magnates will have to pay for every word printed in the papers about their clubs."

The sooner that day arrives the quicker will the greatest free publicity graft known come to an end.

What becomes of all the alleged newspaper men who wander across the continent pretending to make round-the-world trips, without money and within certain time limits? They sometimes say they are to receive from \$10,000 to \$20,000 if they succeed. The most of them claim that their long journeys are undertaken as the result of a bet involving large sums of money. You will notice that in most instances their tour started in a foreign country. There is one in the United States at the present time who says he is walking around the world for the *Matin*, the well-known Paris newspaper. In all our experience we do not recall a single instance in which one of these globe trotters has been properly accredited by the newspaper he pretended to represent, or the completion of whose long journey was even mentioned in its columns.

In his annual report, Frank H. Hitchcock, Postmaster-General, reiterates his belief that second class postage should be 2 cents instead of 1 cent a pound as at present. Further on he asserts that by readjusting the pay of railroads for transporting the mails, basing same on the actual cost to the railroads, a saving of \$9,000,000 could be effected. If the latter estimate should become true, what would be the need of increasing the rate on second class matter?

One of the most gratifying things in the Postmaster-General's report is the statement that the government's crusade against the fraudulent use of the mails has resulted in 529 indictments, and 184 convictions. Many of the cases are still pending trial. This is a good record and Mr. Hitchcock should be proud of it.

ADVERTISING THAT PAID.

John Arbuckle Spent Millions in Publicity, But It All Came Back.

John Arbuckle, the millionaire coffee man of New York, advertised in the want columns of the Sunday newspapers for two business assistants of high calibre. The number of replies he received astonished him and he sent a photograph of a pile of them three feet high and several feet in circumference to the American with a letter, in which he said in part:

"Advertisement is the life of a newspaper—so I take the liberty of sending you a photograph of the answers I have received from the advertisement I put in last Sunday's newspapers. These answers come largely from men of large business calibre (\$5,000 to \$10,000 a year salary men). I have spent millions of dollars advertising, but it has all come back to me many times over. When you have a good honest thing advertise it freely and you will be amply repaid for the money you have spent in advertising."

"Many of the newspapers, referring to my advertisement, take it for granted that I am making arrangements to retire from business. I have no idea of retiring, but hope to die in harness. A friend of J. Pierpont Morgan asked him how old his father was when he retired from business. Mr. Morgan said, 'Over eighty years of age, and he would be alive today if he had not given up his business.'"

A. N. P. A. IN INDIANAPOLIS.

Transfers the Office of Standing Committee From Chicago.

The office of the American Newspaper Publishers' Association's special standing committee, of which H. N. Kellogg is chairman, has been moved from Chicago to Indianapolis.

The association transferred the headquarters to Indianapolis because that city can be more easily reached by members of the committee who hold frequent conferences. It is also more convenient, as the headquarters of the International Typographical Union are in Indianapolis. The special standing committee of the publishers' association confers concerning the differences between publishers and labor unions and with other employes. Mr. Kellogg has been chairman of the committee since 1907.

NEW MEMBERS OF A. N. A. M.

The following have been elected to membership in the Association of National Advertising Managers:

John W. Mettler, president Interwoven Stocking Co., New Brunswick, N. J.; V. L. Price, vice-president and chairman executive committee National Candy Co., St. Louis; A. H. Scott, vice-president Scott Paper Co., Philadelphia; Frank L. Swoboda, advertising manager John Lucas & Co., Philadelphia; A. H. von Schrader, advertising manager National Oats Co., St. Louis; Edwin A. Walton, advertising manager of the Timken Roller Bearing Co. and the Timken-Detroit Axle Co., Detroit; L. W. Wheelock, advertising manager Stephen F. Whitman & Son, Inc., Philadelphia.

The association now has a total membership of 121.

Swell and Swell.

Visitor.—What ever became of that poet I met here the last time I called?
Editor.—Oh, he's a great swell now.
Visitor.—Is that so? Dried apples or money?—*Satire.*

PERSONALS

Mr. and Mrs. William R. Hearst entertained the ten Western Governors who are making a tour of the East, and who arrived in New York Sunday morning, at luncheon on Sunday. In addition to the visiting Governors and the members of the party, those present included among others Mr. and Mrs. Bradford Merrill, Arthur Brisbane, and Mr. and Mrs. John Temple Graves.

On the front page of this number of THE EDITOR AND PUBLISHER appears a portrait of Robert Hauschke, the new general manager of the Illinois Publishing Co., of Chicago, publishers of the Illinois Staats-Zeitung and other German newspapers. Mr. Hauschke was formerly editor and owner of the San Antonio Freie Presse für Texas, the leading German newspaper of that State.

Fred C. Clayton, formerly business manager of the Knickerbocker Press of Albany, N. Y., is engaged in doing some special reorganization work for the New Brunswick (N. J.) Times, which will probably engage his attention during the entire winter.

C. F. Whitmarsh, of Printing Art, Boston, and Mrs. Whitmarsh were in Chicago last week.

Alfred Galbraith, formerly managing editor of the Flint (Mich.) Journal, has been elected secretary of the Board of Commerce of that city.

When Hunter McCaleb, editor of the Fort Worth Record, was in New York recently he was interviewed by a reporter for the Sun, who filled a column with the characteristic sayings of the Texas journalist.

W. H. Gillespie, for over fifteen years circulation manager of the Detroit Free Press, and the first president of the International Circulation Managers' Association, suffered a second shock last week and but little hope is entertained of his recovery. Mr. Gillespie broke down over three years ago and since that time has been under constant treatment in one of the Michigan institutions.

Fred A. Rogers, editor of the Reading (Mich.) Hustler, has been appointed grand secretary of the Grand Lodge of the State I. O. O. F.

Harry E. Parker, who owns the Bradford (Vt.) Weekly Opinion and the Montpelier Capital City Press, has assumed the business management of the Montpelier Daily Journal.

Harold Kesinger, editor of the Litchfield (Ill.) Herald, recently delivered an address at Greenville, that State, on "The Almighty Dollar."

Franklin Matthews, well-known New York newspaper man and globe trotter, last week delivered two of his travel lectures at the Goodwyn Institute in Memphis, Tenn. Mr. Matthews, as correspondent of the New York Sun, made the entire trip around the world with the Atlantic fleet from Hampton Roads.

Fung Chi You, editor of the Chinese Free Press of San Francisco, one of the local organs of the revolutionists, was the guest of honor at a series of banquets tendered him by the local Chinese, previous to his departure for China last week, in recognition of his work for the emancipation of China.

Dr. Charles E. De M. Sajous, of Philadelphia, one of the leading medical authorities of the country, has been appointed supervising editor of the New York Medical Journal. He is a member of the Legion of Honor of France, of the Order of Leopold of Belgium, and a Knight Commander of the Liberator. He has also served as professor of pharmacology and therapeutics at Temple University of Philadelphia, and as editor of the Annual of the Universal Medical Sciences and "The Encyclopedia of Practical Medicine."

Col. John A. Sleicher, editor of Leslie's Weekly, gave a dinner on Monday evening at the Union League Club to the Western Governors and a few invited guests, including Rollo Ogden, Don C. Seitz, Henry Stoddard, Bradford Merrill and Frank A. Munsey.

The Nobel Peace prize has been awarded to Alfred Fried, editor of the Vienna Friedens-Warte, one of the leading papers of the capital.

Dr. Hamilton Holt, editor of the New York Independent, who has returned from Japan, where he was sent as official representative of the Carnegie Peace Foundation, on December 8 was the guest of the Pasadena (Cal.) Board of Trade.

J. A. MacDonald, editor of the Toronto Globe, will speak in Rochester December 17 at a rally for the Men and Religion Forward Movement.

Harry E. Freund, editor and publisher of the Musical Age of New York, was entertained at luncheon by the Poor Richard Club, Dec. 5, in Philadelphia.

Hugues Simon, of the French Press, Paris, the inventor of a device to safeguard aeroplanes from fire, has arrived in San Francisco for the purpose of arranging for an aviation meet in which Grahame-White, the famous English aviator, will take part.

Dr. Abner J. Smith, editor of the Baldwin Times, of Bay Minnett, Ala., has been awarded a patent on a holder for eye glasses.

William T. Ellis, a newspaper man of Swarthmore, Pa., was tendered a testimonial banquet Dec. 9, at the Bellevue-Stratford in Philadelphia, by a committee of representative Philadelphians. John Wanamaker paid a warm tribute to the guest of the evening in the course of a speech delivered at the close of the banquet.

L. Eidman, of the advertising department of the New York World, accompanied by Mrs. Eidman, is spending his vacation in Atlanta, Ga.

C. E. Everett, formerly manager of the Terre Haute (Ind.) Star and the Public Officials Magazine, is going to Fort Worth, Tex., to manage the Record of that city.

Seth Brown, editor of Standard Advertising, on December 5 addressed the Topeka (Kans.) Advertising Club. He dwelt at some length upon the importance of considering women in the preparation of advertising matter.

John D. Woodbury, for several years editor of the New Bedford (Mass.) Times, has retired from the duties of that position to devote his attention to other work. He has been succeeded

by Arthur L. Millett, who has been connected with the paper for the past twenty-one years as marine and fisheries editor.

Robert L. O'Brien, editor of the Boston Herald, delivered an address on "Washington Recollections" before the Twentieth Century Club, of Hartford, last week.

\$10,000 CASH

available for first payment on a daily newspaper property. New Mexico, Arizona, Colorado, California and Texas locations preferred.

Proposition C. F.

C. M. PALMER
Newspaper Broker
277 BROADWAY, NEW YORK

Newspaper in Southern California

Independent evening paper; Duplex press; two linotypes; last year's receipts over \$47,000, returning to owner for time and investment over \$9,000. Practically entire interest offered for \$40,000. Proposition 539X. H. F. HENRICH, Newspaper Broker, Litchfield, Ill.

Lasker Indoor Games Syndicate

PORT RICHMOND, NEW YORK CITY
Weekly articles on Chess—Bridge—Auction—Bridge—Puzzles. Editors, Dr. Emanuel Lasker (Chess Champion of the World), and Mrs. M. W. Wallace. Sample articles furnished upon request. Exclusive rights given. No contract.

A REAL CIRCULATION BUILDER

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

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

NEW YORK.

THE BUFFALO EVENING NEWS

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

WASHINGTON

THE SEATTLE TIMES

The wonder of Northwest journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published.
CIRCULATION—DAILY, 64,741; SUNDAY, 84,202.

WEST VIRGINIA.

10 LEADING DAILIES IN WEST VIRGINIA

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

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

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word.

CIRCULATION MANAGER

wants position. Ten years' experience on metropolitan and small city dailies. Have never yet failed to produce satisfactory results. Am employed at present and can remain as long as desired. If you contemplate any changes in your circulation department I would like to have you look up my record. Address "CIRCULATOR," care THE EDITOR AND PUBLISHER, Park Row, New York.

ENGRAVING MAN,

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

AM BRIGHT, LIVE,

up to the minute, large experience in magazine and general publication work, can fill any executive or editorial position. Desire connection with publishers of standing. Address "ERASMUS," 42 West 39th St., City.

WHO WANTS MY SERVICES FREE?

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

MR. PUBLISHER.

A bright, newsy sheet in not well rounded out lacking timely editorials and pungent paragraphs. Holding editorial position on Boston daily desire to change field. Do you want an editorial writer or manager? Will let others tell you of my ability and personal reliability. BOX 1887, Boston, Mass.

CIRCULATION MANAGER,

14 years' experience. All references, would like to hear from publisher needing the services of a man who can "deliver the goods." Address "CIRCULATION MANAGER," care THE EDITOR AND PUBLISHER.

THOROUGHLY COMPETENT

advertising manager, employed on morning daily, wants position on evening paper. Address "X. Y. Z.," care THE EDITOR AND PUBLISHER.

HELP WANTED

POSITIONS OPEN

In all departments of advertising, publishing and printing houses, east, south and west; high grade service; registration free; terms moderate; established 1898; no branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

FOR SALE

FOR SALE—ONE-HALF

the stock of corporation publishing evening daily in Mississippi Valley city of 30,000. Three linotypes and 24-page press—other equipment good. Sale carries with it full control, other stockholders not active. A good investment—not a run-down paper. Price reasonable. Address "817," care EDITOR AND PUBLISHER.

MODEL 1 LINOTYPE

for sale, No. 3352, with one font of matrices in magazine. Only reason for selling have installed Monotype. A. T. DE LA MARE PTG. & PUB. CO., Rose and Duane Sts., New York City, N. Y.

ON ACCOUNT OF

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

LINOTYPE FOR SALE.

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

MISCELLANEOUS

WANTED—LINOTYPE

composition; plant running 24 hours daily; 66 different faces; linotype border and rules carried in stock; specialty, promptness. WALTER B. DAVIS, 116 Nassau St., New York.

EDITORIALS—VIGOROUS,

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

DAILY NEWS.

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

LECTURES ON JOURNALISM.

Students of Wisconsin University to Hear Distinguished Editors.

The Press Club of the University of Wisconsin has arranged for a series of addresses by prominent newspaper men during the winter. Among the speakers are the following:

Richard Lloyd-Jones, editor of the Wisconsin State Journal, "Experiences of an Editor"; William Evjue, managing editor of the Wisconsin State Journal, "Getting Out Seven Editions a Day"; Paul J. Watrous, secretary of the State Industrial Commission, "Legislative Reporting"; Prof. E. A. Ross of the university, "Some Remedies for Shaded News"; Claude M. Vail, editor of the Benton Advocate, "The Opportunities of the Country Weekly"; F. W. MacKenzie, editor of La Follette's weekly, "How the News Is Sent Out from Washington," and F. G. Holmes, business manager of La Follette's Weekly, "Handling Circulation."

ASSOCIATED PRESS MEETING.

Two Days' Session of Southern and Texas Sections at Nashville.

Representatives of the Southern and Texas sections of the Associated Press held a two-day session at Nashville, Tenn., Dec. 5 and 6. An interesting fact brought out was that Nashville was the first city in the country to use the typewriter in taking dispatches from the wire. John Payne was the man who introduced the innovation.

At a banquet held in the evening of the 5th, Major E. B. Stahlman presided as toastmaster. On the second day of the session, the editors were guests of the National Industrial Bureau in an automobile ride to the Hermitage, the historic home of Andrew Jackson.

Among those present were: Fred Heiskell, managing editor, Little Rock Gazette; Frank P. Glass, editor Birmingham News; E. C. Fitzgerald, editor Vicksburg Herald; W. M. Clemens, managing editor, News-Scimitar, Memphis; John E. O'Connell, managing editor, Mobile Register; V. H. Hanson, publisher Birmingham News; C. N.

A CLASS PUBLICATION with a QUALITY CIRCULATION

This is "The New Age," the National Masonic Magazine, owned and published by the Supreme Council, 3rd Degree, of the Ancient and Accepted Scottish Rite of Freemasonry, for the Southern Jurisdiction of the U. S. A.

The readers of The New Age Magazine have financial means and influence in the communities where they live. Having money to spend, isn't it reasonable to presume that they will give preference to advertisers in their own organ? Try it and see. The results will surprise you.

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

The News Scimitar of MEMPHIS, TENNESSEE

is the Leading Afternoon Newspaper in the Mississippi Valley South of St. Louis.

Quality, strength and superiority of circulation mean returns for advertisers. MEMPHIS does a business of \$300,000,000 yearly.

Foreign Advertising Representative,

PAUL BLOCK, Inc.,

CHICAGO NEW YORK BOSTON

Stanley, news editor, Birmingham Age-Herald; C. P. J. Mooney, managing editor, Commercial Appeal, Memphis; N. A. Richards, business manager, Item, Mobile, Clark Howell, editor, Constitution, Atlanta; W. M. Steel, news editor, Picayune, New Orleans.

CLUBS AND ASSOCIATIONS.

The Troy Newswriters Association, at a meeting held Dec. 5, installed its newly elected officers. The financial report showed that the club had a comfortable balance in the treasury.

Madison County (Mo.) Press Club is a new-comer in the newspaper field. The organization was effected recently. The officers elected for the first year are as follows: A. L. Brown, of Edwardsville, president; John W. Willis, Granite City; D. W. Jarvis, Troy, and D. E. Campbell, Alton, vice-presidents; L. C. Hein, Marine, secretary, and C. D. Case, Collinsville, treasurer.

The Louisville (Ky.) Press Club has decided to lease headquarters in a prominent building in the city. It is expected that the rooms will be ready for occupancy by Dec. 20.

At the annual meeting of the Milwaukee Daily Newspaper Publishers' Association, held on Dec. 6, 1911, W. H. Park, of the Daily News, was elected president; John Poppendieck, Jr., of the Sentinel, vice-president, and John W. Campsie, of the Evening Wisconsin, secretary-treasurer.

The Chicago Press Club is setting a hot pace for the press clubs throughout the country this season. There is something doing every week, each event being of sufficient importance to bring out a large audience. Saturday, Dec. 2, the club was addressed by Senator Myles E. Dexter, of Washington, and Thomas P. Gore, of Oklahoma. On Monday, Dec. 5, E. M. Miles, lecturer and author, addressed the club at the Noon Day Luncheon. On Thursday and Friday, Dec. 14 and 15, the Chicago Camera Club gave an exhibition of its work in the club library.

PERSONALS.

Leon Zolotkoff, editor of the Jewish Daily News of New York, and one of the foremost journalists among the Jewish people in America, delivered an address at Norfolk, Va., recently as Grand Master of the Sons of Zion before the local organization.

Prof. Frank Schripp, editor of the New York German Catholic American, recently delivered an address before the German Federation of Catholic Societies of Albany, N. Y.

Mrs. M. B. Huston, wife of the publisher of the Mount Pleasant (Ia.) Daily Journal, has succeeded E. John Richards as city editor of that paper.

Fred I. Thompson, publisher of the Mobile (Ala.) Register, was in New York this week. On his way home he will be the guest of President Taft in Washington.

C. M. Palmer, who went to Chicago to appraise the Inter-Ocean property, has returned to New York.

Henry J. Allen, editor of the Wichita (Kans.) Daily Beacon, is one of the converts of the Rev. "Billy" Sunday at the revival services held in that city.

Ralph Booth, of the Michigan group of newspapers, returned home on Saturday from a three months' trip to Europe.

Christmas Coming.

(From the New York Times.)
Christmas is comin'! I hear it a-hummin'
Up thru ther chimbley-place outer ther flue!
Turkeys are smellin' it, old hens are tellin' it,
Every one's feelin' it plumb thru an' thru!

Rub up ther andirons—keep 'em a shinin';
Scour up ther pewter an' copper an' brass.
Fetch out ther kittle with porcelain linin'
An' pick up ther quincees tew turn inter sass.

Loop up ther Christmas green, hang up ther holly;
Nail up ther mistletoe over ther door;
Every one's goin' ter perk up an' be jolly
Jest as we allus hev done heretofore.

Fain't no use thinkin' of trouble an' sorrer—
Things that's gone by ain't no place in our hearts;
Christmas is comin' a week from termorrer,
An' right from this munit ther frolickin' starts!

NEWS OF THE LIVE AD CLUBS.

The date of the convention of the Associated Advertising Clubs of America at Dallas, has been fixed for May 21 to May 24.

The Dallas Advertising League has decided to raise \$50,000 instead of \$20,000 for the entertainment of the Ad Club convention, to be held in May of next year. A campaign to last a week, in which twenty-four teams are to scour the field for contributions, has been inaugurated. The chairmen of the several committees declare that everybody seems willing to contribute, and in a number of instances, the amount of money offered was twice as much as the committee felt warranted in asking.

Cedar Rapids (Ia.) Ad Club, at its last meeting, listened to an address by James O'Shaughansey, of Gundlach Advertising Agency, of Chicago. The subject was "The Relation of the Agency to the Advertiser."

A committee has been appointed by the Advertising Men's League, of Portland, Me., to lay plans for a campaign which shall increase the population of the city to 75,000 in 1915. Arrangements have been made for addresses by Thomas E. Dockrell, of New York, and Elbert Hubbard, of East Aurora, N. Y.

With the luncheon held by the St. Joseph Ad. Club, on Dec. 6, that organization comes to an end as an individual institution. The club has been merged with the Commercial Club of the city, in order that the work of advancing the city's interest may be carried on to better advantage.

The western members of Peterborough, Canada, have organized an Ad Club. At the preliminary meeting, W. A. Lydiatt, formerly of the Hampton Agency of New York, made a spirited address, in which he outlined the objects of the proposed organization.

At a meeting of the Grand Rapids Advertising Club held Dec. 5, Roy J. Buell, advertising manager of the Willis-Overland Co., discussed "The Advertising Value of Good Roads to a Community."

The western members of the Association of National Advertising Managers held a meeting in Chicago Dec. 7, at which a number of interesting topics were discussed. In the evening a banquet was held at the La Salle Hotel.

In an address delivered recently before the San Antonio Advertising Club, O. E. Thomas, advertising manager of G. A. Stowers Furniture Co., said that the newspaper that goes into the homes, and is read by the wives, mothers and sisters, is the paper in which he prefers to advertise. "It took me some time," he said, "to arrive at this conclusion. But I am now firmly convinced that advertising that does not reach people in their homes is ineffective."

The Publicity Club, of Springfield, Mass., at its last meeting, had as a speaker Thomas C. Perkins, of Hartford, who spoke on "How To Be A Successful Advertiser."

Boyd B. Stutler, editor and publisher of the Grantsville (W. Va.) News, and Miss Catheline Huffman were married, Nov. 26, at Grantsville.

The Los Angeles Record

and the San Diego Sun

are the two leading evening papers in Southern California.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

L. A. KLEN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

IN MEXICO CITY

the advertiser only has to use THE MEXICAN HERALD (Only English Newspaper)

EL HERALDO MEXICANO (Only Afternoon Spanish Newspaper)

THE S. C. BECKWITH SPECIAL AGENCY

(Sole Representatives)

NEW YORK KANSAS CITY CHICAGO
Tribune Bldg. Reliance Bldg. Tribune Bldg.

YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN 120,000

GET THE BEST ALWAYS!

The Pittsburg Dispatch Greater Pittsburg's Greatest Newspaper

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

Greenville, S. C., Daily News

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

MacQuoid & Tilden

New York Chicago
Brunswick Bldg. Boyce Bldg.

BALTIMORE'S AD CLUB.

Third Issue of the Bulletin Makes a Good Impression.

The Advertising Club of Baltimore has had a busy week. On Wednesday the club was addressed by George Weinman, advertising manager of Lord & Taylor, New York, who talked on "How a Haberdasher May Advertise." Mr. Weinman knew his subject, and his address was replete with valuable information for the man who conducts a retail store as well as for the man who is interested in advertising any kind of business.

The monthly business meeting of the club was held on Wednesday night, and many important matters concerning the work of the club in the interest of more and better advertising were taken up.

The third issue of the Adclub Bulletin, the official organ of the club, came off the press this week, and from every standpoint it bids fair to rank high among the advertising magazines of the country. It not only tells officially of the work being accomplished, but it also has among its contributors George W. Coleman, president of the Associated Advertising Clubs of America; Robert Frothingham of Everybody's Magazine; Manly Gillam of The New York Herald; George Frank Lord of the DuPont Powder Co.; John Lee Mahin of Chicago; Robert Holmes of the Crofut-Knapp Co., and E. St. Elmo Lewis of the Burroughs Adding Machine Company.

The Advertising Club was well represented at the dinner of the Representatives Club at the Hotel Astor last evening. Among those who came up from Baltimore to attend this dinner were W. S. Bird, Malcolm Moore, Frank D. Webb, Herbert Wyle, Walter N. Ruth, H. B. Green, Joseph M. Mann, Arthur H. Pleasants, Arthur G. Turner, Alfred I. Hart, C. E. Ellis, William Woodward Cloud and C. E. Falconer.

NEW AD INCORPORATIONS.

NEW YORK CITY.—L. Schloemer, advertising. Capital \$50,000. Incorporators, C. L. Schloemer, G. W. Schloemer.

CINCINNATI, O.—American Novelty Advertising Co. Capital \$1,000. Incorporators, Clifton W. Huger, Albert H. Huger, George C. Gutzwiller, John G. Huger and M. M. Gutzwiller.

CLEVELAND, O.—Mutual Drug Advertising Co. Capital \$1,000. Incorporators, Edward F. Hellwig, Henry Pollack, William G. Phare, Eugene R. Seizer and E. M. Gleeson.

JERSEY CITY, N. J.—Phillips Manufacturing and Trading Co., advertising business. Incorporators, Walter P. Phillips, Bridgeport; A. C. Phillips, New York City.

NEWARK, N. J.—Eastern Advertising Service. Capital \$50,000. Incorporators, F. E. Quinn, Newark; P. Fassett, E. F. Kinkead, Jersey City.

OBITUARY NOTES.

Isaac Newton Bunting, editor and owner of the Grand Junction (Colo.) Sentinel, died suddenly while addressing a body of Elks, December 3, in that city. Mr. Bunting was born in Pottstown, a suburb of Philadelphia, in 1862. After engaging in the work of traveling salesman for several years, he went to Ritchfield, Kans., where he engaged in stock raising. In 1890 he became manager of the Grand Junction (Colo.) Daily Star.

Arthur G. Tobey, editor and owner of the Poughkeepsie (N. Y.) Sunday Courier, died December 7, at the age of 61 years. Mr. Tobey had been connected with the Courier since 1872, and had been its owner and editor since 1888.

William Bosworth Judson, one of the pioneers in trade journalism, died in Pasadena, Cal., of paralysis, last week. He was one of the founders of the Michigan Lumberman in Grand Rapids, which was afterwards moved to Chicago, where the name was changed to the Northwestern Lumberman. In 1899 it was merged with the Timberman, under the name of the American Lumberman. Mr. Judson retired from active work in 1906.

Terrence I. Hardin, editor of the Watervliet (N. Y.) Journal-Democrat, died December 6, at his home in that place, at the age of 60 years.

Albert Henry Beitch, managing editor of the Pittsburgh Press, died at Jacksonsville, Fla., on Tuesday. He was born in New Brighton, Pa., in 1874.

A. T. Henderson, who was correspondent for the New York Herald in the south, soon after the close of the Civil War, and who worked on the San Francisco Chronicle and Call, died recently in Santa Rosa, Cal. When William R. Hearst took the San Francisco Examiner, Mr. Henderson was the first managing editor, and held the position until 1891, when his health failed. During the last years of his life he was employed in the offices of the city assessor and the recorder.

Dr. E. Laurence, formerly of Nova Scotia, but for many years a resident of Toronto, proprietor and editor of the Railway News and Commercial Traveler, died November 28 in Toronto, after a long illness.

James F. O'Neill, for many years fraternal editor of the Rochester Union and Democrat, passed away December 2.

Mrs. Elizabeth Ayres, literary editor of the Toledo Blade, daughter of Mrs. Mary Latham, of Sandusky, O., died recently in that city, after a short illness.

John Schroers, a German-American newspaper man, well known in this city and in the west, died of pneumonia at his home in New York, December 12. He was 53 years old. Coming to this country as a boy, Mr. Schroers later conducted a German paper, the Westliche Post, in St. Louis, and afterward established the St. Louis Times, both of which he disposed of several years ago. He then came to New York and joined the Hearst forces with which he was connected up to the time of his last illness. He was the London representative of the Hearst papers until a few weeks ago, when he returned to this country. A widow and five children survive him.

Invitations have been issued by the Scripps Service for a dinner at the U. S. Grant Hotel, San Diego, Jan. 11, in celebration of the 21st anniversary of the organization.

AD MEN'S LEAGUE DINNER.

How the Organization Hopes to Stop Fraudulent Advertising.

The first positive effort in the United States to stop fraudulent advertising through criminal proceedings was begun on Thursday evening, Dec. 7, by the Advertising Men's League of New York. A meeting, attended by about 125 advertising men, was held at the Aldine Club.

A grievance committee of seven members was appointed, to which individual members of the league will present complaints of dishonest advertising.

The committee will gather evidence and place it in the hands of the public prosecutor and will cause arrests to be followed in due course by trials in a criminal court.

The meeting was preceded by a dinner. The speakers were Herbert S. Houston, of Doubleday, Page & Co.; H. D. Nims, author of books on unfair business competition, and the legal status of dishonest advertising; R. W. Lawrence, of Printers' Ink; A. W. McCann and H. P. Cassidy, of Philadelphia.

W. H. Ingersoll, president of the club, presided.

NEW CORPORATIONS.

NEW YORK CITY.—Entertainment Publishing and Supply Co. Capital \$100,000. Incorporators, Thomas H. Quinn, 169 Fulton avenue; Emil P. Frenz, 88 Ninth avenue, Astoria, N. Y.; Wm. S. Butler, 49 Second Place, Brooklyn.

NEW YORK CITY.—Hungarian News Publishing Co. Capital \$10,000. Incorporators, Michael Singer; Geo. O. Telmany, 121 W. Sixty-first street; Sigmund Herzog, 116 Nassau street, New York City.

WINNIPEG, CAN.—Canadian Israelite Printing and Publishing Co. Capital, \$5,000. Incorporators, J. E. Reynolds, M. Scott.

LEBANON, PA.—The Lebanon News Publishing Co. Capital \$50,000. Incorporators, A. B., J. R., and H. J. Schropp.

NEW YORK CITY.—Inter Publishing Co. Capital \$10,000. Incorporators, Wellington Smith, 1123 Broadway; B. Russell Herts, 18 East Forty-second street; Edward Goodman, 106 W. Eighty-sixth street, New York City.

HARTFORD, CONN.—Connecticut Co-operative Publishing Co. Capital \$5,000. President, C. W. Easton; vice-president, A. G. Muzzy; secretary, G. W. Hull; treasurer, Sarah G. Hull.

MINNEAPOLIS, MINN.—The Manager Publishing Co. Capital \$50,000. President, L. J. Coleman; treasurer, H. C. Mabry.

TRENTON, N. J.—La Battaglia Publishing Co. Capital stock \$10,000. Incorporators, Gennaro Cardelio, J. Schiavone, Leo Salamandra, and others.

BUFFALO, N. Y.—Everybody's Daily Publishing Co. Capital \$15,000. Incorporators, Alexander E., Frank and Joseph C. Ruzkiewicz.

Appreciates Editor and Publisher.

HEMPSTEAD, Md., Dec. 12, 1911.

EDITOR AND PUBLISHER:

Enclosed please find one dollar covering renewal of subscription. I appreciate the EDITOR AND PUBLISHER very much and would not think of being without it.

W. H. BRIGHT,
Enterprise Publishing Co.

Big Income of Mail Order Firm.

Sears, Roebuck & Co., the great Chicago mail order house, will, according to financial reports, wind up its current fiscal year to end Dec. 31 next, with an increase in gross earnings over 1910 of about \$6,000,000, or ten per cent. This will make total gross for this year about \$67,500,000, compared with \$61,500,000 for 1910. As expenses of this big mail order organization consume about eighty-nine per cent. of gross, there should remain a balance for dividends of about \$7,400,000, or seventeen per cent. on the \$40,000,000 common stock after deduction of seven per cent. for the \$8,800,000 preferred.

Correspondent Becomes City Editor.

John A. Slemmons, for the past four years New York correspondent of the Philadelphia Record, has returned to the Quaker City to become city editor of that newspaper. While in New York Mr. Slemmons was a member of the Correspondents' Club of New York and for the past year was its secretary. Mr. Slemmons succeeds W. H. Russel as city editor, Mr. Russel going on the editorial staff. The Record's new correspondent in New York is John L. Balderston of the Record's news staff. His office is in the World building.

Six Point League's Luncheon.

The Six Point League, under the presidency of Dan A. Carroll, is making marked progress. Last month's luncheon was one of the most enjoyable functions of the local advertising field held this season. The program prepared for the December luncheon, which will take place at the Aldine Club, next Tuesday, December 19, promises to equal if not eclipse it. The speakers include George A. Weinman, sales and advertising manager of Lord & Taylor, who will talk on "What the Sales and Advertising Manager Wants to Know From Special Representatives;" and O. C. Harn, advertising manager of the National Lead Company.

Square Named After The Globe.

The Board of Aldermen of New York, with the approval of Mayor Gaynor, has designated two blocks on Dey street, on which the Globe's new building stands, as Globe Square. The Globe is the third newspaper to be similarly honored. The Herald was the first newspaper to have its name given to the locality in which it stands, and the Times was the second.

The World to Give Free Concerts.

The New York World has arranged for a series of sixty-one free concerts to be given during the winter in various parts of the city at a total expense of \$10,000. Mme. Frances Alda, the great operatic singer, has volunteered to appear at one of the concerts.

The advertising columns of the
**NEW YORK
EVENING MAIL**
represent the business houses of character in the city and nation.

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

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS.

The George Batten Company, Fourth Avenue building, New York, is placing orders for 300 lines, three times, with eastern papers, for Huyler's candies, New York.

The F. W. Armstrong Agency, Philadelphia, Pa., is sending out orders for three inches, eight times, to southern weekly papers, for Walter P. Stokes.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are making contracts for 10,000 lines, to be used within one year, with southern papers, for the Purity Extract & Tonic Company. These agents are also placing orders for 194 inches, to be used within ten insertions, with southern papers, for the Nunnally Company.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing 5,000 line orders, to be used within one year, generally, for the Ford Motor Car Company, Detroit, Mich.

The A. R. Elliott Agency, 62 West Broadway, New York, is sending out orders for fifteen inches, nine times, to Mississippi papers, for the Borden Milk Company, New York.

The C. M. Green Agency, Detroit, Mich., is making contracts for 10,000 lines, to be used within one year, with middle west papers, for the Lozier Motor Company, same city.

The Anderson & Nichols Agency, Chicago, is placing orders with southern papers for 4,000 lines, one year, for the Park Chemical Company, Chicago.

The H. W. Kastor & Sons Advertising Company, Equitable building, St. Louis, Mo., is sending out orders for fifty lines, seventeen times, to eastern papers, for the American Wine Company.

The Snitzler Advertising Company, Hunter building, Chicago, is making contracts for 2,500 lines, to be used within one year, with southwestern papers, for the Lexoid Company, Chicago.

The Mahin Advertising Company, 125 Monroe street, Chicago, is sending out orders to southern papers for 1,000 inches, to be used within one year, for the N. K. Fairbank Company, Chicago.

The Peruna Company, Columbus, O., is placing orders for 7,000 lines, one year, with western papers direct.

Lord & Thomas, Trude building, Chicago, are sending out orders for twenty-eight lines, fifty-two times, to a selected list of large city papers, for the U. S. Mer-Ja-Chemical Company, Dr. Forhan's Dentifrice, New York City.

The Burgess-Crandall Advertising Agency, Aston building, Grand Rapids, Mich., is sending out fifty line orders, ten times, to western papers, for the Bright Light Company, Grand Rapids, Mich.

Doremus & Morse, 50 Pine street, New York, are making contracts with large city papers for William Salomon & Co., 25 Broad street, New York.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., is placing orders with weekly and farm papers for the Western Electric Company, 463 West street, New York. These agents are also

placing orders with southern and southwestern papers for Maull Brothers, spaghetti and macaroni, St. Louis, Mo.

The Dorland Advertising Agency, Atlantic City, N. J., and 385 Fifth avenue, New York, is placing orders on a trade basis for the Holland House, Thirtieth street and Fifth avenue, New York.

The Richard A. Foley Advertising Agency, Balletin building, Philadelphia, is placing with some New York State papers orders for the Stewart Distilling Company, Carstairs rye whiskey, New York, Philadelphia and Baltimore, Md.

E. T. Howard, Tribune building, New York, is placing special holiday copy with large city papers for L. E. Waterman & Co., Waterman's Ideal fountain pens, 173 Broadway, New York.

The MacManus Company, Ford building, Detroit, Mich., is again sending out orders to large city papers for the Hupp Motor Car Company, Hupmobile, Detroit, Mich.

Roberts & MacAvinche, 114 Dearborn street, Chicago, are placing small orders with southern papers for the Emerson Typewriter Company, Chicago.

The F. P. Shumway Company, 373 Washington street, Boston, Mass., is sending out orders for 1,456 lines, six times, to some eastern papers, for the A. C. Hayden Company, D. & H. stropper, Brockton, Mass.

E. Everett Smith, 1011 Chestnut street, Philadelphia, Pa., is placing with a selected list of papers orders for two inches, two times, for the Harvey-Stone Sales Company, Pennsylvania building, Philadelphia.

The M. C. Weil Advertising Agency, 38 Park Row, New York, is making contracts for 2,000 lines, with southern papers, for the A. B. C. Chemical Company, 96 Beckman street, New York.

Wood, Putnam & Wood, 161 Devonshire street, Boston, Mass., are sending out orders to New England papers for the Bentley Company, 190 State street, Boston, Mass., agents for the Borden Condensed Milk Company, 108 Hudson street, New York.

The Wyckoff Advertising Company, 14 Ellicott street, Buffalo, N. Y., is placing orders with some western papers for the Actina Appliance Company, 811 Walnut street, Kansas City, Mo.

A Good Suggestion.

The Palms, Eustis, Fla., Dec. 1, 1911.

Editor and Publisher:
I find much of interest in your periodical. But may I make a suggestion? Would it not be worth while to publish a series of practical articles on the everyday work of the newspaper man? Some of the experienced "big guns" might not be especially profited, but the youngsters would be helped. Such a series as is given in lecture form in New York and Columbia, Mo., by some of the best newspaper men put into articles would be valuable, and particularly so to the incoming boys who some day hope to be editors-in-control or publishers.

PAUL MOORE.

Arrangements have already been made for the appearance in these columns of articles such as our correspondent suggests.—Ed.

Fourteen-Page Stationery Advt.

The R. P. Andrews Paper Company, of Washington, D. C., used an entire section of fourteen pages in the Herald of that city on Wednesday, December 13, to tell its advertising story to the public. This is probably the largest stationery advertisement ever printed in America, and indicates the value placed on the Herald as an advertising medium by this firm.

The Milwaukee (Wis.) Leader, the new Socialist daily, started publication yesterday.

ROLL OF HONOR

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

ALABAMA.		NORTH DAKOTA.	
ITEM	Mobile	NORMANDEN (Cir. 9,450)	Grand Forks
CALIFORNIA.		OHIO.	
INDEPENDENT	Santa Barbara	PLAIN DEALER	Cleveland
BULLETIN	San Francisco	Circulation for October, 1911	
CALL	San Francisco	Daily	97,999
EXAMINER	San Francisco	Sunday	129,300
RECORD	Stockton	VINDICATOR	Youngstown
FLORIDA.		PENNSYLVANIA.	
METROPOLIS	Jacksonville	TIMES	Chester
GEORGIA.		DAILY DEMOCRAT	Johnstown
ATLANTA JOURNAL (Cir. 53,163)	Atlanta	DISPATCH	Pittsburgh
CHRONICLE	Augusta	GERMAN GAZETTE	Philadelphia
LEDGER	Columbus	PRESS	Pittsburgh
ILLINOIS.		TIMES-LEADER	Wilkes-Barre
POLISH DAILY ZGODA	Chicago	GAZETTE	York
SKANDINAVEN	Chicago	SOUTH CAROLINA.	
HERALD	Joliet	DAILY MAIL	Anderson
HERALD-TRANSCRIPT	Peoria	DAILY RECORD	Columbia
JOURNAL	Peoria	THE STATE	Columbia
INDIANA.		(Cir. August, 1911, S. 17,969; D. 17,614.)	
NEWS-TRIBUNE	Marion	TENNESSEE.	
THE AVE MARIA	Notre Dame	NEWS-SCIMITAR	Memphis
IOWA.		BANNER	Nashville
EVENING GAZETTE	Burlington	TEXAS.	
CAPITAL	Des Moines	RECORD	Fort Worth
REGISTER & LEADER	Des Moines	CHRONICLE	Houston
THE TIMES-JOURNAL	Dubuque	TIMES-HERALD	Waco
KANSAS.		WASHINGTON.	
CAPITAL	Topeka	POST-INTELLIGENCER	Seattle
KENTUCKY.		WISCONSIN.	
COURIER-JOURNAL	Louisville	EVENING WISCONSIN	Milwaukee
TIMES	Louisville	SENTINEL	Milwaukee
LOUISIANA.		CANADA.	
ITEM	New Orleans	ALBERTA.	
TIMES-DEMOCRAT	New Orleans	HERALD	Calgary
MAINE.		BRITISH COLUMBIA.	
JOURNAL	Lewiston	WORLD	Vancouver
MARYLAND.		ONTARIO.	
THE SUN	Baltimore	FREE PRESS	London
Paid for in Cash Circulation		QUEBEC.	
Morning and Evening	111,561	LA PATRIE	Montreal
Sunday	60,702	LA PRESSE (Cir. Sept., 1911, 105,177),	Montreal
MICHIGAN.		TRADE PAPERS.	
PATRIOT	Jackson	NEW YORK.	
The Six Months Average Was		RETAIL BAKER	
A.A.A. Figures	D. 10,366; S. 11,289	New York	
Patriot Figures	D. 10,331; S. 11,235	Assets Over Nine Millions.	
MINNESOTA.		The report of the Curtis Publishing Co., of Philadelphia, to the secretary of the Commonwealth shows that the assets of the company on June 30 were \$9,991,859, a gain of \$2,300,533 over the record of the previous year.	
TRIBUNE, Morn. & Eve.	Minneapolis	THE MOST PROSPEROUS	
MISSOURI.		Section of the Country is the South.	
DAILY & SUNDAY GLOBE	Jeppin	The three great staples—sugar, rice and cotton, have yielded satisfactorily and the people have money to spend.	
POST-DISPATCH	St. Louis	The Daily States leads in circulation and gives the best results.	
MONTANA.		Net circulation is now 29,500 daily and increasing all the time.	
MINER	Butte	Foreign Advertisers Please Note	
NEBRASKA.		DAILY STATES, NEW ORLEANS, LA.	
FREIE PRESSE (Cir. 142,440) ..	Lincoln	The S. C. Beckwith Special Agency	
NEW JERSEY.		Sole Agents—Foreign Advertising	
PRESS	Asbury Park	New York Chicago Kansas City	
JOURNAL	Elizabeth		
TIMES	Elizabeth		
COURIER-NEWS	Plainfield		
NEW MEXICO.			
MORNING JOURNAL	Albuquerque		
NEW YORK.			
BUFFALO EVENING NEWS	Buffalo		
BOLLETTINO DELLA SERA	New York		
EVENING MAIL	New York		
LESLIE'S WEEKLY, (Cir. 340,000),	New York		
EVENING STANDARD	Troy		
RECORD	Troy		

THE
New Orleans Item

Leads New Orleans papers in advertising, circulation and influence, and the lead is increasing. The most clearly expressed circulation statement has just been prepared by THE ITEM and will be sent upon request. A map of New Orleans shows exactly how the city is covered, and an itemized list of country towns shows how they are reached.

THE JOHN BUDD COMPANY
Advertising Representatives
NEW YORK CHICAGO ST. LOUIS

DIRECTORY OF ADVERTISING AGENTS

General Agents

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

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

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

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

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

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

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

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

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

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

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

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

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

PENNSYLVANIA

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

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

MEXICO

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

CUBA and WEST INDIES

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

Ridgeway Asks Questions.

E. J. Ridgeway, publisher of Everybody's, has aroused considerable excitement among the advertising agents by issuing a three-page letter in which he proposes some radical changes in the handling of advertising in standard magazines. In the letter he asks the agents' opinion on a number of interesting questions. Among other things, Mr. Ridgeway wants to know what they would think of a proposition to cut down the commission on Everybody's from fifteen per cent. and five per cent. to the lower rate of other magazines, as everybody is cutting down the rate;

Publishers' Representatives

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

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

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

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

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

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

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

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

NORTHRUP, FRANK R.
225 Fifth Ave., New York
Tel. Madison Sq. 2042

PAYNE & YOUNG
747-8 Marquette Bldg., Chicago
30 West 33d St., New York
Tel. Mad. Sq. 6723

PUTNAM, C. I.
45 W. 34th St., New York
Tel. Murray Hill 1377

VERREE & CONKLIN, Inc.
225 Fifth Avenue, New York
Tel. Madison Sq. 962

WAXELBAUM, BENJAMIN
189 East Broadway, New York
Tel. Orchard 5300

on enforcing the signing of all ads by the agent handling the account, and on limiting the minimum space to quarter pages.

Adcrafters in Session.

The session of the Adcrafters of New York, held at 215 West Twenty-third street, on Thursday evening, Dec. 7, was one of the most interesting held this season. E. B. Munch, of the Doremus & Morse Agency, spoke on "The Inside of an Advertising Agency by an Insider." Robert Carew talked on "Lilane Advertising," and H. Van Slyke, of the Nugent Publishing Co., discussed "Cost No Objection in Advertising."

A Six-Page Advertisement.

The Wichita (Kan.) Eagle last week carried a six-page advertisement of the Rorabaugh Dry Goods Co., of that city. While the advertisement does not come anywhere near breaking the record for the country, the Eagle's publishers claim that it is the largest printed between the Mississippi River and the Rocky Mountains.

AD FIELD PERSONALS

George Hammond, the past fourteen years advertising manager of Joseph Horne Co., of Pittsburgh, Pa., has resigned his position to enter the field of general advertising writing and designing, with an office at 723 Liberty Ave.

E. W. Hazen, advertising director of the Curtis Publishing Co., of Philadelphia, arrived in Seattle recently, for the purpose of making a study of conditions upon the Pacific coast. Mr. Hazen says the Pacific coast is not getting full value for its products.

Kirk B. Alexander, of the MacManus Co., Detroit, is to give a course of lectures on advertising, before the University of Michigan, at Ann Arbor. They are to be delivered Tuesdays and Thursdays at nine o'clock in West Hall.

Alexander Cathcart has been appointed eastern advertising manager for La Hacienda and the American Blacksmith of Buffalo, with headquarters in New York City.

L. Fletcher Snapp, who has been connected with the T. B. Ackerson Company of New York for nearly two years, has recently resigned to become advertising manager of the Dean Alvord Company, 111 Broadway.

E. John Richards, publisher of the Mount Pleasant (Ia.) Journal, has resigned in order to become advertising manager of the Mount Pleasant News.

George G. Young, formerly of Biggs, Young, Shone & Co., and more recently with the Frank Seaman Agency, is now connected with the advertising department of Mr. Hearst's American Monthly Magazine.

Frederick W. Main, business manager of the Springfield (Mass.) Republican since 1894, has resigned to become business manager of Western New England Magazine.

H. Walton Heegstra, of the John V. Farwell Company, Chicago, spoke at the noon luncheon of the Milwaukee Advertisers' Club, Dec. 6.

Edward Babcox, advertising manager of the Yawman & Erbe Company, Rochester, addressed the Milwaukee Advertisers' Club, Dec. 13.

Frank J. Braucher, former Springfield, Ill., newspaper man, has been made western advertising manager for Charles Scribner's Sons, with headquarters in Chicago.

E. L. Estey, advertising manager of the Chicago American, on Dec. 7, discussed with the members of the local Adcraft club, "Class and Mass."

The Buffalo Admen were recently addressed by H. C. Goodwin, advertising manager of the Shuron Optical Co., Rochester. Mr. Goodwin, who is a member of the Rochester Ad Club, told the Buffalo Admen how they run things in his town.

C. E. Muhl, who has been connected with the advertising departments of the Duffy Powers Company and the Strong Carlson Telephone Manufacturing Company, of Rochester, has become assistant advertising manager of the Rochester Democrat-Chronicle.

Myles T. Frisbie, president of the Syracuse Advertising Men's League and advertising manager of the L. C. Smith & Bros. Typewriter Co., has resigned both positions to take charge of a department of the Knapp Company, one of the subsidiary companies of the American Lithograph Co., New York City.

Biggest Shoe Ad.

The Indianapolis Sun recently published what is said to be the largest shoe advertisement ever printed in the United States. It consisted of twelve pages and made an entire section of the paper. The advertising was illustrated with pictures, fancy borders and other pictorial features. If there is anyone in Indianapolis who is not by this time acquainted with Marott's shoe shop he must be blind. The advertisement was secured and prepared by C. A. Tutewiler, the advertising manager of the Sun.

Press Clippings

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

BURRELLE

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

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

SEND FOR SAMPLE

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

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

MON TIME ALL THE TIME

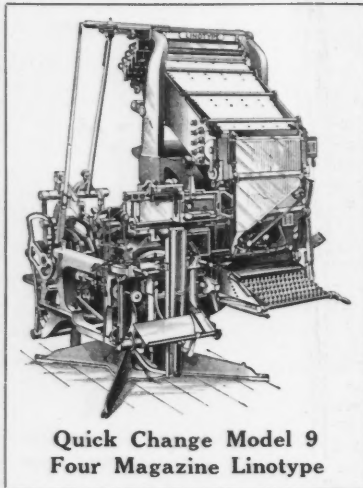
POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4886-4 Beekman

THE LOVEJOY CO. Established 1855
ELECTROTYPERS
and Manufacturers of Electrotype Machinery
444-446 Pearl Street New York

For WASHINGTON REPRESENTATION Write
AMERICAN TELEGRAPH PRESS (Inc.)
307-12 DISTRICT NATIONAL BANK BUILDING, WASHINGTON, D. C.
FEATURES Complete Telegraph and Telephone "pony" and Special News Reports for Morning and Afternoon Dailies.

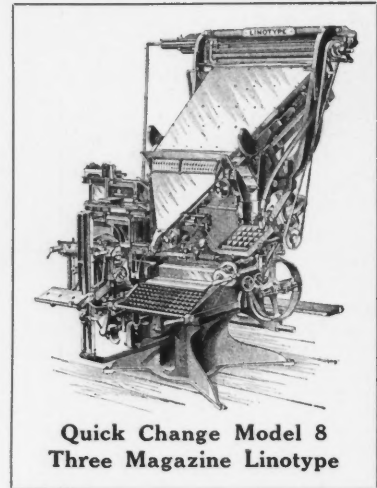
Stereo Blotter Stereo Red Rag
English Gauze Stereo Tissue
Stereo Paste Chemicals
FREE SAMPLES UPON REQUEST
INTERNATIONAL PUBLISHERS SUPPLY CO.
Proven Newspaper Supplies 117 John Street, New York, U. S. A.

BUFFALO GETS IN LINE



ON THE

Multiple Machine Idea



MR. NORMAN E. MACK

INSTALLS

One Quick Change Model 9 Four Magazine Linotype
 One Quick Change Model 8 Three Magazine Linotype

FOR THE AD ROOM OF

THE BUFFALO TIMES

Thus Increasing His Plant to 14 Linotypes

OTHER MULTIPLE MACHINE INSTALLATIONS ALONG THE NEW YORK CENTRAL ROUTE ARE:

SYRACUSE JOURNAL	1 Model 9
SYRACUSE HERALD	1 Model 8
	1 Model 9
ALBANY KNICKERBOCKER PRESS	2 Model 8
	1 Model 9
TROY RECORD	1 Model 9
ROCHESTER DEMOCRAT and CHRONICLE	1 Model 8

The Multiple Machine Idea

Makes possible the elimination of individual type methods in every department of newspaper composing rooms.

THE LINOTYPE WAY IS THE ONLY WAY

Mergenthaler Linotype Company, Tribune Bldg., New York

CHICAGO
1100 S. Wabash Avenue

SAN FRANCISCO
638-646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: CANADIAN LINOTYPE LTD., 35 LOMBARD STREET

