

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## COLD MATRIX PROCESS.

ALFRED G. HAWKINS, OF LONDON MAIL, DESCRIBES ITS MANY ADVANTAGES.

**Results of Experiments Made by Himself and C. F. Hart Lead to Its Adoption by the Associated Newspapers, Ltd., Owned by Lord Northcliffe—Steam Tables Thrown Out.**

The English newspaper publishers, during the past ten years, have looked to America for the latest improvements in the mechanical production of newspapers. They have, from time to time, sent their heads of departments to America to study newspaper methods, and find out in what ways they can improve their own processes of production. Lord Northcliffe, who, as Alfred Harmsworth, visited this country ten years ago for the first time, was much impressed with what he saw, and, on his return home, adopted some of the methods and machinery used in newspaper work here. He was probably the first of the big English publishers to appreciate the enterprise shown by American newspaper men.

COMES TO STUDY OUR METHODS.

Four weeks ago Lord Northcliffe sent to this country Alfred G. Hawkins, the stereotyping manager of his several newspaper plants, to visit the leading newspaper offices and obtain such suggestions as would be of service to him in England.

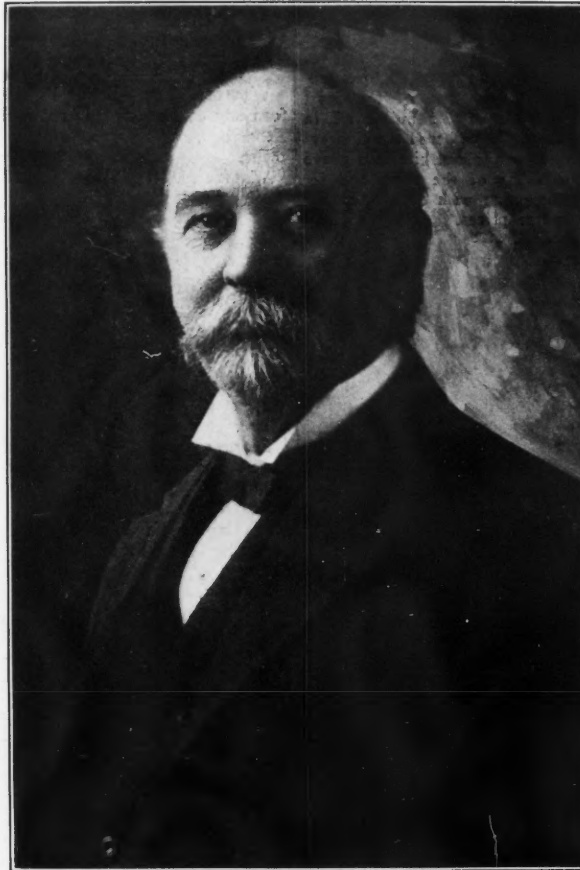
On his arrival, Mr. Hawkins called on THE EDITOR AND PUBLISHER and made known the aim of his visit. He was furnished the names of a number of newspapers whose plants were especially worth visiting. After Mr. Hawkins had completed his tour of the country, and previous to sailing for England to-day on the *St. Louis*, he again called at the office of THE EDITOR AND PUBLISHER and expressed his great gratification at the manner in which he had been received by the local newspaper men and with the amount of information he had gathered.

"Americans are much more cordial in their reception of strangers than we are in England," said Mr. Hawkins. "I found an open-heartedness and hospitality such as I had no right to expect. In every city I was shown great consideration, the newspaper men making every effort to supply me with information concerning their several plants. I shall return home with a most kindly feeling for American business men, and hope some time in the future to once more visit your shores.

SOME BIG CIRCULATIONS.

"The Associated Newspapers, Limited, with which I am connected, are the publishers of the London Daily Mail, having a circulation of 1,000,000 copies; the Evening News, 800,000 copies, the Weekly Dispatch, 750,000 copies, and the Overseas Mail, which circulates among the colonies of Great Britain, 350,000 copies. An edition of the London Daily Mail is also printed in braille for the blind. Beginning the first week in September and continuing until the last Saturday in April, we also publish the Football Evening News, which has a circulation of 300,000 copies. Football

(Continued on page 4.)



GEORGE F. MOORE,

EDITOR OF THE NEW AGE, A MAGAZINE FOR MASONS.

(See page 14.)

## CONTESTS AS LOTTERIES.

### Important Ruling by the Attorney General's Office.

The Williamsport (Pa.) News one year ago was engaged in a "contest," originally advertising nine trips to Bermuda as prizes, one to be awarded in each of nine districts. Subsequently three of these districts were merged with three others, and bonus votes were given, the number being changed from time to time.

George E. Graff, manager of the Williamsport Sun, believing that the cutting down of the number of districts and the giving of bonus votes after the contest was started, no mention of which was made in the original advertisement, was prohibited under the statutes wrote to the Post Office Department for an opinion. In reply, P. W. Keyser, acting Assistant Attorney General, wrote:

"So far as the contest of the Williamsport News is concerned, the postmaster, under date of Aug. 19, submitted copies of the News containing announcements and rules relative to that contest, and on Aug. 23 this office informed him that the changing of the number of votes subsequent to the inauguration of the contest and the offering of bonus votes during the contest rendered the enterprise a lottery, and also a fraud upon the contestants who had previously sub-

mitted votes, and that the schedule of votes announced at the beginning of the contest must be strictly adhered to if the matter was to be admitted to the mails."

### Print Paper Stocks Large.

The record figure for stocks of news print paper on hand was announced last week, in a report to the Commissioner of Corporations by the American Paper and Pulp Association, showing 54,586 tons at the end of August, an increase of 6,788 tons for the month. At the close of August, 1910, stocks were 42,418 tons. The production of news print paper in August, 1911, was 98,322 tons, a month's increase of 6,832 tons, due to inclusion of two more working days in August than in July. August shipments were 91,615 tons, an increase of 4,207 tons.

### Barr Receives Another Offer.

Owing to the fact that A. J. Barr, owner of the Pittsburgh Post and Sun previous to its sale at auction to the Farmers' Deposit National Bank, has received a higher offer for the property, which has not yet been turned over to its new owners, the court has given him a few days' time to perfect negotiations before absolutely confirming the first sale of the property.

## NEW MAGAZINE COMBINE.

McCLURE PUBLICATIONS INC., TAKES OVER McCLURES AND THE LADIES' WORLD.

Frederick L. Collins, Arthur S. Moore and Cameron Mackenzie Are Organizers of the New Corporation—S. S. McClure Continues as Editor of McClures and S. H. Moore Retires from Active Work.

It was announced on Monday last that a new corporation which has been formed by Frederick L. Collins, formerly of the Butterick Co., Arthur S. Moore, of the Ladies' World, and Cameron Mackenzie, of McClure's Magazine, had purchased the good-will, publishing rights and current assets of McClure's, the Ladies' World and the book business allied with McClure's. These businesses will henceforth be conducted by the new corporation, which is to be known as the McClure Publications, Inc.

The officers of the new company are: Frederick L. Collins, president; S. S. McClure and S. H. Moore, vice-presidents; Arthur S. Moore, secretary; Cameron Mackenzie, treasurer, and Horace W. Paint, assistant secretary and treasurer. A statement issued by the new officials says: "The new company takes over both publications free and clear of all debts, claims and liabilities, and Mr. Collins, Mr. Mackenzie and Mr. Moore absolutely control the voting stock. The directorate of the new corporation is not yet announced, except that C. D. Lanier, of the Review of Reviews, has consented to become chairman of the board and to act in an advisory capacity.

WILL RESULT IN MANY ECONOMIES.

"The formation of this new corporation, and the acquisition of the two properties by it is in line with recent developments in the periodical publishing field. Many economies in operation will result by bringing the publications together."

S. S. McClure remains as editor of McClure's Magazine. S. H. Moore, for years one of the prominent figures in the publishing field, retires from active work.

S. H. Moore, established his publishing business in 1879. In the year 1886 three magazines at that time published separately were merged into The Ladies' World. Mr. Moore was born at Cutchogue, L. I., in 1854. At the age of sixteen he came to New York and secured a position as printer's helper at \$5 a week. He learned the trade thoroughly, and at twenty-one he, with two other young men, raked together \$1,000 each. With this capital the three youths started the Cricket on the Hearth, a family journal that proved to be the foundation of the publishing house of the S. H. Moore Co. At the beginning they made up their own pages, solicited advertising, set type, folded and wrapped the magazines and carried them in bags to the general post office.

BIRTH OF LADIES' WORLD.

The Ladies' World made its first appearance in December, 1886. It was the outgrowth of the Fireside at Home, a periodical that had been published by

the concern for a number of years. Later on, when the success of the new magazine had been firmly established, the Cricket on the Hearth was absorbed.

The history of McClure's Magazine is well known. It was among the pioneers in the low-priced magazines. It was established by S. S. McClure in 1893. The present year marks Mr. McClure's thirtieth year in the publishing business. Mr. McClure gave as his reason for parting control with his property that "it is simply because the day of the single monthly magazine has passed," he said, "and the day of the attainment of larger units in the publishing business has arrived."

#### COLLINS BECOMES PUBLISHER.

Frederick L. Collins, who becomes the publisher of the new enterprise, is well known through his connection with the Butterick Publishing Co. Still under thirty-five, Mr. Collins has had extended experience covering the editorial, circulation and advertising ends of the business. He began with the Outing Magazine, and he later joined the Review of Reviews. More recently he became secretary of the Crowell Publishing Co. About a year ago Mr. Collins assumed direction of the promotion and selling ends of all the Butterick publications, including Everybody's Magazine.

Cameron Mackenzie, who becomes the treasurer and general executive of the new organization, after several years' newspaper experience on the New York Sun, went to the editorial department of McClure's Magazine in 1906. The year following he married Mr. McClure's second daughter, and in 1909 succeeded Harold Roberts as treasurer and general manager of the S. S. McClure Co. It was Mr. Mackenzie who was responsible for the organization of the new corporation of which he continues as treasurer.

#### MR. MOORE IS GENERAL MANAGER.

A. S. Moore began his connection with the Ladies' World in 1898, after learning the fundamentals of the publishing business in one of the largest paper houses in the city.

Among the young men in the publishing business there is probably no more thoroughly familiar with the business details of magazine management than Mr. Moore, as he progressed successively through each department of the Ladies' World until in 1909 he was given the position of general manager, which office he has held up to the present time.

In the new organization Mr. Moore will occupy the position of secretary.

The advertising departments of both publications will be conducted as at present. The new management has announced its intention of not attempting to unite or change the forces in any way.

The Bedford (Pa.) Gazette is 106 years old. S. A. Van Ormer is the editor.

## WILBERDING-HAND CO.

### Newspaper Representatives

with offices in

NEW YORK ATLANTA CHICAGO

We will be glad to call on or correspond with manufacturers with a view of aiding them in the solution of their advertising problems. Our twenty years of experience in this field has given us a knowledge that may make you money.

## IN OLD KENTUCKY.

**Unique Picnic Stunt Pulled Off by Briggs of Mayfield—Henry Watterson to Speak at Unveiling of Lincoln's Statue Nov. 8—Advertisers' Club to Conduct a Series of Educational Lectures.**

(Special Correspondence.)

LOUISVILLE, Ky., Oct. 3.—Ben F. Briggs, an old-time newspaper man of Mayfield, originated and put into execution last Thursday one of the most novel picnic stunts ever pulled off in Kentucky when he gathered the pioneers of Graves County about him in a grove on the outskirts of the town and set them to competing with each other for athletic sports prizes.

The occasion was the annual reunion of the Graves County Pioneers, an organization of which Briggs was a charter member, the condition for membership in which being that the applicant must be at least sixty-five years old and a citizen of Graves County for the past thirty-five years.

Mr. Briggs succeeded in securing a goodly number of entries for the programme of amusements. The fun resulting may best be imagined from the following list of events and prizes:

Foot races, fifty-yard dash, prize, pair of pants; thirty-yard dash, prize, pair of pants; standing broad jump, \$3 hat; loudest hog caller, pair of suspenders; best horseback rider, a fine riding bridle; man with the longest whiskers, \$2 in drugs; oldest Graves County pioneer present, pair gold-rimmed spectacles; best woman singer of old-time hymns, dress pattern; woman with largest foot, pair of old woman's easy shoes; smallest foot, good pair of shoes; tallest woman of any age present, a skirt.

Kentucky newspaper men who are interested in the present State campaign and who spent a few days in Louisville during the past week were Urey Woodson, editor of the Owensboro Messenger; Jesse Alverson, editor of the Lawrenceburg News; Orian L. Roark, editor of the Greenville Record, and Vernon Richardson, of Danville.

Llewellyn F. Chapman, editor-proprietor of the Daily Tribune at Catlettsburg, Ky., died Oct. 2, from heart failure. He was thirty-nine years of age. He had been engaged in newspaper work in Catlettsburg since 1891.

Henry Watterson, veteran editor of the Courier-Journal, will deliver an address at Frankfort, Ky., Nov. 8, on the occasion of the unveiling of the statue of Abraham Lincoln. The statue was presented to the State of Kentucky by J. B. Speed.

S. J. Duncan-Clark, managing editor of the Louisville Herald, has returned from a month's vacation spent in Canada. He was greatly benefited by the trip.

The Advertisers' Club of Louisville has inaugurated a series of instructive lectures of especial interest to buyers of printing and engraving. Illustration values in printing matter will be featured.

J. B. Snodgrass, lately connected with the editorial staff of the Courier-Journal, has returned to Nashville, Tenn., to take up newspaper work.

Henry Laurence, editor of the Cadiz Record and formerly adjutant general, is a busy man these days, attending his editorial duties in Cadiz and holding down his job here on the speakers' bureau at the Democratic State Headquarters.

A number of Louisville newspaper

men were the guests of Wiley L. Morgan, chairman of the press committee of the Appalachian Exposition, last week. The big show has just been brought to a close at Knoxville, Tenn.

J. H. Scales, after ten years' successful work in the local newspaper field, has accepted the position of manager with the Bomar-Summers Hardware Co. MONTY.

### NEW PUBLICATIONS.

WAELEDER, TEX.—Tom. E. Childers, formerly of Gonzales, is publishing the New Era, a new eight-page weekly paper.

WINTER HAVEN, FLA.—M. M. Lee, of St. Marys, Kans., has begun the publication of Winter Haven's first newspaper.

CHICAGO, ILL.—The Journal of Social and Civic Chicago has made its appearance. It will "cover" the activities of the playground and social centers, as suggested by the title.

JAMESTOWN.—The Rev. Mr. Graham is editor of the Greene County Tribune, the first number of which was recently issued.

BROADLANDS, ILL.—The first issue of a new paper is to appear next week, with Theo. A. Thomas as editor.

GEORGIANA, ALA.—The Butler County News is the name of a new weekly paper to be published here by W. H. Pride.

NEWARK, N. J.—W. J. Morgan is to edit Motoring, the new official publication of the Newark Motor Club. It will appear monthly, and the first issue will be on sale Oct. 15.

SEATTLE, WASH.—Ed. S. Diamond, press representative at the Lois, has started a new paper called Stageland.

MCMINNVILLE, ORE.—The Telephone Register is a new comer, with W. D. Williams, formerly of Knoxville, as publisher.

WESTMINSTER, MD.—The first issue of the Times, a Republican weekly, published by the Mather Printing Co., made its appearance yesterday. Leroy H. Kenly is the editor.

GOVERNOUR, N. Y.—The Morning Sun has made its debut, with C. A. Bennett as backer.

ZEPHYRHILLS, FLA.—Geo. A. Gibson, of Lout City, Neb., has decided to start a weekly paper in this place.

ALBUQUERQUE, N. M.—The New Age is a new paper issued here by negroes for negroes.

BILOXI, MISS.—S. L. Frisbie and Sons, owners and managers of the Gulf Coast Advertiser, intend starting a daily afternoon paper in this city.

HAMPTON, S. C.—W. T. Johns has purchased the defunct Hampton County News, and, with E. Frank Hammond, will edit the Farmers' Review in its place.

SAN FRANCISCO, CAL.—An attractive and interesting weekly has been launched recently under the title of the Pacific Marine News. Robert E. Connelly is editor, and C. R. Bunker is business manager of the new publication.

### Words of Appreciation.

L. J. Swarthout, of Dundee, N. Y., writes THE EDITOR AND PUBLISHER as follows:

"I appreciate reading your valuable publication each week, as its columns are filled with helpful information. It should be taken by every person interested in the newspaper and printing business, as it keeps one in touch with the business situation. I wish you great success and future prosperity."



## The Birmingham Ledger

has just compiled the most complete, comprehensive and convincing circulation statement ever put out by a daily newspaper.

It comprises 400 typewritten pages, containing a list of subscribers served by each one of its 149 city and suburban carriers, together with the occupation and street address of the individual.

It divides the circulation up into city and suburban—thirty miles radius, exclusive of city and suburban—subscribers between the thirty and sixty mile radius—state outside of the sixty mile radius—and outside the state.

This certified list, this 400 page blue book, definitely accounts for every one of the 26,490 copies averaged by THE BIRMINGHAM LEDGER during the month of August, 1911, over the certificates and affidavits of carriers, managers, pressmen and others who distributed them.

It comes more nearly being the "last word" in the way of a circulation statement than anything we have ever seen before.

Copies of it are in each of our offices, and at the disposal of any advertiser or general agent.

We will tell you about the circulation guarantee that goes with every advertising contract in next week's advertisement.

#### THE JOHN BUDD COMPANY

Advertising Representatives  
Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

### Seven Papers Consolidate.

Seven Louisiana newspapers, including the Southern Scribe, Good Government, Winnfield Commercial, Vicksburg Mirror, Monroe Doctrine, Ruston Telegraph and Shreveport Scribe, have been consolidated under the title of the Southern Patriot, with Dr. J. Benjamin Lawrence as editor. The publication office will be located in New Orleans.

The Beaver State Herald, which has been published weekly at Gresham, Ore., for the last six years, will hereafter be issued at Lents. With it will go the Pacific Grangers Bulletin, the official paper of the Oregon and Washington State Grangers.

## THE NEW YORK TIMES AUTUMN and WINTER FASHION NUMBER Sunday, October 15th

Latest Paris designs in every kind of gown, robe, wrap, hat—dress for street, dinner, and theatre wear.

Eight pages devoted exclusively to representations of the latest fashions. Descriptions of new models accompany the illustrations, thus forming a complete and interesting review of forthcoming fashionable wear for women.



# A Striking Comparison

Showing How Advertising That Pays  
The Advertiser Grows Steadily

IN 1905	{	<b>1,134,959 WORLD ADS.</b>	
		<b>1,133,788 HERALD ADS.</b>	
IN 1906	{	<b>1,397,245 WORLD ADS.</b>	
		<b>1,164,579 HERALD ADS.</b>	
IN 1907	{	<b>1,405,032 WORLD ADS.</b>	
		<b>1,112,285 HERALD ADS.</b>	
IN 1908	{	<b>1,200,873 WORLD ADS.</b>	} PANIC YEAR
		<b>1,031,979 HERALD ADS.</b>	
IN 1909	{	<b>1,415,097 WORLD ADS.</b>	
		<b>1,023,617 HERALD ADS.</b>	
IN 1910	{	<b>1,546,897 WORLD ADS.</b>	
		<b>959,406 HERALD ADS.</b>	

**DURING THE FIRST  
9 MONTHS OF**

**1911**

{ **1,152,696 WORLD ADS.**

**684,611 HERALD ADS.**

It is worthy of special note that during the First 9 Months of this year, ending Sept. 30th, the World Printed 17,737 MORE Individual Advertisements than it published throughout the ENTIRE TWELVE MONTHS of 1905.

**COLD-MATRIX PROCESS.***(Continued from page 1.)*

you know, is the greatest of English sports; it is as great a craze with us as baseball is with you Americans. In Paris we issue a continental edition of the Mail, and in Manchester we reproduce the London edition, which is sent to Scotland, Ireland and Wales.

MAKES 12,000 PLATES A WEEK.

"The large number of editions which we publish necessitates the making of 12,000 plates a week for the presses. We have three standard autoplate machines with which to do the work. The metal is furnished by Roddick & Co., who have supplied the London Times with metal for fifty years, and the London Telegraph for over thirty. This firm has never advertised its metals, and when Mr. Roddick was one day shown an advertisement of Judds, a metal dealer who advertises extensively in the trade press, showing him seated on a huge pile of metal blocks, and urged him to advertise his own metals. Mr. Roddick replied: 'Oh, that is impossible, for I am sure I could never get enough spare metal together at one time to have my picture taken seated upon it.'

"We have adopted the new method of dry stereotyping, and my experience with it is as follows:

EARLY EXPERIMENTS WITH PLONG.

"About this time last year a representative of a firm in Germany called at Carmelite House, London, home of the Associated Newspapers, Ltd., with a specimen of dry plong. C. F. Hart, formerly mechanical superintendent of the Brooklyn Eagle, and now mechanical manager of Lord Northcliffe's papers, interviewed him and brought the plong to me to try.

As a result of our joint experiments we concluded that it had great possibilities, and Mr. Hart went to Germany and spent two or three weeks in investigating. As a result of his inquiries he arranged with the makers to send us further supplies. They also agreed to act on any suggestions we might offer after each trial, so as to produce a plong that would give the desired result. The result of this co-operation was such that we were able to work the plong so successfully that in February of this year we shut down steam power altogether in the foundry, took away the platens and offered the composing department the drying tables for imposing stones if they cared to have them.

MORE EXPENSIVE THAN OLD PROCESS.

"The initial cost of the dry plong is, of course, greater than that of the old wet plong, but by the time the paper is sold to the public it more than pays for itself. In the first place, the type is



ALFRED G. HAWKINS,  
OF THE LONDON (ENGLAND) DAILY MAIL.

never heated and, therefore, stands the wear and tear infinitely better and longer than formerly, as the temper of the metal is not destroyed. Secondly, the time taken to dry the mold in the old style is absolutely done away with, and this means that the pressroom gets a start at least four minutes sooner than under the old method.

"Further, there is a shrinkage of about a quarter of an inch in the length of the mold. This means that the page must be made up that much longer before molding, so as to give the publisher the desired length.

GAIN IN FOOT SPACE.

"This is a good feature for the advertising department, for it means that in lengthening a page of, say, seven columns, seven extra small advertisements of three lines each can be inserted. The extra revenue derived from these advertisements will more than meet the extra cost of the plong.

"I find also that I can get infinitely better results with half-tone pictures, owing to the fact that when a form is molded with wet plong the plong is so soft that it has to spread itself between the interstices of the points of the screen and very seldom leaves the whole of the work to the shoulder. An inspection with a glass of a stereoplate produced in this way will show that the points are pyramidal in shape, which is the reason why the high lights print dirty as the run goes on and the plate wears. The dry plong, however, owing to its toughness and the pressure employed in molding, does not spread, but cuts down straight into the work, thereby faithfully producing a stereoplate which, for depth and shape of dot, is exactly the same as the original.

"Dry plong has undoubtedly come to stay, and I predict that it will not be very long before every newspaper will be using it. I am glad to thing that, in conjunction with Mr. Hart, I was the

first to give serious thought to its usage and work it with such great success.

"I have been much interested in visiting your newspaper offices. During my stay in New York I inspected the plants of the Herald, World, Journal, Sun, Times, Eagle and Globe; in St. Louis, the Dispatch, the Republic and the German newspaper; in Chicago, the Tribune, Record, Herald, Daily News and Evening Post. I have also visited the leading newspaper plants in Cincinnati, Washington, Philadelphia and Boston. In New York, the Journal appears to me to have the best facilities for turning out more work than any other newspaper in the city. The best laid out pressroom is that of the Philadelphia Bulletin.

**Suburban Weekly**

One of the largest and most substantial weekly newspapers adjacent to New York City, with over 4,000 circulation, steadily growing, occupying unique field, making attractive profits with big development opportunities, excellent job plant for city orders, can be bought right by publisher of standing.

**Harwell & Cannon**

Brokers in exclusive newspaper and magazine properties.  
Fifth Avenue Building  
cor. 5th Avenue and 23d Street  
NEW YORK CITY

"We do not have very much trouble in England with labor unions. We work harmoniously together with them, and the men seem well contented. The minimum wages paid to the master stereotypers, who belong to the stereotypers' union, is 52 shillings a week.

"The press equipment of the London Mail includes five double sextuples, one octuple and five sextuples—all Hoe and Goss presses. As rapidly as possible, we are replacing the sextuples with double sextuples."

**CLUBS AND ASSOCIATIONS.**

The Seattle Press Club, on Sept. 21, held an "International night" at which melodies of the Occident and Orient, ballads and love songs of the old world and new, were presented by natives in native costume.

The Southwest Kansas Republican Editorial Association, while holding its annual meeting, was informed of the death of Congressman E. H. Madison, and immediately adjourned, after adopting suitable resolutions expressing the grief of the members at his sudden death. The following officers were elected: President, C. H. Scott, Hutchinson News; vice-president, J. C. Denius, Dodge City Globe; secretary, G. H. Yuat, Sylvia Sun; treasurer, A. E. Duvall, Canton Pilot.

The Western Michigan Press Association, representing twenty counties, held its annual meeting at Cadillac recently. Some of the distinguished guests who addressed the meeting were United States Senator William Alden Smith, Congressman McLaughlin and Governor Chase S. Osborne.

The Republican editors of the Eleventh Illinois Congressional District held their annual session at the Briggs House, Chicago, Saturday, Sept. 30, on which occasion they were the guests of F. E. Marley, president of the association, at dinner. Interesting and instructive talks were given by H. D. Hemmens, postmaster of Elgin; Warden E. J. Murphy and H. M. Snaff, of Joliet; U. S. G. Blakely, Bert Snork, A. S. Leckie and Congressman I. C. Copley. At the business session the following officers were elected: President, F. E. Marley; secretary, U. S. G. Blakely; vice-presidents, L. E. Culp, Kane County; A. S. Leckie, Will County; M. J. Emerson, McHenry County; C. H. Plummer, DuPage County.

**ANNOUNCEMENT**

This is to announce that C. E. Perrigo, 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 Company**

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

**Newspaper Contest Experts**

We produce results not fantastical advertisements—as follows:

New Orleans, La.	\$65,255
Omaha, Neb.	\$41,000
St. Louis, Mo.	\$35,000
Denver, Colo.	\$34,765
Cleveland, O.	\$34,000
Syracuse, N. Y.	\$20,000

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



## NORTHWESTERN NEWS.

**Robert E. Strahorn Gives a Dinner in Celebration of the Appearance of Mrs. Strahorn's New Book—Ad Club Elects New Officers—Free Lance to Be Doubled in Size—Personals About the Newspaper Workers in Many Cities.**

(Special Correspondence.)

Spokane, Wash., Oct. 1.—Robert E. Strahorn, of Spokane, vice-president and general manager of the third division of the Oregon-Washington Railroad & Navigation Co (Harriman System), who was Indian war correspondent for the Chicago Tribune and the Denver News in the early '70's, paid a fine compliment to "Pard," as Mrs. Strahorn is known, when he entertained 150 guests at a dinner in the Hall of the Doges, on the occasion of their thirty-fourth wedding anniversary and the appearance of Mrs. Strahorn's book, "Fifteen Thousand Miles by Stage." The decorations and arrangements recalled the days of 1877 in the wild and woolly west. There was the lumbering stage coach and its six horses, with mountains and herds in the background, tepees, camp fires, peace pipes, saddles, chaps, lariats and other relics of the frontier amidst autumn foliage and flowers.

Mr. Strahorn presided, and among those who toasted the couple and wished them continued happiness were: Mayor William J. Hindley, "Mothering the West"; P. A. Devers, "Following the Trail Blazers of the Oregon Short Line"; former United States Senator George Turner, "The Higher Life of the Pacific Coast"; David T. Ham, "Some Pioneer Days"; Mrs. Joseph Roberson, "Sensations and Secrets of an Author"; Charles M. Fassett, city commissioner, "How I Would Build Our City, Spokane, the Picturesque," and Frederick W. Dwart, president of the University Club, "Our Development in Literature, Music and Art." The music was by Davenport's Orchestra and the Elks' Quartet.

Eugene Lorton, editor and owner of the Vancouver (Wash.) Spokesman, a morning journal established last May, has gone to Oklahoma City, Okla., to become managing editor of the World, a new publication. M. Ross, the new owner of the Spokesman, has employed Harley Trowbridge, of Portland, as office manager, Arthur Sweazea as advertising manager and Miss Myrtle Crowley as city editor. Mr. Lorton formerly was with the Union and the Bulletin, at Walla Walla, Wash., and after that was political advisor to the late Governor Cosgrove, and later on a member of the Washington State Board of Control.

The Spokane Ad Club elected R. E. Bigelow, advertising manager of Wentworth's, as its president at the annual meeting. He succeeds Rufus G. Paullin, of the Spokesman-Review, whose work was highly praised by the officers and members. Other officers are: First vice-president, Alex. Green; second vice-president, A. O. Loomis; third vice-president, C. E. Hickman; secretary, R. B. Hoover; recording secretary, W. M. Barton; treasurer, F. H. Lloyd. George W. Fuller, a former newspaper man, now city librarian, spoke upon Spokane's library and library work in general, and D. O. Lively, vice-president of the Portland Union Stock Yards Co., talked on general publicity work, discussing what the Portland club is doing toward civic betterment, and putting down of dishonest advertising.

Storey Buck, formerly a newspaper writer in Spokane, now head of the

North Idaho Abstract Co., at Lewiston, has been elected a State committeeman by the central organization of Nez Perce County. Mr. Buck, who is a son of the late Judge Norman Buck, superior judge of Spokane County for a number of years, and at one time on the district bench in the Nez Perce-Latah County (Idaho) district, has been prominent in the ranks of the Republican party in northern Idaho for years. He was identified with the management of B. F. O'Neil's campaign for Governor last fall.

Charles Sheely, formerly Deputy United States Marshal in this district, and, at the time, Federal building reporter for the Spokane Evening Chronicle, is in St. Luke's Hospital recovering from several major fractures of the arm and leg and bruises sustained while diving from a trapeze at the Natatorium plunge. Instead of plunging into the water he landed against the iron rail and rolled into the plunge. He was unconscious when brought to the surface by the life-saving guards. The attending physicians say he will recover.

Virginia L. Burgess, advertising manager of the Wonder department store, announced a few days ago, on resigning her position, that she was married to J. H. Loub, an attorney of Kansas City, at Coeur d'Alene, Idaho, on July 15. Mrs. Loub came to Spokane from Brooklyn, where she had been advertising manager for Frederick Loeser & Co. She is succeeded by T. M. R. Keane, formerly connected with The Wonder store. Mrs. Loub has gone to Kansas City to join her husband.

Oscar H. Neil, a practical newspaper man of fifteen years' experience in Minnesota and Washington, who launched the Spokane Free Lance last May, will enlarge the journal soon from eight to sixteen pages. Mr. Neil's idea is to provide a newspaper for organizations which are unable to support one individually. The Free Lance has been accepted by the Woman's Non-Partisan League, the Spokane County Pomona Grange, the Farmers' Union and the Spokane County Teachers' Association.

J. M. Kennedy, State Senator for Lincoln County, Mont., and head of the Humane Society, is visiting in Spokane. He was the first business manager of the Anaconda Standard, when Marcus Daly started that paper, also the first managing editor of the Butte Evening News, of which F. Augustus Heinze was proprietor.

Elsie Conklin and Edwin B. Aldrich, editor of the East Oregonian, of Pendleton, Ore., were married at the home of Mrs. Anna L. Burris, in Oregon City, recently. The service was read by Rev. S. A. Hayworth.

AUGUST WOLF.

## JOURNALISM'S PATRON SAINT.

**St. Francis de Sales Was So Named by Pope Pius IX.**

It may not generally be known among the newspaper men of the United States that journalism has a patron saint. Pope Pius IX., at the request of a band of journalists who visited Rome thirty-three years ago, selected St. Francis de Sales as their special patron and protector, because in his writings during his lifetime he combated the errors of his time and because of his wisdom, prudence and energetic firmness in establishing the faith.

Recently the relics of the worthy saint were removed from the little town of Annecy to the monastery above the lake. Two cardinals, four bishops and 1,200 priests took part in the ceremony.

## WASHINGTON GOSSIP.

**BACK FROM THEIR VACATIONS THE NEWSPAPER COLLEGIATES ARE READY FOR WORK.**

(Special Correspondence.)

WASHINGTON, Oct. 5.—Newspaper men are drifting back to town after their summer vacations looking bronzed and refreshed. They will continue to reappear now almost daily until Congress reconvenes. Real news is scarce, but the boys regale each other with yarns of the fish they caught and the miles they walked, rowed or swam while out near to nature.

James S. Henry, formerly for some nineteen years representing the Philadelphia Press here, is back from Cape Cod, where he enjoyed the salty breezes. Before that he spent some weeks on a farm, drinking in health and strength. Mr. Henry has been ill for about two years and now that he is able to work he feels like taking another chance at the game. His paper continued him on full pay for a year and a half, and told him not to send in a line of copy. Since then the Press has closed its bureau here and is not now represented in Washington.

W. W. Hawkins, chief of staff of the Washington office of the United Press Association, spent two months last summer in charge of the New York office and then went down to the New Jersey coast for a vacation. He has just returned to his desk here.

A. O. Hayward, of the Hearst papers and the Pittsburg Dispatch, is giving his conversation a real salty flavor since he took his family and cruised to Baltimore via the long route, down the Potomac and up the Chesapeake. There was nothing to do but to rest, and Gus says he did that to perfection.

William Wolf Smith, of the Buffalo Evening News, has moved his office to the new Southern building.

John Snure is about to leave for a vacation of ten days or two weeks in Iowa, Michigan and the Central West. Snure is one of the strong writers on the Munsey staff. He represents the Des Moines Register and Leader and is responsible for the able correspondence which has helped to boost the New York Evening Globe into prominence.

Oscar King Davis, the ex-war correspondent, now chief of staff in the Washington bureau of the New York Times, spent a short vacation in Pennsylvania, where he established his family for the summer, and is now back at his desk.

Edgar C. Snyder, correspondent of the Omaha Bee and Toronto World, is very active in the counsels of the National Republican Club, of which he was long president.

Looking bronzed as a deep water fisherman, Frank I. Whitehead, of the Washington Post, and a political writer of note, is back from a vacation spent at Buzzard's Bay, where he enjoyed some fine fishing. Mrs. Whitehead and Miss Whitehead are in Europe, so the head of the house is looking rather lonesome.

Ernest G. Walker is still in the Middle West, whence he is sending political letters to his paper, the Boston Herald. Major Alfred J. Stoffer, of the Baltimore Evening Sun staff, says that in a long experience as Washington correspondent he has seldom seen things duller than they have been for the past few weeks.

Chas. P. Hunt, the veteran who supplies many correspondents with bureau news, has been so busy this summer

that he has had little time to think about a vacation. He also looks after the interests of a string of papers, including the Arizona Republican, Bisbee Review, and Tucson Star.

Ira E. Bennett, one of the editors of the Washington Post and correspondent of the San Francisco Call, has just returned from a trip to San Francisco.

## MICHIGAN VOLKSBLATT SOLD.

**Marxhausen Controls German Newspaper Field in Michigan.**

Max Marxhausen, owner of the Detroit Abendpost, last week purchased the Michigan Volksblatt, founded fifty-eight years ago, and consolidated it with the Abendpost. The Volksblatt was owned by the Noeker estate and Engelberg, Andries. Mr. Marxhausen has also taken over the Saginaw Post, an influential German weekly, and through these two purchases now controls the German journalistic field in Michigan.

## MODEST ELBERT HUBBARD.

(From The Fra, edited by Elbert Hubbard.)

"Elbert Hubbard, the most positive human force of his time, is a man of genius in business, in art, in literature, in philosophy. He is an idealist, dreamer, orator, scientist. In his knowledge of the fundamental, practical affairs of living, in business, in human interests, in education, politics and law he seems without a competitor.

"He is like Jefferson in his democracy, in teaching a nation to love to govern itself and to simplify all living.

"He is like Paine in his love for liberty and in his desire that all shall be free to act in freedom and to think in freedom.

"He is like Lincoln in that he would free all mankind. He, too, knows that there can be no free man on earth so long as there is one slave."

ALICE HUBBARD.

## Pittsburg Journalism Course.

The new course in journalism at the University of Pittsburg, under the direction of T. R. Williams, managing editor of the Pittsburg Press, which opened last week, has already found favor with the students. The class numbers thirty-three students, eight of whom are women. In connection with the practical work of writing and gathering news, lectures will be given by editors of the local newspapers.

## Duty on Advertising Matter.

The postal authorities of Australia have notified the United States department in this country that hereafter all advertising matter coming into that country will be subject to duties. This includes all matter weighing from one and one-half ounces up to sixteen ounces and the rate of customs is graded from one-half penny for one and one-half ounces up to sixpence for sixteen ounces.

## UP AGAINST IT.

The staff humorist approached the editor with a lugubrious face and his resignation. "Why, you are doing all right," said the editor, "what's the trouble?" "Well, you see, sir," replied the staff humorist, "it's this way. I got married a few weeks ago, and now if I print a joke about wives, my wife thinks I mean her; and if I mention a mother-in-law, her mother comes around and raises the roof. Then, too, one of my wife's brothers is a plumber, another an ice man and the third is a coal dealer. More than that, she has a half-brother who is a book agent, and they are all big, husky fellows with ugly tempers. If you don't mind I'd like to retire from the humorous department and take a position as obituary editor."—Boston Transcript.

### SAN FRANCISCO EXAMINER

#### Now Occupies a Million Dollar Building in Heart of the City.

The San Francisco Examiner is now in proud possession of a new million dollar home, which, its publishers claim, is the most up-to-date, commodious and complete building occupied by any newspaper in America or in the world.

This is a strong claim and one which, doubtless, will be disputed by newspapers occupying handsome and well appointed structures in other cities. That it is one of the best newspaper structures in the world, however, no one will dispute.

#### ITS FINE LOCATION.

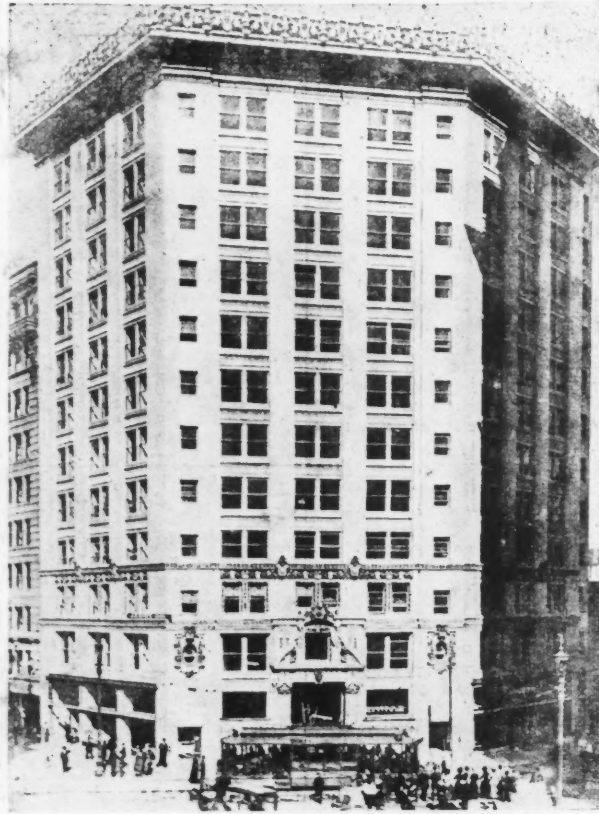
The new Examiner building is located in the very heart of the city at Third, Kearny, Geary and Market streets. It was designed with a view of combining as much picturesque beauty as possible with a thoroughly modern business structure, the style of architecture being the Spanish Renaissance, combined with the American skyscraper. It has a foundation intended to support twenty-two stories, although but twelve have as yet been constructed. The other ten can be added at any time with hardly any inconvenience to the tenants. The building is 175 feet high from the sidewalk, and contains 300 offices and floors for the use of the Examiner.

The exterior of the building is in semi-glazed white terra cotta, with the first story in Tennessee marble, and the ornamental portions in polychrome terra cotta. The vestibule and elevator hall are entirely of richly carved marble. The corridors throughout the building are laid with marble flooring. The building is equipped throughout with complete fire, water and ventilating systems, and a thoroughly up-to-date electric supply system.

#### THE EXAMINER'S QUARTERS.

In a large measure the Examiner is confined to the handsome eight-story structure in the rear of the main building and fronting on Stevenson street, but the entire underground portion of the Hearst building is given over to the paper.

The press equipment consists of two sextuple "quads," a double quad, and



SAN FRANCISCO EXAMINER'S NEW BUILDING.

a ten-cylinder color press. The black ink presses alone are capable of turning out 125,000 copies an hour.

In the sub-basement is storage room for 1,500 rolls of paper. Under the spacious sub-basements are the ink and oil tanks. The ink tank holds 150 barrels, and from it the ink is conveyed to the presses in the basement above by an automatic pump.

#### THE BUSINESS OFFICE.

The business office is a marvel of beauty and modern convenience. The editorial rooms on the second floor are light, roomy and admirably adapted for newspaper purposes. The composing room, located on the third floor, is equipped with twenty-eight linotypes. On the fourth floor is located the advertising composing room, and rooms for the proofreaders. The art and mechanical department is on the fifth floor. The sixth floor is devoted to the American Weekly, the weekly edition of the Examiner, and to the stock and mail-galley rooms. "The morgue" has its habitat on the seventh floor, where are also located the files of the various Hearst publications. The eighth floor is devoted to the photograph gallery.

During the first eight months of 1911, the Examiner printed 6,398,056 agate lines. The circulation of the daily, according to the statement of the business office, is 196,000, and the Sunday over 190,000. It is claimed that this is the largest circulation of any newspaper in America selling for more than one cent.

Three libel suits for \$50,000 each have been filed against the Democrat, Nashville, Tennessee's new paper.

Governor Plaistéd of Maine has been a newspaper man all his life when not engaged in holding down the gubernatorial chair.

#### OBITUARY NOTES.

W. E. Curtis, one of the best known newspaper correspondents in the United States, dropped dead at the Bellevue-Stratford Hotel, Philadelphia, on Thursday. Mr. Curtis was born in Acton, Ohio, in 1851; he became a reporter on the Cleveland Leader when he was sixteen. He worked his way through college, and in 1872 became musical and dramatic critic on the Chicago Inter Ocean, then Washington correspondent, and then managing editor. In 1884 he resigned to go to South America as a member of the commercial commission appointed by President Arthur. In recent years he furnished a daily column to the Chicago News and the Chicago Record-Herald on travels in foreign lands. He was the author of several books, including a life of Zachariah Taylor.

Henry Hudson Fisk, a well-known Democratic county newspaper editor in western New York, died September 25 at Jamestown. He was for many years editor and proprietor of the Newark Courier.

Harold G. Brown, formerly city editor of the Indianapolis Sentinel, plunged from a hospital window in that city on Sunday and was instantly killed. Brown had been taking treatment at the hospital for a serious nervous disease, and had been left by his nurses alone. Mr. Brown was correspondent for the Associated Press from 1903 to 1908.

William T. McIntyre, for some time a member of the staff of the New York World, and later a special agent of the Department of Justice, died at St. Vincent's Hospital, New York, October 1.

Andrew C. Keifer, for almost a quarter of a century known to newspaper circles in Indianapolis, has resigned his position as business manager of the Indianapolis Sun, to accept a position with the Terre Haute (Ind.) Tribune.

#### BUYS HOMES FOR EMPLOYEES.

#### Wallace Publishing Co. Adopts a New Plan at Des Moines.

The Wallace Publishing Co., publishers of Wallace's Farmer, at Des Moines, Ia., has inaugurated a plan for purchasing homes for employes.

Under it employes are entitled to secure their own homes and in doing so are backed by the financial protection of the big publishing concern. Any competent and ambitious employe can select a residence property and secure the necessary funds for its purchase from the company.

A contract is then drawn up, whereby the employe agrees to return to the company the money advanced for the purchase of the home. Easy payments and moderate rates of interest are named in the contracts and no employe is held down to every payment if he can show sufficient cause for not doing so. Unusual expenses, such as those caused by sickness, are always taken into consideration in the fulfillment of the contracts.

Four homes already have been purchased by the company for as many employes.

#### Ex-Governor Has Two Papers.

Former Governor Haskell's paper, the New State Tribune, published in Oklahoma City, will, beginning with the next issue, appear from McAlester, to which place the general office has been moved from Oklahoma City. Ira Mullinax, associate editor, and W. B. Anthony, member of the legislature from Stephens County, business manager, will maintain offices in Oklahoma City. The McAlester Herald-Democrat, recently acquired by the former Governor, a weekly publication, will be changed to the McAlester Democrat, and Paul Nesbitt, formerly of Anadarko and during the last administration a clerk in the executive office, will be in charge as editor. Former Governor Haskell will be editor-in-chief of both publications.

The Baptist World, of Louisville, Ky., is preparing plans for a new \$25,000 building.

### 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.

**PAUL BLOCK, Inc.,**  
Chicago New York Boston

### THE EUREKA HERALD

OF EUREKA, CALIFORNIA

**NET PAID CIRCULATION, 5,200 DAILY, AND GROWING LIKE A WEED**

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

Largest circulation in Eureka of any newspaper, morning or evening, by fully 100% over its nearest competitor.

**Circulation Guaranteed by \$5,000.00 in Gold.**

Advertisers wanting action on their money will use the HERALD.

**THE EUREKA HERALD**  
EUREKA, CALIFORNIA.

A. K. STONE, Editor and General Manager.  
S. G. LINDENSTEIN, INC.  
Special Representative, New York & Chicago

Of all the newspapers in  
**LOS ANGELES**

the  
**RECORD**

is the one most talked  
about today.

**That Medium Is  
Best That  
Reaches the  
Largest Audience.  
In BOSTON it's  
The AMERICAN.**



**MR. BARNES OF ALBIA.**

**A GENUINE COUNTRY EDITOR WHO WORKS JOYFULLY AND EFFECTIVELY AT HIS JOB.**

By Strickland Gillilan.

Before I put on my melodrama "The Country Editor," I'm going to have the star go out and gumshoe around after Horace Barnes, of Albia, Ia., for a few weeks, so as to learn what an ideal country editor does and how he does it. For Horace is just that. He is the human definition of perpetual motion, and he does it all joyfully with a grin on his face and a chip on his shoulder. He is a brief proposition physically, but hard as nails, of endless energy. If he has ever been beaten at anything he doesn't remember about it—and he has one of the best memories in captivity. Also a nerve that no dentist could deaden.

Horace is president of the Southern Iowa Editorial Association, but he would be a power without that handle. He circulates constantly, making a pin-wheel look like a Dutch windmill chained on a still day, by contrast. Also, if there is a man, woman or child in Monroe County that Horace doesn't know that m., w. or c. has moved in or been born within three weeks, and Horace has printed a notice of the arrival in his paper.

COMES OF NEWSPAPER STOCK.

Horace was always a newspaper man—through this life and two prenatal generations. His grandad published the first paper in Albia, his dad followed up, and Horace couldn't help being just what he is. Thirty years ago he carried water for the leaky engine that wheezed some, but beat the Washington hand press all hollow. Hustling always like a decapitated chicken, Horace graduated up through the usual channels and became, four years ago, do-as-he-please manager and editor of the Albia Republican. Then it had eleven hundred subscribers. Some were in arrears. They began not getting the paper. They came in. Horace explained. The usual per cent. got peeved. They all came back to the fold in time, and now the paper has nearly 4,000 folks paying for it yearly.

BELONGS TO HUSTLING CLASS.

Barnes has worked in every direction that would further the interests of his

**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

**43,000**

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, Oct. 3, 1910.

JOHN W. CAMPSIE, Business Manager.  
CHAS. H. EDDY, Foreign Representative.  
New York Office, 1 Madison Ave.  
Chicago Office: 150 Michigan Ave.  
(Robt. J. Virtue, Mgr.)



HORACE BARNES,

PRESIDENT OF THE SOUTHERN IOWA EDITORIAL ASSOCIATION AND EDITOR OF THE ALBIA REPUBLICAN.

town and county—as secretary of the Business Men's Association and always as booster-at-large and extraordinary and incessant for his town. He has prepared all sorts of advertising copy except bad, for all sorts of acceptable media, telling about the place—and he has always told the truth; about train service, mining towns adjacent, mining population and everything. Horace hasn't worded these ads as he often words his conversations in enthusiastic moments, but he has managed to put some pure Horatian ginger into them that reached the target. He has also been effective personally and journalistically in getting what was wanted in the way of passenger and mail trains on the Burlington and the other roads in the town, and yet he lays it all to the loyalty and energy of the business men who have backed him up. With his and the Republican's help they have got interurban lines and street car lines established in that county seat town of 4,000 or so—the only inland town in the State so equipped. And he is the mainstay and booster-in-chief for their Chautauqua.

ONE OF HIS CAMPAIGNS.

Oskaloosa used to be headquarters for the United Mine Workers of America, Iowa District 13. The last referendum vote was taken not long ago as to the future location of the headquarters. Barnes got busy. It was something to fight for, for Albia's sake, and—let me whisper—partly for the fighting's sake. He spent all his spare time for three weeks going from mining camp to mining camp telling the delegates why they should come to Albia. The fight was hot. It would fill

a book. Horace generated the battle masterfully.

Once when a carload of boosters from Des Moines (a rival for the honor) had harangued a crowd at Brazil and handed out forbidden red liquor in abundance, Horace drove up alongside, arose in his car and made some remarks that for several reasons are not given here. He is a thorough Westerner and not a mincer of words. But the purport of it was a question as to where they wanted their officers located: "In Des Moines, where booze and graft run riot, or in a dry town where your interests will be looked after?" The argument appealed. Out of 400 votes and several candidates Albia had 342. This location of the headquarters involves the erection of a labor temple at Albia. And the town can thank Horace for this boost as for many another that has made the other towns call Albia the best advertised town in Iowa."

SAYS WHAT HE THINKS.

Outspokenness is Horace's main characteristic, aside from his energy and honesty. He likes and chums with children because they are frank, and because he will always be a kid himself.

The chairman of a church committee asked him to address a Sunday afternoon meeting for young men. Barnes protested, saying he was not the man for such a job. The churchman said: "You must. If you will give us this talk it will pave the way and we can get other young business men to address our people."

When Horace makes up his mind he goes at a thing and does it. He pre-

pared a speech on "The Relationship of the Newspaper Man and the Minister." Among other things he said that both the editor and the sky pilot boosted up to the pearly portals many a poor mortal who should have been routed differently. He told some more things out of school that seemed to fall with more or less of a sickening thud, according to Horace, who, in telling me about it, said:

IN CONSTANT DEMAND.

"I don't know why, but that was the only young men's Sunday afternoon meeting they ever had."

They can't hold a christening or a wedding or a political caucus or anything like that anywhere in the county without his presence, and it's fun to walk (or trot) along the street with him and see him extract a "personal," or the statistics of a barn fire, or a list of names of those present at a wooden wedding, from every person who gets within yelling distance, and carry it all in his head without its interfering with his conversation.

He sure is some country editor.

And Mrs. Horace is an ideal side-partner and balance wheel and complement of just such a chap.

**Newspaper Artists Organize.**

An organization has been formed in Sacramento to be known as the Society of Newspaper Artists. The objects are to bring into close communion the newspaper artists of the city and to elevate the plane of newspaper illustrations. The officers are: A. V. Buel, president; W. S. LeNoir, vice-president; Doc. Adams, secretary; Fred Goodcell, treasurer; Bob Ward, general manager, and C. E. Shaughnessy, manager of publication. The society will soon publish a portfolio entitled "Smiles," containing friendly pen and ink sketches of prominent business and professional men of the city.

**A Big Libel Suit.**

General Victor L. Ochoa, one of Francisco I. Madero's leaders in the recent Mexican revolution, has filed suit for \$100,000 damages against the Ridgway Company, George W. Ogden and Erman J. Ridgway. The suit is based upon statements made in an article in the September issue of Everybody's Magazine, written by Mr. Ogden, entitled "Guarding the Rio Grande." General Ochoa declares himself to be "an American citizen."

**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, Sneltenburg'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 Philadelphia morning newspapers for the month of August:

Record ..... 306,875 Lines  
Gazette ..... 290,540 Lines  
North American ..... 281,890 Lines  
Inquirer ..... 211,900 Lines  
Press ..... 176,010 Lines  
Ledger ..... 158,370 Lines

The German Gazette, Publishing Co.  
PHILADELPHIA

# 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

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

THE JOURNALIST Established 1884.

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, OCTOBER 7, 1911

### AN UNUSUAL COMPLIMENT.

One of the highest compliments ever paid American newspaper reporters was given by Baron Rosen, for thirty-five years intimately associated with the international politics of Russia and America, and recently Russian Ambassador to the United States.

Previous to his departure for his native land, at the conclusion of his term of service in the United States, he said to the newspaper reporters who had gone to the pier to see him off:

"I want to say that during all of the thirty-five years I have been connected with public life in this country I was never misquoted by an American reporter."

While here Baron Rosen came in contact with many newspaper men, but especially with the newspaper correspondents and representatives of the press associations at Washington, where he resided. It may be said without disparagement to the reporters in other cities that the Washington correspondents are, as a body, the ablest reporters in America. For they are usually the pick of the staffs of the foremost dailies, and are selected not alone for their ability to write, but because of their accuracy and reliability.

Washington is the political news center of the continent. Therefore it is most important that the men who represent the newspapers shall be thoroughly trustworthy. A mistake made in quoting a Congressman, a member of the Cabinet, or any of the department heads might result in grave consequences. Instances have been known in which an error made by a reporter in quoting a high official came near embroiling the United States and foreign nations, if not in war, in serious trouble.

Baron Rosen always played fair with the correspondents in Washington. He was easily approachable, and gave the newspaper men the information they sought whenever it was possible for him to do so. Moreover, he never repudiated any interview, no matter how it looked in print, an example that some of our distinguished statesmen and former officeholders might follow to their own advantage. The newspaper correspondents, therefore, never misquoted

or misrepresented him in any way, and entertained for him the kindest of feelings.

Newspaper reporters are human and liable to make mistakes in spite of every effort to be accurate in what they write. Therefore that Baron Rosen had no reason to complain of the treatment he had received from them during his long career in the diplomatic service at Washington is certainly remarkable.

### ON MAGAZINE CONSOLIDATIONS.

It is not so very long ago that the magazines of the country were very outspoken, and at times somewhat bitter, in their denunciation of combinations in the commercial and business world. More recently, however, some of them have found it to their advantage to form combinations themselves for the purpose of effecting economies in the cost of production and distribution of their product.

Among those recently formed are the Root Newspaper Association, publishers of the Dry Goods Economist, New York; the Dry Goods Reporter, Chicago; the Drygoodsman, St. Louis; the Twin City Commercial Bulletin, of Minneapolis and St. Paul; the Cleveland Trade Bulletin and the Pacific Coast Merchant, of San Francisco; the Hill Publishing Co., which issues Power, the Engineering and Mining Journal, Coal Age, Engineering News and the American Machinist; the Columbia Sterling Co., publishers of the Hampton-Columbian Magazine, the Sterling Magazine, the American Woman's Review of St. Louis, the Home Magazine of New York, and Oriff's Farm and Poultry Review. The most recent consolidation under one management is the taking over of McClure's Magazine and the Ladies' World by the newly organized McClure Publications Co., Incorporated.

Even the most optimistic publisher will admit that there are altogether too many magazines in the field at the present time. Some of them are indispensable, because they have made a position for themselves in the literary, technical or commercial fields, and are performing a valuable service for their constituencies. Others are dragging

out a precarious existence without profit to their owners or benefit to the public which they pretend to serve. If the majority of this latter class could be Oslerized it would be a good thing for the public at large.

The cost of getting out a first-class magazine in any field has increased so rapidly during the past few years that many publishers find difficulty in making a sufficient income to pay even a small dividend on the capital invested. This alarming increase is responsible for the recent consolidations of publishing interests, for it costs less, proportionately, to get out six magazines than it does one, because of economies that may be effected in the editorial and business organization, and in doing away with the maintenance of separate offices and printing establishments.

It should be remembered, however, that there are three fixed charges which vary little, no matter in what large city the publication is issued, that cannot be reduced, namely, the cost of paper, printing and postage. These form about sixty per cent. of the entire cost of production. Whatever saving therefore, is to be effected must be in the remaining overhead charges, such as rent, business and editorial organization and contributions.

There is a danger of overdoing consolidation. Where a corporation publishes half a dozen different magazines, each occupying a different field, it is possible to obtain very satisfactory results; but when the publications are similar in character they become rivals of each other in public favor, and naturally suffer in consequence. Mr. Munsey publishes half a dozen magazines, but practically only two of them cater to the same readers. It is better to publish one strong periodical than several weak ones.

### EDITORIAL COMMENTS.

We are in receipt of the first post card to reach this office by aeroplane from the first aerial station established by the United States Government. It was mailed with others at the Garden City Estates, Sept. 30, by the Manufacturers' Publicity Corporation, of 30 Church street, New York, to remind its friends and clients that it uses up-to-the-times methods in advertising in looking after the interests of those who entrust their publicity to its care.

Newspaper managers who carry on circulation contests should read the ruling of the Assistant United States Attorney General on the subject, printed elsewhere in this issue. From this it appears that no change can be made in the prizes offered or conditions named after a contest is begun without violating the postal laws and bringing it under the classification of lotteries.

The University of Louisville has arranged a course of instruction in English for the benefit of the local newspaper writers.

### ABOUT NEW BOOKS.

OLD MAN GREENHUT AND HIS FRIENDS, by David A. Curtis, Duffield & Co., publishers, New York.

Readers of the New York Sun have for many years been familiar with the admirable poker stories printed in the Sunday edition. Probably no feature of a Sunday newspaper is so well known throughout the country. While Mr. Curtis' name does not appear as the author, everyone who is familiar with them has learned, in one way or another, that Mr. Curtis is their creator.

It is rather remarkable that so many people who are not poker players, and who know nothing about the game, find so much to interest them in Mr. Curtis' poker stories. The writer of this review knows no more about poker than he does about Sanskrit, and yet he finds almost as much entertainment in the Sun's poker stories as the devotees of the game.

Mr. Curtis has embodied in "Old Man Greenhut and His Friends" many of his best poker tales. Some of them include "Mr. Pepper Explains," "Joe Bassett's Discretion," "Winterbottom Returns" and "Greenhut Saves a Life."

Those of us who have followed the fortunes of Old Man Greenhut, of Arkansas City, and his cronies, Messrs. Pepper, Winterbottom, Bassett and Pearsall, have become so attached to the creations of Mr. Curtis' brain that they seem like living personages. The old man's quotations from the Good Book, while rarely literal, and more frequently fictitious, usually serve to point a moral and adorn a tale. It is not at all difficult to picture in the mind old man Greenhut sitting with his feet on the window sill, with a fat black cigar in his mouth, expounding his ideas to his cronies, or replying angrily to their facetious remarks.

The wonder is that Mr. Curtis can continue to create, year after year, poker stories that hold the interest of the Sun's readers as closely as when he first began writing them a long time ago. How he can invent so many different situations in poker playing and introduce so many odd but engaging characters is hard to understand. Mr. Curtis says that the characters have become to him almost living realities and that he has little more to do than to record what they say when they have a session in the Arkansas City saloon.

The object of the present volume is to preserve some of the best of these for the entertainment of present and future generations, and, incidentally, to enrich the author. The humor of the stories is dry and refreshing. They are rarely ever tiresome. "Old Man Greenhut and His Friends" is a good book to have on your library shelves when your brain needs relaxation.

### McKinney Comes to New York.

Announcement is made that after Nov. 9 Henry N. McKinney will be the resident head of the New York office of N. W. Ayer & Son.

### First News of Austin Disaster.

The United Press claims a fifty-two minute beat on the first bulletin on the Austin dam disaster last Saturday. The news was obtained by phone from a man in Coudersport, who had just arrived from Austin. He estimated the dead at from one to two hundred.

Theodore Bosshard, city editor of the Brooklyn Standard Union, who, last week, returned to his desk after an absence of two months caused by illness, was given a surprise banquet by his associates on Sept. 28.



## PERSONALS.

Samuel G. Blythe, the well-known staff writer of the Saturday Evening Post, who has been traveling in the Northwest on business and pleasure, was last week the guest of the Seattle Press Club.

J. P. Cral, editor of the Scotsman, of Edinburgh, one of the leading newspapers of Great Britain, who has been spending several weeks in Canada, arrived in New York Oct. 3. After a brief visit he returned home on the *Empress of Britain*, sailing from Quebec on Friday.

James M. Pierce, publisher of Pierce's farm weeklies at Des Moines, Ia., has started a campaign for the raising of the endowment fund of \$125,000 for Highland Park College by contributing \$5,000.

J. L. Bergstresser, editor of the Insurance World, of Pittsburgh, was recently the guest of E. P. Marshall, vice-president of the Union Central Life Insurance Co. at a dinner given at the Business Men's Club in Cincinnati Sept. 28.

Hugh Douglas Montgomerie, managing editor of the American Boy, has resigned after thirteen years' connection with the editorial department of that publication. Mr. Montgomerie will devote a considerable portion of his time to historical research.

Claude Whetstone, recently an editorial writer on the Philadelphia Inquirer, is now a full-fledged farmer on the outskirts of Tamaqua, Pa.

Hugh R. Eames, formerly associate editor of the Wellsboro (Pa.) Advocate, has become associate editor and assistant business manager of the Middleburg (Pa.) Post.

W. D. Titus, editor and part owner of the Moorehead (Minn.) Daily News, was recently in Palouse, Wash., visiting friends.

Miss Marie Gannon has severed her connection with the Dubuque (Ia.) Telegraph-Herald, in order to prepare herself for the field of social service.

Mrs. Emma B. Alrich, associate editor of the Cawker City Record, the oldest newspaper woman in Kansas, attended the soldiers' reunion at Topeka recently.

William Brown Meloney's four-act drama, entitled "Graft," will be produced this fall by Frederic Thompson. Mr. Meloney was until last May secretary to Mayor Gaynor. Previous to holding that office he was a reporter on the New York World.

Frank D. Anderson, a well-known Sacramento journalist, has been appointed editor of the Humboldt (Cal.) Times. Mr. Anderson has represented the United Press and Scripps service in that city during the past year.

W. G. Shepherd, of the United Press, is in Mexico City, where he went to cover the Presidential elections and the incidental developments.

Henry Wood, the new manager of the Rome Bureau of the United Press, has been having his first experience with the possibilities of a real news censorship. He has succeeded in beating the game,

letins by employing the code of a commercial house doing business in London.

A. B. Parker, of Watertown, N. Y., publisher of the Lodge Record, devoted to Odd Fellowship, was re-elected president of the Odd Fellows' Press Association at its annual meeting held in Indianapolis last week.

William A. Patton, editor of the Canandaigua (N. Y.) Messenger, has been appointed chief deputy election superintendent for the Forty-second Assembly District, at a salary of \$1,200 a year.

H. B. Varner, editor of the Lexington (N. C.) Dispatch, denies the rumor that he is a candidate for Congress.

Wood Ballard, who has been connected with the New York Journal and American for the last seven years as assistant sporting editor, has been appointed press representative of the Tullane and Crescent theaters of New Orleans.

Major Albert M. Hall, formerly editor of the Elmira Advertiser and more recently an editorial writer on the Syracuse Herald, will hereafter reside in Washington, D. C.

W. H. Greenhow, editor of the Hornell (N. Y.) Evening Tribune, has been appointed postmaster at Hornell.

Alfred H. Lyon, of the Bowling Green (Ky.) Sentinel-Tribune, has become associate editor of the Catholic Universe, a publication in Cleveland.

John Zanft, a theatrical and vaudeville writer on the New York Morning Telegraph, has been appointed general representative of the William Fox Amusement Co.

Scott C. Bone, editor-in-chief of the Seattle Post-Intelligencer, was the guest of honor at a luncheon given by former Senator Samuel H. Piles in the Reiner Club, that city.

Andrew C. Keifer, for twenty-three years circulation and business manager of the Indianapolis Sun, has been appointed general manager of the Terra Haute (Ind.) Tribune, succeeding C. E. Lambertson.

Robert D. Heintz, Washington correspondent for Leslie's Weekly, has returned after a 17,000-mile swing around the circle with Walter L. Fisher, Secretary of the Interior. It is one of the longest trips ever made by a high Government official, and its objective point was Alaska. Colonel Sleicher, publisher of Leslie's, has planned a series of Alaskan articles, which will be written under the direction of Mr. Heintz.

John E. Nevin, who covered the Moyer-Haywood trial for the United Press, will be in charge of the U. P. staff covering the McNamara trial at Los Angeles, Cal.

Edward F. Roberts, formerly city editor of the Boston Traveler, has joined the New York staff of the United Press.

Miss Josephine Mason, of Hornell, N. Y., has been appointed correspondence editor of the Rochester Democrat and Chronicle.

Miss Marion Brazier, the well-known society writer of Boston, is spending a few days in New York visiting friends and relatives.

## A VALUABLE BUSINESS AID.

Cincinnati, O., Sept. 18, 1911.

EDITOR AND PUBLISHER:—I want to congratulate you upon the improvement you are making in the EDITOR AND PUBLISHER, and to say that I find it very valuable in my business, and I depend upon it largely for giving me information regarding changes in interest and new publications, as well as keeping me in touch with my former friends in the newspaper business.

WESTERN NEWSPAPER UNION,  
C. S. Clark, Res. Mgr.

## \$4,000 buys

Western weekly. Only publication in county. Returns to owner over \$3,000 annually. In isolated community, but offers extraordinary opportunity to make money on a small original investment. \$1,000 cash required. Realty worth \$1,200 included. Proposition No. B. S.

## C. M. PALMER

Newspaper Broker  
277 Broadway, New York

## \$43,200 Profit in 8 Years

Cleared by Illinois county seat daily and weekly, only republican paper in county. Large, rich field and well equipped plant with Mergenthaler. Established in 1856. A safe, money-making property. Price, \$25,000. Proposition 284. H. P. HENRICH, Newspaper Broker, Litchfield, Ill.

## "GOTHAM GOSSIP"

is the newest, snappiest, breeziest and brightest weekly review of life in New York. Makes a crackjack feature for both daily and weekly newspapers. Only one paper in a town.

National News Service  
9 E. 26th Street, New York, N. Y.

## WEATHER REPORTS

30 Illustrations Monthly, beginning Oct. 1

THE INTERNATIONAL SYNDICATE  
Features for Newspapers: Baltimore, Md.

## ANNOUNCEMENT

Mr. George W. Bricka begs to announce that Mr. Charles C. Stoddard, heretofore of the firm of Stoddard & Bricka, general advertising agents, is no longer connected with the said firm in any capacity, and that the business will be conducted by himself under the name of George W. Bricka, at 114 East 28th St., New York. September 8, 1911.

## ADVERTISING MEDIA

## ILLINOIS

## CHICAGO EXAMINER

The largest Morning and Sunday News paper 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 unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,741; Sunday, 84,203—80% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

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.

## POSITION WANTED.

An experienced business manager desires to make connection with daily newspaper. Can furnish best of references as to efficiency; 12 years' experience with paper in city of 50,000. Don't object to reasonable salary if proposition is good. Address "B. E. C.," care THE EDITOR AND PUBLISHER.

## I HAVE MADE

a financial success of three large daily newspapers, and resigned the daily field to take up the publication of a class magazine, but find that I do not like this field and am open for a position as manager or business manager of a daily newspaper proposition in a city of from 50,000 upward. I am no experimenter and command a good salary because I can produce the goods. Will be glad to give a personal interview to any publisher needing a high class man. Address "E. C.," care THE EDITOR AND PUBLISHER.

## WANTED—AN EDITORIAL

position with a live news or trade paper by an experienced, thoroughly competent newspaper man. Familiar with make-up and department duties. Address "RELIABLE," care THE EDITOR AND PUBLISHER.

## WANTED POSITION

as circulation manager on progressive daily where there is a chance for live wire to make record. Field limited where now located. Best references furnished and can back them up. Risk two-cent stamp to see what I have done. Address "LIVE WIRE," care THE EDITOR AND PUBLISHER.

## HELP WANTED

## POSITIONS OPEN

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

## FOR SALE

## For Sale

One Hoe web press, cost originally, \$17,500.00, prints sheet size 29 x 43, three folds. Capacity, 10,000 per hour. Sample copies of magazines printed on this press sent on request. Press can be bought very reasonably. Call or write, NORMAN L. MUNRO, 24-26 Vandewater St., New York.

## FOR SALE—PART OF

the late equipment of the Oklahoma City Pointer. Battle Creek Duplex, tubular, sixteen-page press, with full stereotyping equipment; nearly new, splendid machine, runs like a sewing machine. One rotter eight-page press, with stereotyping equipment, old, but capable of doing good work. A fine assortment of advertising type, galleys, brasses, etc. Will be sold at reasonable figures and on easy terms. Address Publisher of Times, Oklahoma City, Okla.

## ALL-SIZE ROTARY PRESS.

Scott, Class Q, No. 3, Dexter Double 16 Book and Pamphlet Folder or Dexter Periodical Folder, both with Automatic Feeders; Acme 40 or 44-inch Power Cutters. Outfit suitable for big edition printer or magazine publisher. Will be sold together or separate at a bargain. Send for full particulars. JOSEPH E. MURPHY, Wintrop Bldg., Boston, Mass.

## MISCELLANEOUS

## NEWSPAPER WANTED

within 200 miles of New York. Population, 10,000 to 30,000. Address P. M. MERRILL, 225 Fifth Ave., New York.

## EDITORIALS,

special articles, features for departments furnished by experienced woman writer. "L. R.," 8 E. 126th St., New York

## DAILY NEWS.

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

## DIVIDEND

## INTERNATIONAL PAPER COMPANY.

A dividend of one-half of One Per Cent. on the Preferred stock has been declared, payable October 16, 1911, to preferred stockholders of record at the close of business, at 3 P. M., October 4, 1911, at which time the transfer books close for the annual meeting, to be held October 25, 1911, 12 o'clock noon, at Corinth, N. Y., and reopen on the morning of October 26, 1911. Checks mailed.

E. W. HYDE, Secretary.

**WILLIAM HAZEN HONORED.****His Associates on the Evening Post Celebrate His Long Service.**

William Hazen has been cashier of the Evening Post for forty years, and fifty-five of his associates celebrated that fact at a dinner given by the trustees of the newspaper, at the Hotel Manhattan, on Wednesday evening, Oct. 4.

There were many testimonials to the joy which it arouses when Mr. Hazen makes his trip around the office on Saturday morning, with the pay envelopes. It was the unanimous opinion of all the speakers that he was the greatest little week-end visitor they had ever known. There were also some sterling tributes to Mr. Hazen's character, especially from the proprietors of the paper, who said, through Oswald Garrison Villard, that they had always felt comfortable, ever since the days of William Cullen Bryant, with Mr. Hazen in the cash cage.

William J. Pattison, the publisher, who got his first job years ago, as an office boy, through Mr. Hazen's influence, was another speaker. Appreciative remarks were also made by Rollo Ogden, editor-in-chief; J. Ranken Towse, dramatic critic; Alexander D. Noyes, financial editor; Edward G. Lowry, managing editor, and others. The trustees presented Mr. Hazen with a large silver pitcher, and the business management gave him a silver-mounted cane and an umbrella.

**Changes in City News Bureau.**

The following staff changes have been made in the assignment of department men in the New York City News Association: Pierson, from fire headquarters to police headquarters; Heaney to fire headquarters; Hatfield to State courts; Flannery to Tombs court; Olcott to lower west side; Clarke to Tenderloin; Brinckerhoff to West Side court, and George Berry to Bellevue.

The American Real Estate Seller, formerly published at Fort Atkinson, Wis., is now issued at Green Bay, that State.

**New Age Magazine**

is read by Masons throughout the United States because it is the official organ of the Supreme Council, 33d Degree of Scottish Rite Freemasonry. Masons comprise the most prosperous class of people. They have money to spend and are liberal buyers. There is no better medium for reaching them than through the New Age Magazine.

No. 1 Madison Ave., New York City

**OAKLAND, CAL. ENQUIRER**

Oakland's leading daily. Circulation, standing, and influence unapproached by any other paper in the city. Has made constant gains in advertising over its competitor.

**MacQuoid & Tilden**  
Publishers' Representatives  
225 Fifth Ave., New York

**GET THE BEST ALWAYS!**

**The Pittsburg Dispatch**  
Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE  
Burdwick Bldg.  
New York

HORACE M. FORD  
Peoples Gas Bldg.  
Chicago

**WORLD'S NEW SUNDAY EDITOR.****William Johnston, a Well-Known Member of Staff Promoted.**

William Johnston, who has just been put in charge of the New York Sunday World, has been a member of the World staff for about ten years, filling executive positions on both morning and evening editions. More recently he has been in charge of special sections of the Sunday paper.

He proposed and managed for the World the Fulton Aerial Flight, which



WILLIAM JOHNSTON.

Curtiss made from Albany to New York, winning the World's prize of \$10,000. He also started the Sunday World Field Days, in which more than half a million New York school boys have participated.

His activities on the World have had a wide range, from getting European royalties with children to commend "The Newlyweds," to planning special fiction supplements and other features that have been circulation-makers for the World. He originated the "Impudent Questions," now much in vogue under various titles, and it was he who propounded the famous automobile problem, "What Should Solomon Do?" which was taken up by leading papers in France, Germany, England and Italy after it had run for many weeks in the Sunday World.

Mr. Johnston has also taken some part in civic affairs. He has been secretary of New York's Safe and Sane Fourth Movement since its inception. He arranged the reception committee of "One Hundred Prominent Citizens" that greeted Mayor Gaynor the first day he returned to his office after having been shot. He also managed the recent "Governors' Luncheon," given by the World.

Mr. Johnston is also well known as a writer, being the author of a number of magazine articles and stories and of a volume of history. He last year published a novel, "The Innocent Murderers," written in collaboration with Paul West. A second novel by Mr. Johnston, "The Yellow Letter," was issued by the Bobbs-Merrill Co. only a few days ago.

Mr. Johnston has just returned from an extended trip through Norway, Sweden and Denmark.

The Regents Publishing and Mercantile Corporation has leased and is now negotiating for the purchase of the Woman's National Weekly, founded and conducted by Mr. Lewis. The paper will shortly be made a semi-weekly and eventually converted into a daily.

**COURSE IN JOURNALISM.****New York University Presents An Excellent Corps of Instructors and Speakers.**

Joseph French Johnson, dean of the Department of Journalism in New York University, has arranged an attractive course of study for the season's course. As he is a well-seasoned journalist himself, having worked as a reporter on the Springfield Republican and as financial editor of the Chicago Tribune, and the founder of the Spokane Spokesman, Mr. Johnson fully understands the needs of those who desire to take up the newspaper business.

Instruction is given in news writing, current topics, newspaper practice, magazine making, editorial writing and criticism, special feature work and magazine writing, short story writing and advanced magazine work.

The faculty includes James Melvin Lee, editor of Judge, as director of the department; George Burton Hotchkiss, managing editor of the Journal of Accounting; Royal J. Davis, of the editorial staff of the Evening Post; George T. Hughes, city editor of the New York Globe, and Albert Frederick Wilson, editor of the Current Events department of the World To-day.

Among the special lecturers who will address the various classes in journalism are:

John Kendrick Bangs, formerly editor of Harper's Weekly; Metropolitan Magazine, etc.; Ralph E. DeWitt, business manager of the Bookman; Henry James Forman, until recently associate editor and business manager of North American Review; Arthur Guiterman, contributor to Everybody's, Century, Harper's, Collier's, Life, etc.; Alexander Harvey, associate editor of Current Literature; William Martin Johnson, art editor of Leslie's Weekly; Ellis O. Jones, of editorial staff of Life; Clarence Richard Lindner, formerly fiction editor of Leslie's Weekly; Walter H. Page, editor of World's Work; Edwin E. Slosson, editor of the Independent; Lyman Beecher Stowe, contributor to Outlook, McClure's, etc.; James Eaton Tower, editor of Good Housekeeping; Sophie Kerr Underwood, assistant editor of Woman's Home Companion; Louis Edwin Van Norman, managing editor of Review of Reviews; Arthur T. Vance, editor of Pictorial Review; Lynn G. Wright, on editorial staff of Printer's Ink.

The Newspaper Forum, which is conducted under the auspices of the Department of Journalism, is devoted to the discussion of the problems connected with the editorial organization and management of the modern daily newspaper. The duties of the various editors will be explained by competent journalists. It will open Saturday, Oct. 21, and continue fortnightly until May 18.

The list of speakers includes:

Norman Hapgood, editor of Collier's Weekly; Hamilton Holt, editor of Independent; Walter Lindner, attorney for Leslie's Weekly; Robert Lincoln O'Brien, editor of Boston Herald; Rollo Ogden, editor New York Evening Post; E. A. Oliver, editor of Yonkers Statesman; Henry Gallup Paine, editor of magazine section of various newspapers; Don C. Seitz, business manager of New York World; Duncan M. Smith, of Chicago Daily News; Oswald Garrison Villard, president of New York Evening Post; Edward J. Wheeler, editor of Current Literature; Louis Wiley, business manager of New York Times, and president of Daily Newspaper Club; William Seaver Woods, editor of Literary Digest; James Wright Brown, general manager of the Fourth Estate; Leroy Fairman, editor of Advertising and Selling; William C. Freeman, advertising manager New York Evening Mail.

W. H. Beers, well known in trade-paper circles in New York, has been doing some special work for the Metropolitan, at Jacksonville, Fla.

**NEW HAVANA POST MANAGER.****He Is Geo. E. Harrison, Auditor of a Big Tobacco Co.**

(Special Correspondence.)

HAVANA, Sept. 29.—It is reported that the American Tobacco Trust, which for some time has been supposed to control El Mundo (founded and edited by J. M. Govin, a brother of the secretary and attorney of "the trust"), has acquired an interest in the Havana Post (Cuba's only English daily).

Yesterday it was formally announced that Geo. E. Harrison, auditor of the Henry Clay and Bock & Co., Ltd., would, on or about the first of October, take charge of the office of the Post, as secretary and general manager. It is understood, however, that Publisher Bradt will remain with the paper as editorial director.

Col. John R. Caldwell, Associated Press representative, after a month's recuperation in the States, returned to Havana yesterday.

The Havana Post has just put in a new press of the latest improved type from the Duplex Printing Press Co.'s works at Battle Creek, Mich., with a platen and cylinder stereotyping outfit, and is now able to turn out 30,000 papers per hour. Messrs. Wood and Soeler, formerly connected with the mechanical department of the New York American, are in charge of the mechanical plant of the Post, which, in addition to its own edition, prints (under contract) the Conservative anti-administrative organ, El Dia, and three or four other newspapers. Mr. Bradt, the Post's publisher, is an intimate personal friend of Vice-President Zayas and an active supporter of the Gomez Government.

"The Passing Years" is the title of a volume of poems recently published from the pen of the Rev. Charles Carroll Woods, D.D., editor of the St. Louis Christian Advocate.

**THE PITTSBURG PRESS**  
Has the Largest  
Daily and Sunday  
CIRCULATION  
IN PITTSBURG

Foreign Advertising Representatives

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

**IN MEXICO CITY**

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

**EL HERALDO MEXICANO**  
(Leading Afternoon Spanish Newspaper)

**THE S. C. BECKWITH SPECIAL AGENCY**

(Sole Representatives)

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

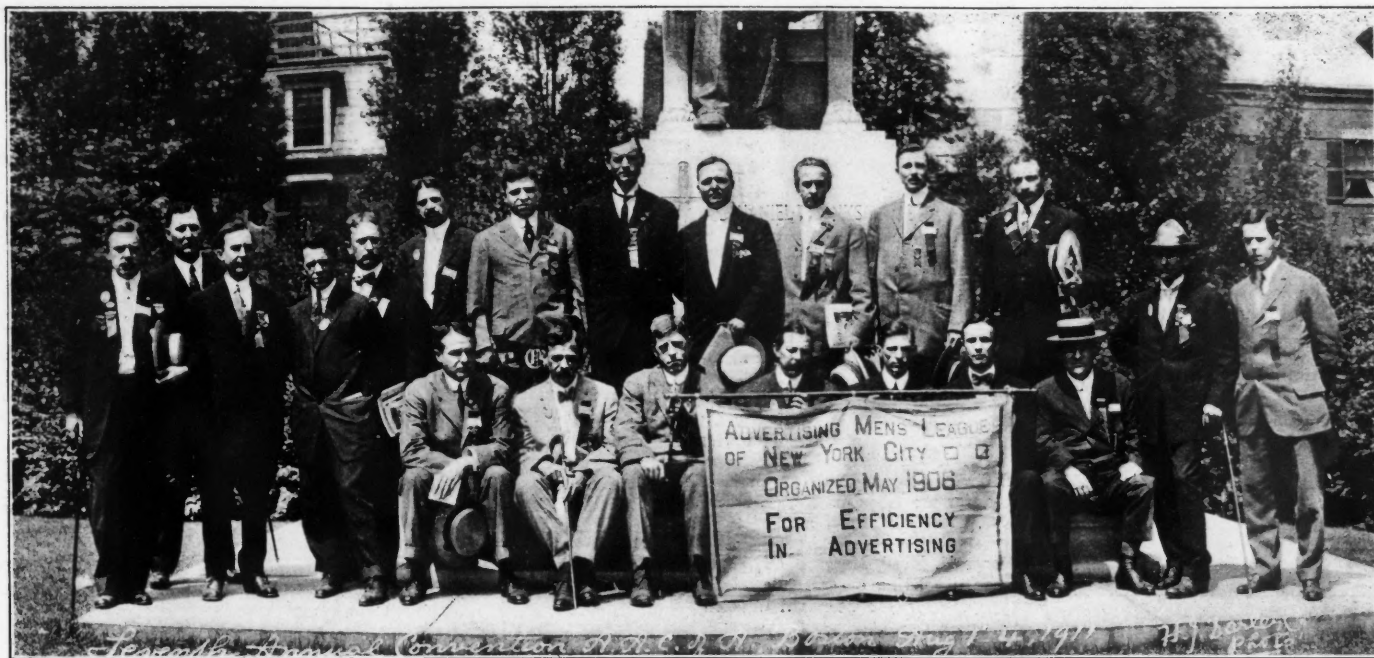
**The Greensburg Tribune**  
Has Largest Circulation in Westmoreland County, Pennsylvania**FLAT DISPLAY RATES**

Set matter, per inch.....16c.  
Plate Matter, per inch.....12c.  
Matrices at Plate rate.....12c.

No Special Representatives

R. W. HERBERT, President





GROUP OF DELEGATES OF THE ADVERTISING LEAGUE OF NEW YORK TO THE BOSTON CONVENTION.

Standing, Left to Right: Gerald B. Wadsworth, of M. P. Gould & Co.; F. R. Daris, of General Electric Co., Schenectady, N. Y.; M. P. Gould, of M. P. Gould & Co.; W. A. Martin, Jr., secretary Association of National Advertising Managers; Frank L. Blanchard, managing editor of the Editor and Publisher; A. Eugene Bolles, general manager Advertising and Selling; H. H. Kress, of the Jeffrey Co., Columbus, Ohio; John Clyde Oswald, editor of the American Printer; H. A. Greene, of the Bridgeport Brass Co., Bridgeport, Conn.; H. D. Robins, the Geo. Batten Co.; H. D. Robins, of N. W. Halsey Co.; C. R. Lippmann, of 37 E. 28th street; E. E. Vreeland, 350 W. 38th street; H. C. Wood, manager Reuben H. Donnelly.

Sitting, Left to Right: F. Nust, of the Edison Electric Co.; Leroy Fairman, editor of Advertising and Selling; Frank H. Cole, of Peter Henderson Co.; O. H. Blackman, of the Blackman Ross Agency; Wm. H. Ingersoll, of Robt. H. Ingersoll & Bro., President of the Advertising League; Mason Britton, of the Machinist; L. E. Pratt, of the American Art Works.

**UP TO DATE DENVER PAPERS.**

**The Newspaper and Advertising Business is in Excellent Shape.**

(Special Correspondence.)  
DENVER, Col., Sept. 26.—I am sending you a little "almost news" about the newspaper and advertising situation here in Denver. The outside world should certainly hear more than it does about the boys of this town, as they are, without doubt, the liveliest bunch I've had the pleasure of running up against for a good while. The advertising boys are the main cog-wheels of the Chamber of Commerce, and they are in the forefront of every movement that is for the good of Denver. To put it plainly, they are largely responsible for the great progress which the city has made for the past few years.

The Ad. Club is one of the leading commercial organizations of the place, and it has been and is now doing mighty good work. The Denver Press Club, of course, is also a great organization and its members are actively engaged in nearly every movement to boost the city. Frank Farran, the city editor of the

Rocky Mountain News, has just been elected to a vacancy on the board of directors.

The Press Club wound up its summer vacation camp season in a blaze of glory. It ended the summer season with a great outing at Lake Lindenmeier, which was attended by nearly 500 newspaper men and their wives and children.

The young men's committee of the Chamber of Commerce, which made the arrangements for President Taft's visit to Denver, was composed largely of members of the Ad and Press clubs.

Business conditions are improving rapidly, and the newspapers are anticipating a large volume of advertising this year, both foreign and local. A. D. Bishop, advertising manager of the Denver Post, told me that foreign business is coming in earlier and heavier than last year, and showed me how prosperous his paper is.

The News is gaining every day in circulation and advertising; the Republican is still maintaining its place in the field, and the Times, since it was sold by Senator Patterson, has become a mighty interesting sheet and is building up a good clientele of its own.

The big surprise to me after a four years' absence from Denver, was the growth of the Scripps' paper, the Express, which has jumped to the front, and is now making itself felt in the community. Quite a lot of new business will go out to the Eastern papers from Denver, as Paul Richter, the head of the National Advertising Co. (the big agency of the Rocky Mountain section), told me that he has a number of new accounts, in addition to old business, that are shaping up to be sent out this fall. The "Marjorie Hamilton" campaign, which he handled, has been a great success.

Mr. Richter is just recovering from the heat prostration which he suffered in Chicago while on the way to attend the convention of the Ad. Clubs in Bos-

ton, to which he was a delegate. The publishers of the mail order magazines and farm papers tell me that August business was good, and that they will beat last year's record in total advertising carried, if present indications are worth anything.

Altogether Denver is alive and everybody is boosting and hustling at the same time, and that's bound to make business good in any town. It certainly does one good to be here and

AARON RACHOFSKY.

**NEW INCORPORATIONS.**

PHILLIPSBURG DAILY PRESS, Phillipsburg, N. J.; publishers and printers. Capital, \$100,000. Incorporators: T. Floyd McPherson, Easton, Pa.; James Ingham and Isaac Cenetta, last two of Phillipsburg, N. J.

THE HERALD PRINTING AND PUBLISHING CO., Waxahatchie, Tex. Capital, \$10,000. John P. Cooper and L. P. Quate.

THE DAILY TELEGRAM PUBLISHING CO., Rocky Mount, N. C. Capital, \$25,000. Incorporated by W. H. Horne and J. A. Horne.

TONKAWA CHIEFTAIN PUBLISHING CO., Tonkawa, Okla. Capital stock, \$2,000. Incorporators: J. T. Robinson, A. B. Plumb, J. E. Faulds, H. H. Stricklin and E. E. Wagoner, all of Tonkawa.

PREMIER TYPESETTING CO., Chicago; general printing business. Capital, \$2,500. Incorporators: Clarence D. Hothkiss, James H. Dunn and Delbert A. Clithero.

THE PICKENS SENTINEL, Pickens, S. C. Capital, \$3,000. C. E. Robinson, president and treasurer; J. McD. Brule, vice-president; M. C. Smith, secretary.

LABOR JOURNAL PUBLISHING CO., Mobile, Ala. Capital, \$2,000. Incorporators: John Martin, C. H. Allen and L. A. Shearer.

BISCHOFF-DAVIS Co., Davenport, Ia.; agents for banks, newspapers and other publications. Capital, \$10,000. C. W. Bischoff, F. O. Davis and others.

**To Save Rollers in Hot Weather.**

Pressmen will not soon forget the summer of 1911, owing to the number of composition rollers that have "run down." One printer, whose pressroom is on the second floor where the temperature has frequently been over ninety degrees Fahrenheit this summer, is fortunate to have a cool cement-floored cellar. He uses two sets of rollers on each press, and runs at as high speeds as in cool weather. As soon as one set of rollers shows signs of running down he lifts them and places them in the cool basement, where they become firm again in a couple of hours, ready to relieve the other set when they give out under excessive heat. This printer operates his presses twenty-four hours five days a week and at high speeds, and has not lost a roller since the roller-cooler idea entered his head.

—American Printer.

Take advantage of a large selling force at a low price  
**Hampton-Columbian Magazine**  
550,000 Circulation  
\$400 Per Page

**NOTICE TO ADVERTISERS**  
**Evening Times**  
ELIZABETH, N. J.

Average circulation, Jan. 1 to July 1, 1911, 8,842. Circulation, August, 9,540. Two years ago circulation was 6,500, paper occupying one-story building on back street, using three linotype machines, product on ten-page paper, with no telegraph service and only one telephone line. Now occupies four-story building on best corner in city, working six linotypes overtime, producing 16 to 24-page paper, and has its own wire news service and three trunk telephone lines with local exchange. Only penny paper and only Democratic daily in heavily Democratic city and congressional district, official city organ for legal publications.

**You Simply Can't Reach the People Without The Times.**

# THE ADVERTISING WORLD

## TIPS FOR BUSINESS MANAGERS.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are making contracts for 2,000 lines with Missouri papers, for the Simmons Hardware Co., Keen Kutter Hardware, Ninth and Spruce streets, St. Louis, Mo.

The Amsterdam Advertising Agency, 1180 Broadway, New York, is placing orders for half pages, three times, one paper in a city, with a few selected metropolitan papers, for the Knickerbocker Hotel, Broadway and Forty-second street, New York.

Nelson Chesman & Co., 225 Fifth avenue, New York, is sending out orders to New York City papers for the Brentano's Encyclopedia Americana Co., 225 Fifth avenue, New York. Later other metropolitan papers will be used.

Nelson Chesman & Co., 1127 Pine street, St. Louis, Mo., is making contracts with western papers for 5,000 lines for the Dr. Joseph Lister Co., 22 Fifth avenue, Chicago.

The Dollenmayer Advertising Agency, Lincoln Building, Minneapolis, Minn., is making contracts with a large list of papers for the Pillsbury-Washburn Flour Mills Co., Pillsbury's Flour, 301 Metropolitan Life Building, Minneapolis.

The George L. Dyer Co., 42 Broadway, New York, is placing new copy on contracts for the United Shirt & Collar Co., Lion Brand Collars, Troy, N. Y.

The Federal Advertising Agency, the Rookery, Chicago, is making contracts with southern papers for the Kle-Nol Co., Montgomery, Ala.

The Gray Advertising Service, Commercial Building, Philadelphia, Pa., is placing orders with southwestern papers for the Cross Clock Co., same city.

The Gundlach Advertising Co., People's Gas Building, Chicago, is again sending out orders to a large list of papers for the D. D. Co., 143 West Michigan street, same city.

Dr. Kilmer & Co., Swamp Root, Binghamton, N. Y., is placing copy with papers that have contracts.

Charles W. Hoyt, of New York and New Haven, is placing some advertising for the Seamless Rubber Co., of New Haven, Conn., for their automobile tires; also for the American Oyster Co., of Providence, R. I. The latter business goes to newspapers in southern

New England. The first copy will be sent out soon.

The Ireland Advertising Agency, 925 Arch street, Philadelphia, Pa., is placing orders for sixty lines, fifty-two times, to California papers for Johnston, Holloway & Co., Heiskell's Ointment, 531 Commerce street, Philadelphia.

Lord & Thomas, Trude Building, Chicago, are making contracts with a few southern papers, for Smith & Scott, tobacco, Paducah, Ky.

The McFarland Publicity Service, Harrisburg, Pa., is sending out orders for eight inches thirty-two times, and twelve inches eight times, to southern papers, for the Glen St. Mary Nurseries Co., Glen St. Mary, Fla.

George H. Mead, Marquette Building, Chicago, is placing orders with Michigan papers for the Standard Woolen Mills Co., Chicago.

Persis M. Pomeroy, Brunswick Building, New York, is sending out a few new one time orders for the Warner Brothers Co., corsets, Bridgeport, Conn.

The William G. St. Clair Co., Witherpoon Building, Philadelphia, is placing orders with southern papers for the Cortright Metal Roofing Co., 50 North Twenty-third street, same city.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is placing copy on contracts for Schloss Brothers & Co., clothing, 500 West Baltimore street, Baltimore, Md., with papers in cities where they have agents.

J. H. Schenck & Son, 537 Arch street, Philadelphia, are making contracts for four inches, e. o. d. seventy-eight times, with Ohio and Pennsylvania papers.

Street & Finney, 45 West Thirty-fourth street, New York, it is reported, will resume advertising about Nov. 1, for Strouse, Adler & Co., C. B. a la Spirite Corsets, 45 East Seventeenth street, New York.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, is placing orders with Ohio papers for the United Mercantile Co., Chicago.

Louis V. Urmy, 41 Park Row, New York, is making contracts with a selected list of large city papers for H. & G. Klots & Co., Pinaud's Perfumery, 84 Fifth avenue, New York.

Alfred Gratz, 1001 Chestnut street, Philadelphia, Pa., is making contracts for 5,000 lines, to be used within one year, with Southern papers, for the Knotair Hosiery Co., Philadelphia.

The George Batten Co., Fourth Avenue building, New York, is sending out orders for five inches, ninety-six times, to Southwestern papers, for J. C. Dodson, Americus, Ga.

The Charles H. Fuller Co., 378 Wabash avenue, Chicago, is making contracts with Western papers for 5,000 lines, to be used within one year, for the Wyllys Overland Co., Detroit, Mich.

# 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.

<b>ALABAMA.</b>	<b>OHIO.</b>
ITEM ..... Mobile	PLAIN DEALER ..... Cleveland (August, D 99,791—N, 125,932)
<b>CALIFORNIA.</b>	VINDICATOR ..... Youngstown
INDEPENDENT ..... Santa Barbara	<b>PENNSYLVANIA.</b>
BULLETIN ..... San Francisco	TIMES ..... Chester
CALL ..... San Francisco	DAILY DEMOCRAT ..... Johnstown
EXAMINER ..... San Francisco	JOURNAL ..... Johnstown
<b>FLORIDA.</b>	DISPATCH ..... Pittsburgh
METROPOLIS ..... Jacksonville	GERMAN GAZETTE ..... Philadelphia
<b>GEORGIA.</b>	PRESS ..... Pittsburgh
ATLANTA JOURNAL (Cir. 53,163) Atlanta	TIMES-LEADER ..... Wilkes-Barre
CHRONICLE ..... Augusta	GAZETTE ..... York
LEDGER ..... Columbus	<b>SOUTH CAROLINA.</b>
<b>ILLINOIS.</b>	DAILY MAIL ..... Anderson
POLISH DAILY ZGODA ..... Chicago	DAILY RECORD ..... Columbia
SKANDINAVEN ..... Chicago	THE STATE ..... Columbia (Cir. August 1911, 17,869—D. 17,614)
HERALD ..... Joliet	<b>TENNESSEE.</b>
HERALD-TRANSCRIPT ..... Peoria	NEWS-SCIMITAR ..... Memphis
JOURNAL ..... Peoria	BANNER ..... Nashville
<b>INDIANA.</b>	<b>TEXAS.</b>
NEWS-TRIBUNE ..... Marion	RECORD ..... Fort Worth
TRIBUNE ..... Ter. Haute	CHRONICLE ..... Houston
THE AVE MARIA ..... Notre Dame	TIMES-HERALD ..... Waco
<b>IOWA.</b>	<b>WASHINGTON.</b>
EVENING GAZETTE ..... Burlington	POST-INTELLIGENCER ..... Seattle
CAPITAL ..... Des Moines	<b>WISCONSIN.</b>
REGISTER & LEADER ..... Des Moines	EVENING WISCONSIN ..... Milwaukee
THE TIMES-JOURNAL ..... Dubuque	SENTINEL ..... Milwaukee
<b>KANSAS.</b>	<b>CANADA</b>
CAPITAL ..... Topeka	<b>ALBERTA.</b>
<b>KENTUCKY.</b>	HERALD ..... Calgary
COURIER-JOURNAL ..... Louisville	<b>BRITISH COLUMBIA.</b>
TIMES ..... Louisville	WORLD ..... Vancouver
<b>LOUISIANA.</b>	<b>ONTARIO.</b>
ITEM ..... New Orleans	FREE PRESS ..... London
TIMES-DEMOCRAT ..... New Orleans	<b>QUEBEC.</b>
<b>MAINE.</b>	LA PRESSE Cir. Aug., 1911, 104,144 Montreal
JOURNAL ..... Lewiston	
<b>MARYLAND.</b>	
THE SUN .. Paid for in Cash Cir. .. Baltimore Morn. and Eve. 111,561 .. Sun. 60,702	
<b>MICHIGAN.</b>	
PATRIOT (1910) D. 10,720; S. 11,619. Jackson	
<b>MINNESOTA.</b>	
TRIBUNE. Morn. & Eve. Minneapolis	
<b>MISSOURI.</b>	
DAILY AND SUNDAY GLOBE. Joplin	
POST-DISPATCH ..... St. Louis	
<b>MONTANA.</b>	
MINER ..... Butte	
<b>NEBRASKA.</b>	
PREIE PRESSE (Cir. 142,440). Lincoln	
<b>NEW JERSEY.</b>	
PRESS ..... Asbury Park	
JOURNAL ..... Elizabeth	
TIMES ..... Elizabeth	
COURIER-NEWS ..... Plainfield	
<b>NEW MEXICO.</b>	
MORNING JOURNAL ..... Albuquerque	
<b>NEW YORK.</b>	
BUFFALO EVENING NEWS ..... Buffalo	
BOLLETTINO DELLA SERA ..... New York	
LESLIE'S WEEKLY (Cir. 340,000) New York	
EVENING STANDARD ..... Troy	
RECORD ..... Troy	
<b>NORTH DAKOTA.</b>	
NORMANDEN .. (Cir. 9,450) .. Grand Forks	

The Frank Presbrey Co., 3 West Twenty-ninth street, New York, is sending out orders to the leading magazines for another series of four-page inserts for the Encyclopaedia Britannica—the largest individual advertiser in the magazines last year.

The Southern Railway is sending out orders through the Frank Presbrey Co., 3 West Twenty-ninth street, New York, for half pages in a list of the leading magazines.

The Frank Presbrey Co., 3 West Twenty-ninth street, New York, is placing the advertising of the Ansonia Hotel, Broadway at Seventy-third street, New York.

## Another Increase.

THE DAILY STATES has received another increase in its circulation by the closing of The Daily News, a small evening paper which had been published for some years in New Orleans. THE STATES arranged to take over the subscribers and this addition places its circulation around the 30,000 mark.

Our challenge to all competitors for a showdown on circulation remains unanswered—there is a very good reason. THE DAILY STATES is first in circulation and carries more local business than any other paper in the City of New Orleans.

Foreign Advertisers Please Note  
**DAILY STATES, NEW ORLEANS, LA.**  
 The S. C. Beckwith Special Agency  
 Sole Agents—Foreign Advertising  
 New York Chicago Kansas City

**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



## ENGLISH ADVERTISING NOTES.

**General Agents Say the Outlook for Business Is Very Promising.**

The favorite day of English advertisers on which to make their announcements in the newspapers is Monday, although on Tuesday issues have the largest circulation. None of the English daily newspapers has Sunday editions, those appearing on that day being weeklies. The reason that Monday is so popular is that Saturday, being pay day, people have more money to spend on Monday than later in the week.

Representatives of three of the largest general advertising agencies in London, when interviewed by the Newspaper Owner concerning the outlook for business this fall and winter, declared that the indications were that more advertising would be done than during the same period last year. While the recent strike had the effect of retarding the volume of business somewhat, yet the large general advertisers are now making generous arrangements for fall and winter advertising. Philip Benson, of the S. H. Benson Agency, which has a branch office in New York, said that while it was difficult to forecast the situation for the coming year, he believed, on the whole, that it was going to be a good year. From all he could learn, the soap, cocoa and other large manufacturers would make an increase in their appropriations.

**Kelp for Paper Making.**

Dr. Chas. G. Percival, of New York, who is at present in British Columbia, according to the Paper Mill, believes that kelp may revolutionize the paper pulp industry. Dr. Percival declares that at San Diego, Cal., a large chemical company has been equipped with a special kelp gathering steamer, following the discovery of the possibility of cutting kelp into pulp. Already samples of the finest tissue are turned out, as well as samples of exceedingly tough board so pliable that it is in every way superior to sole leather. It is claimed that kelp, which replenishes itself every six or seven weeks, will furnish an un-failing supply for America's paper industry. It grows from the bottom of the ocean and spreads in all directions, some stalks being 500 feet in length.

**NEW YORK HERALD SYNDICATE****HAVE YOU SEEN PERCY?**

Percy is an automaton now appearing in full colors in the comic section of the New York Herald. He gets his inventor into all sorts of ridiculous situations. Wire for proofs and prices.

**Full-Page Sunday Features****Special Cable and Telegraph Service**

Daily Features: News matrices, comic matrices, women's features and photographs.

For particulars apply to

**NEW YORK HERALD SYNDICATE**  
Herald Square, New York

Canadian Branch:  
Desbarats Building, Montreal.

## DINNER TO C. R. WOODWARD.

**Christmas Island Club Entertains Him at Baber's Restaurant.**

The Christmas Island Club, which is composed of New York magazine and newspaper advertising men, gave a dinner on Tuesday evening at Baber's restaurant, in West Twenty-fourth street, in honor of Charles R. Woodward, who has been appointed Western manager of the Crowell Publishing Co., publishers of the Woman's Home Companion, Farm and Fireside and the American Magazine. At the conclusion of the feast Toastmaster Hinkley introduced a number of the guests, who told Mr. Woodward what they thought of him. Mr. Woodward was then given a chance to even up.

One of the pleasing incidents of the evening was the presentation by Mac Reynolds, on behalf of the members of the club, of a beautiful painting.

Among those present were W. A. Trowbridge, David Lee, Wallace G. Brooke, Perry Lukins, John B. Woodward, Mortimer Remington, Sam Leita and Mr. Paine, of McCall's Magazine.

Mr. Woodward came to New York about ten years ago as Eastern representative of the Crowell Publishing Co., which was then located at Springfield, Ill. When Mr. Crowell sold out his interest a short time ago, he continued with the new owners. During his residence here he has made many friends among the general advertisers of the city and vicinity, who will hate to have him move to Chicago.

**WORRIES O' NIGHTS NO MORE.****Anderson No Longer Feels His Newspaper Plant Will Be Burned.**

In speaking of the Macon Telegraph's new building, a picture of which appeared in THE EDITOR AND PUBLISHER two weeks ago, W. T. Anderson, the general manager, writes:

"Although the Telegraph has been in operation since 1826, it has never until this year had a building of its own. It has been published in holes in the ground, in garrets, fire traps and other untidy and repulsive places.

"When we were burned out I determined that I would make the insurance company for the investment, and accordingly designed the building throughout of concrete; that is, the building containing the mechanical equipment is entirely of concrete, and the insurance rate was reduced from \$2.35 per hundred down to seventy-five cents per hundred. When we go home at night now we sleep, knowing that no matter what happens, short of an earthquake, the plant of the Telegraph will be in operation."

**Biggest Drug-Store Ad.**

The Louisville (Ky.) Herald in its issue of Sept. 27 printed a twenty-eight-page advertisement of the T. P. Taylor & Co. chain of drug stores. Practically every line of the copy was prepared by E. G. Stetzel and Horace Taylor. While this is probably the largest drug store advertisement ever presented, it is not the largest store announcement, the record for which is held by an Atlanta firm that employed thirty-two pages in one issue of a local newspaper. John C. Shaffer, the publisher, and W. N. Hudiburg, the advertising manager, ought to feel much gratified that the Taylor company selected the Herald as the medium through which to make its twenty-eight-page appeal to the people of Louisville.

(From the Boston Traveler, Monday, October 2nd:)

**AS USUAL**

Boston Traveler Extras gave Boston its first news of the dreadful disaster at Austin, Pa., when the great dam burst Saturday and swept more than 250 victims to death in its swirling crest.

A flash from the Traveler's *United Press* wire told the story of flood and fire, and a special edition was on the street before other Boston evening newspapers knew that the accident had occurred.

This was followed by another special edition, giving a detailed account of the horror and an accurate estimate of the number of dead, which to-day's news dispatches confirm.

This notable news "beat" crowns a long succession of scoops. The moral is plain.

**Take the United Press Report!**

## ADVERTISING IN ENGLAND

**Does Not Produce the Results Obtained in This Country.**

A. D. Lasker, managing director of the Lord & Thomas Agency, of Chicago, who arrived in New York this week from England, where he has spent some time in studying advertising conditions, has this to say about the situation:

"Advertising in England has not shown sufficiently profitable returns to warrant a greater outlay for publicity than is now apparent, and the newspapers, of course, are as great losers by this lack of understanding as the advertisers themselves.

"If English producers and merchants would adopt similar methods to the American and pay big money to first-class men, advertising would quickly tell a different story than it does at present. Of course I know that advertising rates are high in England, but the right kind of advertising would be profitable. Profitable advertising would mean more of it, and more advertising would bring down the rates.

"I believe that newspapers make the best medium for publicity of all kinds, because they reach a wider field and results are quicker. Moreover, newspapers exercise a certain supervision over their advertising columns and censor anything that may be fraudulent in character."

D. O. Batchelor, postmaster of Goshen, Ind., has offered \$15,000 for the News-Times plant of that place, which the proprietors hold at \$30,000.

## ADDITIONAL AD TIPS.

The Otto J. Koch Advertising Agency, University building, Milwaukee, Wis., is sending out orders for eight inches, twenty-six times, to Mexican papers for the F. Mayer Boot & Shoe Co.

The Dunlap-Ward Co., Hartford building, Chicago, is making contracts for 1,000 inches, to be used within sixteen months, with Western papers, for the Layton Pure Food Co.

The Frank Presbrey Co., 3 West Twenty-ninth street, New York, is making contracts for 3,000 lines, one year, with Southern papers, for the Hamburg-American Line Co., 45 Broadway, New York.

The Friend Advertising Agency, 31 East Twenty-seventh street, New York, is placing orders for 100 lines, thirteen times, with Southern papers for the J. C. Hopkins Co., 119 Chambers street, New York.

The J. Walter Thompson Co., The Rookery, Chicago, is placing orders for seven inches, thirteen times, with Middle West papers, for the Phimister Chemical Co.

The Shreveport (La.) Chamber of Commerce contemplates undertaking an advertising campaign to make known Shreveport's advantages to the world at large. Nelson, Chesman & Co., of St. Louis, have submitted a plan that may be adopted at an early date.

## AMERICAN PUBLISHERS

**Don't fail to attend Louis A. Hoffmann's Birthday Party of Low Prices during October.**

INTERNATIONAL PUBLISHERS SUPPLY CO.  
117 John Street, New York

## 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.

THE  
WARD SYSTEMS  
COMPANY

## PIERCE COMES TO NEW YORK.

## He Has Been Appointed Eastern Advertising Representative of the Scripps Newspapers.

W. W. Pierce, who has recently been appointed eastern manager of the foreign advertising department of the Scripps-McRae League and the Scripps newspapers, with headquarters in the Tribune Building, New York, started his business career as a solicitor on the Cincinnati Post. He made good in that capacity and in due time was promoted to the position of advertising manager, and, later, to that of business manager.

From the Cincinnati Post he came to New York and joined the staff of the Evening Mail, where he made an excellent record. In 1907 he joined the staff of the Scripps-McRae League.

The recent rapid growth of the Scripps newspapers has made it necessary that the Eastern States be handled from New York City, and the appointment of Mr. Pierce is a reward of merit and a case of "the place seeking the man."

Mr. Pierce will cover New England territory, New York City, Philadelphia, Baltimore and Washington.

## Hoyt in New Quarters.

Charles W. Hoyt, consulting advertising and sales manager, of New York City and New Haven, Conn., has moved his New Haven office into new quarters, but remains in the same building at 25 Elm street. The Hoyt organization now occupies two floors of the Parker building, the executive offices, rate, printing and copy departments being on the second floor, and the third floor, their old quarters, is now given over entirely to the art and mailing departments.

## An Odd Circular.

Louis A. Hoffmann, general manager of the International Publishers' Supply Co., New York, has issued a unique circular to the trade giving special prices for supplies sold during his natal month. On one page appears a picture of the little house where he was born in the Creole district of New Orleans.

## Best Value for the Money.

NEW YORK, N. Y., Sept. 23, 1911.  
EDITOR AND PUBLISHER—Enclosed please find \$2 paying my subscription two years in advance. THE EDITOR AND PUBLISHER is the best value I get for the money in the way of reading matter.  
A. A. HILL,  
Editor, Automobile Dealer & Repairer.

The Nashville (Tenn.) Democrat and the Erie (Pa.) Dispatch have been elected to membership in the American Newspaper Publishers' Association.

Governor Stubbs of Kansas says he has not purchased the Hutchinson Gazette, as reported last week.

**We Are Chief in Newspaper Work**

**Chestnut Street Engraving Co.**  
Philadelphia, Pa.

WRITE FOR PRICES



W. W. PIERCE.

APPOINTED EASTERN REPRESENTATIVE OF THE SCRIPPS' LEAGUE AND NEWSPAPERS.

## NEWS OF THE AD CLUBS.

The Fort Worth (Tex.) Ad Men's Club will this winter take up the study of the composition features of advertising, under the direction of Henry Z. Ungar.

President George W. Coleman, of the Associated Advertising Clubs of America, has returned to Boston after making a tour of Western and Southern cities, where he was entertained lavishly by the several advertising clubs.

Thomas E. Dockrell, the advertising expert, of New York, delivered an interesting address on "Newspapers as Advertising Mediums," before the Adcraft Club of Detroit, Sept. 28.

The Cleveland Advertising Club's luncheon was last week addressed by Elbert H. Baker, general manager of the Cleveland Plain Dealer, who spoke on the "Upbuilding of a Newspaper."

The St. Louis Advertising Men's League on Sept. 28 presented William Glendenin, the St. Louis and Southern manager of the Federal Advertising Agency, and Clarence L. Fisher, president of the Steinberger Advertising Co., with loving cups in recognition of services given the league at the Boston convention.

The Houston (Tex.) Adcraft Club added eight new members to its roll at its last meeting.

The Advertising Club of Columbus, O., is to construct a large two-room log cabin, fitted with an old-fashioned fireplace and consistent furniture, in one day. The log cabin will be future home of the club. William H. Ingersoll, of New York head of the Advertising League, was a speaker at the last banquet of the club.

The Portland (Ore.) Ad Club has added an employment agency to its activities.

The Leavenworth (Kan.) Ad Club has been instrumental in bringing about a proper lighting of the business part of the town, which now has a "white way" equal to any city of its size in the Middle West.

The American Golf Association of Advertising Interests will hold its tournament and convention at the Mt. Washington Hotel, White Mountains, in July next year, and play its games on the Bretton golf links.

The Cincinnati Advertising Club has elected these officers for the ensuing year: President, William E. Kriedler, first vice-president, Charles A. Culbertson; second vice-president, L. W. Leonard; recording secretary, Henri D. Menefee; financial secretary, Joseph R. Tomlin; treasurer, Arthur S. Crawford; board of governors, L. H. Martin, Bert Alexander, H. R. Alcorn, C. H. Hungerford and H. H. Hoffman.

The Atlanta Ad Men's Club at a recent meeting passed a resolution declaring that it was essential to the organization that the General Assembly of the State of Georgia, at the next regular session be importuned to pass a bill which it has prepared prohibiting untrue and misleading advertisements, and to publish violations thereof.

## A MAGAZINE FOR MASONS.

## The New Age, Edited by George F. Moore, a Popular Publication.

Masonry is one of the most popular secret fraternal and benevolent organizations in the United States. Few cities and villages are so small that they do not contain at least one lodge of Masons.

As the members usually include the leading business and professional men of the community, they are readers of the local newspapers and literary magazines, but take a special interest in publications devoted to Masonry. One of the foremost of these is the New Age Magazine, founded seven years ago by the Supreme Council, Thirty-third Degree, of the Ancient and Accepted Scottish Rite of Freemasonry, for the Southern Jurisdiction of the United States of America. Its publication office is located in the Metropolitan Building, New York.

The New Age occupies a unique place in modern journalism. It was established for the express purpose of giving the great Masonic order a high class and standard magazine that would reflect credit upon the entire fraternity. While the magazine is owned and published by a Masonic body, yet its pages are not devoted exclusively to the subject of Freemasonry. It has been the policy of the editor since its establishment to so arrange the subject matter in the magazine that its contents would be equally divided between literature, science and Freemasonry. The very best articles that are to be obtained on these subjects are handled by this magazine.

The New Age Magazine is edited by George F. Moore, a Thirty-third Degree Mason. Mr. Moore is a native of Alabama, and before taking up the editorial work occupied a prominent position among the bar of that State. He was for many years United States Attorney and was tendered by the late President McKinley a Federal judgeship, which Mr. Moore declined in order to devote his entire time to editing the New Age Magazine. Mr. Moore is one of the most learned Masonic students of the day.

Mr. Moore is assisted in the publication of the magazine by James S. Vance, a former member of the staff of the Birmingham News, Birmingham, Ala., where he had many years of active experience in newspaper work. Mr. Vance during the past twelve months has had unusual success with the advertising and circulation end of the publication.



## MR. ADVERTISER

THINK of being able to place before your prospective customer 365 "REASONS WHY" he should buy your goods. A new one each and every day. The "PRACTICAL" DESK CALENDAR will do it for you. It stands right up in front of a man and makes him absorb a new selling talk from you every day of the year. It will sell for you.

It is a silent salesman in every sense of the word. Your PROSPECT must listen to it because it is right there at all times hammering your arguments home.

He can't look at the date or his memo. without seeing your ad. Compare this real campaign of 365 "HOT SHOTS" to sending him twelve letters in a year. One a month. The cost is practically the same.

Let us know your needs, who you want to reach, etc., and we'll submit a campaign that, in its economy and "resultfulness" will surprise you.

Send 50c. for sample. It's worth it.

**L. F. MULLIN "DIRECT APPEAL" ADVERTISING**

Successor to TUKE AND MULLIN

Sole Manufacturers and Distributors

220 ABBOTT STREET

DETROIT, MICH.



**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

**HOWLAND, HENRY S., Adv. Ag'cy**  
20 New 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

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

**SECURITIES ADV. AGENCY**  
44 Broad St., New York  
Tel. Broad 1420

**PENNSYLVANIA**

**FLOWER ADV. AGENCY**  
Stephen Girard Bldg., Philadelphia  
Tel. Filbert 5137

**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.

**Capt. Murphy's Career.**

Capt. David A. Murphy, editor of the Oxford (O.) Herald, a veteran of the Civil War, has had an interesting career. He began writing for the newspapers at 15 and at 20 was an editor. He was clerk at Gen. Sherman's Headquarters at Acworth, Ga., in 1864, and during a battle near Resacca, captured two Confederate guns on the firing line. When Garfield was shot, he was editor of the Danville (Ky.) Tribune, and sent to Secretary Blaine his famous telegram: "We tender hope for the President and hemp for the assassin." Capt. Murphy has always been actively engaged in politics and loves a fight as well as the next one.

**Publishers' Representatives**

**ALCORN, FRANKLIN P.**  
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Tel. Gramercy 666

**ALCORN, GEORGE H.**  
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Tel. Beekman 2991

**BARNARD & BRANHAM**  
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189 East Broadway, New York  
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**Helped Bring Success.**

Trinidad, Col., Sept. 21.  
EDITOR AND PUBLISHER.—I find that some of my fellow-workers have sent you an article upon my retirement from the Chronicle-News, which I have managed for the past four years and a fraction. They seem to think I have done something wonderful, when, in fact, I only applied EDITOR AND PUBLISHER methods to a small city daily, and it paid. Many of the ideas that brought me success were taken from your journal, which is received by me every week and read much more religiously than the family "book."  
JOHN H. ENGLISH.

**Changes at Grand Forks.**

The Grand Forks (N.D.) Herald and the Grand Forks Times have been purchased by a newly organized company called the Times-Herald Publishing Co., of which J. D. Bacon is president. Norman B. Black, president of the North Dakota Press Association, will be the general manager, and J. A. Callahan, advertising manager; F. E. Starkweather, circulation manager, and J. P. Davis, managing editor.

**AD FIELD PERSONALS.**

Charles W. Fraser, of the MacManus Agency of Detroit, has associated himself with the Baker Advertising Agency, of Toronto. He will have charge of the foreign business of the concern. Mr. Fraser was for some time with the C. H. Fuller Agency, of Chicago, and later with Williams & Cunningham.

Frederick H. Siegfried, president and treasurer of the Siegfried Co., who has been obliged to take an extended rest from business because of the condition of his health, has resigned as secretary-treasurer and member of the executive committee of the Association of New York Advertising Agents.

Marion Foltz, advertising manager of Gimbel Bros., New York, on Monday entertained at lunch a party of women newspaper writers.

W. S. Archibald, for two years in the advertising department of Life and before that connected with Vogue, is now with the Leslie-Judge Co., New York.

Edward M. Carney, for several years connected with the American Telephone and Telegraph Co., will hereafter handle the advertising and publicity work of the United States Worsted Co. at 100 Fifth avenue, New York. This concern has several large mills in New England and does a national worsted and woolen business.

W. A. Somerville has been made advertising manager of the Warren Motor Car Co., of Detroit.

J. F. Morrow, president of the Profitable Publicity Co. of St. Louis, will conduct a course in advertising at the St. Louis University School of Commerce and Finance this winter.

W. G. Snyder, advertising manager of the Des Moines Daily News, has resigned to go into the real estate business.

Paul Hale Bruske, for several years sporting editor of the Detroit Times has returned to the Studebaker corporation, with which he was formerly connected.

George W. Coleman, president of the A. A. C. A., has been recently entertained by the Oklahoma City Advertising Club, the Dallas Advertising League the Waco Advertising Club and the Galveston Ad Club.

**Sphinx Club Officers.**

The officers of the Sphinx Club of New York for the coming year are as follows: President, George B. Van Cleve; vice-presidents, Collin Armstrong, W. R. Hotchkiss, Gay Bradt, John H. Hawley; secretary, Justin McCarthy, Jr.; treasurer, R. F. R. Huntsman. Executive committee, James O'Flaherty, George Ethridge, Samuel Brill, Preston P. Lynn, W. C. Freeman, P. A. Come and Walter Hammit. The first dinner of the season will take place October 10 at the Waldorf-Astoria.

**The World's Great Record.**

The New York World elsewhere in this issue presents some interesting advertising statistics taken from its own record. From these it appears that in 1905 it printed 1,134,959 advertisements. In 1910 the number had risen to 1,546,897, or a gain of 411,838 in five years. For the first nine months of 1911 the World published 17,737 more advertisements than during the entire year of 1905. These figures prove conclusively that the World is one of the most popular advertising mediums in the country.

**Will Furnish Labor News.**

James C. Brower, manager of the Poughkeepsie Standard, was recently elected secretary and treasurer of the New York State Press Association, the object of which is to furnish press service to all labor papers of the State and to protect the merchants from labor fakirs. The Poughkeepsie Union Standard applied for membership, and was accepted, and is now allied with the Industrial World, of Syracuse; Legislative Labor News, of Troy; the Official Record, of Albany, and the Yonkers Workman, of Yonkers.

**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

**OUR GLOSS BOOK NEWS**

at 10c. per lb.  
**IS THE BEST**  
SEND FOR SAMPLE  
**F. E. OKIE CO.**  
Manufacturers Fine Printing Inks  
PHILADELPHIA, PA.

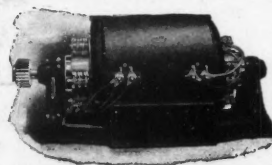
TAKE IT TO  
**POWERS**  
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH  
ON TIME ALL THE TIME  
**POWERS PHOTO ENGRAVING CO.**  
154 Nassau St. N.Y. Tel. 4900-4 Beekman

**THE LOVEJOY CO.** Established 1852  
**ELECTROTYPERS**  
and Manufacturers of Electrotype Machinery  
444-446 Pearl Street New York

**—Time and Money Savers—**

The perfect acceleration of high speed presses obtainable only in one motor and the use of a brake of correct design, overcome breakage of the web, delays, and loss of white waste.

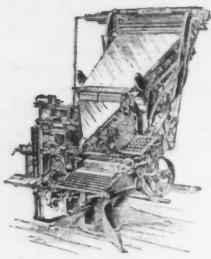
**Garwood Electric Co.,** Main Office and Works,  
GARWOOD, N. J.  
New York Philadelphia Boston Chicago Pittsburg  
St. Louis New Orleans



**"THE KOHLER SYSTEM"**  
of ELECTRIC CONTROL for

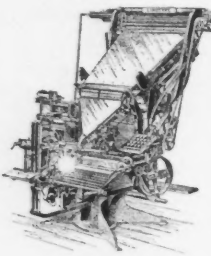
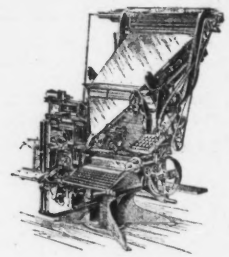
Motor-Driven Printing Presses and Auxiliary Machinery  
Used by the leading newspapers throughout the world

Manufactured and sold by the  
**CUTLER-HAMMER MFG. CO., Milwaukee, Wisconsin**  
New York Chicago Boston Pittsburg Philadelphia Cleveland San Francisco

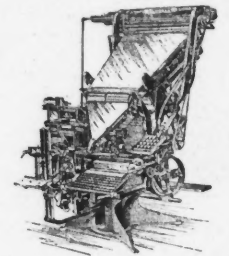


# 8 MODEL 8

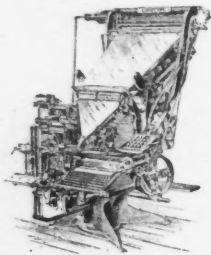
3-Magazine Quick Change



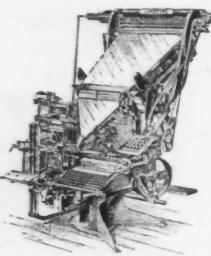
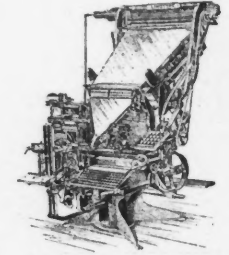
# LINOTYPES



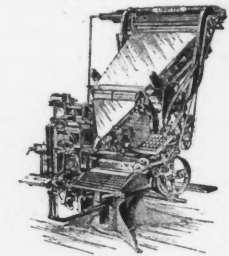
Ordered by Mr. Rogers September 29th for the



## NEW YORK GLOBE.



This is in addition to the 4-Magazine Quick Change Model 9 and the two Double Magazine Quick Change Model 4's, which were the only additional composing machines installed when the plant was moved to its new quarters, and are for use in its Ad Alley and for Head Letter work.



## ATTEMPTING TO CLIP SECONDS

through one-type-at-a-time methods has become obsolete in the Globe's composing room.

The installation of these Model 8's increases the Globe's Linotype battery to 28. It indicates Mr. Rogers' appreciation of the Multiple Machine Idea and his growing conviction that

## MIXING METHODS DOES NOT PAY

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  
332 Camp Street

TORONTO: CANADIAN LINOTYPE LTD., 35 LOMBARD STREET



